

# *Sellers Marketing Plan*



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## Thinking of Selling?

In today's complex market, selling residential real estate requires knowledge, creativity, experience, enthusiasm and the ability to advertise and promote your property throughout the marketing process.

### "My Pledge"

*You have my firm commitment that I will work hard with you to fill all of your real estate needs now and in the future. I have over 13 years of experience in this industry and my goal will be to offer you the best possible service to make your dreams come true. Your needs are extremely important to me. Please allow my knowledge and know-how work for you.*

*-Hector Curiel, Realtor and Mortgage Loan Originator*

**CURIEL HOMES**  
*Exceptional Living®*

# Our Sales Approach

*What it takes to sell your home in a timely manner*



While our sales approach is comprehensive, communication is the vital component to our success.

As a sales team, we are committed to involving you in every step of the process.

Whether it is establishing a sales price, holding open houses, accepting offers, or closing escrow, we will communicate with you on a regular basis.

As the results on the following pages will indicate, our sales approach simply works.





# How We are Different

## The Curiel Team

- Team Approach
- Professional Photography
- Actual Tour / 3D Virtual
- Advertising in local, regional, and national websites
- Google Adsense
- Customized Direct Mail Campaigns
- Distinctive brochures
- Specialized Property Website
- Customized video tours posted to multiple websites
- Electronic campaign ads sent to thousands of potential buyers
- Weekly open house, including holidays

## Other Agents

- Solo Agent
- Point & Shoot
- No Weekly Ads
- Limited Print Advertising
- No Direct Mail Campaign
- One Sided Flyers
- No Website
- No Video Tours
- No Electronic Ad campaign
- Inconsistent open house schedule

*"We have never met anyone like Hector. He knows the valley inside and out. He is patient and gets what you want to achieve very quickly. He is willing to go to bat for you and has a lot of experience to get you through the process."*

*-Robert Burrus, The Jimmy Kimmel Show*



# REAL REVIEWS & SOCIAL PROOF OF OUR SUCCESS



***SOLD IN 7 DAYS-FOR MORE THAN LIST PRICE***

"Curiel & Associates sold our home in 7 days! We got out of our house and purchased a home in the community where we wanted to be. I know many people that haven't had that kind of success. Thanks again for everything! We really look forward to having you as a resource and being able to refer friends to you for your real estate advice."



-K. Gintz

***SOLD IN 19 DAYS***

"I made the mistake of hiring a friend of the family to sell our house. After it sat on the market for over 180 days we cancelled the listing. One of our friends had used Tristan's Group and had success, so we decided to switch to them. Three weeks on the market with Hector and we had an acceptable offer. We had a smooth transaction and the home even closed 1 day early!"



-C. Hammerle

***HOUSE SOLD IN 22 DAYS-FOR MORE THAN LIST PRICE***

"When it comes to negotiations Hector and his team are the best! The understanding of the market and communication is unmatched! Thank you for your hard work and keeping me informed every step of the way."



-M. Sterr

Earlier this year, we were all faced with a deadly pandemic that was growing exponentially.

Life has changed, but our mission at **Curiel and Associates Realtors®** has not.

Over the past few months, we've focused our time on listening to home shoppers and buyers.

We gathered as a company, and worked to develop new solutions, new products, and new experiences for consumers. We talked about a safe, on-demand, and fully-digital experience to buy and sell a home



The safety of our customers and agents and the potential to slow the spread of COVID-19 is priority.

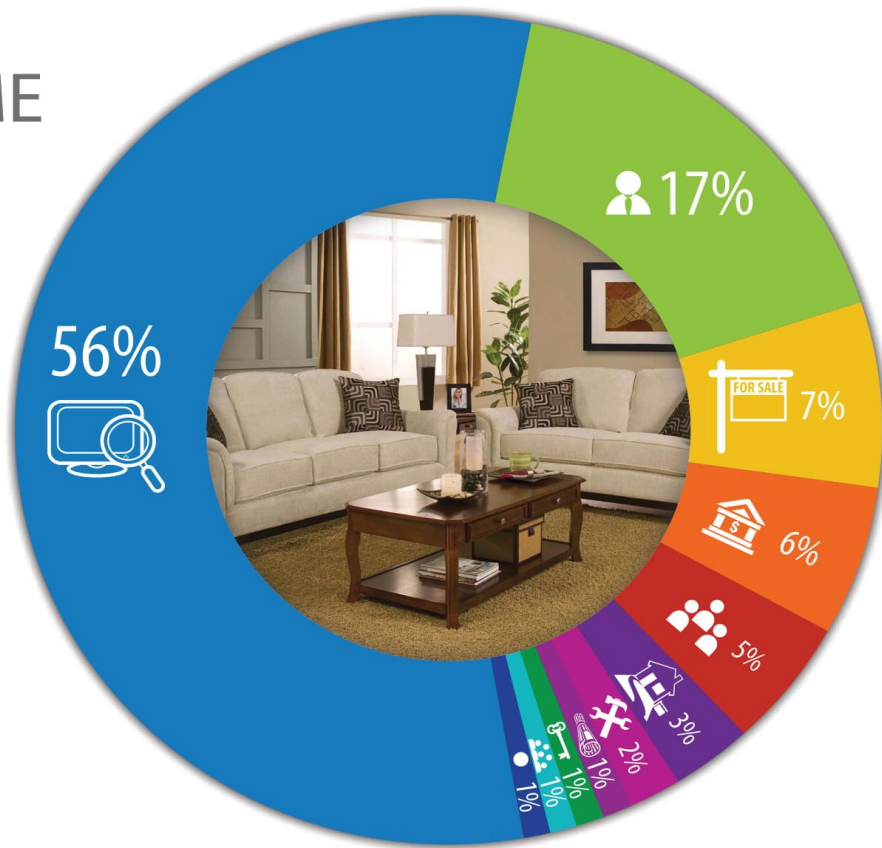
In addition to requiring face coverings, gloves and hand sanitizer at all indoor, in-person meetings which will be provided, we're taking the following precautions to safely serve homebuyers and sellers during the pandemic:

- **We're continuing to limit in-person tours to two customers requiring entry disclosures**
- **We're offering scheduled virtual open houses in addition to on-demand and live agent web-tours.**



# FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56% internet (home searches & research)
- 17% realtor
- 7% call on yard sign
- 6% contacted a lender
- 5% friend | relative | neighbor
- 3% open house
- 2% new builder
- 1% local newspapers & magazines
- 1% knew the seller
- 1% home buying seminar
- 1% other

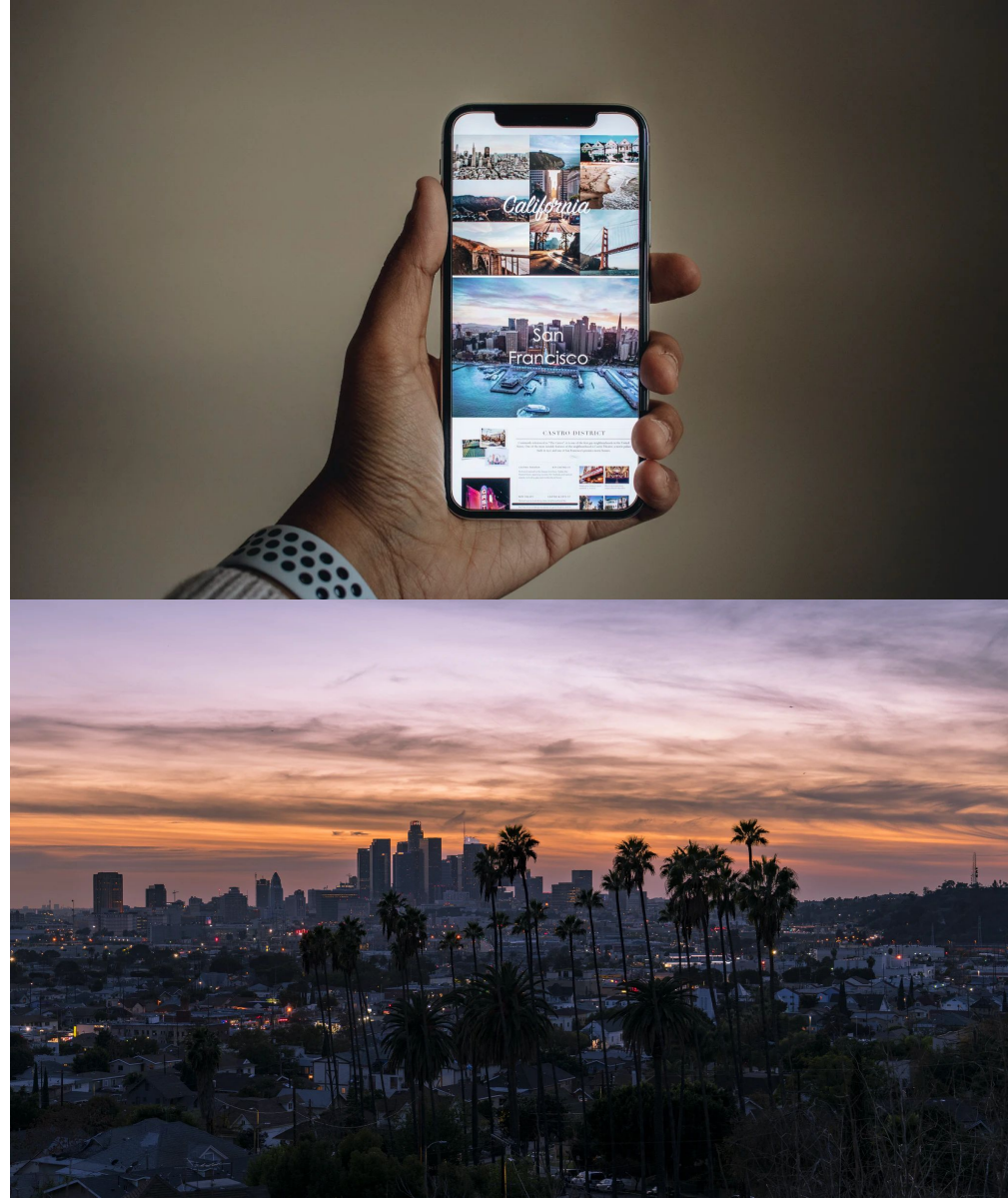






# We Conduct a Thorough Market **Analysis**

- Thoroughly inspect your home and outline all the important features and upgrades
- Determine the Fair Market Value of your property by doing a detailed written market analysis
- Provide an estimate of the selling expenses to show your net proceeds
- Execute a listing agreement authorizing us to market your property







# Property Enhancement

- Provide you with helpful information to make your property as marketable as possible
- Recommend repairs and improvements to sell your property for the highest price
- Schedule and supervise the home enhancement program, with your approval
- Suggest additional enhancement and repairs based on buyer feedback



# Constant Communication



- Send you a printed copy and a link to the MLS presentation for your approval
- Email you links to all the Internet presentations for your approval
- Email you direct feedback from other agents on all showings
- Call or meet with you weekly or bi-weekly to report on the activity and review market conditions
- Provide regular updated written market reports showing the latest market activity
- Constantly review our marketing strategy and adjust as needed to get your home sold



# PRO Photos and 3D Tours

Professional photography is essential when attracting buyers to your listing!



## 3D Tours



# World Class Videos and Stories



# OUR TEAM **OF** MARKETING PROFESSIONALS **MAKE** YOUR HOME **STAND OUT!** *See for yourself...*

- Prepare and submit accurate information to the Multiple Listing Service (MLS) and other web based marketing websites
- Schedule a professional photographer to take "perfect" digital photos and virtual tour of your property for the MLS and Internet web sites
- Color correct and enhance photographs of your property to maximize impact of images on the internet and in print media
- Install a high-security, computerized lock box to facilitate showings and track showings at your property (optional)
- Display your home to our sales staff and other agents prior to listing for the most exposure
- Immediately upon listing, market and display your home to hundreds of websites and buyer prospects.
- Promote your property by networking with Top Network Companies, sales people and active agents from other companies
- Deliver your property information to top local and national agents the moment it hits the multiple listing service
- Promote your listing to over 2000 buyers that are actively searching on our customized buyer web platforms
- Install "For Sale" sign with customized hotline information number specific to your property
- Distribute a custom flyer outlining the key property features (optional)
- Mail just listed letters to your neighbors
- Reach more than 40 million potential buyers online monthly through property listing syndication, Search Engine Optimization, and Search Engine Marketing. Your listing will be showcased on thousands of consumer real estate websites. Following are just a few examples:  
TeamTKC.com, Kleinpi.com, Homeseekers.com, Yahoo.com, Google.com, Trulia.com, Realtor.com, Zillow.com...
- Submit property listing for "Featured Home" position on Realtor.com - the #1 consumer real estate website with 7 million unique monthly visitors
- Create and host a video of your property to be featured on Facebook
- Advertise and host consumer Open Houses at property (at seller's convenience, optional)
- Create buyer specific marketing in specialized format.





## Team Approach

A team will always outperform an individual! Curiel & Associates Realtors are well trained in customer service, sales, and high level negotiations!



## Photography

Our photographers are some of the best in the business! They have won awards and completed photo shoots for well known magazines



## Sign and Post

Our luxury sign and post will show your home is professionally represented



## Sign Rider

Another way we empower buyers to get the information they need about your home 24/7. It features call, text, QR code that leads to your personalized property website



## Brochures

Professionally designed and commercially printed. Our residential brochure will highlight your home in the best possible way



## Open House

We call it a MEGA open house ! We will advertise, cater, and invite your neighbors over to see your home on its launch day



## Top 300 Agents

We will pull approx.300 realtors that have sold a home within a radius of your home and give them a broker courtesy heads up of the new pre-market listing



## Local Offices

Since Curiel & Associates participates in the SRAR Regional Multiple Listing Service, most local brokerages will also feature your home on their sites, giving it even more exposure



## National/International

Because Curiel & Assoc. Participates in The List Hub Network, national and international brokerages will display your home on their websites giving the home worldwide exposure



## Email Blasts

Clean, simple, and direct emails.They feature your home in the best light to agents , buyers, and anyone who may be interested in your home



## Its Own Website

We build your home its own website. It will feature your homes high resolution pictures and all the features of your home. You will also find video virtual tours of your home.

## Pay-Per-Click

We spend marketing dollars every month pay-per-click ads on many of the social media platforms. This is a great way to market your home to its hyper local market

## Premium Exposure

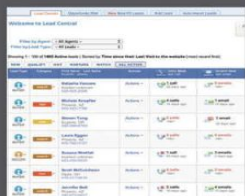
- Zillow.com
- Trulia.com
- Realtor.com
- Homes.com

## Video

Video is a popular means for advertising a home. It gives a buyer a different perspective of the home, its layout, and floor plan. We will feature your home on video sites such as Youtube and Vimeo

## Just Listed Mail

Our mailing campaigns will showcase your home to your neighbors and allow them the opportunity to buyers they know who are looking in the neighborhood



## Buyer Database

On average we have thousands of active buyers searching our website. We check their searches and narrow it down to 50-100 buyers that may be interested in your home and call them!

## Staging

Staging has been proven to sell a house for more money in less time. Although staging is not for every home, we will guide you through the decision of staging,

## Home Warranty

Sell with piece of mind. Covered service problems will be taken care of while also providing additional after-sale liability protection

## Broker Tours

Some neighborhoods have broker tours. If there is a tour in your neighborhood we will be on it to represent your home on the tour

## Feedback

We will give you feedback received from prospective buyers and agents regarding your home, to allow you to make needed changes to your home selling strategies



## 12-Page Listing Book

We create a custom listing book for your home, allowing every prospective buyer and agent who visits the property to leave with an asset to share with their family and friends and to remind them of the beauty of your house.

## Coffee Table Book

Beautifully bound hardcover leather books are created for exclusive listings. Our graphic designers weave together compelling photography, inspiring descriptions, and innovative layouts to produce a keepsake for all prospective buyers.

## Featured Listing Flashcard Videos

Your property will be a prominently featured Listing on the front page of social media websites, and receives many thousands of visitors per month. All tracked and reported to you.

## Invitation Mailers

Custom invitations will be mailed to area residents advertising the new listing and its first open house.

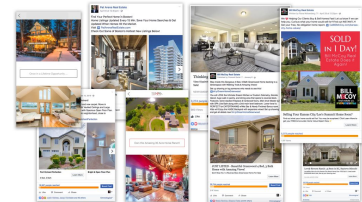
## TVS AND IPADS

Your home will be conspicuously placed on a large TV screen and multiple media tablets at local shopping centers, gyms and other densely populated areas available for viewing to more than 14,000 people every day.



## Bridge Loan Services

A simple solution to bridge the gap between the home you have and the home you want. You can access bridge loans from industry-leading lenders without the burden of out-of-pocket costs. Enjoy competitive rates and dedicated service, with the exclusive option to get up to six months of your loan payments fronted when you work with us to sell your home.



## Twilight Events

We will host special Twilight Events for our properties, catered with food and drink, and other amenities.

## CURIEL Homes Concierge

Our Concierge program fronts the costs of services that can increase the value of your home. From staging, to painting, to cosmetic renovations, there will be no payment collected until your home sells. No upfront costs, no interest charged - ever.

## Digital Marketing Campaigns

Your property photos and descriptions are digitally formatted to produce custom marketing campaigns across search engines, email, social networks, display advertising networks, website sponsorships, and custom URL websites.

## Social Media Promotion

We post your property on our social media platforms including Instagram and Facebook and also pay to promote the posts during the first week of the listing so that they reach not only our followers but tens of thousands more.



### **First 24 Hours**

- Install Sign and Brochure Box
- Submit Listing to Multiple Listing Service
- Order Photography

### **Next 48 Hours**

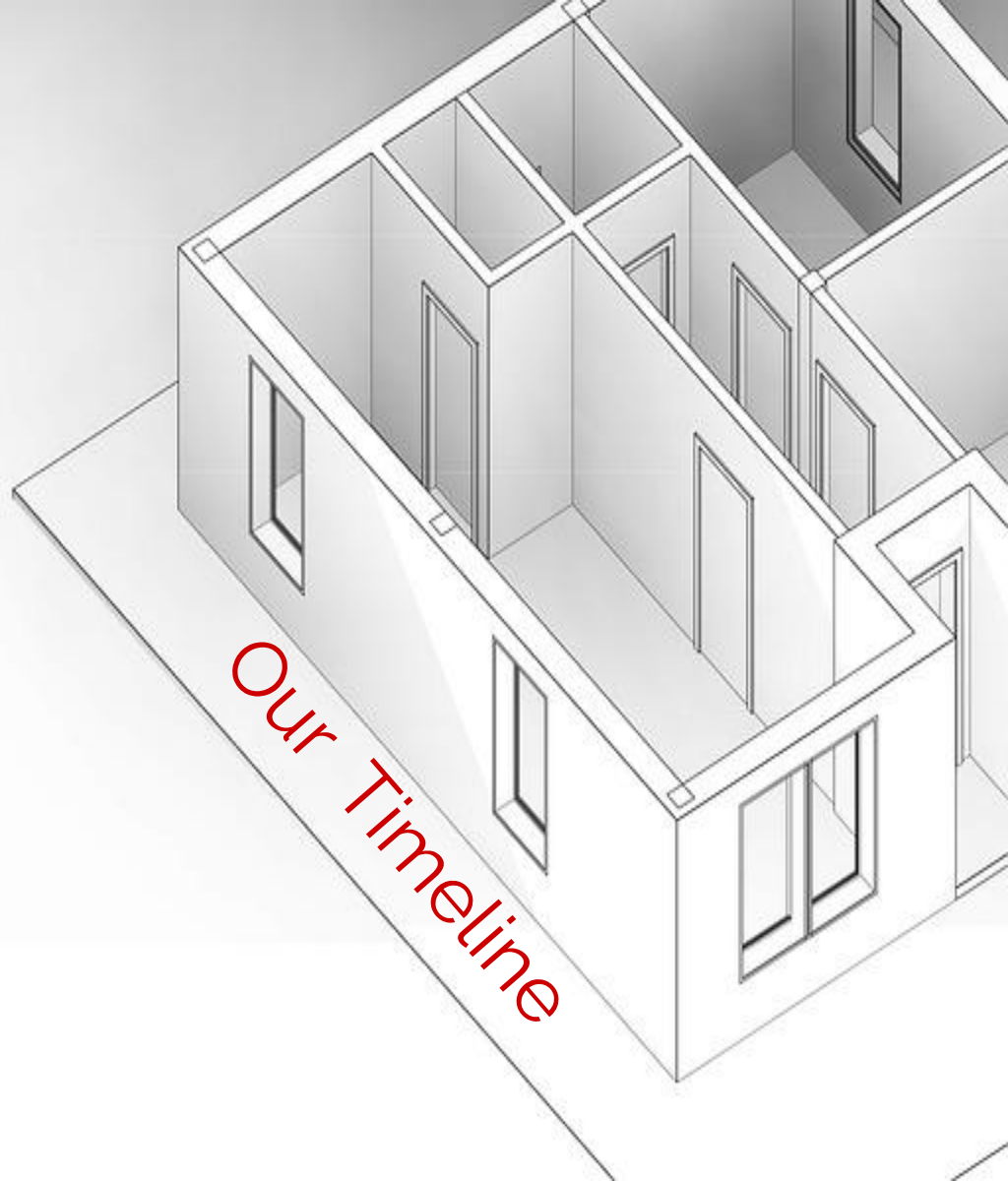
- Establish Website and domain name for property
- Take interior and exterior property photography
- Prepare all print advertising materials (Magazine & Newspaper Ads)
- Property announced at office Meeting
- Email Sent to top 100 producing agents
- Email sent to thousands of potential buyers
- Voicemail blast to all local Agents

### **Next 72 Hours**

- Update seller of activity on property
- Customized Brochures delivered to properties
- Broker preview at property
- Office preview at property

### **Weekly**

- Weekend open house
- Property showings and follow-up
- Newspaper advertising
- Magazine advertising
- Direct mail
- Online advertising (Featured on over 20 websites)
- Weekly updates to seller on property



# Occupied **Redesign**

Living at home and unable to relocate furniture? Our Occupied Redesign is the perfect option.

Two stagers come to the home and redesign each room as needed. Depending on the seller's comfort level, the stagers declutter, rearrange furniture and accessories, hang artwork, and ultimately provide suggestions to create the best possible photos to showcase the home.





# STRUCTURING THE **SALE**

- Carefully review and present all offers for your consideration
- Use unique and specialized sales approach in negotiations to optimize the overall outcome of your sale
- Qualify the prospective buyers to be sure they are able to purchase your property
- Qualify prospective buyers (if they are working with our office or team) prior to any written offer
- Prepare a strong response or acceptance to create a solid transaction that will close on time with no surprises



# TRANSACTION MANAGEMENT

- Manage all the details of your real estate transaction
- Open escrow and review the escrow instructions
- Arrange for the property, termite and other inspections
- Supervise any agreed-upon home repairs
- Assist with all disclosures, including the seller's TDS, supplemental disclosures, smoke detector, hot water heater and environmental hazard disclosures
- Oversee the loan approval process to be sure your transaction closes on time
- Coordinate and supervise the appraisal process to ensure the proper value
- Order the preliminary title report and review the condition of title
- Order the HOA documents including the CC&Rs, budgets, by-laws and minutes of board meetings

The screenshot displays the RealtyCommander web application interface. At the top, the logo "realtycommander" is visible, along with user information "Hi, Laurie" and navigation links for "My Account", "Customize", "Help", and "Log out". Below the header, there's a navigation bar with tabs for "My Calendar", "My Files", and the active tab "LOVENTHAL/Skywood Cir". A secondary bar contains action buttons: "save", "email", "add task", "add showing", "add activity", "add document", "add offer", and "HUD-1".

The main content area is divided into several sections:

- Navigation Sidebar:** Includes links for "home", "my calendar", "my files", "Leads & Active Files", "Leads Only", "Active Files Only", "Assigned to", "Files that closed", "Archived Files", "All Files", "Tasks & Activities", "Leads & Active Files(Copy)", "add new search", "contact manager", "license manager", "task manager", "mortgage company manager", and "help center".
- Property Overview:** Features a photo of a house and key details: "1120 sq ft, 3 bed, 2 bath, 1956, .17 acres". It lists the "Seller" (Thomas LOVENTHAL), "Processor" (Brian DeLuca), and "Listing Agent" (Brian DeLuca). It also shows "Mortgage 1" and "Mortgage 2" details, including loan amounts and interest rates.
- Offers:** Displays the "Offer price: \$189,900", "Closing date: CAL 7/22/2011", and "Valid offers: 3". An "add offer" button is present.
- Listing:** Shows the "List price: \$255,000", "List date: CAL 2/1/2011", and "Listing Exp: 10/1/2013 (6 days ago)". An "add history" button is present.
- Hardships:** Lists issues such as "Going through divorce", "\$15,000 in credit card debt", "Outstanding student loans", "Just lost employment", and "Negative \$950/mo even w/o mortgage pmt".
- Property Issues:** Lists concerns like "Water damage in basement", "Needs paint", "Carpet needs to be replaced upstairs", "Cracked ceilings", "Bathroom needs updating", and "Overgrown Landscaping".
- Tasks & Showings:** A list of upcoming tasks and showings, including "Call the sellers, they're .....", "Call to sign listing docs", "Showing for Benjamin SMITH Jan 3, 2013 at 3:30pm", "Test Task", and "Task - this one was for Tues".
- Mortgage Progress:** A section with a gauge chart showing the progress of "Mortgage 1" and "Mortgage 2". It includes details like "Progress: 8 - BPO Ordered", "Loan #", "Total loan amt", "REO Date", "Counter offer", and "Expires".
- Property Contacts:** A list of contacts involved in the transaction, including "Brian DeLuca" (Listing Agent), "Thomas LOVENTHAL" (Seller 1), and "Julia LOVENTHAL" (Seller 2).



## HOME SALE TIMELINE

### pre-listing

schedule an appointment meet with our team, discuss best strategy for selling, formal listing presentation, executed sales agreement, property evaluation, appraisal design, team walk-through, market analysis completed sales price established

### listed and active

marketing campaign started, professional photography taken, signs installed, submitted to multiple listing service, property website launched, property brochure delivered, direct mail campaign launched, print campaigns launched, telephone campaign started, e-mail campaigns started, office preview, broker preview, mega open house, progressive home tours

### under contract

offer(s) received  
offer(s) negotiated  
offer accepted  
back-up offer(s) accepted  
inspections & disclosures completed  
appraisal completed  
contingencies removed  
property closes  
refer friends to our team

# SERVICE AFTER THE SALE



- Arrange for your net proceeds to be wired into your bank account, (if you prefer)
- Review the final closing statement for accuracy
- Provide all documentation containing all your real estate transaction documents.



# The Team

**Hector Curiel** *Broker and Mortgage Loan Originator*

**Arbi Abramian** *Lender*

**Diana Curiel** *ASL Interpreter and Showing Specialist*

**Omar Falah** *Inspector*

**Michael Johnson** *Visual Effects Specialists*

**Mark Anthony Mattes** *Escrow Officer*

**Cheryl Ritter** *Transaction Coordinator*

**Julia Samaniego** *Operations Specialist*

***"A team always outperforms an individual"***

[www.curielhomes.com](http://www.curielhomes.com)