

A GUIDE TO SELLING YOUR
HOME

EDRICK PINEDA

REALTOR | DRE 02116945

EDRICK PINEDA
REALTOR®

kw LA QUINTA
KELLERWILLIAMS

EACH OFFICE IS INDEPENDENTLY OWNED & OPERATED.
OFFICE DRE# 01522730



KW LA QUINTA
KELLERWILLIAMS

The information provided herein has been gathered from sources which are proprietary to Keller Williams Realty. As such, we understand this report to be for the private and confidential use of Keller Williams Realty, its' representatives and you, the property owner. Accordingly, this report should not be copied, reproduced or distributed in any way to third parties without our prior mutual agreement.

EDRICK PINEDA

REALTOR | DRE 02116945

Email: EdrickPineda@kw.com

Direct: (760) 275-0403

Download My App to search for homes NOW! <https://app.kw.com/KW2HD9MB6>

Keller Williams La Quinta 47-100 Washington St. Suite 101 La Quinta, CA 92253



YOUR TRUSTED REAL ESTATE PARTNER

As a dedicated and experienced real estate professional, I am honored to be your guide on this exciting and new journey. I have a passion for helping people and their families achieve their real estate goals. My commitment to excellence, coupled with a deep understanding of the local market trends, positions me as your go-to partner in navigating the real estate landscape and getting your home sold!

I am proud to have the opportunity in assisting many individuals and families in the Coachella Valley buy, sell, and invest in properties. My philosophy revolves around putting my clients first and building a trusting relationship that molds into an ever lasting friendship. I understand that selling a home is one of life's major decisions, and I am dedicated to ensuring a seamless and stress-free experience for you. By leveraging marketing techniques, negotiating skills, and a network of industry professionals, I am committed to maximizing your real estate success.

Thank you for your trust!!!



EDRICK PINEDA

REALTOR | DRE 02116945

Email: EdrickPineda@kw.com

Direct: (760) 275-0403

Download My App to search for homes NOW!
<https://app.kw.com/KW2HD9MB6>
 Keller Williams La Quinta 47-100 Washington St. Suite 101
 La Quinta, CA 92253



MISSION STATEMENT

Our mission is to build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

VISION STATEMENT

Our vision is to provide a positive and excellent real estate experience to our clients and earn their trust for future transactions while becoming their referral agent of choice.

OUR VALUES

Integrity: We conduct ourselves in the highest ethical standards, demonstrating honesty and fairness in every decision and action.

Quality: We deliver only excellence and aim to exceed expectations in everything we do.

Respect and Trust: We treat our clients and each other with dignity and respect at all times.

Collaboration: We work with a team of experts who act in the best interest of our clients.

MISSION STATEMENT

Our mission is to build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

HOME TOUR

Home tour notes:

Most desirable features of the property:

As a buyer, what are some features you might want to change:

Tell me more. How much would that cost?

Who is the ideal buyer for your home?

FOUR AREAS OF DISCUSSION

1 S T D I S C U S S I O N

Motivation to sell this home and the timing to
get the home sold

2 N D D I S C U S S I O N

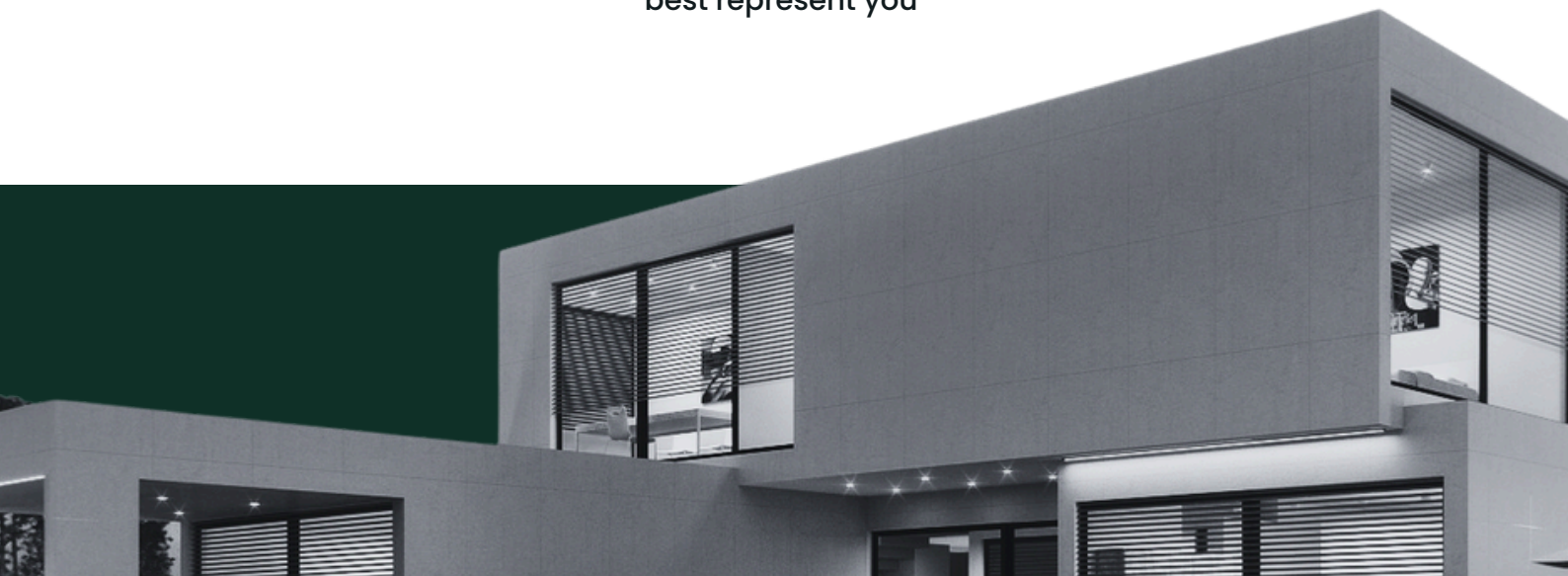
What I'm going to do to expose your property to the highest
number of buyers and to agents who control buyers

3 R D D I S C U S S I O N

How much your property will realistically sell for?

4 T H D I S C U S S I O N

Why you should choose me as the agent to
best represent you



CONFIRM PLANS

You are moving to? _____

What's taking you there? _____

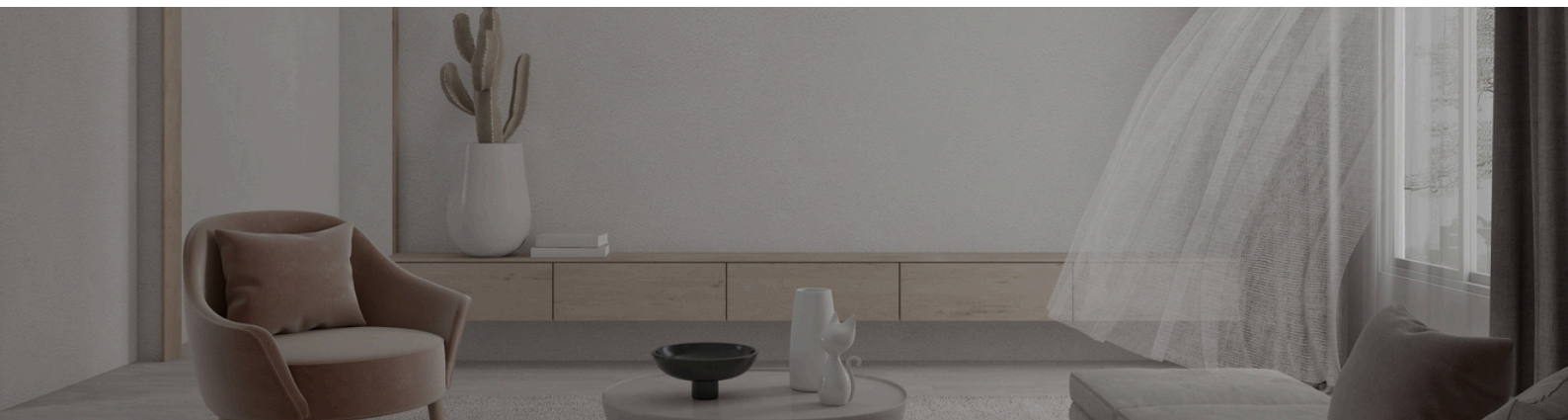
You'd like to be in _____ *by* _____

If this home doesn't sell in your timeframe, is there a plan "B"?

You were thinking about a price of

\$

right?



YOUR NEEDS COME FIRST



Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

If we could add just one more thing to make this process even better, what would it be?

How can I make that happen for you?

How can I make that happen for you?



THE SELLING PROCESS

The real estate transaction is complex and navigating you through every step of the sale is my expertise.

- ☐ Initial meeting, walk-through and needs analysis
- ☐ Sign listing agreement
- ☐ Prepare your property for sale: staging, photography, etc.
- ☐ Launch "coming soon" marketing campaign
- ☐ Establish a competitive price
- ☐ Officially list your property
- ☐ Launch "just listed" marketing campaign
- ☐ Start showing your house and hold open house
- ☐ Receive and present offers
- ☐ Begin attorney review
- ☐ Negotiate contract
- ☐ Go under contract
- ☐ Facilitate inspection process
- ☐ Negotiate any issues
- ☐ Oversee appraisal
- ☐ Coordinate and prepare for further inspections
- ☐ Final walk-through
- ☐ Close!

MARKETING STRATEGY

DIGITAL MARKETING

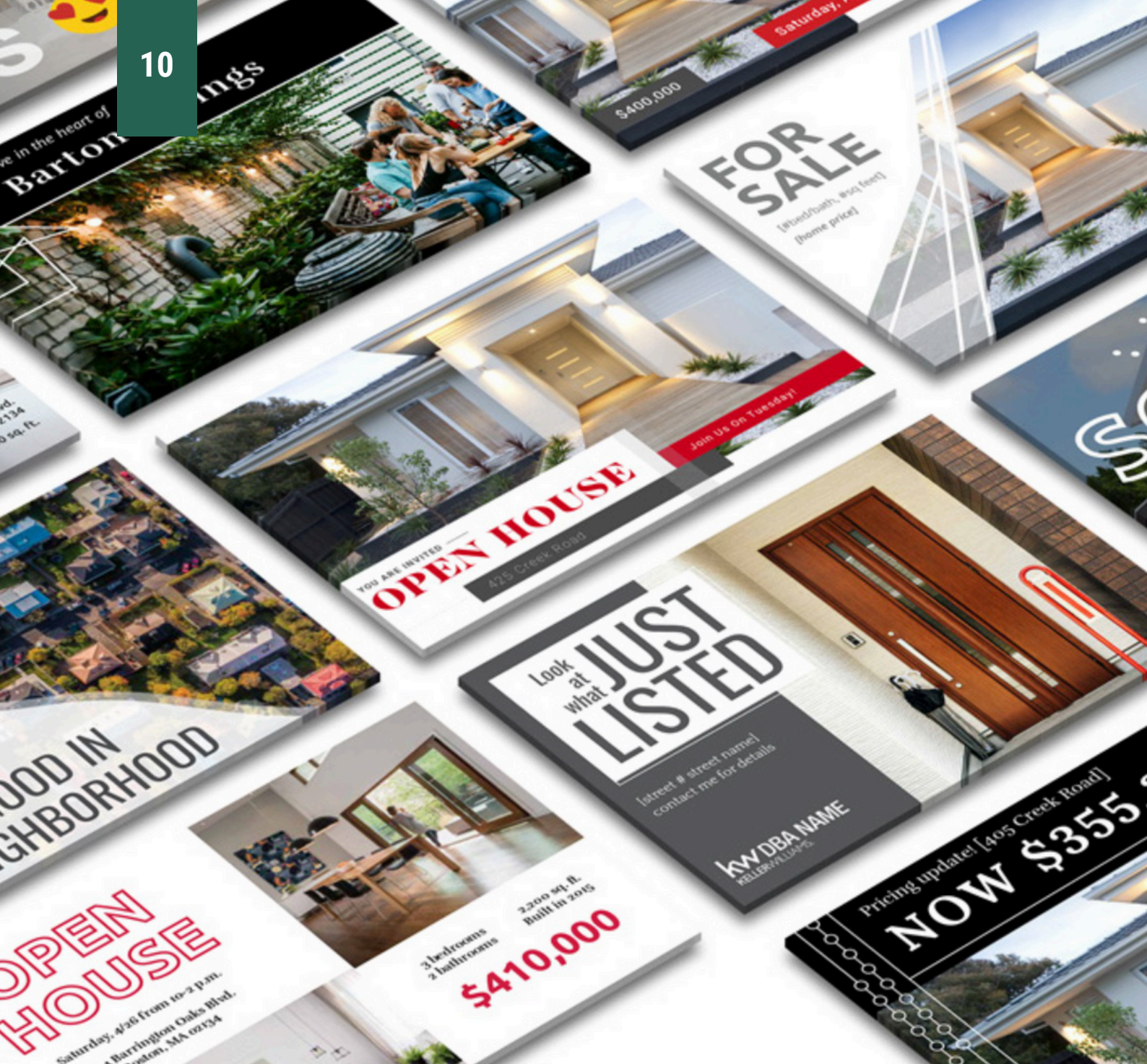




DIGITAL MARKETING THAT DRIVES RESULTS

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

- Custom Website
- Online Presence
- Photography
- Brochures
- Printed Flyers
- Direct Mail
- Network
- Prospecting
- Door Knock
- Social Media
- Follow-up
- Price Watch
- Market Research
- Open House
- Pricing Strategy

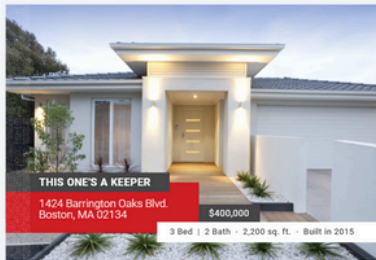


BEST-IN-CLASS PROMOTIONAL ASSETS SMART, TARGETED NETWORKING

From dynamic fliers, to lead- optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

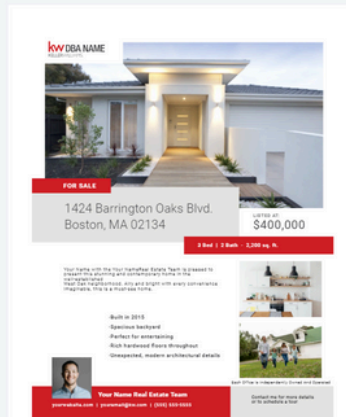
As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

YOUR MEDIA PLAN



Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers.

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers.

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

STRATEGIC PROMOTION

COMING - SOON CAMPAIGN

- ☐ Walk-through and needs analysis
- ☐ Professional photography and videography
- ☐ Professional yard signage
- ☐ "Coming soon" email blast to database
- ☐ "Coming soon" social media touch on Twitter, Instagram and Facebook
- ☐ "Coming soon" callout campaign to highly qualified buyers

JUST - LISTED CAMPAIGN

- ☐ Launch listing on KWLS, MLS and other syndication websites
- ☐ Professional yard signage and takeaway fliers
- ☐ "Just listed" email blast to database
- ☐ Custom landing webpage and funnel campaign promoting open house
- ☐ "Just listed" social media video on Twitter, Instagram and Facebook
- ☐ "Just listed" callout campaign to highly qualified buyers
- ☐ Open house three days after listing



OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends





IT'S IN THE DETAILS

Eye-catching Yard Signs

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

Your Listing, Amplified

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

Door-Knocking

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

High-quality Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.



PROFESSIONAL PHOTOGRAPHY

Keller Williams agents strategically advertise in several publications.

Our display advertising appears in local, regional and national / international publications, which target specific audiences for unique or estate properties. Your sales agent will select the publications appropriate for the marketing of your property.

EXTENDED MARKET REACH

TAKING OPEN HOUSES BEYOND THE BASICS

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.



WEBSITE EXPOSURE



<https://www.eprealtorgroup.com/>



EDRICK PINEDA
REALTOR®

SELLER

BUYER

MORE

CONTACT M

SHOWCASING MY FEATURED LISTINGS

[VIEW ALL](#)

FOR SALE



\$164,900

18070 Langlois Rd SPACE 253, Desert
Hot Springs, CA 92241

3 Beds 2 Baths 1,344 sqft

[VIEW LISTING](#)

FOR SALE



\$179,000

18070 Langlois Rd SPACE 229, Desert
Hot Springs, CA 92241

2 Beds 2 Baths 1,040 sqft

[VIEW LISTING](#)

FOR SALE

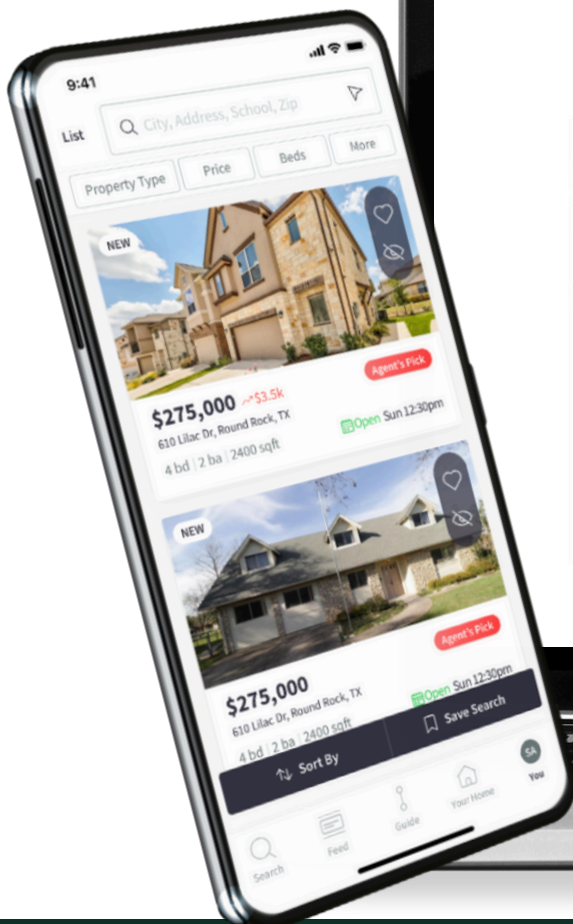


\$189,900

18070 Langlois Rd SPACE 220, Desert
Hot Springs, CA 92241

2 Beds 2 Baths 1,400 sqft

[VIEW LISTING](#)





EDRICK PINEDA
REALTOR®

**REPRESENTING
YOUR HOME**

WHY TRUST KELLER WILLIAMS



Keller Williams is not your traditional Real Estate company. That is why it is not surprising that we are the #1 Real Estate Franchise in the World, by agent count. Our phenomenal growth is only part of the story:

- A network of over 180,000 real estate consultants.
- 1000+ offices worldwide
- Excellence in cutting-edge technology, real estate training, coaching and education

WHY TRUST KELLER WILLIAMS

There is a reason more and more agents are making the change to Keller Williams Realty.
Here's why it matters to you:

Technology

In August 2017, Keller Williams announced a \$1 billion fund to fuel all the R&D and M&A required to build the real estate industry's preferred platform. With resources in place, KW remains focused on building technology that empowers agents to provide the best CONSUMER EXPERIENCE.

Keller Williams also is developing a new consumer app. This new home search experience will empower agents and consumers alike, uniting them inside one central point for communication, on-demand information and collaboration.

Teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

Knowledge

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

Track Record

I'm proud to work for #1 Real Estate Franchise in the World, by agent count! It's proof that when you offer a superior level of service, the word spreads fast.

KELLER WILLIAMS

Keller Williams Realty is the largest real estate franchise in the world - home to more real estate professionals than any other company, providing a powerful global network for agents and consumers!

Argentina
 Belgium
 Belize
 Bermuda
 *Canada
 Cambodia
 Chile
 Colombia
 Costa Rica
 Czech Republic
 Dubai, UAE
 France
 Greater Shanghai, China
 Greece
 Indonesia
 Ireland
 Israel
 Italy
 Jamaica
 Luxembourg
 Mexico
 Monaco
 Nicaragua
 Northern Cyprus
 Panama
 Philippines
 Poland
 Portugal
 Puerto Rico
 Romania
 Southern Africa
 Southern Cyprus
 Spain
 Trinidad & Tobago
 Turkey
 United Kingdom
 *United States
 Vietnam

As of February 2019

WORLDWIDE



kw

KELLERWILLIAMS®

Each Office Is Independently Owned and Operated.

KELLER WILLIAMS IS THE #1 REAL ESTATE FRANCHISE IN THE U.S.A!

AGENT COUNT. CLOSED UNITS. SALES VOLUME.

Every Conversation.
Every Client.
Every Family.
Has led to this moment!

Congratulations to all those who have been on this 35-year journey. No matter when you joined the KW family, you have contributed to this milestone. **The journey continues, as we've just begun!**

COMPARATIVE ANALYSIS



What is a comparative market analysis?

A comparative market analysis (CMA) is an evaluation of similar, recently sold homes (called comparable) that are near a home intended to be bought or sold.

Comparative market analysis establish the current market value of the the home and are prepared by real estate agents. A CMA is not the same as an appraisal, which is performed by a licensed appraiser.

NOTES

[illegible]

NOTES

[illegible]

 **EDRICK PINEDA**
REALTOR®

kw LA QUINTA
KELLERWILLIAMS

EACH OFFICE IS INDEPENDENTLY OWNED & OPERATED.
OFFICE DRE# 01522730

