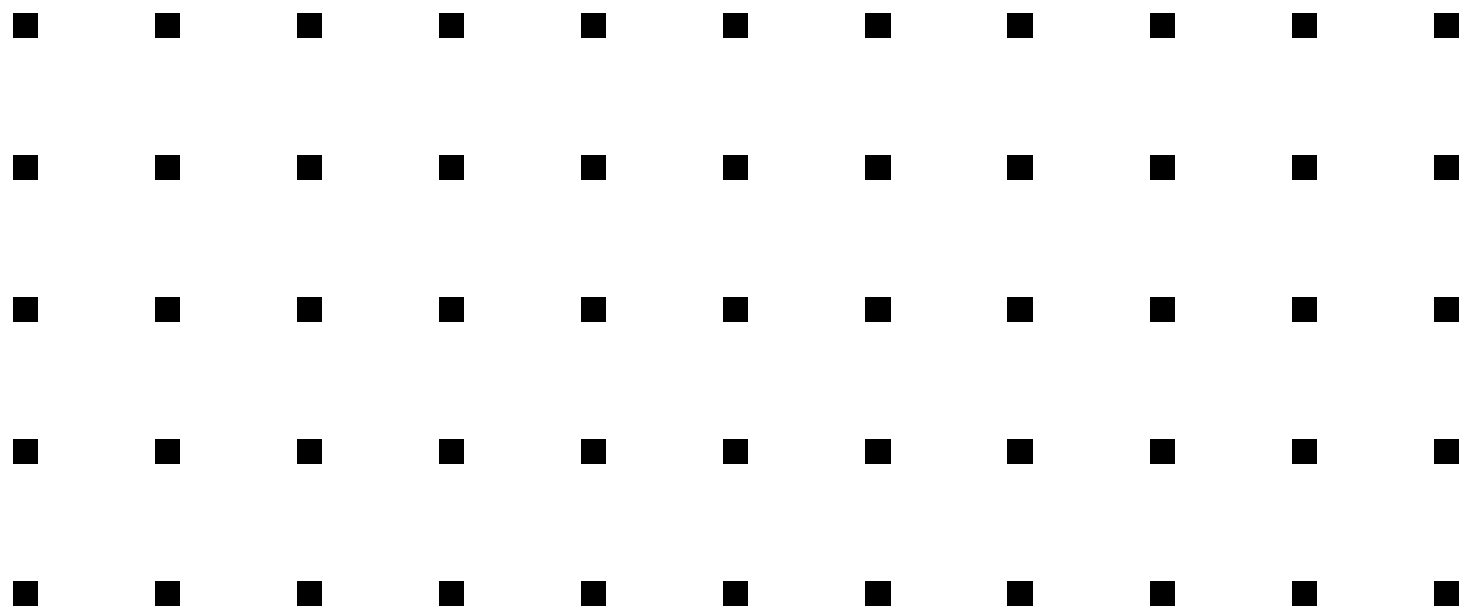


4 STEPS TO GET YOUR
HOME **SOLD QUICKLY +**
FOR TOP DOLLAR

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LucidoGlobal.com



1 PRICE IT RIGHT

“Houses are like bread, not wine. They don’t get better with time. They get stale.”

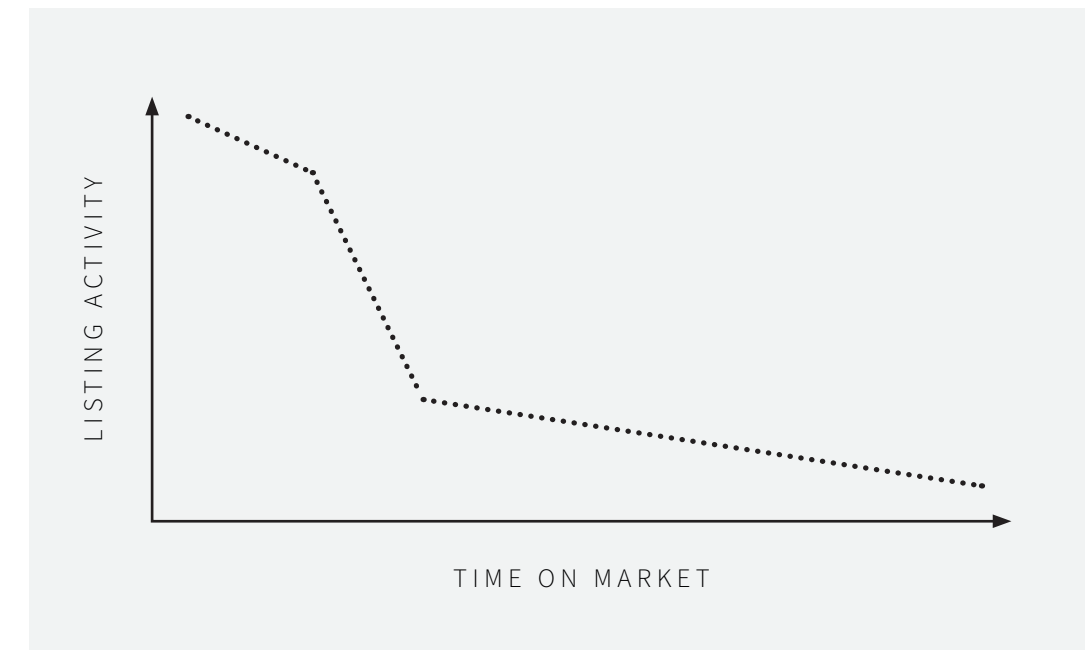
BOB LUCIDO

89% OF YOUR SHOWINGS WILL BE IN THE FIRST 3 WEEKS

Competitive and strategic pricing is vital to the sale of your home.

If a home is priced too high, then it will sit on the market and buyers will view it as stale, which will make it sit even longer.

A competitively priced home is more likely to generate multiple offers, which may result in a higher closing price.



5 THINGS THAT DETERMINE THE VALUE OF A HOME:

1. School district
2. Square footage
3. Updates
4. Bonus space (recreation room)
5. Location (lot, community)

2

BE THE BEST HOME ON THE BLOCK

Staged homes average **23 days on market.**
85% sold for up to 23% over list price.

staged + styled

LUCIDO STAGING DIVISION

Since staged homes sell faster and for more money, **we provide a complimentary staging consultation as part of our pre-marketing process.** We work with a staging team comprised of Accredited Staging Professionals (ASP®) who are ready to help make your home the best on the block.

After you sign the listing contract with your Lucido Team agent, we will provide you with our staging tools and guide to successfully stage your home to sell.

Remember, the way you live in your home and the way you market and sell your home are two very different things. Our Stagers are trained to show you how to make your home look beautiful and appeal to today's potential home buyers.

LUCIDO LISTING TRANSFORMATIONS

See more at LucidoGlobal.com/staging

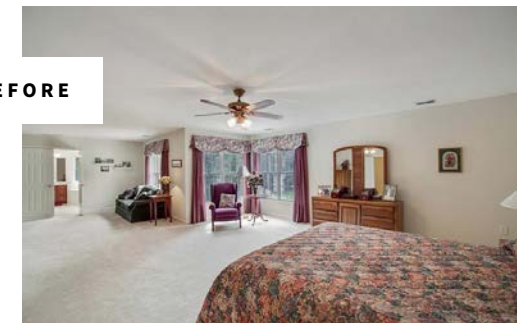
BEFORE



AFTER



BEFORE



AFTER



*Statistics according to a 2020 survey of 13,000 staged homes by RESA®.

3

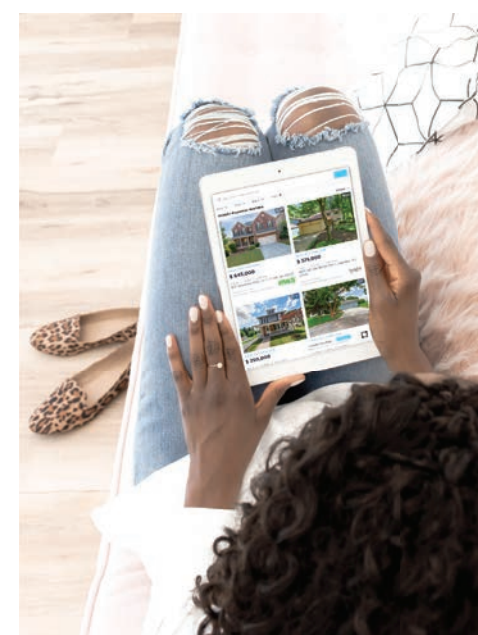
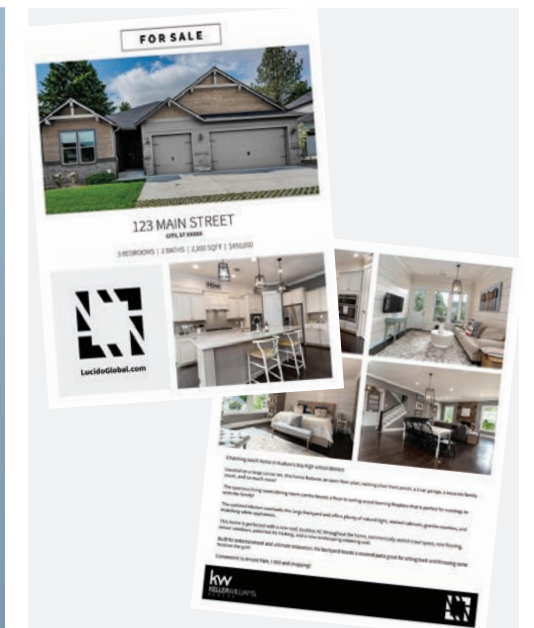
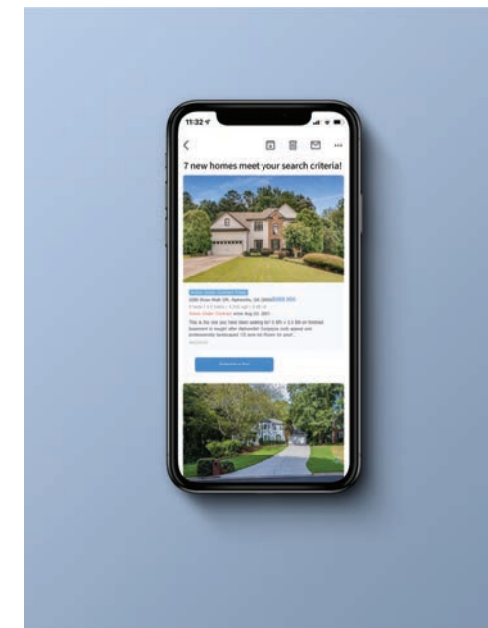
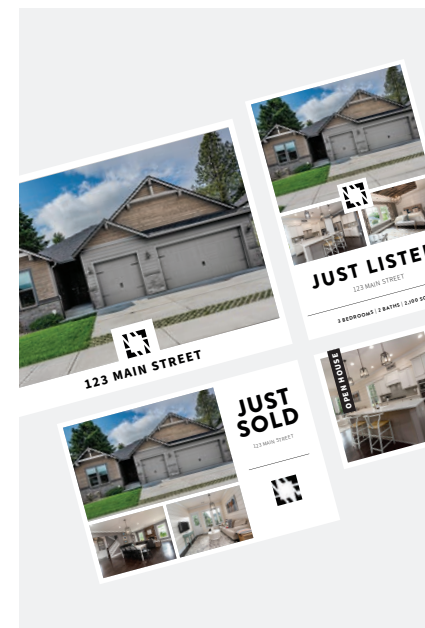
HIRE A TEAM THAT WILL MARKET YOUR HOME AGGRESSIVELY

From traditional yard signs to the latest geo-targeting technology, we utilize an array of tools and strategies to first showcase your property in front of potential buyers, and then motivate them to engage further.

Our dedicated in-house marketing department designs and creates all materials and content for extensive multimedia marketing and advertising campaigns across a variety of platforms. We pair our attractive branding with clean modern graphics to help our agents and listings stand out in the crowded digital landscape.

- Professional Staging Consultation
- HDR Photography + Videography
- Customized Property Brochures
- Effective Direct Mail Campaigns
- Multi-Faceted Digital + Social Media Campaigns
- Effective Digital Advertising
- Reflective For Sale Sign Panels
- Signage + Directionals
- Open Houses + Broker Opens
- Email Marketing Campaigns
- Agent + Client Feedback from Showings
- Lead Response System for Property Inquiries 7 Days a Week
- Expert Negotiations on Your Behalf for the Best Terms
- Access to Our Vendor Network of Licensed Contractors

*Certain restrictions apply.



4 HIRE A SKILLED NEGOTIATOR

WHO HAS A REPUTATION OF
INTEGRITY AND IS TRUSTED BY
BOTH CONSUMERS AND REALTORS®

WHAT OTHERS ARE SAYING

"We hired Lucido's team after working with another agent for almost a year. During that time, we received no contracts for the purchase of the property. Within a few months, we received a contract and the property closed recently. The team's aggressive marketing strategy worked. Also, he convinced us that the reason the property was not selling was because the price was too high. Their assessment was apparently correct since we received the contract shortly after the price was lowered. We only wish we had hired them sooner."

- S. Samuel

"When we chose to sell our home,, we initially tried to sell it ourselves due to the strong sellers market in the area. Shortly after we started, we contacted the Lucido Team who I met and instantly liked. We had an accepted offer above our asking price in 2 days! The work my agent did, along with the rest of the team, was exemplary. We closed on the date specified on the offer and the transition went smoothly due to her efforts. I could not have imagined doing what they did on our own! I highly recommend the Lucido Team! They are wonderful people and I can't say enough good things about them. Using this agency was a great decision."

- J. Bykowski

"I could not recommend the Lucido team enough. They helped us through every stage of the sale. Responses were quick and professional, our house sold in under 2 weeks, and we had a lot of traffic throughout the process."

- M. Chandler

"Highly recommend the Lucido team. The staging, photography & marketing got our home sold in less than 48 hrs. after it hit the market. Their professionalism is top notch."

- M. Burk



WE SELL A HOME EVERY 3.5 HOURS

but our real estate business isn't just about transactions; it's about the relationships we build and the clients we serve.

THE LUCIDO DIFFERENCE

- + Spotless real estate record for over 40 years
- + Family-owned business built upon a foundation of integrity
- + Admirable reputation in the industry and community



BOB LUCIDO President & CEO, Associate Broker

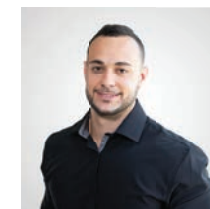
TRACY LUCIDO Vice President, REALTOR®



JACK MAZZA
Chief Operating Officer



LAUREN LUCIDO
Director of Marketing



ROBERT LUCIDO
Chief Strategy Officer

Learn more at [LucidoGlobal.com](https://www.LucidoGlobal.com)

THE LUCIDO DIFFERENCE



LET US PUT OUR NUMBERS TO WORK FOR YOU

1 HOME SOLD
EVERY 3.5 HOURS
BY LUCIDO SALES TEAMS

OVER 41,000
HOMES SOLD
BY LUCIDO SALES TEAMS

200+ REAL ESTATE
PROFESSIONALS
ON LUCIDO SALES TEAMS

45 YEARS IN
REAL ESTATE

STELLAR REPUTATION
IN THE INDUSTRY
AND COMMUNITY

LUCIDOGLOBAL.COM



MARKET SHARE

Keller Williams Realty is the #1 Real Estate franchise company in the world with 1,070 offices and more than 190,000 associates around the world.



KNOWLEDGE

We stay ahead of trends in the real estate industry through our comprehensive, industry-leading training curriculum and research resources. It's what prepares our team to provide you with unparalleled service.



TECHNOLOGY

Leading-edge tech tools and training give us the advantage in marketing your home to the greatest number of buyers for the quickest possible sale.



RELIABILITY

Founded on the principles of trust and honesty, Keller Williams emphasizes the importance of having the integrity to do the right thing, always putting your needs first. We firmly believe that our success is ultimately determined by the legacy we leave with each client we serve.



TEAMWORK

Keller Williams 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, we're confident that every Keller Williams professional shares the vision of serving our clients at the very highest level possible.



TRACK RECORD

We're proud to be affiliated with one of the largest real estate organizations in the world! The strong growth of Keller Williams is proof that when you offer a superior level of service, word spreads fast.



Our team sells a home every 3.5 hours, so you can be confident that we have the knowledge and experience to get the job done.

When you buy or sell your home with us, you get industry-leading services, strategies, tools, marketing, and technology from one of the top teams with the largest real estate company in the world.

You'll also have our team of experts to help navigate the process in the most streamlined and personalized way possible - to achieve your goals and exceed your expectations.

For us it's not just about the transaction - because we strive to deliver the ultimate real estate experience. *That's the Lucido difference.*

Let's talk about getting your home sold. Contact us today at

LucidoGlobal.com/sell

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KELLERWILLIAMS.
REALTY



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