



THE ESPINOSA 5 STEP SELLING METHOD

WHAT DOES OUR SYSTEM OFFER?

It offers peace of mind that your home is prepared to show in the best possible way to get you the best possible price, which results in a smooth transaction and more money in your pocket!





5 STEPS TO A SUCCESSFUL SALE



STEP 1

Meet & Greet

Agent consultation and plan customization



STEP 2

Get ready for success

Walkthrough of a complimentary home staging



STEP 3

Ready, Camera, Action

Market planning and expert photography



STEP 4

Time to Sell

Communication & negotiations



STEP 5

Closing Time

Continued collaboration with The Espinosa Group

OUR SYSTEM INCLUDES

01

Guidance & Advice
from an experienced
full-time real estate
team.

02

Customized plan of
action to sell your
home

03

Professional staging
tips and advice to sell
your home faster and
for more money.

04

Professional
photography

05

Marketing strategies to
get the most showings
on your home.

06

Checklists and
timelines to assist with
your preparation to sell.

07

Seller's guide to the
sales process.

FREE BROKER CONSULTATION



Initial meeting where you will be introduced to our selling method and/or buying process



Provided copies of all sales/purchase paperwork that you will be signing over the period of the transaction for review at your convenience prior to contract.



Provided a list of our team partners and vendors to utilize throughout the process if needed.



Provided checklists and timelines for the sale or purchase of your home.



Marketing plan for sale of home.



COMPLIMENTARY HOME STAGING CONSULTATION



Walkthrough with our staging consultant to prepare a room by room to-do list to get your home in top selling condition



Address any actual "staging" needs that the home may need.

PROFESSIONAL PHOTOS OF YOUR LISTING



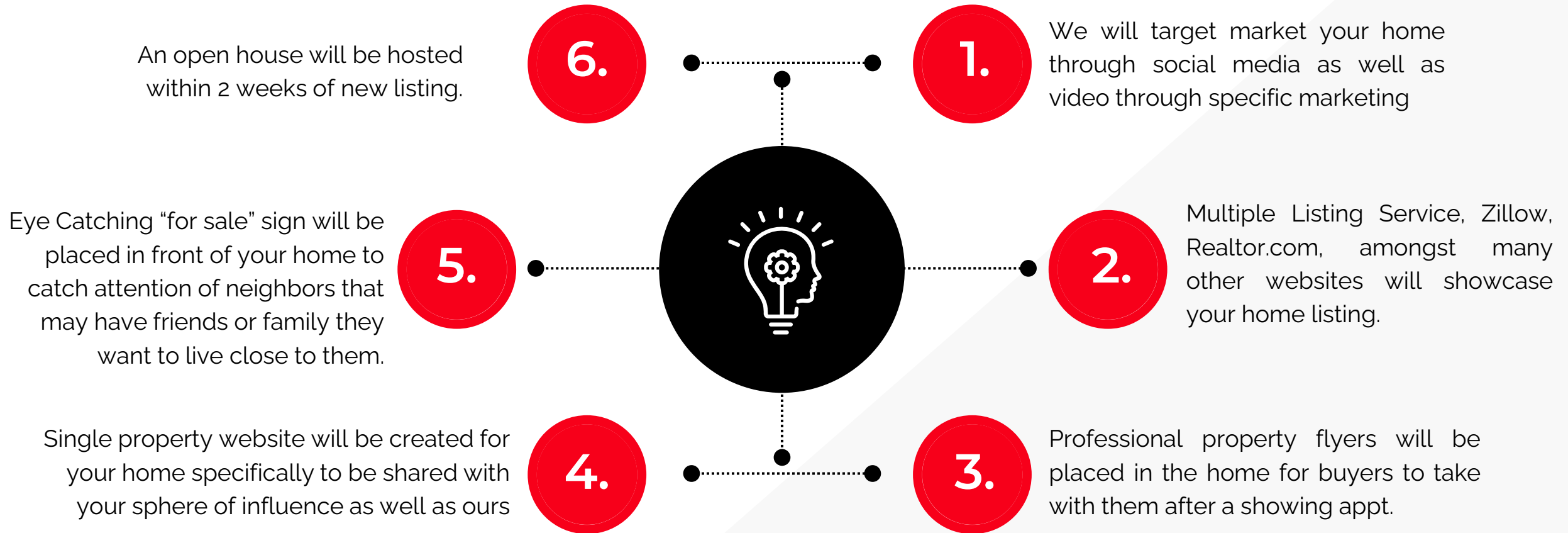
We believe professional photography is key to assist in showing your home in the best possible way.



We hire only the best photographers that specialize in real estate photography. They know the right lighting as well as angles to show off your home beautifully!



MARKETING PLAN



COMMUNICATION AND NEGOTIATION



Communication at least twice weekly with updates and/or changes in marketing status.



Provide feedback from agents on showings of your home.



Negotiate price and terms in your favor on all contracts presented. Price and terms are two of the major components in an offer. We will negotiate the best price and terms for you that fit your desired outcome.



CONTINUED PARTNERSHIP



Once contract is accepted, we will guide you through the process of inspections, appraisals and escrow.



We review closing documents and attend closing with you. You will never be alone during the process.



We offer continued contact and market updates as well as items of value to you as your real estate agents, even after closing.



We want to be partners with you for life.

PERFORMANCE GUARANTEE

The Espinosa Group values each and every client. The team is comprised of professionals with several years of experience and knowledge. Along with lender partners, escrow partners, and trade vendors, we guarantee that you will be guided and educated and provided top-notch service from the first meeting, until the day of closing. We guarantee to communicate with you weekly throughout the entire process.





THE
ESPINOSA GROUP

**REAL ESTATE DONE
DIFFERENTLY**

Thank You