

THE HOME SELLING GUIDE

LOCAL EXPERTS | LOCALLY OWNED | LOCALLY OPERATED



LUCAS PINTO
GROUP



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First and foremost, thank you. Thank you for stepping up and thank you for your vote of confidence in our team for one of the biggest transactions in your life. We don't take it lightly. You have made the decision to invest in yourself and your future, and with our help, we will accomplish your goal of homeownership. That's our promise to you.

My team and I are grateful you're here. We are motivated real estate advisors who are rallying behind ONE single goal: educating YOU in the home selling process and executing it as seamlessly as possible. We are determined to provide such an exemplary experience that the next time you buy or sell, our team will be your best and only option. Our unique process has been tested on hundreds of clients and the outcome is always one we are proud to stand behind. We've managed to maintain perfect past client review record on all platforms.

We are honored to be the team who will guide you through this process. Our mission is to find your place in the world. As we've experienced during this world pandemic, our homes are more than just a roof over our heads. A home is a sanctuary, where memories are made and the majority of our time is spent.

By committing to this mission with our team, you're doing much more than selling a property. You are letting go of the place you built your life upon and moving on to the next chapter. You're investing in a seamless transition, a positive return on your purchase, and a new adventure. We recognize the home selling process can feel stressful, but with a tested system and a whole team of professionals backing you up, your goals will be accomplished.

Stick with us, and we PROMISE it's going to be worth it! Again, I can't express my gratitude enough. Thank you for stepping up and joining us in this adventure towards a better future. This is only the beginning of an incredible journey into the next chapter of your life. With that being said, my team and I are ready to guide you through the next steps, so let's get started!

Regards,
Lucas Pinto
CEO, Lucas Pinto Group



OUR CLIENTS COME FIRST

Mission Statement: We're common people with an uncommon desire to succeed. Forged by adversity and experience we stand alongside our community, our clients, and our team to help you find your place in the world and build wealth through real estate

As a group of young, ambitious, dedicated professionals; the Lucas Pinto Group excels at executing on their client's behalf in all transactions. With each Agent having years of experience in real estate, the team uses their extensive experience with inventory, home estimates and multiple offer scenarios to create an exceptional experience for each client.

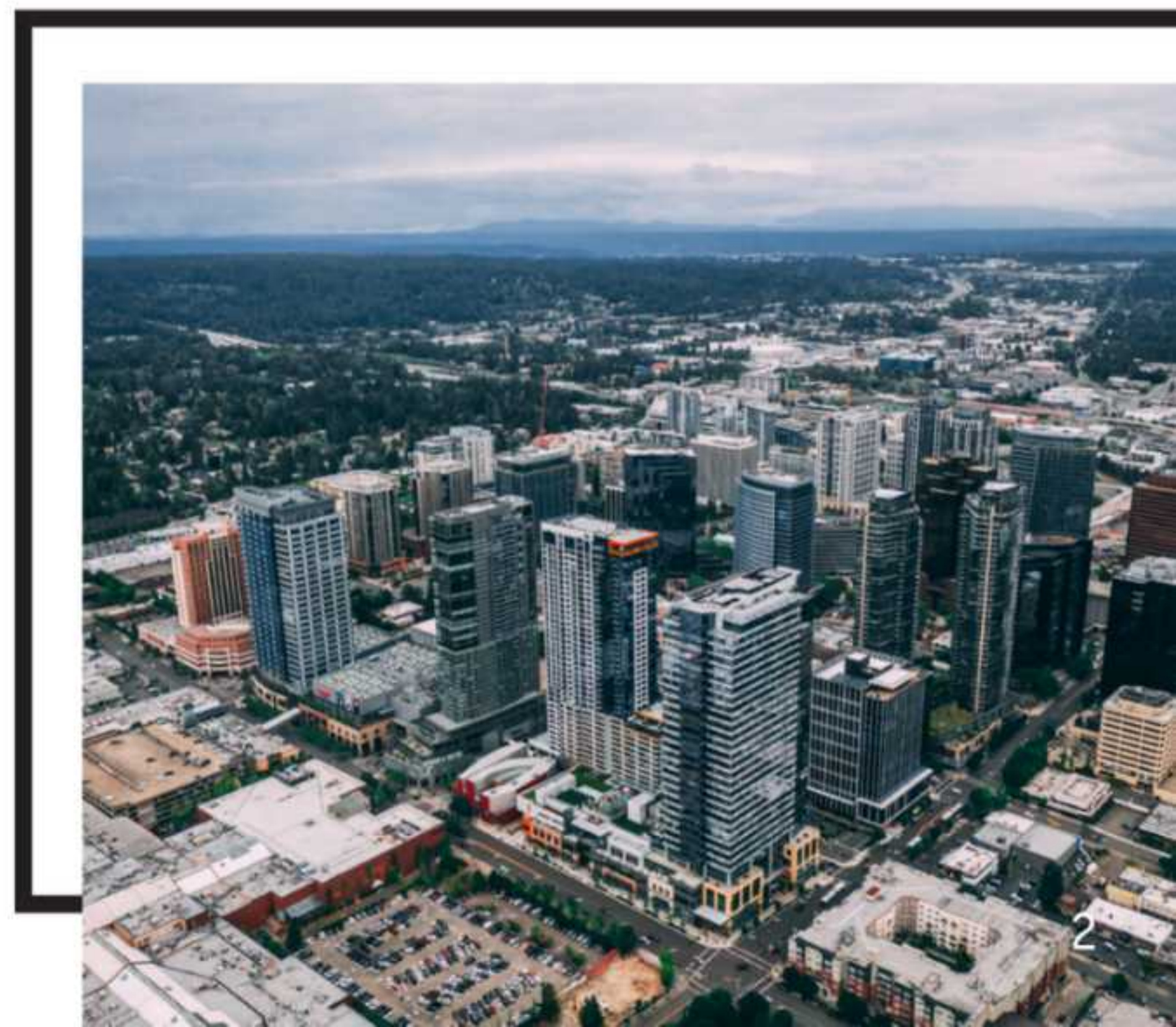
- Greater access to resources, time, and energy than singular operating agents
- Top 1% of teams in the Seattle Metro Area
- Unique team approach with highly qualified individuals, each specializing in their own areas of expertise
- Over \$400 million in real estate sold



LUCASPINTOTEAM.COM



FACEBOOK.COM/SEATTLEVIPBUYERS





OUR GOAL

**THE HIGHEST POSSIBLE PRICE
THE SHORTEST AMOUNT OF TIME.
THE MOST FAVORABLE TERMS.**

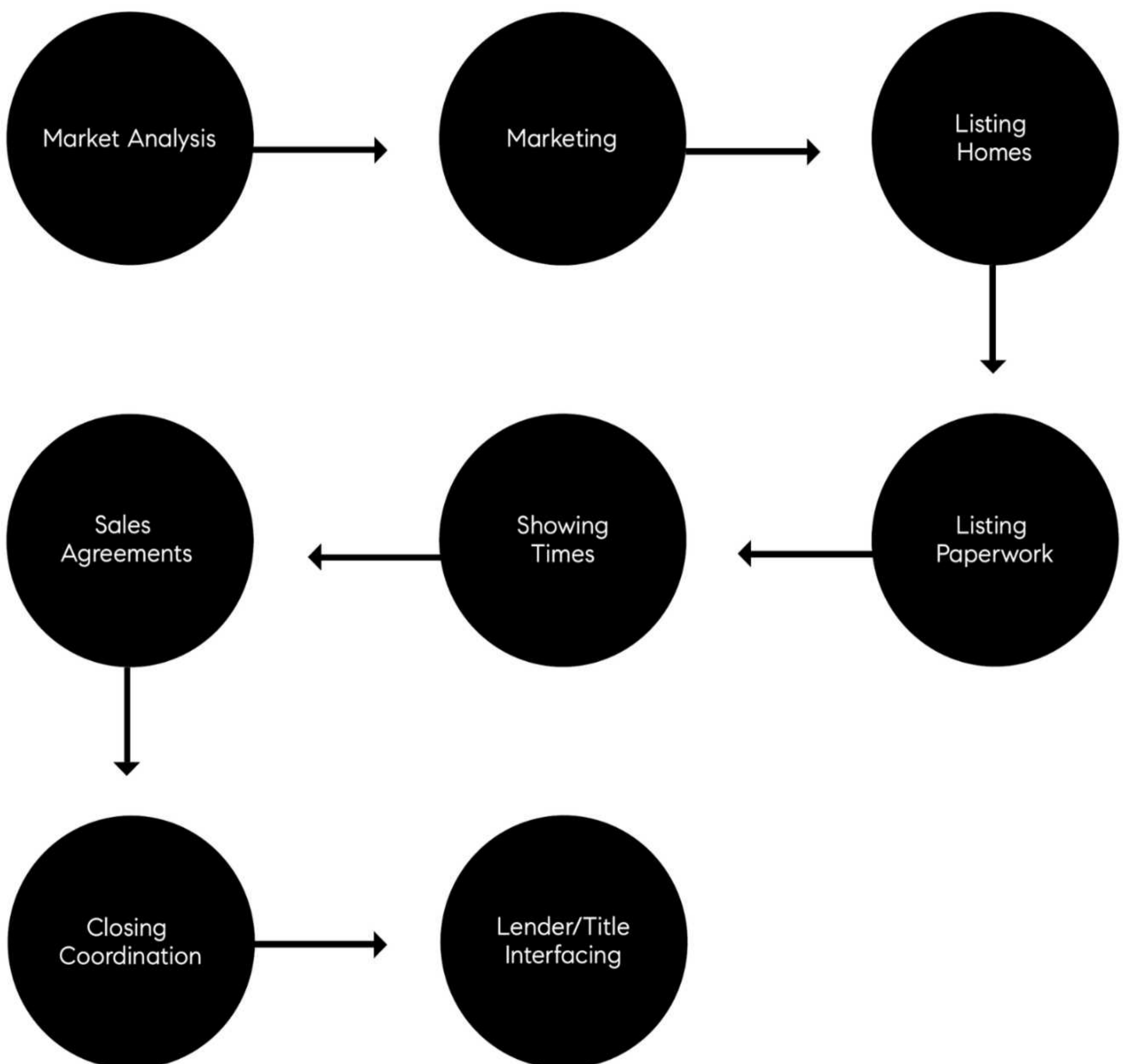
It's critical to go through the process of discovery, understanding true market value, current local market trends, and reviewing a variety of details specific to your home that will help us outperform the competition.

OUR COMPANY'S PROMISE

AT THE LUCAS PINTO GROUP, WE KNOW YOUR MARKET, YOUR NEIGHBORHOOD, YOUR STREET, AND YOUR POTENTIAL BUYERS. WE ARE EDUCATED AND EXPERIENCED ON ALL ASPECTS OF SELLING YOUR HOME, FROM THE LAWS, TO THE MARKETING, TO THE NEGOTIATIONS, TO THE FINAL SIGNING AT THE CLOSE. WE DO ALL THIS BECAUSE THAT'S BEEN OUR MISSION. TO BETTER SERVE YOU, OUR CLIENT.

CHOOSING THE RIGHT AGENT

You can't overestimate the influence of a real estate professional when you're selling your home. The best agents make all the difference in terms of how quickly your home sells, getting you the best return, and making the entire process successful.



A real estate experience that's more than just a transaction.

You can count on me to be your trusted guide throughout and after your sale. I will ensure that you feel protected and supported from the moment we connect, and continue to feel our value as a resource for all your home needs. Here's how I provide a better sell experience.



Value Enhancing

We'll walk through your property together and I'll show you ways to enhance the value, so you get top dollar for it.

Data-Driven Pricing Strategy

Not pricing it too high, so we scare buyers away, or too low, so you leave money on the table.

Marketing Plan

For maximum market exposure, so we attract more buyers and receive more offers.

Negotiating Skills

I'll help you negotiate the best contract to protect your interests.

Your Transaction Manager

My job is to handle the sale so it closes on time and with minimum amount of surprises and stress for you.



WHAT OUR CLIENTS THINK

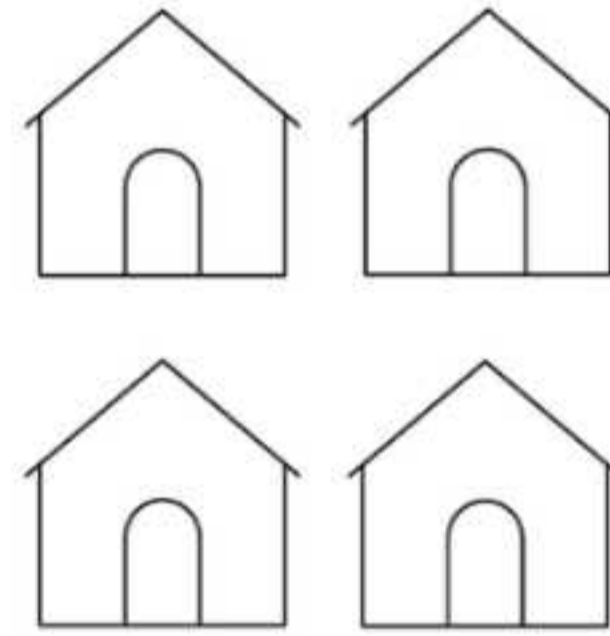
"I worked with Lucas buying a house and, shortly after, selling a house. His attentiveness, honesty and just genuine care was a huge relief throughout both processes. From beginning to end, Lucas and his whole team did fantastic work and they worked hard. I would highly recommend Lucas and his team for buying, selling or both like we did! You won't regret it."

"Lucas Pinto and team were remarkable. Helping my mom as a first-time land seller, they were amazing! They understood how to work with both of us to get the land sold quickly and efficiently and made everything so easy on my mom and I. Lucas is knowledgeable in his field, pleasant to deal with, patient, kind and very responsive. I would not recommend a better realtor. Lucas and team are the best!"

WE SELL MORE HOMES

Unlike traditional agents, we sell homes on a regular basis. We operate as a team and follow the exact same proven home-selling system. Our success means we have the resources to invest in delivering results for you.

The Average Agent Sells



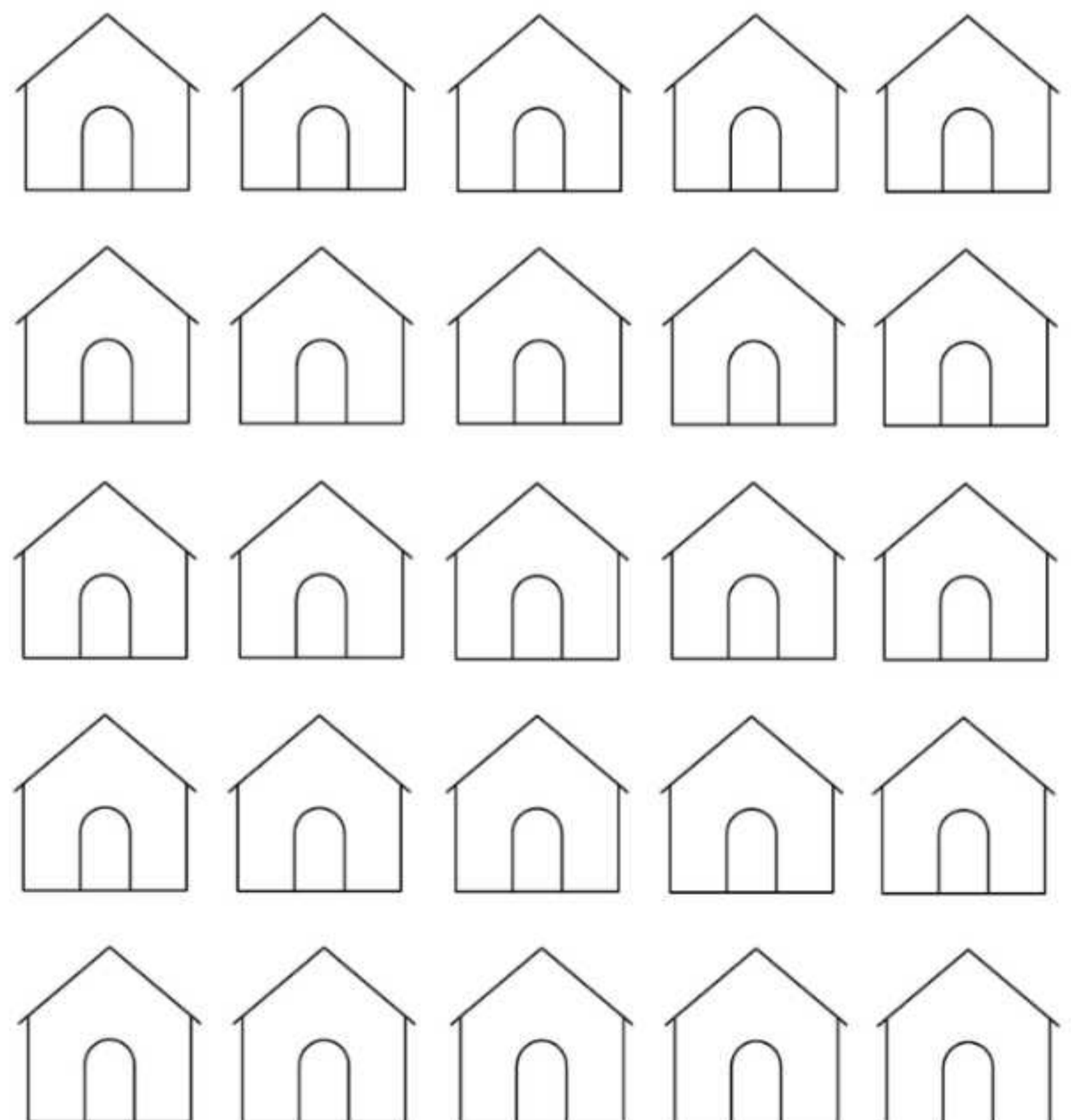
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Homes Per Year

Our Agents Sell

150+

Homes Per Year



WE PAY ATTENTION TO THREE KEY FACTORS THAT SELL HOMES

1

PRICING
STRATEGY

2

PROPERTY
PRESENTATION

3

AGGRESSIVE
MARKETING

SETTING THE PRICE

Setting the right price for your home is the single most important decision you will make when deciding to sell. Go too high, and you risk turning off every buyer in the marketplace. Go too low, and you leave money on the table. One simple but powerful technique for pricing your home is to spend time looking at comparable homes. By doing so, you will be seeing the world through a buyer's eyes and gain a better understanding of what a reasonable listing price looks like.

Be brutally honest with yourself. Compared to the competition, what price would position your home as the best value proposition for buyers in your marketplace? The best listing price could be anywhere between "too high" and "too low" depending on the local market and time of year. This is when having an experienced agent who knows the market and how buyers respond comes in handy.



Overpricing your home will attract fewer potential buyers and may cause it to sit on the market for longer than desired. To the buyer, too much time on the market indicates an overpriced property. Pricing your property outside of the reasonable range can have adverse results.



EFFECTS ON OVERPRICING

LOW LEVEL OF BROKERAGE ACTIVITY

Showings decrease when a property is perceived as being priced "out-of-the-market."

REDUCTION IN EXPOSURE

Fewer buyers will view your property when it is out of their price range.

DIFFICULTY IN OBTAINING FINANCING

When a house is priced too high, the appraisal will reflect that. When this happens the lender may pull out or require the buyer to make up the difference in cash. Both options could jeopardize the sale.

INCREASED MARKET TIME

Your property is viewed as overpriced and becomes "stale," even if price reductions are implemented.

WE SELL HOMES FOR MORE MONEY

The Lucas Pinto Group will get your home sold quickly and for more money! That's not an empty promise or us bragging. It is a fact! One average this means more than \$18,134 to you...

*Source- Multiple Listing Service 2020. Increase based on average transaction size of \$755,613.



THE COMPASS ADVANTAGE

Compass takes a high-tech, high-touch approach, combining the best agents, a top-tier creative studio, and unparalleled reach and resources.

Our best-in-class agent community

3K+

Our top-performing agents nationwide

#1

Average agent slides volume of any national brokerage

47K

Compass agent transactions to date

Our unprecedented support network

\$775M

Capital raised by investors including SoftBank, Fidelity, Wellington & Goldman Sachs

600+

Dedicated staff from coast to coast

Our footprint around the world

#6

Our ranking among the world's largest brokerages

1.9M+

Average monthly page views on Compass.com

800+

International websites featuring Compass listings

Our in-house marketing agency

150+

Compass designers and marketing strategists

133K

A Our social media following across channels

Our leadership resume



Google

facebook.

Microsoft

Our marketing resume

CONDÉ NAST

L'ORÉAL

ROLEX

Neiman Marcus

TIFFANY & CO.

MARKETING

MARKETING FOR MAXIMUM EXPOSURE





Selling your home is exciting and emotional. We have found the best way to achieve success is by having a bulletproof marketing plan, best-in-class technology, and exceptional negotiators.

LEVERAGE

the attributed of your location.

PREPARE AND PRESENT

your home ready for sale.

HIGHLIGHT

your home's features through professional photography.

SHOWCASE

your home to the market through strategic marketing.

MAXIMIZE EXPOSURE

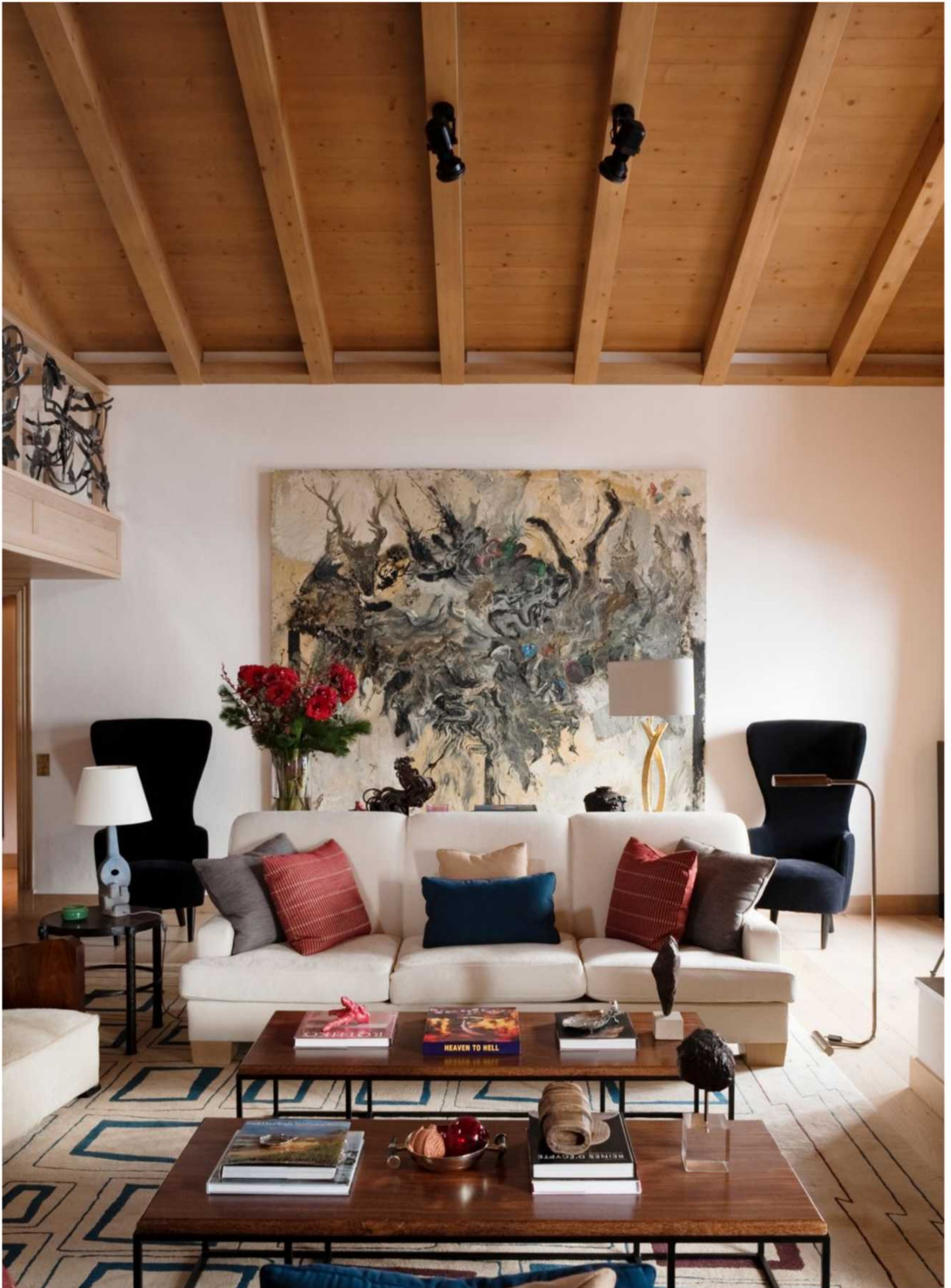
through our network.

PROMOTE

your home locally, nationally, and internationally.

GATHER FEEDBACK

from industry-wide professionals



MARKETING

MARKETING YOUR LOCATIONS

It's long been known that the three most important things to consider when selling a home are.

LOCATION, LOCATION, AND LOCATION.

In fact, most buyers are generally attracted to a neighborhood or even a certain street well before setting on a specific home. Understanding a location's positives and negatives are important in determining the price and very significant in the marketing of your home.

Marketing your property within the local area is vital to the successful sale of your property. On average, 8% of buyers live within five miles of their next property.

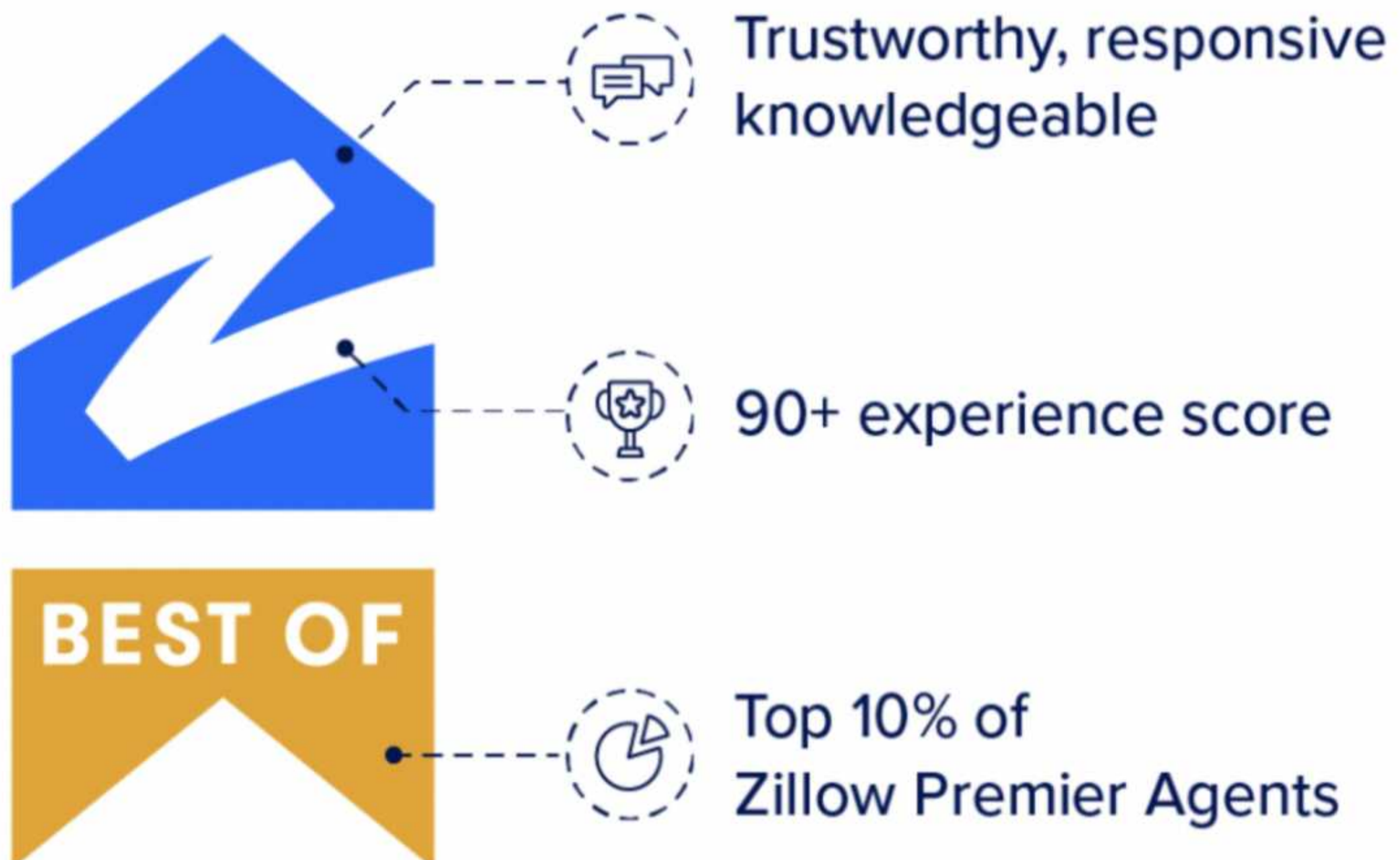


MARKETING

BEST OF ZILLOW

Zillow is the #1 Real Estate Website in the world. Meaning they get more consumers visiting their site than any other real estate site. If the realtor you're considering hiring does not have a HUGE presence on Zillow, you're leaving money on the table.

We're proud to say our team has been recognized as the top 10% of Zillow Agents Nationwide.



THIS IS HOW WE MARKET HOMES

VIDEOS

Real estate listings with videos receive **403% more inquiries** than those without videos

STAGING

Home staging can sell your home **3x faster**. Data shows 75% of sellers saw an additional **ROI of 3-5%**





HOME ENHANCEMENTS

TURNKEY PROGRAM

The Lucas Pinto Group makes it easier to prepare and sell your home by fronting the costs for repairs and upgrades. You and your Lucas Pinto Group brokers will discuss what work should be done to maximize your home's value.

Our team will schedule, manage and pay for all necessary repairs in advance. Your selling experience is efficient, stress-free and predictable.

OUR FINE-TUNED TURNKEY PROCESS

ONE: DECIDE YOUR PATH

Your agent will evaluate your real estate needs with you and together you can determine which service will have the highest impact on your home's value. Then, they will work on preliminary numbers for your budget and net proceeds.

TWO: THE WORK BEGINS

On your go, watch your home become unrecognizable as your agent helps you guide vendors and commission the work to bring out the vision that will result in the highest return on investment.

THREE: TIME TO LIST

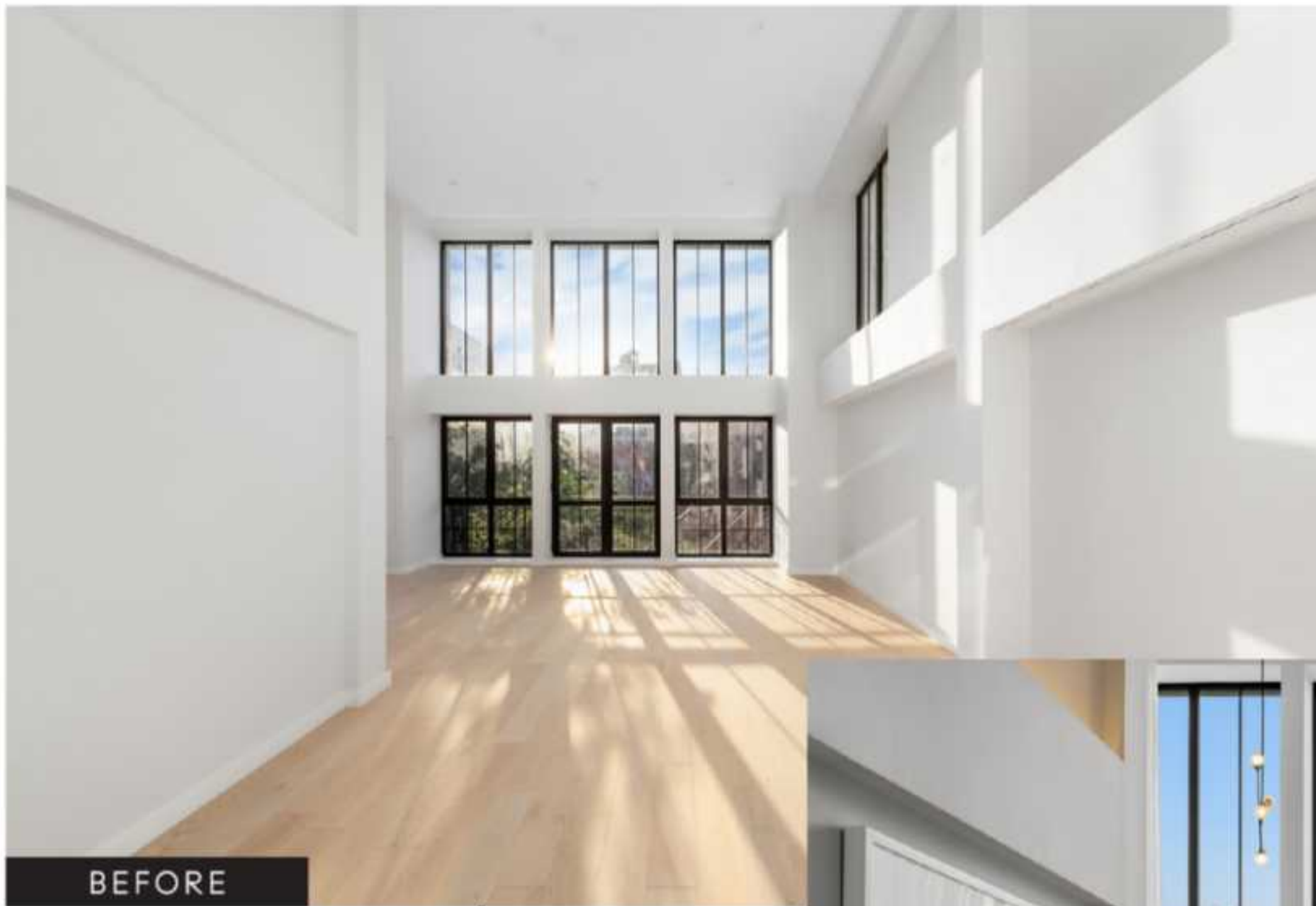
Your agent will work with our marketing expert, pricing analyst, and professional photographer to get your home listed and ready to wow potential buyers.

FOUR: THE FINAL STEP

Now that your home has been transformed, you can sit back and relax. Lucas Pinto Group won't be reimbursed until A) your home sells (this is the desired outcome!), B) when 12 months pass from your Turnkey date, or C) when you end your listing agreement with us.

No matter the size of the improvement, we cover the cost and you enjoy the benefits with no interest.





BEFORE



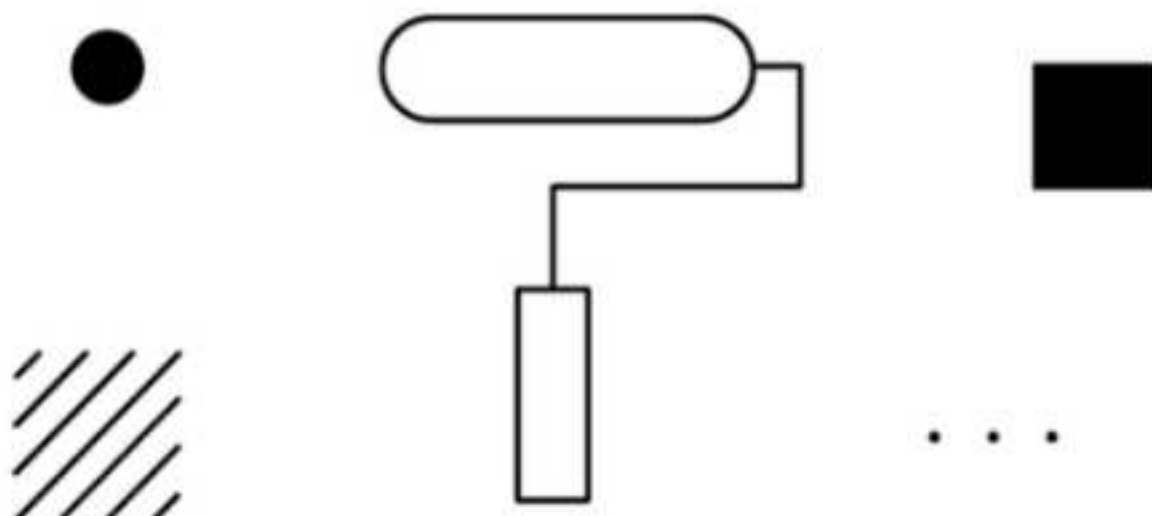
AFTER

COMPASS CONCIERGE

Get fronted for the cost of home improvement services with no interest — ever. Compass Concierge is the hassle-free way to sell your home faster and for a higher price with services like staging, flooring, painting, and more.

COVERED SERVICES

- | | |
|-------------------------------|---|
| Floor repair | Fencing |
| Carpet cleaning & replacement | Electrical work |
| Staging | Kitchen improvements |
| Deep-cleaning | Bathroom improvements |
| Decluttering | Pool & tennis court services |
| Cosmetic renovations | Water heating & plumbing repair |
| Landscaping | Sewer lateral inspections & remediation |
| Interior & exterior painting | More than 100 other home improvement services |
| HVAC | |
| Roofing repair | |
| Moving & storage | |
| Pest control | |
| Custom closet work | |



CASE STUDIES



3730 S 243RD STREET

Single Family Home | 4 Bed 2 Bath

Original Sale Estimate: \$360,000

Final Sale Price: \$515,000

Return On Investment: \$95,000 (159% ROI)

Total Investment: \$60,000

IMPROVEMENTS

- ✓ Refinished Hardwood
- ✓ New Vanity in Bathroom
- ✓ New Kitchen Cabinets
- ✓ New Countertops
- ✓ New Light Fixtures
- ✓ Drywalling to Close Off Laundry Room



12131 SE 21ST STREET

Single Family Home | 5 Bed 3 Bath

Original Sale Estimate: \$2,080,000

Final Sale Price: \$3,100,000

Return On Investment: \$620,000 (150% ROI)

Total Investment: \$400,000

IMPROVEMENTS

- ✓ 1000 sqft Addition
- ✓ New Appliances
- ✓ Exterior Paint
- ✓ New Flooring
- ✓ New Cabinets
- ✓ New Doors
- ✓ New Vanities and Toilets
- ✓ Light Fixtures

MARKETING

WEB EXPOSURE

More and more buyers are starting their real estate search online. Thus, it is vital that we include an online marketing presence for your property - a presence that places your property front and center, attracting buyers before they even look at any other property.

**YOUR HOME WILL BE ADVERTISED ON THESE TOP-RATED SITES
AND NUMEROUS OTHERS**



ONE

ZILLOW.COM

93.2 million unique visits per month



TWO

REALTOR.COM

41.3 million unique visits per month



THREE

COMPASS.COM

22.9 million unique visits per month



FOUR

TRULIA.COM

20.7 million unique visits per month



FIVE

REDFIN.COM

10 million unique visits per month

"Being an out-of-state seller, I couldn't have asked for a better team. Selling or buying a home can be stressful. Lucas and his team were there for me every step of the way. I wish there were more teams like this in other industries."

"Had an absolutely amazing experience working with Lucas Pinto. Both him and his team walked me through this process every single step of the way. Every phone call returned immediately every follow up done to perfection. Moreover my timing of listing my home was right as the real estate market started to slow and rates went up. Despite the almost perfect storm of selling a home Lucas and his team were able to sell my home, one of the few homes that sold in my neighborhood, in a very short timeframe. I had purchased my home less than two years before I sold it with Lucas and despite all of the obstacles in the housing market still got 325,000 over what I paid less than two years before it was sold. Just a great experience all around I would highly recommend Lucas and his team."

"The Lucas Pinto Group was an excellent choice to help sell my condo. Their response to my inquiries regarding selling were swift. All meetings and paperwork were done expeditiously. The CMA presentation was well prepared and professional. I was thrilled with the staging and photography for my listing. The communication was excellent. Lucas gave me the guidance and information I need to remain autonomous. LPG worked around my schedule and made note of best times to contact me. The updates were frequent. Lucas was persuasive, persistent, determined, honest, caring and understanding. I highly recommend the Lucas Pinto Group!"

"Lucas and his team have been very professional, responsive and knowledgeable during every step of the process of selling our house. The communication could not have been better, we had every question answered promptly and were kept well-informed. We highly recommend using this team for any real estate business you have, buying or selling. Simply the BEST!"

MARKETING

THE LUCAS PINTO APPROACH

WE ARE COMMITTED TO:

A fresh, bold, and adaptive approach to real estate. Personal, comprehensive, and result-driven service. Sound advice and strategic advocacy of our clients' interest. Tenacious negotiation and effective execution. Steadfast focus on the market's ever-evolving shifts and trends.

\$400M+
SOLD

65% FASTER
THAN THE AVERAGE
REALTOR

400+ UNITS
SOLD



**LUCAS PINTO
GROUP**

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COMPASS