



real  
Real Broker

# HOME SELLER GUIDE

By MVP Real Estate | Real Brokerage Technologies Inc

[themvprealestate.com](http://themvprealestate.com)





# OUR MISSION IS TO PROVIDE YOU WITH A WINNING EXPERIENCE.

We understand that buying and selling a home can be tough, and we are here to help you every step of the way. Our team is dedicated to providing you with a winning experience, and we are always available to answer your questions and offer support. We hold ourselves to a higher standard, and we expect to always go the extra mile for our clients. We are passionate about helping others, and we believe that everyone deserves to have a positive experience when working with us. To us you are the real MVP's.




**WE ARE READY TO  
WIN WITH YOU!**



A portrait of Victor Castro, a man with dark hair and a beard, wearing a dark suit jacket over a white shirt. He is standing outdoors with a blurred background.

# VICTOR CASTRO

REALTOR® | DRE# 02120650

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 soldbyvcastro@gmail.com

 @victor.castro\_\_

Victor Castro is a man driven by ambition to see his clients succeed. The ambition is accompanied by his skills in negotiating and problem solving. A local expert in the Bay Area with years of experience in sales, customer service, and management that have prepared him to serve his clients with the utmost care and professionalism. He isn't content until he sees his clients happy and with that, a smile on their faces.

## TEAM STATS

### SALES VOLUME

\$21M

### TRANSACTIONS

30

[SCHEDULE A MEETING](#)

themvprealestate.com



# THE REAL MVP'S

MVP Real Estate has a proven track record of success, having helped hundreds of families buy and sell homes. Their experienced team is dedicated to providing personalized service and exceeding expectations. They work tirelessly to find the perfect home for buyers and secure the best possible price for sellers. MVP Real Estate is committed to excellence, and they are proud to be the trusted choice for home buyers and sellers in the community.



## The Kakazu Family



MVP Real Estate is absolutely wonderful to work with. They were highly recommended to us by friends that raved about their professionalism and trust. And that is exactly what was delivered when we worked with MVP. As a first-time home buyer, you're unsure of the process and feel a little intimidated, but MVP made this process run seamlessly. Their attentiveness, patience and honesty go unmatched, and they definitely go above and beyond for their clients. We can't thank MVP enough for all their hard work, dedication. We will continue to recommend MVP Real Estate to family and friends.



## The Ordaz family



I was introduced to MVP Real Estate by a friend who had used them previously. MVP Real Estate also had helped my Sister with her First home purchase as well. When my husband and I decided to purchase our second home we reached out to MVP Real Estate. The team were very professional, they know what they are doing and walked us through every single step and made sure to explain everything to us. What I loved the most is that anytime I had a question I would call or text and they were always quick to answer. They listen to our needs. I highly recommend.





Google

## The Bentzen Family



Let me begin by saying that if you can go through the meticulous and roller-coaster ride of emotions in buying your first house, then you can tackle anything in your life. Especially if you have wonderful professionals like MVP Real Estate in your corner. I seriously doubt any realtor out there is as energetic, knowledgeable, and thorough as the real estate professionals at MVP Real Estate. They practically became a member of our family for life! The buying process would have been a complete nightmare if it wasn't for MVP and their positive disposition. We tried other realtors before contacting MVP Real Estate and quite frankly I'm not sure how they can call themselves real estate agents if they do hardly anything to help. MVP on the other hand is far above and beyond all the rest. Wonderful people and a complete joy to have worked with them.



Google

## The Tejada Family



Let's be honest, Buying a home for the first time is no easy task. It will be exciting at times and confusing most of the time. And if you are as high maintenance as I am, then you had best make sure you get yourself a very patient and understanding agent. MVP Real Estate was just that. I can't remember how many times I called them freaking out during the process. They always found a way to calm me down and assured me that we were doing everything as it should be done. Thank you MVP Real Estate for being part of this process in my life. I appreciate all the hard work you put into the purchase of my very first home!



Google

## The Dorame Family



I can go on and on about how AMAZING MVP Real Estate is! Such a kindhearted, hardworking and knowledgeable group of people. I am a first time home buyer and the process was new to me. MVP made sure to explain to me what would happen next and they were there every step of the way! They negotiated with the seller which helped me tremendously financially. If you are looking for a reliable, responsive and knowledgeable agents then you should definitely reach out to MVP Real Estate! I will come back to the MVP team because they are amazing at what they do and they truly care about helping people achieve their goals of homeownership. Thank you MVP Real Estate for all you did for me.

ARE YOU **READY TO WIN?**



**Victor Castro**

REALTOR® | DRE# 02120650

**SCHEDULE A MEETING**



# OUR VALUES

**01.** CLIENTS FIRST

**02.** CONFIDENCE

**03.** QUALITY OVER QUANTITY

**04.** HAVE PASSION

**05.** BE A LEADER

**06.** OVERCOME OBSTACLES

**07.** STRONGER TOGETHER

**08.** BE ETHICAL

**09.** VALUE RELATIONSHIPS

**10.** WIN



# SELLING YOUR HOME IN 10 STEPS

**01.** SET UP SELLER CONSULTATION

**02.** IN-PERSON HOME EVALUATION

**03.** GAME PLAN AND TIMELINE

**04.** HOME PREPARATIONS AS NEEDED

**05.** PRODUCTION DAY

**06.** MARKETING

**07.** OPEN HOUSE

**08.** OFFER REVIEW / NEGOTIATION

**09.** ESCROW

**10. SOLD!**



# MVP REAL ESTATE STRATEGY

PRICING | **PREPARATION** | **PRESENTATION**





# PRICING

Determining the price of your home is something not to be taken lightly. It takes strategy, market knowledge, and experience to make sure it is done right. The impact of incorrect pricing can have immense consequences on the sale of your home. Here at MVP Real Estate we use industry-leading data sources, coupled with our extreme market knowledge of your neighborhood to determine the correct listing price the current market conditions. The first impression of your home to potential buyers is crucial.

## PRICING IT RIGHT FROM THE START IS KEY!



### UNDER PRICED

- Decreases your future buying power.
- Leaves money on the table by undervaluing your house.
- Buyers may assume something is wrong.



### MARKET VALUE

- Better chance of a bidding war.
- More likely to get an offer at or above list price.
- Likely to sell quickly.



### OVERPRICED

- May need a price drop, which can raise red flags.
- Likely to sit on the market longer.
- High price tag may deter buyers.



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**SCHEDULE A MEETING**

# PREPARATION

We want to make sure that we are putting our clients in the best position to maximize their profit from the sale of their home. In order to do so, we create a game plan to ensure your home stands out of the crowd.

## HERE ARE THE KEY AREAS THAT WE FOCUS ON TO GET YOUR HOME PREPARED

### Vendor Consultations

For renovations, it is fundamental to obtain bids and interview contractors to choose the most cost-effective and time-efficient options to get the work done. We have several trusted contractors to help us with the appropriate renovations for your home.

### Upgrades/Repairs

Pride in ownership can be the difference in getting the right offer. We make sure that all agreed-upon minor and major repairs are completed before the home goes on the market. This scope of this work will be laid out with your game plan.

### Staging

Furnishing your home with the appropriate and space-efficient designs and finishes are key to showcasing the home's flow and functionality to potential buyers. MVP Real Estate provides staging complimentary for our clients.







# PRESENTATION

This is where we separate ourselves from the rest. MVP Real Estate prides itself in being the industry trendsetters for presenting your home to potential buyers across all platforms.

## Production Day

We take an entire day to produce the highest quality content that will help showcase your home to potential buyers.

## MVP Media

We have an in-house media team with some of the best cinematographers/Directors in the Bay Area that work exclusively with MVP.

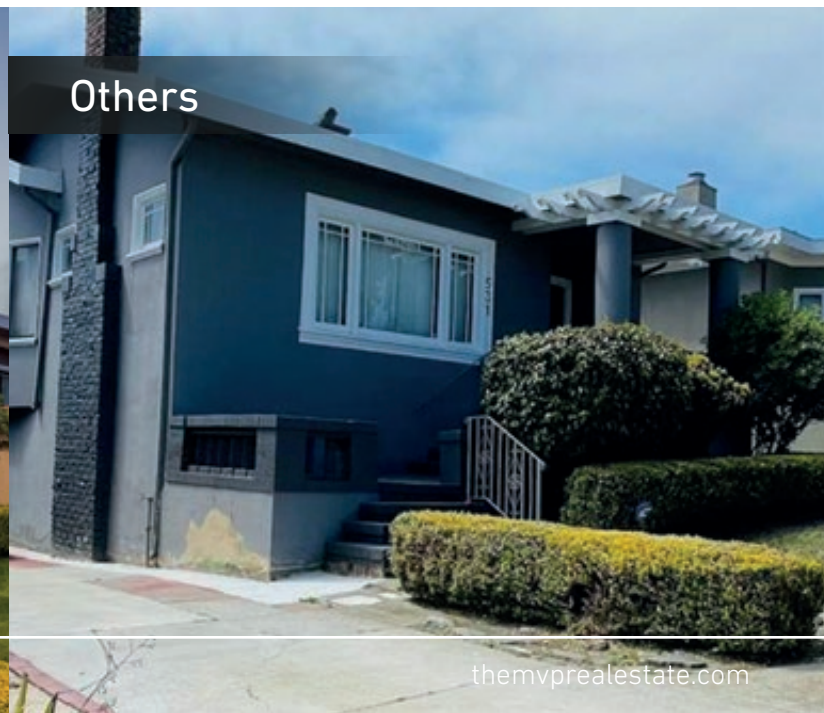
## Professional Photography

We make sure our listings stand out in every way possible, including on our listing pictures. No cell phone pictures here!

MVP Way



Others





**MARTIR ZELAYA**

Photographer/Videographer

✉ Shadowgraphy90@gmail.com

📷 @shadowgraphy90



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# TRADITIONAL MARKETING + THE MVP WAY

## WE DO A COMBINATION OF BOTH

### Traditional Marketing:

Print advertisements, direct mail campaigns, open houses, and billboards, aimed at reaching potential buyers and sellers through offline channels.

### The MVP Way:

Social media content, targeting thousands of people at a time, on-hand fast responses, exact tracking of our efforts.

## WHERE OUR BUYERS COME FROM

51% of buyers find their home on the internet, meaning more people are looking online and what is being posted rather than driving around neighborhoods.



- 51%** Internet
- 30%** Real Estate Agent
- 07%** Open House Sign
- 06%** Friends/Relatives/Neighbors
- 05%** Home Builder/Agent
- 02%** Direct From Seller
- 01%** Print Advertisement





# AD ANALYTICS

## Boosted Content

Expand the visibility of your home by leveraging targeted paid ads across a range of social media platforms. With a strategic approach, you can ensure widespread exposure and reach various audience segments, maximizing the potential of showcasing your property to a diverse set of interested buyers or renters.

## Interactions

Stay connected with past clients, new clients, and fellow realtors through social media, enabling us to provide a more comprehensive and precise count of those interested in your home. Benefit from a broader reach and accurate insights into the potential buyers or renters exploring your property.

## TOTAL SOCIAL MEDIA FOLLOWERS



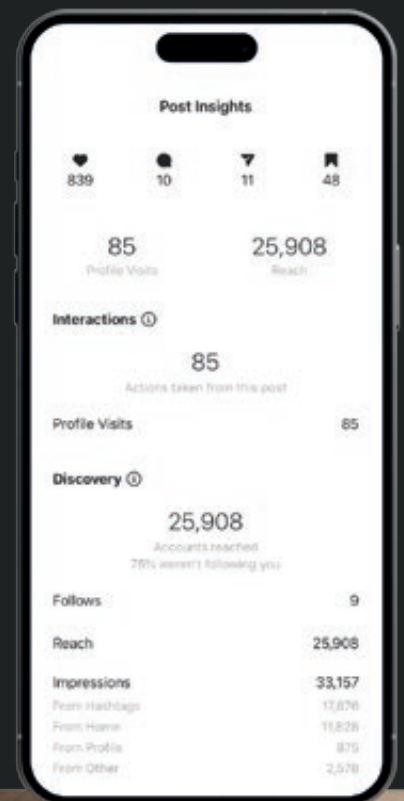
2,670+



7,614+



1,043+



# CUSTOM BUILT WEBSITE FOR YOUR LISTING

Our team will design a visually striking website that showcases your home in a captivating manner, ensuring it grabs attention and stands out among the competition. With carefully curated content, high-quality images, and user-friendly navigation, we will create an online presence for your property that leaves a lasting impression on potential buyers or renters. Let us enhance your home's appeal and maximize its marketability through a stunning website that highlights its unique features and allure.

[THEMVPREALESTATE.COM](https://themvprealestate.com)



# MVP EXTRAS

Fair use of MVP Extras would be assured by the agent in contract once qualified.

## Negotiated Rent Back

A rent-back agreement is when we negotiate to allow continuous living in that property at no cost to our seller for a period of time.

Ex: Seller stays in possession of the property 30 to 60 days free of cost to them after the close of escrow to allow them to prepare and move out at their own pace.



## Complementary Hotel/AirBnB Stay

An accommodation may be agreed upon for an allowable period not to exceed X amount.

Ex: House repairs/upgrades to bathrooms may prolong to the point sellers need to be in a hotel or Airbnb until completed. Gives sellers a comfortable stay away from home during busy weekend showings.

## Moving Van

An accommodation may be agreed upon, not to exceed X amount.

Ex: Moving to a replacement home with the help of our moving van without having to rent one anywhere else.





# RENOVATION PROGRAM

## EASILY INCREASE YOUR PROPERTY'S VALUE WITH HOME IMPROVEMENT SERVICES.

Exclusive to MVP Real Estate, our Renovation program can front the cost of services that can increase the value of your home. From staging to painting and cosmetic renovations, there will be no payment collected until your home sells.

No upfront costs, no interest charged, no hidden fees.

Before



After



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SCHEDULE A MEETING

WHAT WE DO!  
AND MORE...







HAND US THE KEYS, **WE DO THE REST**  
TO NEW BEGINNINGS







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