

Let's get your  
PROPERTY

**SOLD**

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**Listing Presentation**



One thing that sets me apart is my commitment to integrity and reliability. I believe that trust is the foundation of every successful partnership, and I make it my mission to honor my word. In this ever-evolving industry, communication is key. I pride myself on being a great communicator, guiding my clients through the buying and selling process with clarity, transparency, and genuine care, perhaps what drives me most is the opportunity to listen to my clients' stories, to understand their needs and expectations.

I'm Armando Hassey, and it's truly a pleasure to connect with you. My journey in real estate has been nothing short of an adventure, filled with passion, determination, and a commitment delivering exceptional value to my clients. Over a decade ago, I embarked on my real estate journey transforming properties into lucrative investments. With each deal, I discovered the power of leveraging market insights and strategic planning to unlock potential and maximize returns. It was my transition to becoming a real estate agent that unleashed my passion. I realized now that success isn't just about closing deals—it was about building trust, forging lasting relationships.

*So, here I am, ready to ride on this journey with you.*

# The Selling Process

**Start**

1. Initial Consultation

3. List Price and Listing Agreement

5. Showings & Open Houses

7. Closing the Sale

2. Preparation Phase

4. Marketing Strategy

6. Offer Negotiations

8. Post-Sale Support

**Finish**

A modern living room with a large window, a sofa, and a coffee table. The room is bright and airy, with a large window on the left side. The furniture includes a dark velvet sofa, two light-colored armchairs, and a round wooden coffee table. A large abstract painting hangs on the wall, and a potted plant is visible near the window. The lighting is soft and modern, with a starburst chandelier hanging from the ceiling.

# Marketing Plan

In today's competitive real estate market, a strong marketing strategy is essential. It effectively highlights property features, attracting qualified buyers and optimizing seller returns.

Hire a professional photographer to capture high-quality images of the property, both inside and out.

## Professional Photography

## Online Listing Services (MLS)

Utilize multiple online listing platforms such as MLS, Zillow, Realtor.com, and other websites to maximize exposure..

Utilize popular social media platforms to create visually captivating posts and employ targeted advertising to reach specific demographics, maximizing interest and engagement in your listings.

## Social Media Marketing

## Email Marketing

Send personalized newsletters with property updates and engaging visuals to boost engagement and interest



# Marketing Plan

Design professional print materials such as flyers, brochures, and postcards to distribute locally.

## Print Advertising

Leverage your professional network to promote listings, and tapping into our vast network of potential qualified buyers.

## Networking and Referrals

Host regular open houses to allow potential buyers to view the property in person.

## Open Houses

## Community Outreach

Engage with local community groups, sponsor events, and charities to boost visibility and demonstrate community commitment, promoting listings effectively.

# Pricing is key

Pricing strategies in real estate involve determining the optimal listing price to attract buyers while maximizing seller profit.

Below  
Market  
Value

Market  
Value

Above  
Market  
Value

Other strategies can be useful in specific situations or market conditions, and real estate professionals may combine multiple strategies to create a customized approach that best suits their goals and the needs of their clients.



# Ready, Set, Sold

*10+ Years of  
experience*

**"By failing to prepare, you are  
preparing to fail."**

**Benjamin Franklin**

**CREN**  
*Negotiation  
Certifications*

*Multiple  
Financial  
Certifications*

*Technology  
savvy*

*Real Estate  
Investor*

*Problem  
Solving Skills*



*Price is what you pay, value is what you get.*



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