

MARKETING PLAN



ONE REALTY**ONE**GROUP



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More About Us

Yvonne Paredes



Within this portfolio, you will find a compilation that highlights our marketing strategies, Our main focus is on marketing and providing a comprehensive overview of our services and the results they produce.



It is important to note that we approach our business with unwavering dedication and passion. Our ultimate objective is to be your trusted Real Estate Professional for life. While some agents may find it challenging to keep up with technological advancements, we embrace them, constantly educate ourselves, and apply our newfound knowledge. We run our business with professionalism, investing our time and effort into staying informed about Real Estate, market trends, and technological progress.



If you are seeking dependable real estate professionals who prioritize your needs and deliver exceptional service, your search ends here! Selling your home is a significant financial decision, and we assure you that your personal and financial interests are our main concern. Our goal is to make the selling process for your home seamless. We are committed to this promise!

Your consideration is greatly appreciated! We are excited about the opportunity to work with you.

Meet the Team

Yvonne Paredes



DRE# 01989739

Yvonne and her team puts maximum effort into each client's home regardless of the listed selling price. Every property receives basic staging, digital marketing platform, professional photography, videography, as well as property-specific websites, four-page color brochures, virtual reality tours, and so much more! Yvonne's ultimate goal is to help clients, fellow agents, and the community in any way she can.

Raquel Louie



DRE# 01871892

Raquel Louie, a dedicated and accomplished real estate professional with an impressive background in the industry. As a former owner of a real estate brokerage, Raquel brings a wealth of experience and expertise to her current role as an assistant sales office manager in Walnut Creek and Brentwood, CA.

Raquel is widely recognized for her exceptional work ethic, integrity, and trustworthiness. Her dedication to her clients' needs is unwavering, and she goes above and beyond to deliver results. With her driven nature and a relentless pursuit of excellence, Raquel is always striving to exceed expectations and achieve the best possible outcomes for her clients.

Meet the Team

Jon Dunckel



NMLS#93718

Jon has been a top producer for over 10 years and has found himself in the President's Club at every company he has been at since 2013. His expertise gives him the ability to think outside the box and help borrowers that have been turned down by other lenders. When he moved to the Bay Area in 2011, he made his name as a "Rescue Lender", giving him the ability to help his colleagues and referral partners to close purchase and refinance transactions that others could not.

Maria Fuentes



Marketing Specialist

Maria is our digital marketing specialist. She handles creating beautiful brochures, making sure the website displays your home at its best. She creates Facebook, Instagram and Craigslist posts and campaigns. She also is responsible for showing you on a weekly basis. all of the marketing that has been done on your home so that your home does not go stale on the MLS or on Zillow. Maria specializes in all aspects of social media. She creates stunning ads to receive thousands and thousands of clicks, reach and comments. Our job is to get your home massive exposure. So it doesn't sit on the market and get stale. We specialize in digital marketing because we know that where the buyers are at is online

Client Care & Communication

We'll be your partner as we work together to get you the best price in a timely fashion. We're confident we can earn your trust and our policy is:

You can cancel at any time if you aren't 100% Satisfied with our work!

As your partner, we offer our expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages:

- 360 Degree Picture Virtual Walk Through of the home
- Floor Plans and measurements both inside and outside
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with professional Home Designer / Stager
- Free basic staging with Professional Home Designer/ Stager
- Professional staging services as needed to attract buyers (optional full staging available at extra charge)
- Free Digital Marketing Specialist to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Meeting with Marketing Specialist to identify your home's upgrades and features that you as the homeowner find important
- Synched lockbox to track Realtor showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While we market your home, we know you want to be informed and involved. To keep communications flowing, we will:

- Send a report on our marketing efforts and results twice per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)

Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

We guarantee that your home will be prepared and showcased to generate excitement. By taking care of preparations before listing your home, we aim to secure the best possible price for your property and address any potential issues that could arise during the sale process. Our proactive approach ensures that any concerns affecting your investment are identified early on to prevent surprises later.

We have a wide network of specialists, tradespeople, and contractors who can assist with any necessary tasks to streamline the process (additional costs may apply). Our staging consultation is designed to present your property in the best light, attracting more offers, favorable terms, and a higher selling price.

Feel free to request a list of services you require. We offer a comprehensive range of services to support and manage your project, including staging, window cleaning, gardening, painting, maintenance, landscaping, specialized trades, electrical work, termite inspection, home inspection, appraisal, and more.

High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home
- A high quality, full-color brochure featuring your home
- An individual property website which includes:
 - printable brochures
 - photo gallery
 - virtual tour
 - property map
 - reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “contact me” button
- Search engine optimization (SEO) of all marketing materials for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)



Tapping the Power of Social Media & the Internet

A recent NAR report said that real estate activity on social media has dropped. The reason is most agents do not understand how to use it effectively. Using our process, we get thousands of hits and shares per month through our digital marketing. Your home will be exposed to a broad targeted audience through:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization
- Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture a target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Twitter, Craigslist, HotPad, Backpages, Olx with weekly posts and updates to keep your home in top spots
- Paid listing enhancements to keep your property in prime position on these sites
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Weekly Facebook Ad campaign targeting local and out of area buyers
- Instagram posts about your home to reach the millennial market
- Virtual tour and photos on www.yvonneparedes.com with a description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Craigslist ads posted locally and out of the area twice per week.
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers who previously interacted online on homes that are similar to our seller's properties

Know the Key Steps to Selling a Home



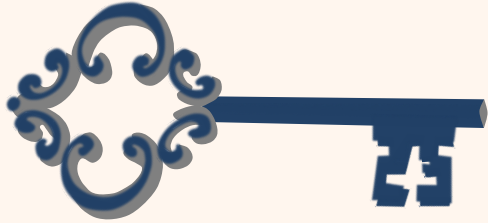
Offer on Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Discuss home improvements and recommendations (repairs/ staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key
- Register lock box on MLS

Devise and Execute Marketing Plan

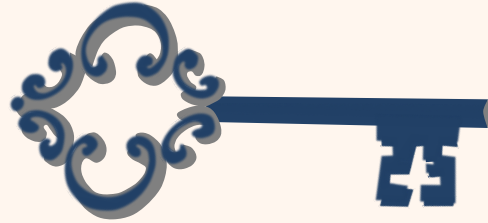
- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies

Communication constantly to make sure timeframes and expectations are exceeded!



The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the COE date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed



Contract Accepted

- Open escrow, verify buyers earnest money
- Escrow instructions, order title report
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send bi-weekly updates on the progress to closing to the seller
- Meet weekly to review the progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule a final walk through after docs have been signed by all parties
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send seller copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed,

Traditional Marketing on Steroids

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send direct mail and email flyers about your home to our database of clients
- Contact leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail an 8 ½ by 11 colored glossy “Just Sold” postcard to approximately 500 to 1,000 people in your specific neighborhood
- Hand deliver a “Pick Your Neighbor” letter to 100 of your immediate neighbors.
- Provide 4-page colored brochures featuring your home’s highlights
- Send mass mailers brochures with your home and other available properties to local neighborhoods.



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction. To that end, we:

- Immediately send video responses to buyer leads via e-mail and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction
- Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from Title Company
- Research property's current land use, zoning, deed restrictions, and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout
- Verify that your property is free of all liens

Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, etc.)

before accepting the offer

- Bi-weekly communication via e-mail about status and progress of the sale
- Text message and e-mail reminders to you about appointments and deadlines[®] of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
- Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow

Our Core Value

Uncompromised Integrity

Honesty and fairness, we will always do the right thing; people before things.

Leadership

We are the example, we lovingly lead, direct, guide, and hold ourselves accountable.

Innovation

Constant improvement and creativity; we celebrate success but strive for excellence, we never stop advancing.

Accountability

We keep ourselves informed and knowledgeable about new rules and regulations in real estate..

Value People

As family, we will treat all people with courtesy, dignity, and respect.

Our Strategy for Pricing & Selling

Before our listing presentation appointment, our team puts together a complete comparative market analysis of your property to determine the value by reviewing recent active and sold comparables similar to your property in your neighborhood.





Testimonials



She was dedicated to both the selling of the house and to our family, as her clients. She tastefully staged the house while being sensitive to our need to live in the house throughout the process. When feedback from an open house said we needed to lighten the house, she showed up in her paint clothes and helped me paint the walls.

Yvonne is a perfect blend of friendly and professional. I would not hesitate to recommend her to anyone

-J. Halas



She took the time to explain every detail of the process to us. She worked with my husband and I to prioritize the necessary upgrades that would get us top dollar for our home. Yvonne is extremely professional and kept us updated on all developments.

We are so grateful for her hard work and dedication

-J. Hazen

About Us: Yvonne & Family



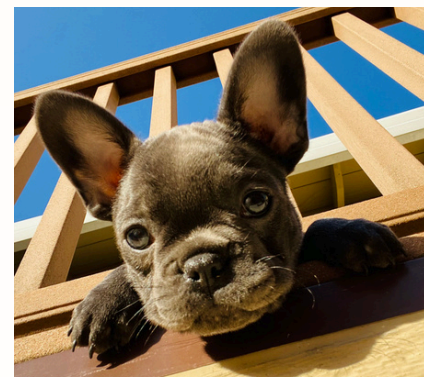
Yvonne met her husband, Gareth, in 1980 when she was a freshman at Mercy in San Francisco, and Gareth was a junior at Archbishop Riordan High School. After Gareth graduated high school and went to college, they remained friends, but their connection faded as Yvonne was still in high school. In 1988, Yvonne moved to Walnut Creek with her parents. Then as fate would have it in 1989, Yvonne and Gareth unexpectedly ran into each other, rekindled their friendship, began dating, and were married in 1995.



In 2005, the couple welcomed their son, Joseph. One of Gareth and Joey's greatest father-son moments was when Gareth coached Joey's basketball team to a championship victory. During the summer months, Joey keeps Yvonne and Gareth busy with the Ygnacio Wood Swim Team, where he loves swimming and has made many neighborhood friends. Together, the Paredes family enjoys vacationing at Lake Tahoe and Hawaii.



In 2020, during COVID, the Paredes family welcomed a new member: a very sassy but adorable French Bulldog named Margot.







YVONNE PAREDES


Real Estate



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