

real
REAL Broker

 Cornerstone
REAL ESTATE TEAM

MARKETING PLAN

Jameel Batshon & Ramez Bahu







The Cornerstone Real Estate Team

Our commitment to giving back to the community is at the heart of what we do. We would like to highlight the marketing aspect of our services, providing you with a detailed understanding of the approach we take and the outcomes you can expect.

We are deeply committed to our business and passionate about what we do. We embrace technology, continuously educate ourselves, and operate our real estate business as a full-time career. This dedication ensures that we remain well-versed in the ever-changing real estate market and the latest digital marketing trends.

Since 2005, the Cornerstone Real Estate Team has been dedicated to providing clients with quality service built on three core principles: integrity, honesty, and excellence. With our local Tri-Valley expertise and our global presence as part of Real Brokerage Technologies, we are fully equipped to deliver extraordinary service and exceptional experiences to our clients. You can trust us to act on your behalf, provide exceptional service, and protect your personal and financial interests when selling your home. Our goal is to make this process seamless and stress-free for you.

We appreciate your consideration and look forward to the opportunity to work with you. If you have any questions or would like to discuss your real estate needs, please feel free to reach out to us.

Thank you!

Meet the Team



With 23 years of experience, Jameel Batshon is a highly trusted real estate professional. He began his career in lending with Household Finance Company in 2002 before earning his real estate license in 2004. In 2005, Jameel partnered with Ramez Bahu to establish the Cornerstone Realtor Team, founded on the principles of integrity, honesty, and excellence. As a broker associated with Real Brokerage Technologies, Jameel consistently exceeds client expectations by providing expert guidance and broad market awareness. Outside of work, Jameel enjoys spending time with his wife and four children, as well as giving back to his community.

With 20 years of real estate experience, Ramez Bahu is a highly respected professional. He began his journey in 2001 by flipping homes and became a licensed Realtor in 2006.

As a key member of the Cornerstone Realtor Team at Real Brokerage Technologies, Ramez upholds the principles of integrity, honesty, and excellence. Known for attracting strong offers and earning trust during purchase negotiations, he has built a solid reputation within the industry and is recognized for his outstanding service. Ramez is also an active community leader and enjoys spending time with his wife and six children.



Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

We ensure that your home is fully prepared and presented in a way that creates excitement and “hype” around your property. The more we do before your home goes on the market, the more likely you are to achieve top dollar. We also proactively identify and address any issues that could become problematic during the escrow process. By uncovering potential concerns early, we help eliminate surprises that could impact your bottom line.

We work with a comprehensive network of trusted resource specialists, tradespeople, and subcontractors who can assist with anything needed to make the process as seamless as possible (any work requested or completed will be at an additional cost). We also provide a staging consultation to ensure your home is showcased at its absolute best—helping you secure more offers, stronger terms, and a higher sales price.

Just ask us for a list of anything you need! We can provide an all-inclusive service to help organize and maintain any project you need, including but not limited to staging, window cleaning, gardening, painting, handyman services, landscaping, specialized tradesmen, electricians, termite inspectors, home inspectors, appraisers, and much more!

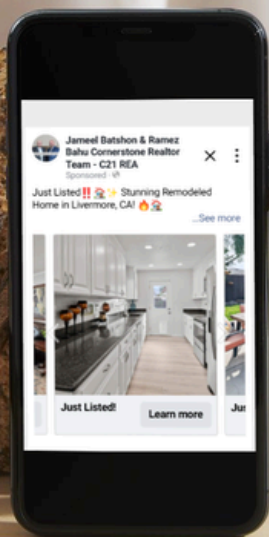


Our Coming Soon Campaign

We strategically create a “Coming Soon” social media campaign to generate excitement and anticipation for your property before it officially hits the market. By showcasing your home to your network, neighbors, and potential buyers, we spark interest and encourage shares—ensuring your property receives the visibility it deserves.

This proactive approach not only builds early awareness but also provides valuable insight into buyer interest, allowing us to refine and strengthen our marketing strategy. With this head start, we can fine-tune our outreach, adjust pricing if needed, and ensure we are targeting the right audience to maximize offers and sell your home quickly for top dollar. It’s a proven strategy that ensures your listing gets noticed the right way, right from the start.

**“Your Home’s
Grand Entrance
Starts Here!”**



Tapping the Power of Social Media & the Internet

A recent NAR report noted that real estate activity on social media has declined, largely because many agents do not know how to use these platforms effectively. Through our proven process, we generate thousands of views and shares each month using strategic digital marketing. As a result, your home will be exposed to a broad, highly targeted audience through:



Detail Targeting



Custom Audiences



Interest-Based Targeting



Engagement Optimization



A/B Testing



Behavioral Targeting

This marketing strategy highlights the power of digital marketing and social media advertising to maximize a property's exposure and attract serious buyers. By leveraging targeted social media ads, search engine optimization (SEO), and paid promotions, your home reaches a wider and more engaged audience beyond traditional marketing efforts.

With over 50,000+ views, comments, and shares generated through paid social media campaigns, your property gains unmatched visibility. Platforms such as Facebook, Instagram, YouTube, and Zillow are strategically utilized to capture buyers who are actively searching for homes. Additionally, the use of retargeting cookies allows us to continuously engage interested buyers, increasing the likelihood of conversion.

Detailed Targeting – We use advanced audience segmentation to reach buyers based on demographics, interests, behaviors, and online activity.

Custom Audiences – We retarget people who have interacted with similar properties, visited our website, or engaged with our previous ads.

Interest-Based Targeting – We tailor ads to reach users who follow real estate pages, mortgage lenders, home improvement brands, and related interests.

Engagement Optimization – Ads are designed to encourage interactions, such as likes, shares, comments, and clicks, to boost organic reach.

A/B Testing – We run multiple versions of ads with different headlines, visuals, and calls to action to determine what resonates best with buyers.

Behavioral Targeting – We identify buyers actively searching for homes, engaging with real estate content, or showing intent to purchase.

Additionally, by analyzing online traffic data, we refine and adjust campaigns in real time to optimize performance. Weekly Facebook and Instagram ad campaigns allow us to target both local and out-of-area buyers—including millennials and investors—ensuring no opportunity is missed.

Ultimately, this data-driven digital marketing approach keeps your home in front of the right buyers, generating increased interest, faster offers, and the best possible price.







High-Quality Marketing Materials

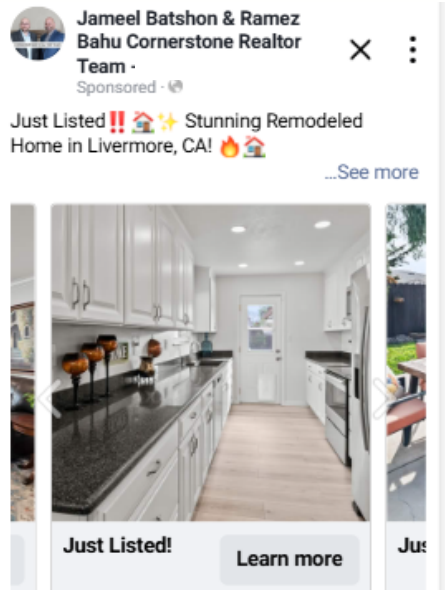
The quality of marketing materials representing your home has a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photography to capture high-quality interior and exterior images
- Professional videography to produce a high-definition 2-4 minute virtual property tour with a detailed home description
- A high-quality, full-color, four-page brochure featuring your home
- A dedicated property website that includes:
 - Photo gallery
 - Virtual tour
 - Property map
- Reports for out-of-town buyers, including nearby amenities, school scores and distances, community information, city demographics, and a "Contact Me" button
- Search engine optimization (SEO) applied to all marketing materials by a digital marketing specialist to maximize online exposure
- All materials are mobile-friendly (91% of buyers use their cell phones during their home search)

Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly.

- Cooperate with all Real Estate companies in Alameda County and surrounding counties using multiple MLS services.
- E-flyers sent to local and out-of-area agents with a QR code feature that brings them directly to your home's website.
- Contact preferred lenders for any prospective buyers in their network.
- Email "Just Listed" e-flyer with links to your home's website.
- Announce price reductions to our national network of real estate agents.
- Send property-specific information to our internal buyers' agents who receive hundreds of inquiries monthly.
- Contact agents to request feedback after the home is shown, which we then forward to you.
- Perform a reverse prospecting search to identify prospective buyers in the MLS.



Communicate 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 the lender and the buyer's agent to verify the qualification and motivation of a buyer.
- Confirm lender qualification is accurate and is fully desktop underwritten.
- Confirm the financing type will work for the property.
- Make sure the close date is realistic and works with the seller's needs.
- Counter all offers to "Highest & Best."
- Verify Proof of funds is sufficient for the buyer's down payment and closing costs.
- Verify funds to pay the difference of the appraised value if needed.

Contract Accepted

- Open escrow, verify buyer's earnest money.
- Escrow instructions, order title report.
- Review inspections and buyers' "wish list."
- Complete any needed repairs.
- Confirm receipt of contingency removals, and inform the 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 the docs have been signed by all parties.
- Send notification of funding to all parties.
- Send notification of recording.
- Mark property sold in MLS.
- Close out the file and send the seller a copy of all documents signed.
- Confirm marketing materials, signs, and lockboxes are removed.

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 the title and agreeable.
- Review agency choices and select appropriate working relationships.
- 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 the lockbox on MLS.

Devise and Execute Marketing Plan

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



TESTIMONIALS



Nothing but great experience here with the cornerstone team, fast responses with eager and knowledgeable answers for all my questions! can never recommend a better company and team for all my help, once again thank you guys!

MAGGIE J.



Jameel is one of the most professional realtors I've come across. He's extremely proactive, detail oriented, and experienced and it shows through his work. You can tell he's passionate about what he does and cares about his clients and it's a breath of fresh air. We're so grateful to him and his team and highly recommend him!

CHRISTINA R.



Excellent service. From start to finish, the team demonstrated exceptional, professionalism, deep market, knowledge, and genuine care for their clients that made the entire process, smooth and stress-free I would recommend them to a family member. Thank you both!!!

ALAN E.



Professional, hard working and great with communication. Always doing what is best for their clients.

ANDREW.



I recently worked with Jameel as my real estate agent, and I have to say he's absolutely top-notch. Jameel's expertise in the market, his keen eye for detail, and his dedication to finding exactly what I needed

HASSAN J.



I want to sincerely thank Jameel and his team for helping me sell my home. I highly recommend working with them—they are honest, straightforward, and truly knowledgeable. They guided me on exactly what to do to get the most value out of my house, and the entire process was incredibly smooth and stress-free. They're easygoing, professional, and a pleasure to work with. Give them a call—you won't regret it.

ELIA N.



Cornerstone
REALTOR TEAM



INTEGRITY.....who we are
HONESTY.....is what we speak
EXCELLENCE.....is what you get

