

MARKETING PRESENTATION



REDEFINING SERVICE IN REAL ESTATE

Selling a home in today's market can be challenging — The Living In Atlanta Team understands that. While the market can be challenging, hundreds of homes are sold each week in the greater Atlanta area. What's the difference between selling your home or failing to do so? The Details! Whether it's our proven sales approach, effective marketing campaigns, or utilizing our extensive network, at The Living In Atlanta Team no detail is overlooked. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate you as a Seller, and empower you to make the right decision when selecting the best agent to market and sell your home.

When we say we are “redefining service in real estate,” we mean it! Our clients come first. We will educate you on what needs to be done to have a successful sale of your home. There are many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. With a proven track record, the right skill set, and years of experience, The Living In Atlanta Team has the right tools to successfully sell your home. If you're serious about selling your home, we're serious about getting the job done!

“The Living In Atlanta Team” — If you are unhappy with our service at anytime, just send us written notice and we will unconditionally release you from your listing contract with The Living In Atlanta Team

Now more than ever, who you work with matters!

Pazi D — Owner | Team Leader

REAL REVIEWS OF OUR SUCCESS

"Pazi was able to sell my house for the price I wanted. Sold my house in less than a week on the market. He responds to any request needed in a timely manner."

"Pazi is truly a sellers advocate. Very involved from start to finish and has the right team from photographers, stagers, administrative staff, to get your home sold... I am confident he will do the same as a buyers agent. Pazi did so much for us to deflect any issues that arose during the sale of our home. He prepared us well on what to get ready in our home for sale... that advise got us a contract just days after the house hit the market..... Definitely an asset to have in your corner for selling or buying a home."

"Pazi made this process so easy. I was not stressed at any point during this selling process which was very important to me given my workload and schedule. Phenomenal experience."

"We have worked with Pazi over the past four years in the buying and selling of our homes. Pazi is an excellent agent! The presentation of our home was awesome and was sold in less than a week. He is very knowledgeable of every process and was very responsive to every question and request we had. His professionalism is second to none."

"When you sell and purchase a new home, you "need" a strong and dedicated professional agent who works for YOU! I had a contract on my home within 36 hours after Pazi listed the property on the market!"

LIVING IN ATLANTA **SALES IN TOTAL**

300 HOMES SOLD | \$100 MILLION IN SALES



WHERE BUYERS FIND HOMES

56% internet (home searches & research)

17% realtor

7% call on yard sign

6% contacted a lender

5% friend | relative | neighbor

3% open house

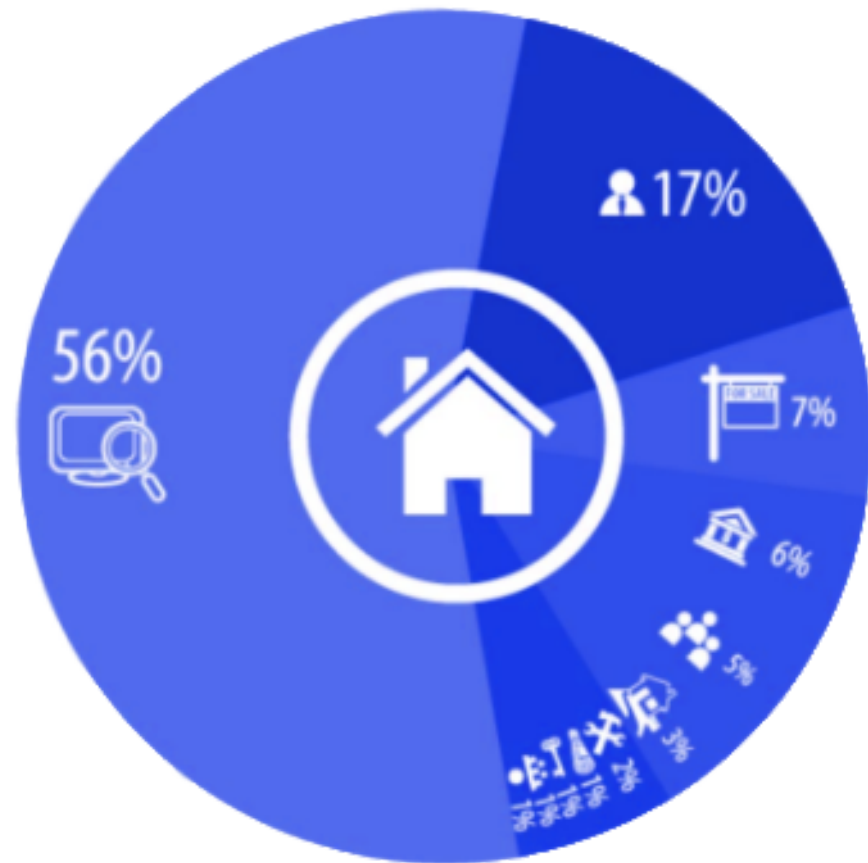
2% new builder

1% local newspapers & magazines

1% knew the seller

1% home buying seminar

1% other



OUR MARKETING PROFESSIONALS WILL MAKE YOUR HOME **STAND OUT**

01 / TEAM APPROACH

02 / PROFESSIONAL PHOTOGRAPHY

03 / LUXURY YARD SIGN AND POST

04 / DISTINCTIVE BROCHURES
PROFESSIONALLY

PRINTED

05 / CUSTOM WEBSITE SPECIFIC TO THE
PROPERTY

06 / PAY-PER-CLICK CAMPAIGN

- facebook
- google
- youtube
- instagram

07/ PREMIER EXPOSURE ON:

- zillow.com
- realtor.com
- trulia.com
- homes.com

08 / VIDEO TOUR MARKETING

09 / JUST LISTED MAILING

10 / JUST LISTED MEGA OPEN HOUSE

11 / TOP 300 LOCAL AGENT PREVIEW E-
MAIL

12 / LOCAL BROKERAGE NETWORK

13 / NATIONAL BROKERAGE NETWORK

14 / MATTERPORT 3D TOUR

15 / PROSPECTING THE PAZI GROUP
DATABASE

16 / STAGING OR VIRTUAL STAGING FOR
TOP DOLLAR

17 / HOME WARRANTY COVERAGE
DURING LISTING
PERIOD

18 / BROKER TOURS

19 / ACCURATE FEEDBACK



01 / TEAM APPROACH

A team will always outperform an individual! The Pazi Group is well trained in customer service, sales and high level negotiations!



02 / PHOTOGRAPHY

Our Photographers are some of the best in the business! They have won awards and also completed photo shoots for well architectural magazines.



03 / PROFESSIONAL SIGNS

Our luxury sign and post will show your home is professionally represented. With our clean branding nothing will detract from your home's curb appeal.



04 / PROFESSIONAL FLYERS

Professionally designed and commercially printed, a Pazi Group brochure will showcase your home in the best possible way.



06 / CUSTOM WEBSITE

We build your property its own custom website. It will feature your property's high-resolution photos, custom video and all the features of your home. You will also find video virtual tour links.



06/ PAY-PER-CLICK

- » facebook
- » google
- » youtube
- » instagram



07/ PREMIER EXPOSURE

- » Zillow.com
- » Realtor.com
- » Trulia.com
- » Homes.com



08/ VIDEO MARKETING

We provide custom 4K video with drone footage. Video gives a buyer a different perspective of the home, its layout and floorplan. We will feature your home on video sites like YouTube and Vimeo.



09/ JUST LISTED MAILING

Our mailing campaign will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in the neighborhood.



10/ MEGA OPEN HOUSE

We call it a MEGA open house! We will do advertising and invite your neighbors to come visit your home on its first weekend day on the market.



11 / TOP 300 AGENTS

We pull approximately 300 Realtors that have sold a home within a radius of your home and give them a broker courtesy "heads up" of the new pre-market listing.



12 / LOCAL BROKER NETWORK

Since The Pazi Group participates in the Georgia Multiple Listing Service, most local brokerages will also feature your home on their site, giving it even more exposure.



13 / NAT'L BROKER NETWORK

Since The Pazi Group participates in the National Multiple Listing Service, national brokerages will also have your home available on their sites for potential relocation buyers.



14 / MATTERPORT 3D TOUR

The Matterport 3D Showcase is the most realistic, immersive way to experience a property online. 3D showcase brings listings to life, it engages buyers and delight sellers.



15 / PROSPECTING DATABASE

We average 1000+ buyers searching our website. We monitor and follow up on a small number of serious buyers that might be interested in your home via emails and phone calls.



16 / STAGING FOR TOP DOLLAR

Staging sells a home for more money and in less time. Based upon our mutual agreement, we will guide you through the decision of choosing staging vendors or virtual staging when appropriate.



17 / HOME WARRANTY

Sell with peace of mind; covered service problems will be taken care of, while also providing additional after-sale liability protection.



18 / BROKER TOURS

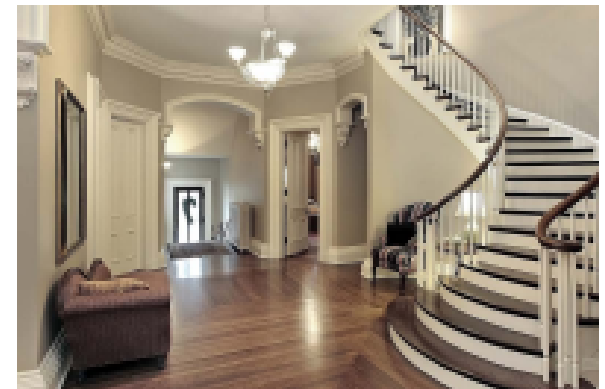
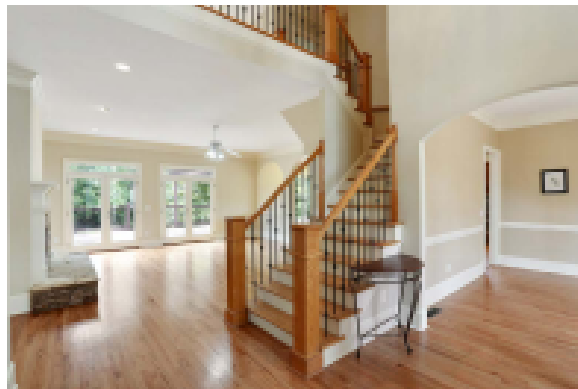
Some neighborhoods have Broker Tours. If there is a tour in your neighborhood, we will be on it to represent your home on tour.



19 / ACCURATE FEEDBACK

We will give you feedback received from prospective Buyers and Agents regarding your home, to allow you to make needed changes to your home selling strategy.

PROFESSIONAL **PHOTOGRAPHY**



OUR INTERNET REACH



THE **HOME SALE** TIMELINE

PRELISTING

Schedule an appointment
Meet with The Pazi Group
Discuss best strategy for selling
Formal listing presentation
Executed sales agreement
Property evaluation |
appraisal
Design team walk-through
Market analysis completed
Sales price established

LISTING AND ACTIVE

Marketing campaign started
Professional photography taken
Signs installed
Submitted to multiple
listing service
Property brochure delivered
Direct mail campaign launched
Telephone campaign started
E-mail campaigns started
Office preview, broker preview
Mega open house

UNDER CONTRACT

Offer(s) received
Offer(s) negotiated
Offer accepted
Back-up offer(s) accepted
Inspections & disclosures
completed
Appraisal completed
Contingencies removed
Property closes
Refer friends to
The Living In Atlanta Team



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