

A close-up of a hand holding a small, yellow, two-story house with a brown roof and a white porch. The house is being held between the thumb and index finger of a hand with a reddish-pink skin tone.

My Approach
to helping you
market and
sell your home.



Intelligent marketing



A grey circular icon with a white play button symbol inside.

Today's Goal

- **Get** to know you better

- **Answer** all your questions

- **Ask** you important information

- **Determine** if we are a match and I am the agent for you



About me personally

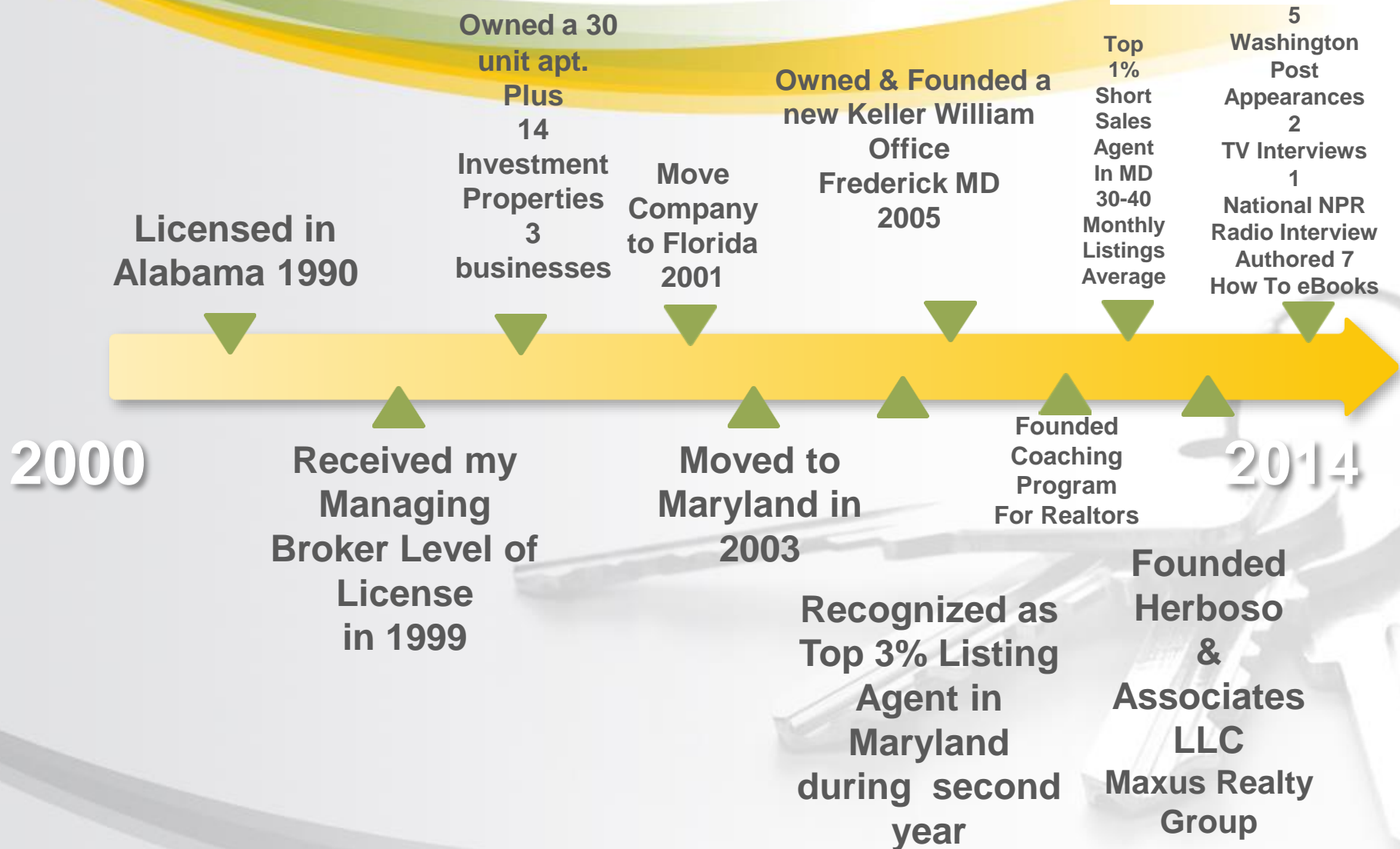


- **Location** (e.g., “Clarksburg MD)
- **Married** to (my old neighbor)
- **4 children**, (Eric, Lexy, Natalia, Alejandro)
- **Father, Leadership, Business**
Soccer Enthusiast, Cars,
Real Estate Investing
Motivational Speaker





About me professionally





Tell me about your house



- What drew you to this home when you bought it?

- What is your favorite feature of this house?

- What do you like about your neighborhood?

- What are some nearby amenities, such as restaurants or shopping?

- What don't you like about it?





Important Questions

- **Why** are you moving?
- **How** soon do you need to move?
- **Is** price or timing more important?
- **What** are you looking for from your agent?
- **Do** you anticipate major challenges in selling your home?
- **What** will you do if your home doesn't sell?

THIS INFORMATION
WILL HELP ME
DETERMINE THE BEST
COURSE OF ACTION
AS WE GO THROUGH
THE PROCESS OF
SELLING YOUR HOME.



My Signature Approach



My Unique Selling Proposition:

“Where honesty and preparation surpass expectations”

A fair approach that will build a long term foundation of trust & care . . .ultimately developing a long term friendship of servitude.





My Signature Approach



- **I believe** in an upfront no-nonsense approach to selling real estate
- **I will tell you** if either I or my company is not the best fit for your situation
- **I will be honest** about the pricing of your property

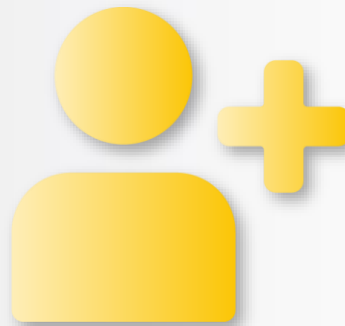
INTERESTING FACT:
OUT OF 670 VIDEOS
I HAVE ONE YOUTUBE
VIDEO THAT HAS BEEN
WATCHED OVER
654,985 TIMES!!!!



Why I'm Different



**Unique Selling
Proposition**



**Unique Skills,
Interests,
And
Personal
Background**



**Ongoing
Training,
Preparation,
Results,
Awards, and
Achievements**





Testimonials



What My Clients Say About Me:

These are my favorites because of the history behind it. .

“Fernando,

I'm convinced - you are on a Mission from God!

Keep up the extraordinary work you are doing here on earth.

People need you! In the Real Estate community all over the United States, you are King and deeply respected.

– Patricia Feager Keller Williams

“In one sentence, you are second to none!”

Greg "Your Freaked Out Client Thank you!"

*Please see videos and a collection of testimonials in our website
www.reallynicehomes.com/about/*

INTERESTING FACT:

We rank #1 on Google
under the search term
“Nice Homes”
in the whole world!!!





What Does Realtor® Mean?



REALTOR®

- **Only Real Estate Agents** who are members of the National Association of Realtors® can use this term.

- **Realtors subscribe** to a higher code of ethics.

- **Realtors are required** to have additional education.

- **I'm a member** of the Local, State, and National Association.





About My Organization



We service Maryland, DC and Virginia



We were established 2003

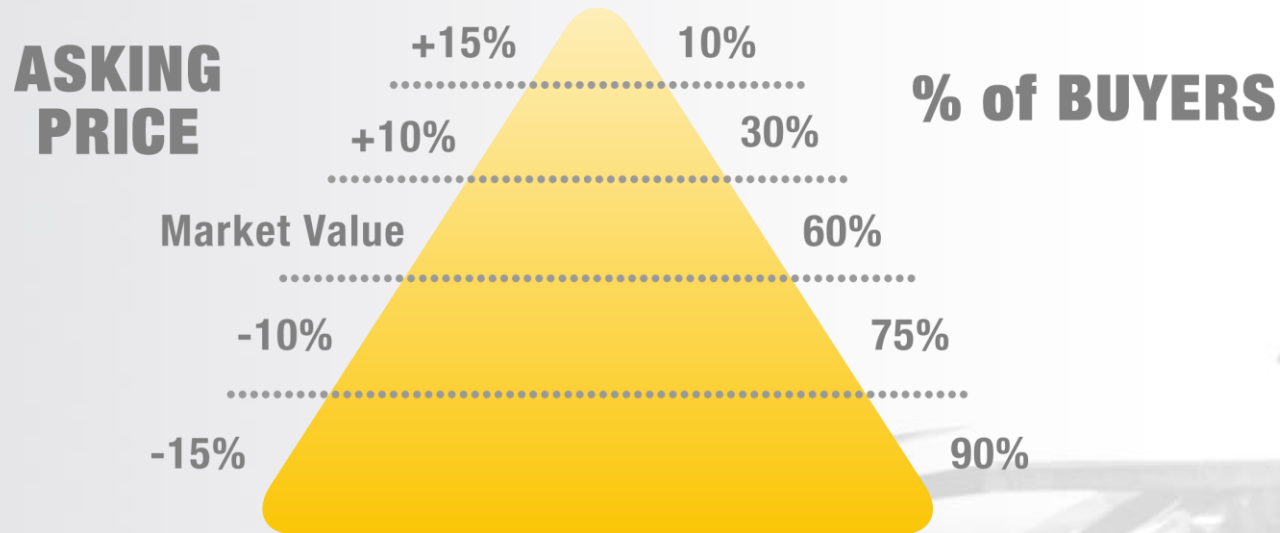


We are locally owned and have roots in
Montgomery, PG and Frederick
Counties





The Price Derivative



Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor controlling this outcome.



The Price Derivative



I'm going to ask you to imagine...
this is no longer your home. You
have actually jumped forward in
time and you now live in the home
and the neighborhood where you
plan on moving to next?





About My CMA



- **Comparables** include sales from all real estate agents and companies

- **I check** public records in addition to MLS

- **The best measure** of value is sold listings

- **Active listings** demonstrate supply and competition

- **Withdrawn/expired listings** usually demonstrate an overpriced listing.



Marketing Your Property

- What's Most Important
- Marketing Methodology
- The Digital Age

ReallyNiceHomes.com MD, DC & VA



Intelligent marketing



Marketing Your Property



Much of my marketing starts today, when we agree on a price for your home. The best marketing in the world will never sell an overpriced home.





Fact vs. Fiction

- **When it comes to online marketing,** many agents will try to convince you they have the “secret sauce.”
- **The fact is,** every agent’s listing is syndicated out by the MLS to hundreds, if not thousands, of web sites.
- **The fact is,** if a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home.



INTERESTING FACT:

We rank #1 on Google Videos under the search term “Homes For Sale in Maryland”
we have 8 out 10 spots!!!



Marketing



- **My brand has the** following unique online marketing methods:
 - Brand website
 - Brand Advertising
- **I offer** the following unique marketing methods:
 - Virtual Tours
 - Professional Photos
 - Yard Signs
 - 1-800 Call Capture
 - Flyers
 - Social Media
 - Craigslist

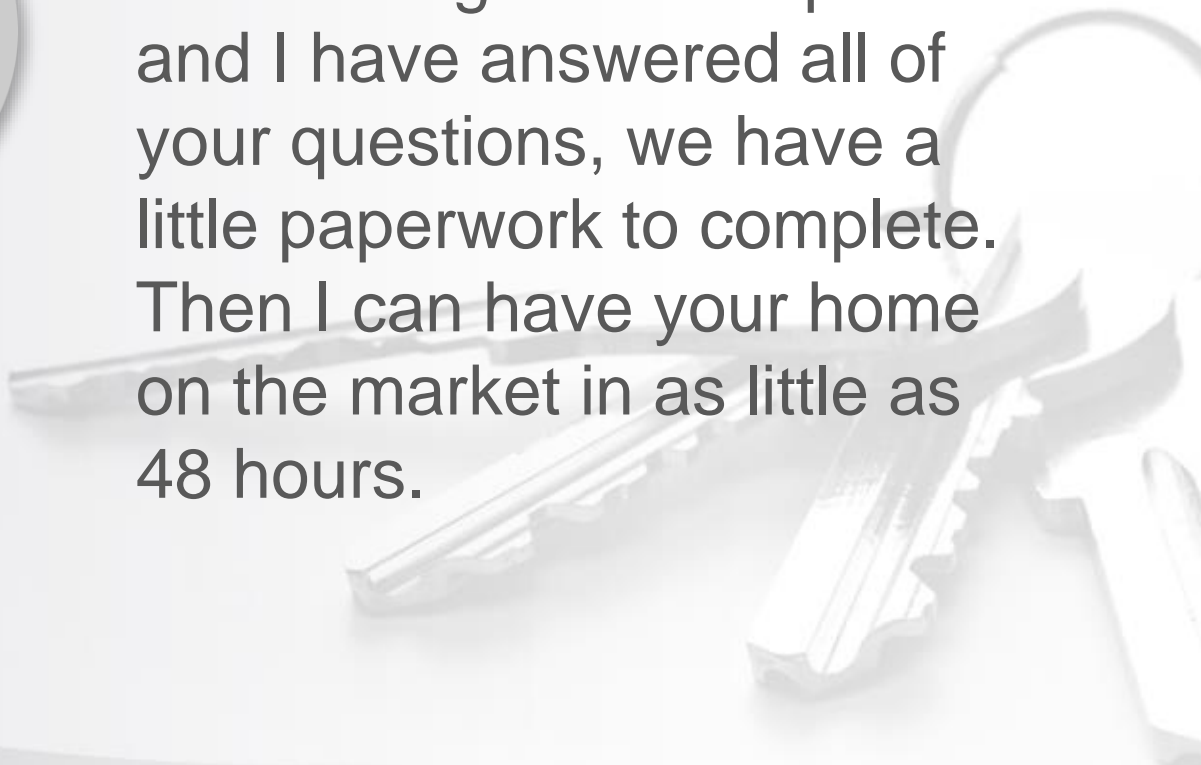




Getting Started



Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then I can have your home on the market in as little as 48 hours.





Thank you!



Selling your home is a big deal and I take the task very seriously. The fact that you have considered me to help you accomplish this means the world to me!





Contact Information



- **Cell** 240.426.5754 (preferred)
- Office 301.246.0001
- Fax 888.913.3535
- Email:
Fernando@ReallyNiceHomes.com

NOTE: I always check my email and text messages.

I almost never answer the phone while showing clients homes but will check messages frequently.

