

Exclusively Presented by Rafael & Associates, Co

PERSONALIZED MARKETING PLAN

Every Home is Unique

We will work with you to design a marketing strategy to meet your special needs and requirements. Our marketing plan is a Four-phase results driven program: Preparation, Advertising, Showing and Closing the Deal.

We work with you to analyze and determine the correct listing price and target market for your home. After a thorough analysis and determination of the target price, we design and implement a specific marketing plan for the property. In an organized approach, we execute the plan flawlessly, which ultimately achieves the best possible result for you. Paramount through the marketing process of this Plan is our accountability to frequently track and report feedback and results to you.

Phase I-PREPARATION

THE POWER OF PRICING

A mistake many Realtors/Sellers often do is pricing the Property too high.

Every seller obviously wants to get the most money for his or her product. Ironically, the best way to do this is NOT to list your product at an excessively high price!

The first Thirty days the property is active on the market is the most crucial marketing time and a high listing Price will cause some prospective buyers to lose interest before even seeing your property. Also, it may lead other Buyers to expect more than what you have to offer.

As a result, overpriced properties tend to take an unusually long time to sell and they End up being sold at a lower price.

Assistance in Maximizing the Value of Your Home First Impression Are The Most Important.

We will evaluate your home through the "Buyer's eyes" and offer recommendations on ways to enhance the value of your home. This free consultation of all area of your home will help create the best atmosphere for selling your home quickly and for the best price possible.

An In Depth Analysis of the Current Market Conditions.

After a Physical examination of your home, we prepare comprehensive comparative market Analysis. This analysis looks at active, pending and recently sold homes to help you



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FIRST IMPRESSIONS COUNT

**Effectively preparing your house for
Market can make a dramatic difference
In how quickly it sells and the price you obtain.**

When you live in a home, your first concern is for your own comfort. But when you sell, your concern is how your property will be viewed by buyers. You want your home to appeal to as many buyers as possible, knowing that first impressions are crucial

**These staging tips will help your property look its best to
Potential buyers from start.**

- ❖ Clean, stain or paint the front door. It should sparkle.
- ❖ Manicure the front lawn, and sweep the sidewalks and driveway.
- ❖ Organize the garage so it looks clean and roomy.
- ❖ Trim trees or shrubs that obscure your home from view.
- ❖ Add color to the yard with flowers.
- ❖ Install higher wattage light bulbs throughout the house to make rooms warmer and brighter. Turn on all lights and open the drapes for every showing.
- ❖ Brighten interiors with a fresh coat of light-toned paint.
- ❖ Clean the fireplace and stock it with fresh logs.
- ❖ Put away the children's toys.
- ❖ Clean Kitchen cabinets and pantry. Make them look neat and spacious.
- ❖ Clear kitchen counters, including small appliances.
- ❖ Polish tubs, toilets, sinks and mirrors so they sparkle.
- ❖ Display fresh cut flowers.

**You might also consider employing a cleaning service while your
Home is on the market. They can do the hard jobs, so all you need to do is keep things up.**



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Phase II-ADVERTISING

Prepare Professional Marketing Materials Presenting Your Home in the Best Light

1. MARKET ANALYSIS –Very thorough market evaluation of the Property.
Taking digital pictures of Interior and exterior of subject property, along with exterior Pictures of both active and sold comparables.
2. M.L.S- Property information will be immediately inputted through computer into the -MULTIPLE LISTING SERVICE.
3. OUTDOOR SIGNAGE-A “FOR SALE SIGN” will be placed on site.
4. INTERNET MARKETING-Your home will receive broad internet exposure. We will immediately post your home on high profile, high traffic real estate related Web sites such asListinglink.com and Realtor.com
5. OPEN HOUSE-The property will be presented for Broker’s Open House through “Caravan Express” with photo of subject property. Sunday Open Houses will be advertised in L.A Times and other Local Newspapers.
6. BROCHURES a photo brochure will be distributed to local Agents and Brokers.
7. NEWSPAPER ADS Advertising in Los Angeles Times, or any other local Newspapers.
8. DIRECT MAIL Property is included in our INVENTORY LIST which is sent out monthly. Advertisements will be sent to past clients, real estate Firms and neighborhoods.

Determine the best list price for your home and establish a range of value enabling us to properly Price your home to achieve your specific goals.

GOAL: To sell your property as quickly as possible for the highest and best price
And provide you with **THE BEST SERVICE IN THE INDUSTRY.**

“I approach my work thoughtfully, creatively and with a client’s best interest at heart.”

“I have passion for achieving the wide variety of my client’s goals.”

“It is always interesting, challenging and rewarding.”



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Phase III - SHOWING

- ❖ Begin to show property on a date set by you, the seller.
- ❖ List your home on Realtor Caravan. Rafael & Associates invites all area Realtors to tour your home. Realtor must see your home in order to effectively sell it.
- ❖ Hold open house for the public (if permitted).
- ❖ Hold Open House for co-brokers (if permitted).

Communication

Keeping you informed from Start to finish.

- ❖ Provide feedback after showing.
- ❖ If a prospective Buyer does not make an offer on your home we will determine why and communicate the information back to you immediately.
- ❖ Follow-up with buyers/co brokers previously shown the property.
- ❖ Follow-up with brokers who attended brokers open houses.
- ❖ Prepare regular activity report.
- ❖ Meet the seller to review report.

Phase IV –Closing the Deal

Selling

Qualifying Buyers.

Our recommended lender will screen and pre-approve all potential Buyers seven days a week to assure you they are qualified to purchase your home.

Negotiations

As an experienced Real Estate Broker I understand creative negotiations and I'm able to bring the Buyer and Seller together at the best price and terms.



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Knowledge-Experience-Results

COMMITMENT TO EXCELLENCE

A full service Real Estate professional Broker licensed in 1996, Rafael Cohen is widely respected for his extensive Knowledge of the business, his wide range of experience And the results he has achieved for his clients.

Rafael represents Buyers and Sellers in the purchase and sale of all types of Real Estate, including single family homes, estates, and condominiums. He also handles residential income and leasing and proficient with more complex transactions such as probates, trusts, REO properties, multi-unit projects and exchanges.

A member of the Beverly Hills/Los Angeles Board of Realtors.
Member of the MLS (Los Angeles Multiple Listing Service) and a Member of Loopnet.com-
The largest Commercial Listing Service.

Rafael can represent Buyers and Sellers over wide area & in a variety of price ranges.
His Seller Marketing Plans and Buyer Representation Programs are Top notch, and individually created for each client.

Rafael has earned an impressive roster of repeat & referral clients that includes Business Managers, Attorneys, Celebrities, Developers, Bar Relocations Companies, Court Administrators, Corporations, Foreign investors and many First Time Buyers!

As an Owner/Manager of Residential property Rafael acquired a wide Knowledge of all Residential Real estate aspects. This Knowledge is being used to help his clients get the best service possible.

“I approach my work thoughtfully, creatively and with client’s best interest at heart”.

“I have a passion for achieving the wide variety of my client’s goals”.

“It is always interesting, challenging and rewarding”.

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