

STRATEGIES

YOUR GUIDE TO REAL ESTATE MARKETING WITH VISTA REALTY GROUP



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FIRST IMPRESSIONS

PRESENTED BY



WELCOME TO VRG

Vista Realty Group is a unique real estate group built for a rapidly changing market.

Led by their CEO and founder Lindsay Mozena-Krater, VRG began in 2017 with the goal to develop a distinctive brand engineered for today fueled by hustle, commitment, technology, and good vibes.

The real estate experts at VRG have more than 30 years combined experience and 600+ successful transactions. Their client-centered approach makes them ideal partners for life's most important transactions—the buying and selling of your home.

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A BRAVE NEW WORLD

The coronavirus pandemic has left real estate agencies, brokers, and agents at the forefront of a changing market. However, our ability to adapt to rapidly changing conditions and our reputation as “early adopters” has given us the tools and resources we need to remain viable and even evolve through this experience.

VRG supports CDC guidelines and is committed to protecting our clients and colleagues. We encourage the use of virtual showings and advise sellers and buyers of the risks and responsibilities involved in showing and visiting properties. In accordance with Fair Housing guidelines, we conduct a comprehensive COVID evaluation of prospective buyers prior to every showing. We set up hand washing and sanitizing stations in every home we list and provide personal protective face coverings. Further, we complete all transactions digitally wherever permitted by law. Your safety and security is always our first priority.

OUR APPROACH

Our relationship-driven approach to working with our clients is what sets us apart and allows us to provide world-class service backed by the global power of Realty One Group International.

- We conduct a **Professional Needs Assessment** to determine seller objectives and connect them to qualified buyers.
- We prepare data-driven Competitive Market Analyses to determine best list price and advise sellers on financing, market conditions, and other related information.
- We promote properties through **strategic and targeted marketing initiatives**, including the use of high resolution, wide angle photography, drone flyover imagery and video, Matterport walkthroughs, and virtual tours.
- We coordinate and manage open house tours for agents and potential buyers and **establish a prominent online presence** through multi-channel platforms.
- We install a Supra lock box with 2-factor authentication ensuring safety and security.
- We mediate negotiations between sellers and buyers and prepare all legal documents related to your real estate transaction to ensure **professional representation at COE**.
- Listings over \$500K are featured across a network of international websites powered by ListHub Global. This extends our reach to more 85 sites in over 50 countries, translated into more than 16 languages and currencies and reaches **more than 60 millions buyers** and investors worldwide!



WHAT'S MY HOME WORTH?

Two main things impact the sale of your home—Price and Condition. At market value, a move-in ready home will sell faster than a home priced above market value. A house priced **below market value** will sell quickly and will likely receive multiple offers.

Obtaining a market-appropriate list price for your home is one of the most important factors in the selling process, so ensuring accuracy is critical. VRG determines your list price based on a data-driven algorithm that includes the latest CMA in your home's category, its current condition, its proximity to desirable amenities, and the larger market landscape.

In a seller's market, a home that's priced right may receive one or more offers within a few days. In cooler markets, you'll get a number of showings within a few weeks and an offer within a few months.

When selling your home, there is a very delicate window of opportunity. If any variable is misaligned, your home may take longer to sell, impacting its perceived value. In addition, the market can be volatile and change quickly so your VRG team monitors these conditions closely.



CONNECTING TO ACTIVE BUYERS

Your VRG team uses a **multi-channel approach** to bringing your home to prospective buyers. These include internet based platforms such as Zillow, Redfin, and Trulia, and exposure on social media sites such as LinkedIn, Facebook, Instagram and Twitter. Through our well-executed marketing plan, your home will be seen on more than 300 websites globally. We also leverage our relationships with home builders with a private website dedicated to new builds making it easy for buyers to find their next property. But we don't stop there.

Your VRG real estate agent actively connects buyers and sellers. We network with agents both locally and out of state. We use the **Coming Soon Listing Strategy** to privately market your home to agents within the MLS **before it goes active** on the market. This helps generate interest and anticipation and familiarizes local agents with your home's unique features.

Unique properties require a unique approach and while most buyers don't find their home through print media, many Farm and Land or Luxury buyers do. We implement various print strategies based on your unique property type.

We display prominent yard signage that promotes a call to action. Your VRG agent answers questions, prequalifies prospective buyers, and arranges property tours. We also utilize community marketing strategies through mailings, posting in community sites, and hosting private VIP open houses to boost neighborhood awareness.

For those occasions where a seller finds a buyer for their property, we assign a separate VRG agent to the buyer to prevent conflicts of interest and ensure proper representation.

THE ART OF STAGING




Proper home staging allows prospective buyers to envision themselves living in your home. It imparts neutral emotions and allows buyers to see past a seller's personal style which can be distracting. Staging presents the property in its best light using simplicity and coordination as its foundation.

Want to transform your home in a hurry? Here are some great tips from the experts:

- Dress up your front door with fresh paint and a new wreath.
- Clear away clutter and rearrange your furniture to maximize space.
- Spring for a deep cleaning and spruce up your spaces with a little fresh paint and a carpet cleaning.
- Buy a new bed for Fido (those pesky odors can linger).
- Perform obvious repairs and replace outdated fixtures and light bulbs.
- Spring for some new hardware in your bathrooms and kitchens if a total remodel is too pricey.
- Remember that Less is More.


SHOULD YOU HIRE A PROFESSIONAL TO TAKE YOUR LISTING PHOTOS?



THE PRICE ADVANTAGE

On average, homes with professional, high quality photos sell for **\$3,400** more.

The peak benefit was for homes between \$400,000 and \$499,000, with a value increase of over **\$11,000!**



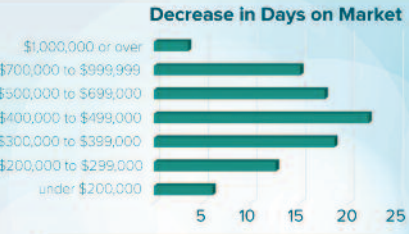
Home Value Range	Increase in Sale Price
\$700,000 to \$999,999	\$6,000
\$500,000 to \$699,000	\$8,000
\$400,000 to \$499,000	\$11,000
\$300,000 to \$399,000	\$6,000
\$200,000 to \$299,000	\$2,000

For homes below \$200,000 and homes over \$999,999, there was no increase in sale price due to high quality photos.

98% of homebuyers said photos were the most useful tool for investigating properties.

THE TIME ADVANTAGE

Decrease in Days on Market



Home Value Range	Decrease in Days on Market
\$1,000,000 or over	5
\$700,000 to \$999,999	15
\$500,000 to \$699,000	18
\$400,000 to \$499,000	22
\$300,000 to \$399,000	18
\$200,000 to \$299,000	12
under \$200,000	5

Homes with professional photos sold quicker, regardless of value.

THE COSTS

In general, it costs between **\$100 and \$700** to hire a professional to take your listing photos.

Is it worth it?
YES.

CONCLUSION

Hiring a professional photographer to take pictures of your home will result in a quicker selling time - and a greater sale price for homes valued between \$200,000 and \$1,000,000.

Whether the cost is \$100 or \$700, hiring a pro is worth the investment.

Asset Based Lending, LLC is a direct hard money lender for real estate investors.
For more information, please visit www.ABL1.net or call (201) 942-9089

Sources:
<https://www.redfin.com/blog/2016/03/spring-home-selling-tips.html>, <http://www.smartshoot.com/blog/8-real-estate-photography-blog-posts>, <https://smallbusiness.com/real-estate-photography-pricing/>