

VESTED ESTATES

# SELLERS PLAN TO REAL ESTATE

PRESENTED BY  
TINA JIRANEK & ILYA NEIZVESTNY





VESTED ESTATES

# THE JOURNEY BEGINS WITH YOU

You are about to embark on one of the most important financial transactions of your life, selling your home. A

**SUCCESSFUL**

**TRANSACTION** is all in the details... from the homes presentation to marketing materials to the properly prepared contract and negotiations terms. The IT team, Ilya Neizvestny and Tina Jiranek care about upholding high standards in customer service, detail oriented, marketing on social media and negotiation on your behalf, **THE CLIENT COME FIRST!**

What is the difference between selling your home successfully and failing to do so? While the house market is ever changing and can be unpredictable. Homes will sell when priced and marketed correctly. Starting with the steps to prepare your home for the showing, using

promotional strategies, social media campaigning, and our extensive Broker networks. We will sell your home!

# GET TO KNOW US

The IT team, Ilya and Tina strive to ensure each transaction is straightforward and in your best interest. Ilya, originally from the former USSR, was born in Lviv Ukraine. Moved to Toronto Canada at the age of five, he ended up in Silicon Valley just in time for the Dot.Com Boom and Bust! He is outgoing and brings passion and knowledge to each project. His partner, Tina Jiranek born in Iowa and raised in Basel, Switzerland, Evergreen Colorado and Cleveland Ohio, she moved to the Bay area with her daughter in 2002. Tina is very detail oriented and goal focused, this brings a good balance to the team. Together, they create a perfect pair, by bringing different qualities, insights, and perspectives to the table.

Ilya studied architecture and Tina interior design. They both have a good sense of real estate fundamentals and will research, network and negotiate to find the right buyers. They are animal lovers, living with their three rescue dogs and two cats. Regularly donate/volunteer for animal causes. You will likely run into them at the dog park, local outings around town or at the gym.



# OUR MISSION

## PASSION & EFFICIENCY

We consistently provide the highest level of service. And our reward is the trust and faith of our clients! The primary goal is to be our clients' real estate resource for life.

Clients' needs always come first. We will continually strive to provide value far in excess of your expectations. Our constant objective is mutual respect, and long-term relationships that are based on trust, communication, and honesty.

We will be honest, helpful, accountable, and enthusiastic at all times- always focusing on solutions, not challenges. Taking care of business first and foremost but also encouraging clients to have fun and enjoy the process. We will be adventurous, creative and never afraid of pioneering new ideas. Outside the box is OUR box!

We consider our accomplishments as benchmarks to building future goals. Constantly strive to create, develop, and implement beneficial plans, strategies, and creative concepts that will suit our clients needs. Commitment to continuing education, analyzing the market, and staying ahead of the trends enhances the level of service we provide.

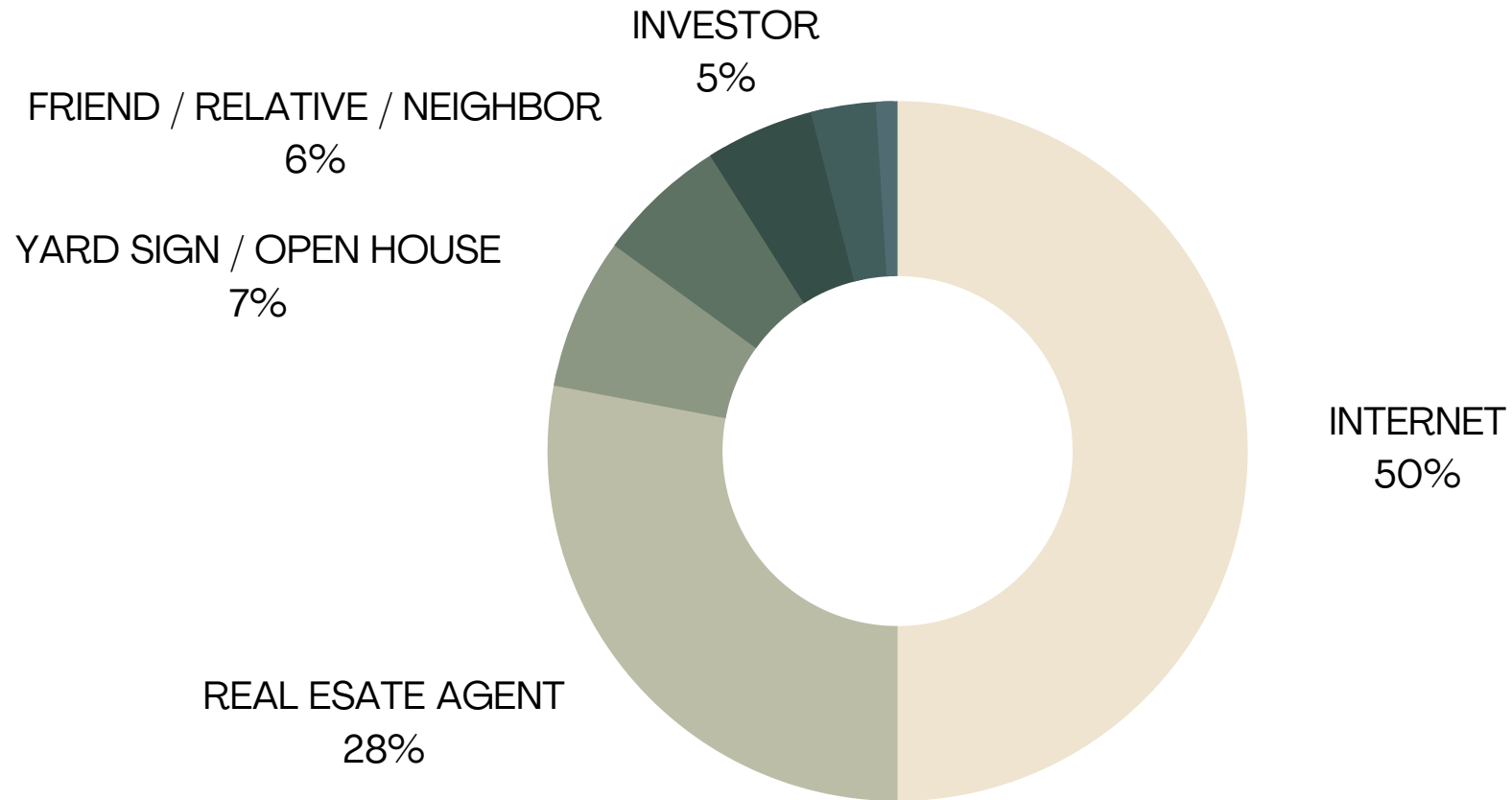


# HOW A BUYER WILL FIND YOUR HOME

**50%**  
INTERNET  
MLS & Populating  
all Realtor®  
Networks

**28%**  
OUR AGENT  
NETWORK  
Office, Brokers  
Open, Source  
Campaign

**07%**  
YARD SIGN / OPEN  
HOUSE  
Local Networking



**06%**  
FRIENDS /  
RELATIVES /  
NEIGHBOR  
Word of Mouth,  
Community Gossip

**05%**  
INVESTOR  
Self Sourced  
Networks

**01%**  
NEWSPAPER  
Traditional  
Advertising



# THE MARKETING

## BEGINS WITH A PLAN

- Customized plan for your home
- Market and pricing analysis
- Staging consultation
- Schedule painting & minor repairs (if needed)
- Staging & aesthetic enhancement
- Magazine worthy photography
- Video, aerial photos & 3D tour
- Targeted digital marketing
- Extensive Social Media
- Paid Ads on YouTube & Google to increase exposure
- High-quality Brochures / Catalogs / Printed Advertisement
- Effective email campaigns to Brokerage Community
- Brokers Tour
- Feedback Consistently Collected & Provided
- Highly publicized open houses & twilight previews
- Consistent communication & updates
- Highly skilled negotiations
- Follow through closing escrow







# A CUSTOMIZED PLAN

The customized plan starts with us sitting down and discussing all aspects of your property. We have found that the things you love about your home are what others will love about it as well. Continuing our discussion of making your home stand out in the current marketplace.

Reviewing value, staging, signage, photography, the state of your home, and the current market condition.

The appearance of your home should always appeal to potential buyers.

Our unique service manages these details, taking the pressure off of you. Peaking qualified buyers' interest will sell your homes.

# PRICING YOUR HOME CORRECTLY

THE DIFFERENCE BETWEEN A SOLD  
HOME AND A STALE HOME

Through strategic pricing analysis of current homes on market as well as previous homes sold. Also taking into account current market trends including mortgage rates, average number of days on market, current buyer and seller ratios, we strategies to pricing your home to sell not just to list.



# THE PRESENTATION

## BEGIN WITH SETTING THAT STAGE

Let's set the stage by creating a visual experience for the prospective buyer who often feels uninspired by vacant properties or turned off by rooms full of clutter. We will help transform our clients homes to generate more excitement leaving an impressive impression and will appeal to a higher number of potential buyers, delivering the highest price for the sale of your home.





# PHOTOGRAPHY

YOUR FIRST IMPRESSION

How your home will be viewed.





# AERIAL PHOTOGRAPHY, VIDEOS & 3D TOURS

In today's visual and digital-driven markets, almost all home buyers begin with viewing homes online. Whether sent a link by a Broker, friend, or their own search by perusing internet listings. Home today are almost always viewed online first. We make sure your property stands out from the crowd with captivating photos, professional video tours, aerial photography, custom webpage and 3D tours that highlight the best features of your home or income property.



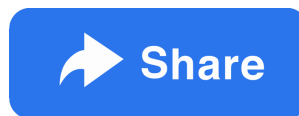




# GLOBAL NETWORKING & DIGITAL ADVERTISING

REACHING THE LARGEST AUDIENCE OF BUYERS

Your home will appear on sites such as these, exposing your home domestically and Internationally. We drive customers to our website and social media pages, generating qualified buyers by using creatively worded descriptions and photos of your home on multiple networks.



# CORE VALUES



## INTEGRITY

Acting with INTEGRITY, earning trust. Continually improve our services to exceed our client's expectations.



## RELIABILITY

Clients can always count on us.




## WIN WIN

We seek to understand, then strive for resolution by finding a beneficial solution.



## EXPERTISE

Knowledge and EXPERTISE to ensure our clients are well informed. We are constantly striving to improve.



otodom.



Homes.com



# OUR VISION STATEMENT

Seen for our marketing, creativity, innovative approach and delivering a higher level of service and for a life long relationship.



# VESTED ESTATES

ILYA AND TINA, THE IT TEAM

We are excited to work with you. Let this guide be your useful tool through the home-buying process.

- Ilya Neizvestny



(408) 930-9490

neizvestnyilya@gmail.com

- Tina Jiranek



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tinajiranek@gmail.com



We look forward to assisting you with your next move and remember...our goal is to become your real estate resource for life.