Marketing Plan:

1. Conduct a market analysis to assess property value.

2. Provide pre-listing repair and staging advice.

3. Advertise the property online, including MLS, Realtor.com, Zillow, Trulia, Redfin, and over 200 additional real estate websites.

4. Utilize professional photography.

5. Create professional videos, including social media content on platforms like MLS, YouTube, Zillow, TikTok, Facebook, and Instagram.

6. Offer a professional 3D virtual tour and, when applicable, drone photos and videos for large parcels.

7. Schedule showings by appointment only through an online service, allowing you control over appointments.

8. Optional Supra lock box for monitoring showings with a digital log.

9. Craft a creative description, QR code, and flyers highlighting upgrades and features.

10. Send e-flyers to all area realtors (Riverside County: 10,447+ realtors).

11. Contact pre-approved buyers in our database to showcase the property.

12. Mail postcards announcing the property.

Maricarmen Pulido
CARMEN THE OPEN HOUSE LADY

13. Reach out to buyer agents who have saved the listing (reverse prospecting via MLS).

14. Provide regular updates with buyer and agent feedback, market updates, and marketing efforts.

15. Optional for sale sign.

16. Continue the above efforts monthly until an offer is received.

17. Conduct daily open houses (9 AM to 5 PM) for approved buyers.

18. Pre-qualify prospective buyers to ensure readiness and ability to perform.

19. Negotiate on your behalf and open escrow!

Team Pulido
Maricarmen Pulido Ruiz
DRE License No. 01714090
Cell: (951) 545-3898
soldbymcp@gmail.com

Lifetime clients:

1. Mark Lundberg 206-948-4022
2. Robert Mendoza 951-490-7956
3. Gilbert Cancel 909-856-7788

Track record:

Total Properties sold: 403+
Average days on market: 51 days
Carmen's Total **Sold** price to **List** price: $89,425,225/$88,872,452
Team's Total **Sold** price to **List** price: $124,529,902/$123,835,706

Vendors:
Business Attorney: Nick 951-300-2690
CPA: Lucia & Co. 909-890-0104/800-381-4132 Lauri Pitcher
Commercial Broker: Christina 951-855-6511
Concreate work: Joe Garcia 951-903-2099
Contractor: Carlos Gutierrez 951-455-1043/951-992-8105 or Victor 310-341-6000 or Manuel Salas 951-425-1084
Engineer: JB Design Build Co 951-515-4926 Joe
Escrow Co: Escrow 321, Inc: 951-783-3204 Kate or Chanda
Estate planning Attorney: 951-784-0244 Gary A. Foltz
Estate Sales: Grasons Co 909-208-5398 Anna or Estate Sales by Sal 714-321-1057/951-684-3927 Diana
Eviction: The Eviction center: 951-845-5499
Fire & Water restoration: Don 951-522-1749/909-240-5979
Flooring: Floorizon: 951-425-8308
Foundation Certification: Bill 714-504-2443, Wendy: 951-245-9373
Gardner: Fidel Rojas: 951-293-9828
Handyman: Daniel Rodriguez 951-842-1580
Handyman, Painter & Roof repairs: Meinardo Martinez 323-972-3577
House Cleaner: Luz Solares 951-315-8482
Home inspectors: Accurate Inspections: 909-823-5886, Top Quality inspections: 760-713-9693
Homeowners insurance: Goosehead Insurance 951-233-6363
HVAC: Carlos Gutierrez 951-445-1041
Junk Removal: Junk Dawgs 909-712-9525 Zach, Daniel 951-842-1580 Salas Junk 951-483-6199
Locksmith: Santiagos Lock & Key 951-229-6361
Mortgage Lender: ML Mortgage: 909-697-0585, Alan Vogan: 951-317-3165, Orlando
Painter: Eric Eagan: 909-327-7850, Camilo Flores (Stucco/Drywall) 951-322-2587 or Lorene 909-406-0562
Plumber: Righty Tighthy Plumbing: 951-212-3157, Raul Vecerra: 909-463-8114

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Vendors:
Mortgage Lender: ML Mortgage: 909-697-0585, Alan Vogan: 951-317-3165, Orlando
Property Manager: Ryan: 951-212-6621
Septic Certification: Darrell Abbott: 951-453-4796, Juan Honey Wagon: 951-235-1605
Termite companies: Pest Assassin: 951-522-2816 Nathan or Relentless 909-328-0963 Brian or Bug Light Termite: 951-836-0697 Martin Contreras: 951-403-8331

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