

K2
OMNI GROUP



HOME

SELLING GUIDE

FOR NAVIGATING THE MARKET

K2 Omni Group

Top 250 Team at eXp Realty



Our Mission & PROMISE

Thank you for choosing K2 Omni Group! We utilize our leading technology, marketing, and support to ensure that your home sells for the most amount of money in the least amount of time.

Our mission is to deliver the dream of home ownership everywhere, and we continue to be dedicated to making that a reality for thousands of families worldwide every year.

We believe in allowing families to live experientially to build strong communities within the cities and towns in which they live.

When you work with K2 Omni Group, your transaction is supported by the best resources and technology in the world. In addition, you receive full transparency and consistent communication throughout the process. We customize each property's marketing strategy to target the right buyer with online and offline marketing.

When passion, care, and diligence is combined with an unwillingness to fail - you get K2 Omni Group. Founded in 2017, K2 quickly became one of New Mexico's top real estate teams. By creating a simple innovative system, K2 was able to sell over \$300 million dollars in volume and provide top notch service to over 1,000 satisfied clients.

Our view is simple:

Communicate and execute. That is the K2 way.

“

I will advise and protect my client to the best of my ability. I will constantly stay in communication with all parties and will see it through to the end. When faced with adversity, we will persevere. If I do fall, I will get up with more tenacity for our strive for greatness is uncompromising. No one can out work me!

THE K2 OATH

Meet Your Listing Team



Kristina Salcido

Owner/Listing Specialist

K2 Omni Group is Zillow's #1 Listing Team in the COUNTRY as of June 2024. Kristina currently sits on the Zillow Advisory Board as well as being on the Board of Directors of the New Mexico Association of Realtors. Together with her husband, they run a top 10 Real Estate team in the State and are co-hosts for the TV Show American Dream TV that features lifestyles and real estate in New Mexico.

Newly re-branded, K2 Omni Group, has over 1,000 transactions under their belt with over \$350 Million in Sales to finish out 2024.

Kristina began her entrepreneurial career at the age of 22 when she started Rescue Angels, Inc. a 501(c)3 non-profit animal rescue organization which has now rescued and placed over 2,000 dogs to date. In 2012, Kristina relocated to Los Angeles to start a successful film and web production company, which over a three-year period produced 2 feature films, 2 short films and over 400 episodes of an on-demand web series. In mid 2015, Kristina sold the company to her business partner and pursued a career with Kiki in Real Estate, of course leading them to their current positions as a power-house husband and wife team with their own brokerage, Simply Real Estate. With her diverse background, she has developed a positive "can do" attitude that helps her overcome any and all obstacles to get things done while serving all parties in any transaction. Her added capabilities in business systems and office procedures help assure smooth transactions and speedy execution.



Cassandra Barros



Joey Romero



Vickie Hess



Brooke Freshman



Carrie Telles



Wendy Molina



Deeanna Maes

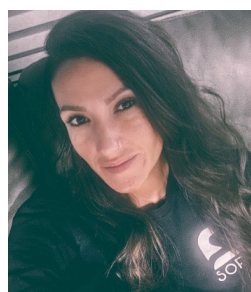


Carl Scofield



Christianna Martinez

**Licensed Listing
Transaction Coordinator**



Kira Beamon

**Licensed Listing
Transaction Coordinator**



Cecilia Rodriguez

**Licensed Listing
Transaction Coordinator**



Owners/Qualifying Brokers
Kiki & Kristina Salcido

ABOUT US

When a passion for real estate is combined with talented individuals who answer their phone and have an uncompromising drive to succeed, amazing things will happen. At K2 Omni Group, it's our goal to not only have a positive effect on ourselves and our families - but also to inspire, motivate and create lasting change in everyone we encounter. We will treat our clients and team members with respect at all times. Our company will dedicate itself to everlasting education and professional growth that will make the leaders of tomorrow.

K2 Omni Group is the area's premiere real estate solutions company, and since our inception we have been helping homeowners along with improving communities in each and every city we work in. Through our extensive knowledge of the business, network of resources, and years of expertise, we are able to assist homeowners with a wide variety of real estate scenarios. We pride ourselves on our reputation for working one-on-one with each customer to handle their individual situations.

At K2 Omni Group our team is highly motivated, knowledgeable, ethical, and resourceful. Qualified to handle any real estate transaction, our dedicated staff is committed to helping people with their real estate needs and making successful deals happen. Our team of professionals has the integrity to follow up on our promises, and the expertise to navigate any transaction to ensure you're fully informed for making the best decision possible.



KK2 OMNI GROUP

Formed a strategic alliance with

exp[®] REALTY

FOR CONTINUAL DOMINATION OF THE REAL ESTATE MARKET

Why eXp Realty?

eXp Realty is a game-changing partnering brand powered by technology, global reach, and top-tier agents. With unparalleled marketing, exposure on 1,000+ sites, and a cloud-based model that drives results, eXp gets your home sold faster and smarter. Experience the future of real estate.

eXp Realty Leads
the Pack in the
RealTrends 500 –

Capturing Top Honors
in Five Categories



exp[®]
REALTY

Transactions

Best Brokerages

5 Year Top Movers
Sides & Volume

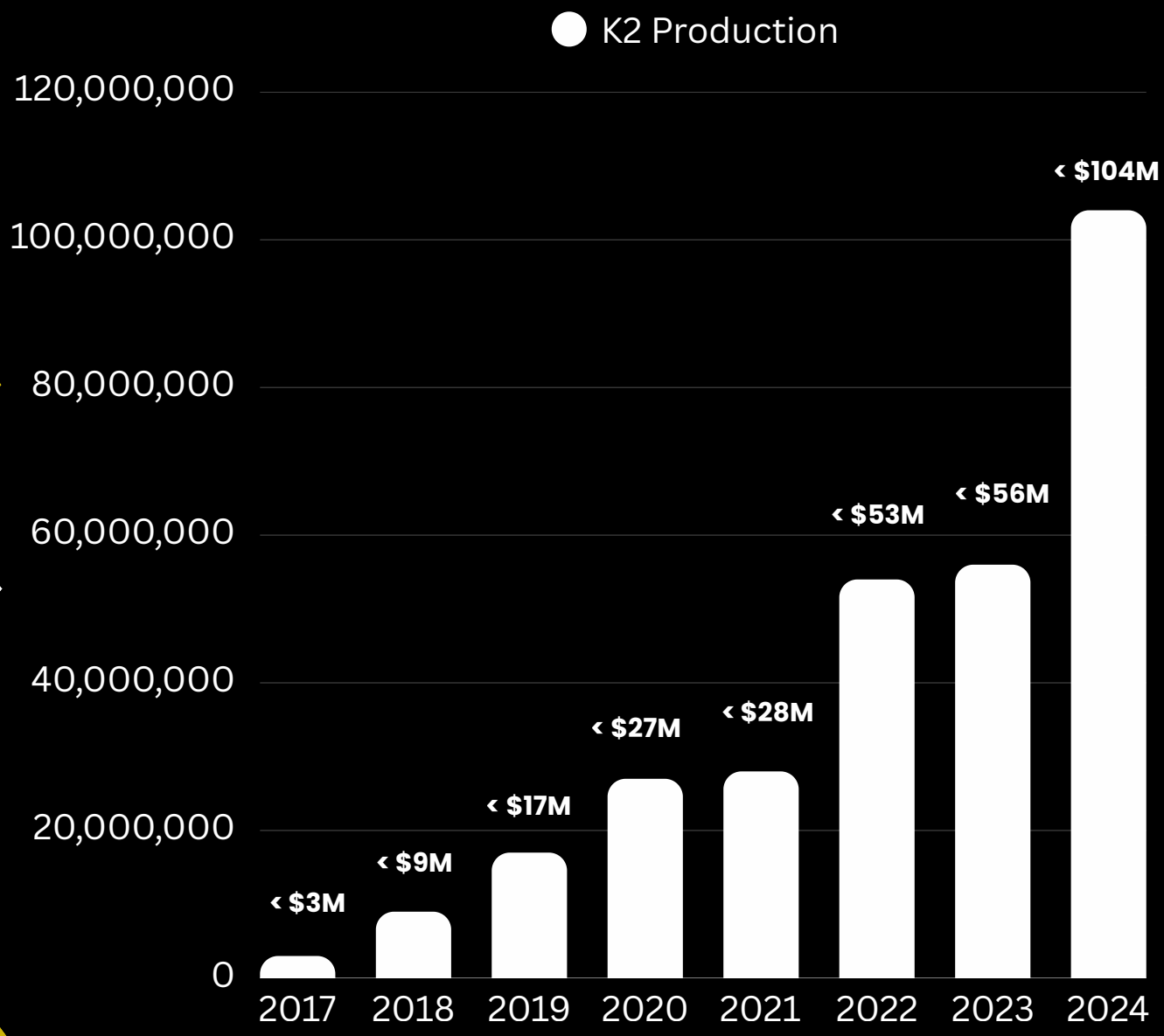
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REALTRENDS 03/2024



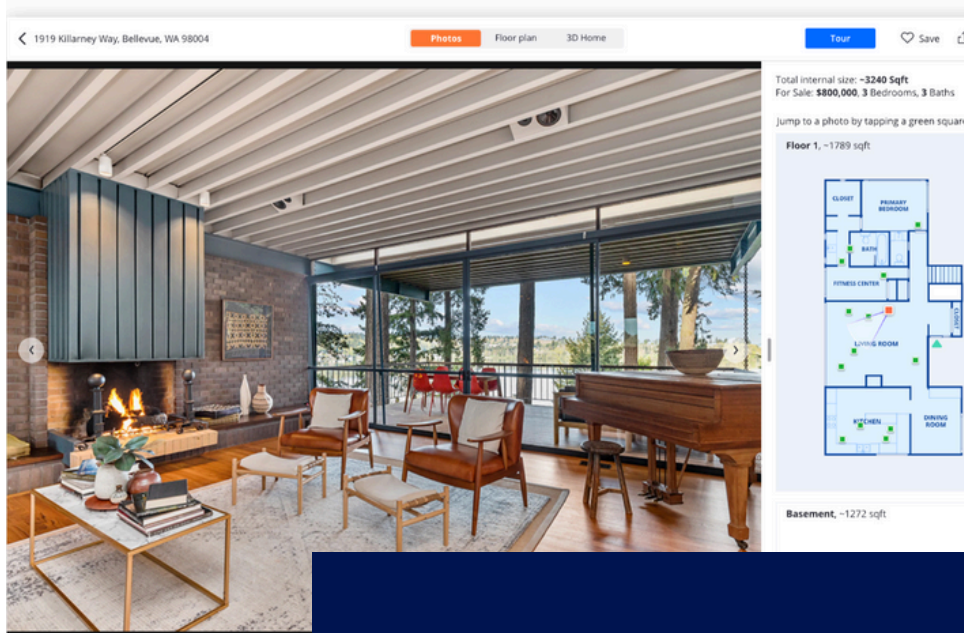
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YOUR LISTING JUST GOT UPGRADED



High-resolution photos



Interactive floor plan



80%

more saves, views, shares

Active Showcase listings on Zillow are driving, on average, over **80% more page views, saves, and shares** than similar nearby non-Showcase listings.²

25%

more profile views



Showcase agents get over **25% more views** on their agent profile on Zillow compared to similar non-Showcase agents.³

How We Differ.

K2 Omni Group is THE preferred Listing Partner of Zillow for the entire state of New Mexico.

The average agent only sells 10 properties a year after a decade of experience. K2 Brokers do more business because we have the systems and models in place to better market listings and help home sellers reap the biggest equity gains in the shortest amount of time.

When evaluating a property for the market, we like to do an in-depth analysis of the buyer demographic for that particular home to identify our highest and best marketing medium to locate qualified buyers. This is then followed by a S.W.O.T. analysis (Strengths, Weaknesses, Opportunities, and Threats) to ensure we are marketing efficiently and effectively. We've sold over 1,000 homes totaling over \$300 million in sales volume since 2017.


1,000+
Lifetime Sales
25 Days
Average Days on
Market
\$300M+
Volume Sold
Top 1%
Recognized as a Top
Team in New Mexico
5.0/5.0
Average Client
Satisfaction Rating
Top 10
Agents in
Albuquerque Metro
103.4%
Sale Price
to List Price

How We Price

What Sold

This uncovers our appraisal range. An appraiser can only go 20% higher than the highest comp if there are reasons. Most of the time the appraiser won't be able to find that amount of extra value.

Competition

The last thing we want to do is help another house sell because of the price of your home. Price strategically allows your home the best chance to sell quick and at its highest price.

Timeline

Price can be a gas pedal and the lower we go the faster you go. Remember, you are in control of the timeline to an extent.

Why Price Matters

Over Priced

When Sellers go to list their home they often say "I can always go down in price but I can't go up". This is almost always followed by multiple price adjustments along with days on market stacking up. This is an invitation for a "low ball" offer.

Pricing Right

When a home is priced just right at Market Value or slightly below market value, we are able to get more interested buyers which urges them to compete. When buyers compete, sellers get more of what they want. Not only a higher price but better terms as well!



Prospecting Clients

Alongside our traditional marketing of your home such as professional branding, print and social marketing, signage, mailers, open houses, networking events, partnerships, etc. we also utilize some direct prospecting campaigns to ensure your home gets in front of the right buyer.

Reverse Prospecting

Utilizing Our Multiple Listing Service (MLS) we are able to pinpoint Buyer Agents with clients that have search criteria similar to your home. We can actively market to these agents to procure interest.

Agent Prospecting

We locate agents that have sold a home in a half mile radius and market to these agents who might have had sign calls or open house buyers that didn't quite match with that other listing.

Geographical Prospecting

Using the power of the web, we scrub the internet for matching data points in a geographic location. We are often able to gain reliable information of nearby residences to market to these individuals as well.

KEY GOALS

YOUR NEEDS

We never lose sight of the most important factor - YOU. We understand this is your property and we keep that in mind at all times.

YOUR TIMELINE

We base our strategy off YOUR timeline.

CLOSING SALES

There is a saying in our industry that "Listers Last", well, we're not "listers"- we're closers, we don't just list homes- we sell them. Keeping a property on market doesn't help you reach your goal.

OUR THREE F'S

FOLLOW UP

Once we get any inquiry on our listing they are added to our database and are followed up with consistently.

FOLLOW THROUGH

Integrity is of utmost importance. If we say we will do something- it gets done.

FOLLOW BACK

Throughout the years in the business we have established numerous contacts. We stay in touch with each contact because you never know where that buyer may be hiding.

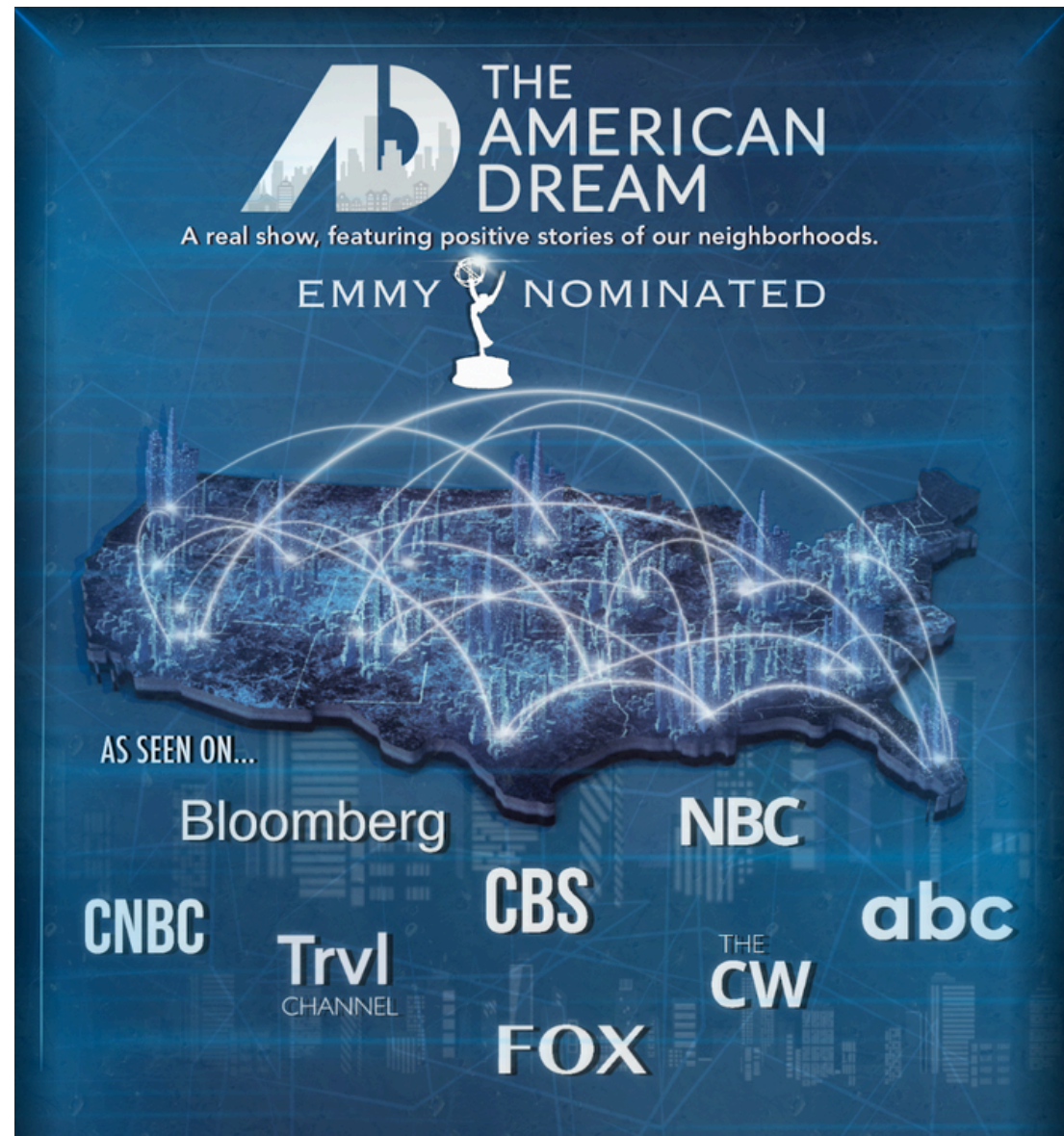
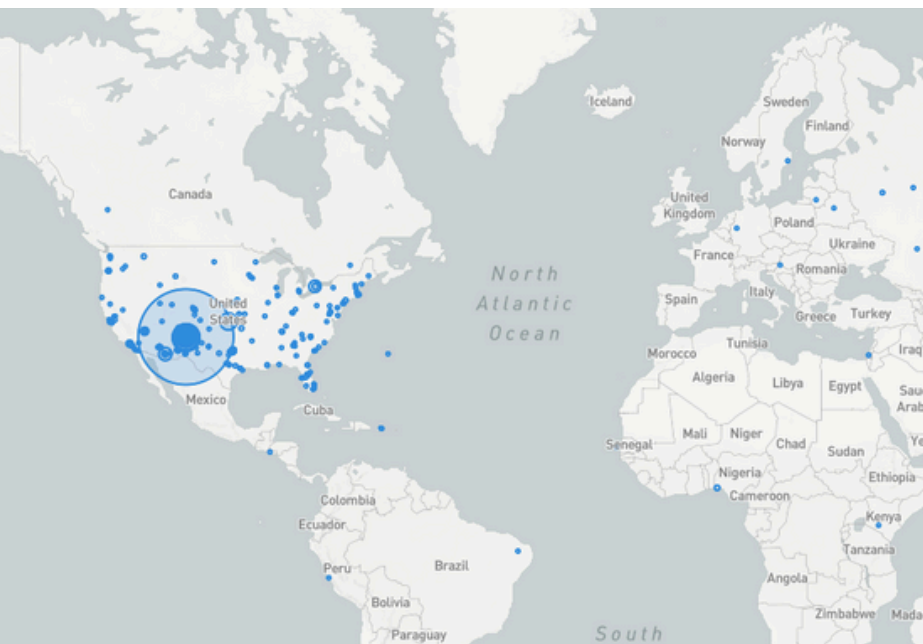
GLOBAL REACH

Syndication

Our listings get syndicated to over 250 websites nationally and locally. Most brokerages only syndicate to 3 sites- Zillow, Trulia and Realtor.com.

Lead Capture

With the state of the industry now, it is imperative that realtors are able to capture buyers before going onto third party sites. This allows us to monitor movement and retarget prospects on their social media accounts. As you can see in the map, we get unique site visitors from all over the globe!



Our Accolades & Testimonials

Since 2020, K2 has been in the top .5% of real estate professionals in the state of New Mexico! With over \$300 million in sales and over 1,000 homes sold since 2017, K2 is consistently in the Top 5 of the entire MLS.



Greater Albuquerque Association of Realtors
Rookie of the Year 2017

TOP AGENT
MAGAZINE

ALBUQUERQUE FEATURED MAGAZINE ARTICLE
REAL PRODUCERS.
CONNECTING. ELEVATING. INSPIRING.





Client Testimonials ★★★★★

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K2 is extremely knowledgeable of the local area and their team is top-notch. Communication is of extreme importance to me, even if no action is occurring, and K2 excelled in keeping me informed. I received feedback immediately after a showing and their negotiations were on-point. K2 was also very helpful during the inspection process by working with the inspectors to get the inspections done quickly, and the interactions on the financing side of a real estate transaction were very efficient - they knew exactly what was needed to get thru closing quickly & smoothly. The house they sold for me was a very unique house: over \$600,000, on a steep dirt road, and 100% off-grid with no connection to PNM. We listed it for one year with our first horrible offer 7.5 months after we listed. We said no to the offer and it was another 1.5 months before we had another horrible offer. We let the listing expire and re-listed with K2 about 5 months later after interviewing 6 different Realtors. K2 stood out with the plan for marketing our house so we selected them and within three weeks we had our first full-price offer!! Although this sale fell thru because of the buyers K2 had another full price offer three weeks later and this was during the Christmas holiday season. THANK YOU Kiki & Kristina, and your team, for all your help in selling our home and helping us buy our current home. We look forward to working with you again.



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K2 is the best team out there! Whether you're looking to get the best price for the sale of your home, or you're looking to beat out the competition on your dream home. Kiki, Kristina and the K2 team are the best experts out there and will get your real estate deal to the finish line no matter the obstacles! We could not recommend them more!

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Phase 1 Next Steps



Evaluate & Price



Prep & Stage



Photography



On the Market

Phase 2 Next Steps



Marketing



Offer Negotiation



Buyer Request Negotiation



Closing the Sale

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LOCATIONS

5700 University Blvd. SE Suite 330 Albuquerque, NM 87106

Santa Fe & Las Cruces, NM

Dallas Fort-Worth, TX

Boston, MA

Tampa, FL

Phoenix, AZ

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