



levy
real estate
group

selling in san diego

what you need to succeed in today's market

francesca levy

619.977.7442

francesca@levysdhomes.com

levy real estate group

keller williams realty

ca bre #01078108

why choose us?

proven approach + unrelenting pursuit of improvement

unparalleled experience

With over 30 years of experience under my belt, I have an unrivaled knowledge of the ins and outs of the market. I have worked through 5 real estate "life cycles" and have over 10 years of lending, management, foreclosure and short sale experience. I have hundreds of homes. As such, I have unmatched knowledge and expertise in all areas of San Diego, San Diego County, and greater Southern California.

adaptability

If there's one thing I've learned in all my years of real estate, it's that no two client's needs will be the same. Whether that means you prefer getting in touch via text or want to me to call with updates, we're ready to accommodate your needs.

top-notch tech

In today's market, you need a Realtor who is connected and able to stay on top of transactions in the fastest and most efficient ways. I utilize all the latest in technology from mobile property search apps to e-signatures in order to ensure a smooth and painless transaction.

recognition

You don't have to take my word for it - I've earned Top Producer awards for the last 16 years, including Triple Gold awards for various years in a row.

commitment

My commitment to all of my clients and their referrals is to provide the best, most professional, and efficient service possible. Busy lives call for fast and professional service and my knowledge and experience allows me to help clients sell or purchase real estate with minimal hassle and time.



why keller williams?

get the best and brightest on your team

Technology

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites.

Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to me so that I can follow up quickly on potential buyers for your property.

teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

knowledge

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing: always putting your needs first. It reinforces my belief that my success is ultimately defined by the legacy I leave with each client I serve.

track record

I'm proud to work for the largest real estate company in North America with over 90,000 agents. It's proof that when you offer a superior level of service, the word spreads fast.



how we sell your home

our proven plan for results and success

spot-on pricing:

We price your home strategically so you're competitive with the current market and current price trends. This includes doing research on other properties in your neighborhood to make sure we get it right the first time.

staging:

I work with you to stage your home in a way that highlights the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.

on-site marketing:

We place "for sale" signage, complete with property fliers so they're easily accessible to drive-by prospects. Then, we distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home. We also create an open house schedule to allow prospective buyers an informal setting to view the home.

off-site and network marketing:

We target our marketing to active real estate agents who specialize in selling homes in your neighborhood as well as including your home in our company and MLS tours. This allows other agents to see your home for themselves to see if it's a good fit for their clients. We also promote your property to our professional connections who may be interested.

online marketing:

Your home is placed in the MLS as well as all other real estate shopping websites. We make sure your property gets maximum exposure and interest by marketing extensively on social media, blogs, and our main website. We also send out property updates via email to our database of realtors and prospective buyers.

communicating:

We make your ease of mind a priority. Throughout the process, we keep you in the loop and aware of the latest updates. This includes weekly notifications of marketing activity as well as comments from prospective buyers who have viewed your property.

strategic attention to detail:

Our approach doesn't stop when you receive an offer. Oftentimes, the most important part of getting a deal is knowing how to appropriately handle offers, inspections, and other final details. Our professionalism and experience help to ensure a smooth transaction.



our marketing plan

your home on every real estate website

total internet presence

We advertise your home on more than 350 different real estate websites. This includes popular websites such as Zillow, Trulia, and Realtor but also focuses on advertising in all niche websites as well. By branding our photos with our information, we ensure that all traffic your listing receives is handled in a manner most likely to find a motivated buyer.



mls



a guide to
selling your home

kw

619.977.7442
francesca@levysdhomes.com

total social presence

leveraging the biggest sites to sell your home

social media dominance

We utilize all the popular social networks to sell your listing. First we engage in a long-term strategy to garner attention, comments, "likes," and followers to our pages so that our audience is constantly growing. Then, we post your property with beautiful custom graphics and engaging content to maximise its exposure. We also blog extensively about the features your home has and build a custom webpage for it on our main website.



example e-brochure:

Come see this beautiful home in San Diego!
Francesca Levy: 619.977.7442 | francesca@levysdhomes.com



Amazing location! This wonderful ranch style 3 bedroom, 2 bath home in San Diego features a large and open floorplan, saltillo tile throughout, Vaulted wood beam ceilings in living/family room, large fireplace, dual paned window slider doors throughout, Oak and tile kitchen cabinetry, 2 patios, large backyard and more!

0000 Your St. San Diego CA 92000	3 beds, 2 baths 1,500 esf	\$500,000
----------------------------------	------------------------------	-----------

619.977.7442
francesca@levysdhomes.com



a guide to
selling your home



619.977.7442
francesca@levysdhomes.com

in four dimensions

taking advantage of every opportunity

video marketing

As far as social media goes, YouTube has one of the most dedicated and active user group of any service on the web. Statistically, people are much more likely to spend time watching a video on a property than reading a text description. We utilize virtual tour videos that showcase the best features and photos of your house in order to get your house to as many prospective buyers as possible.



email campaigns

With an ever growing database of realtors, buyers, investors, and more, our contacts are a great way to get the word out about your property. That's why we make sure to email important updates about your property to our entire database. From "just listed" notices to "sold," we keep the most important people in the loop. KW exposed to 90,000 agents KWLS

email campaigns

With an ever growing database of realtors, buyers, investors, and more, our contacts are a great way to get the word out about your property. That's why we make sure to email important updates about your property to our entire database. From "just listed" notices to "sold," we keep the most important people in the loop.



price it right

attracting the most (and most motivated) buyers

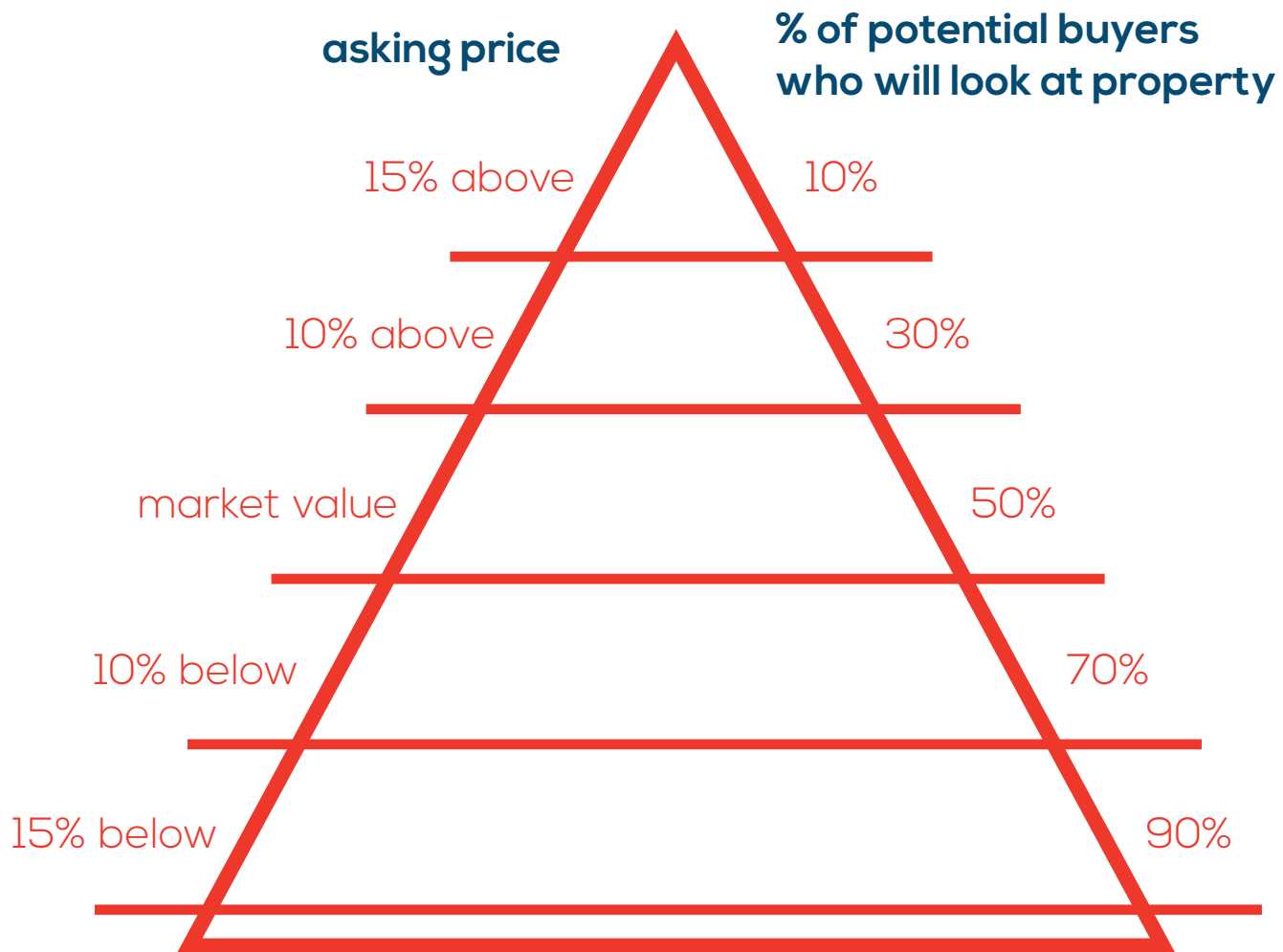
This is about strategy.

I will base your recommended price on:

- A detailed, custom market analysis
- The unique characteristics of your home and its setting
- My expertise in the real estate market

My primary goal is to net you the most money possible!

I believe this pricing plan, matched with my 14-step marketing plan, will draw agents and buyers to your home and position it as a highly appealing, highly competitive property.



Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



a guide to
selling your home



levy
real estate
group

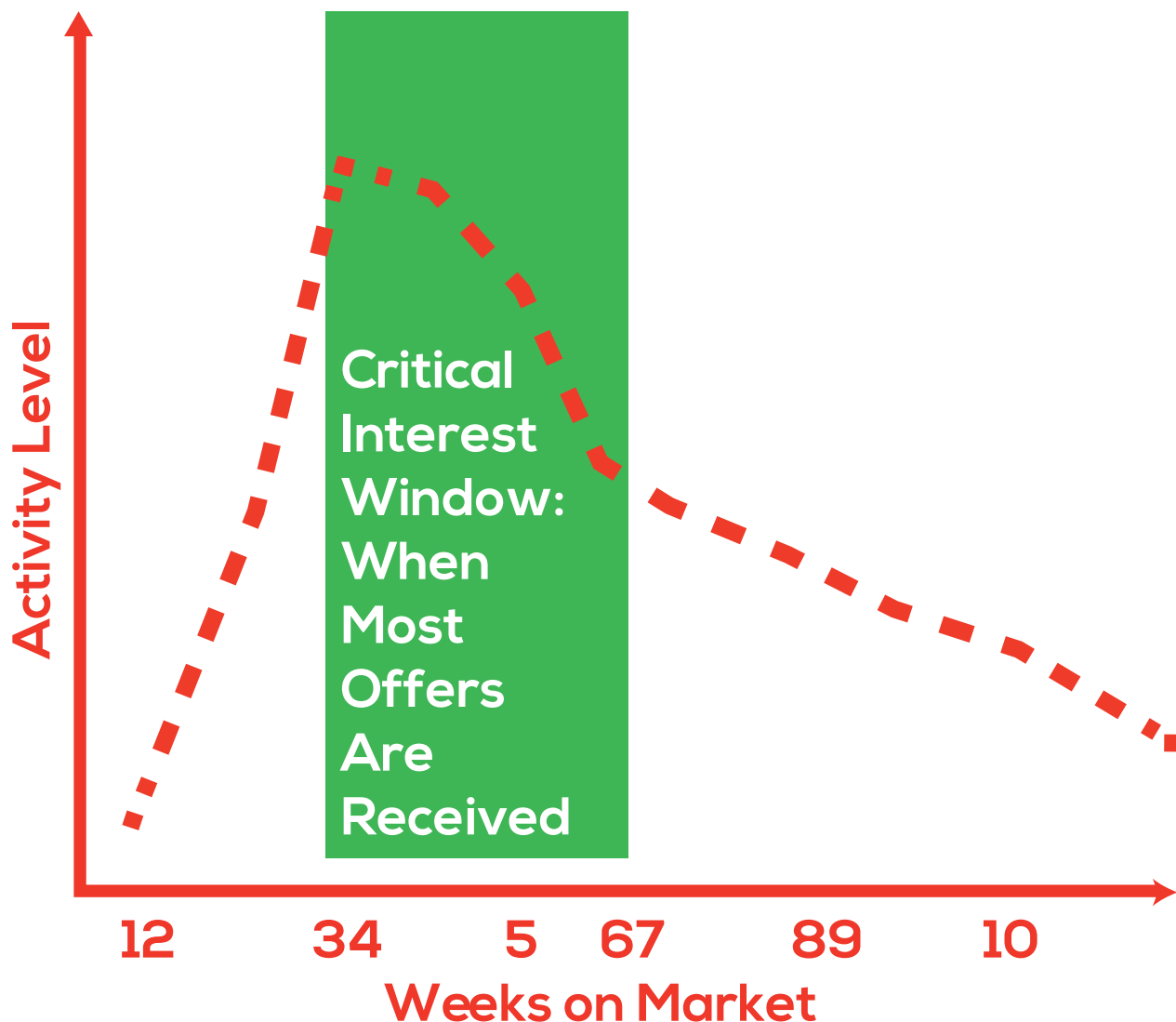
critical timing

proven approach + unrelenting pursuit of improvement

Price Competitively—The First 30 Days are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



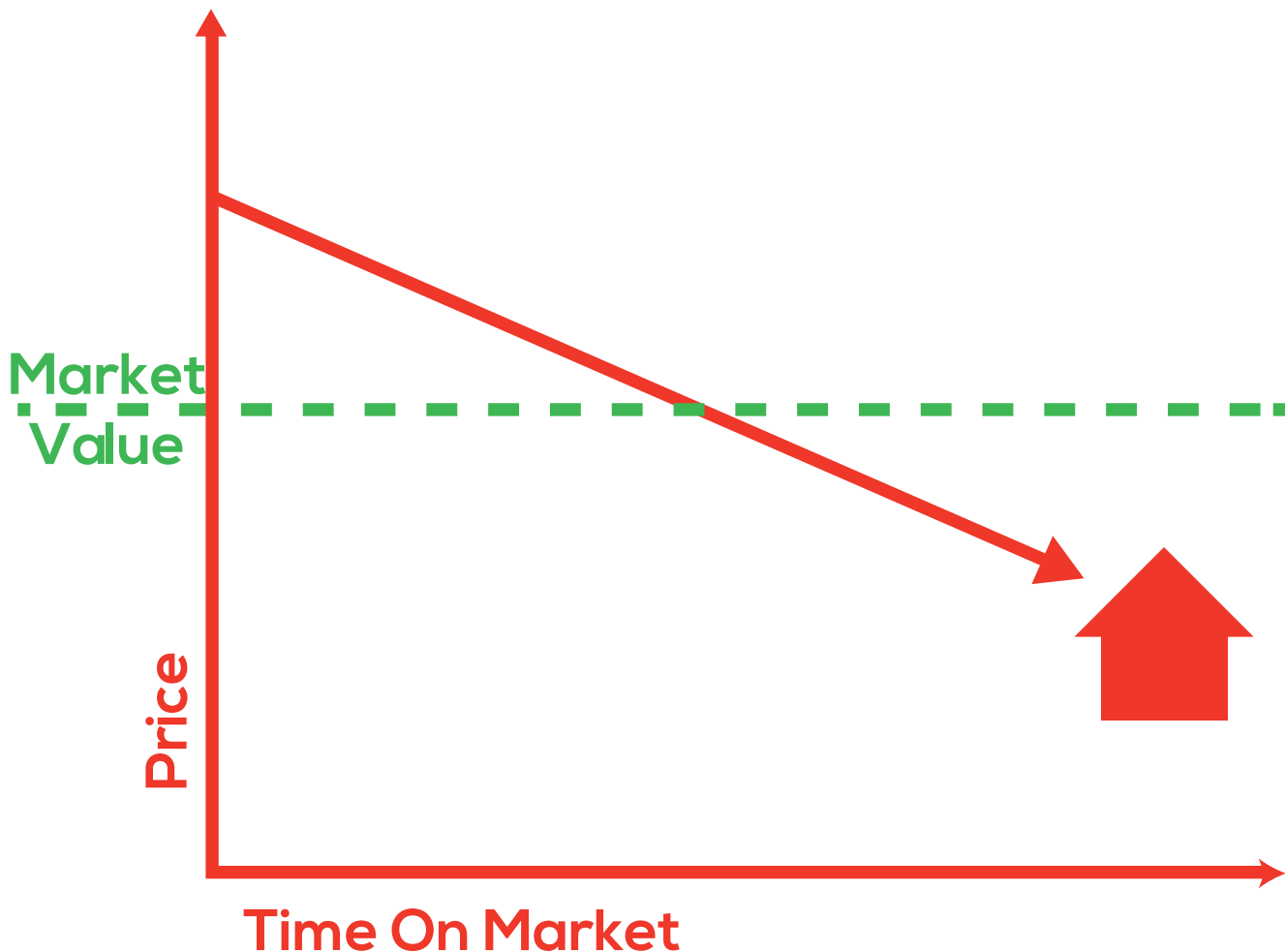
price it right

proven approach + unrelenting pursuit of improvement

Price Right—Time on Market Works Against You

If you want to compete, be competitive.

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



market strategies .1

proven approach + unrelenting pursuit of improvement

seller's market

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.

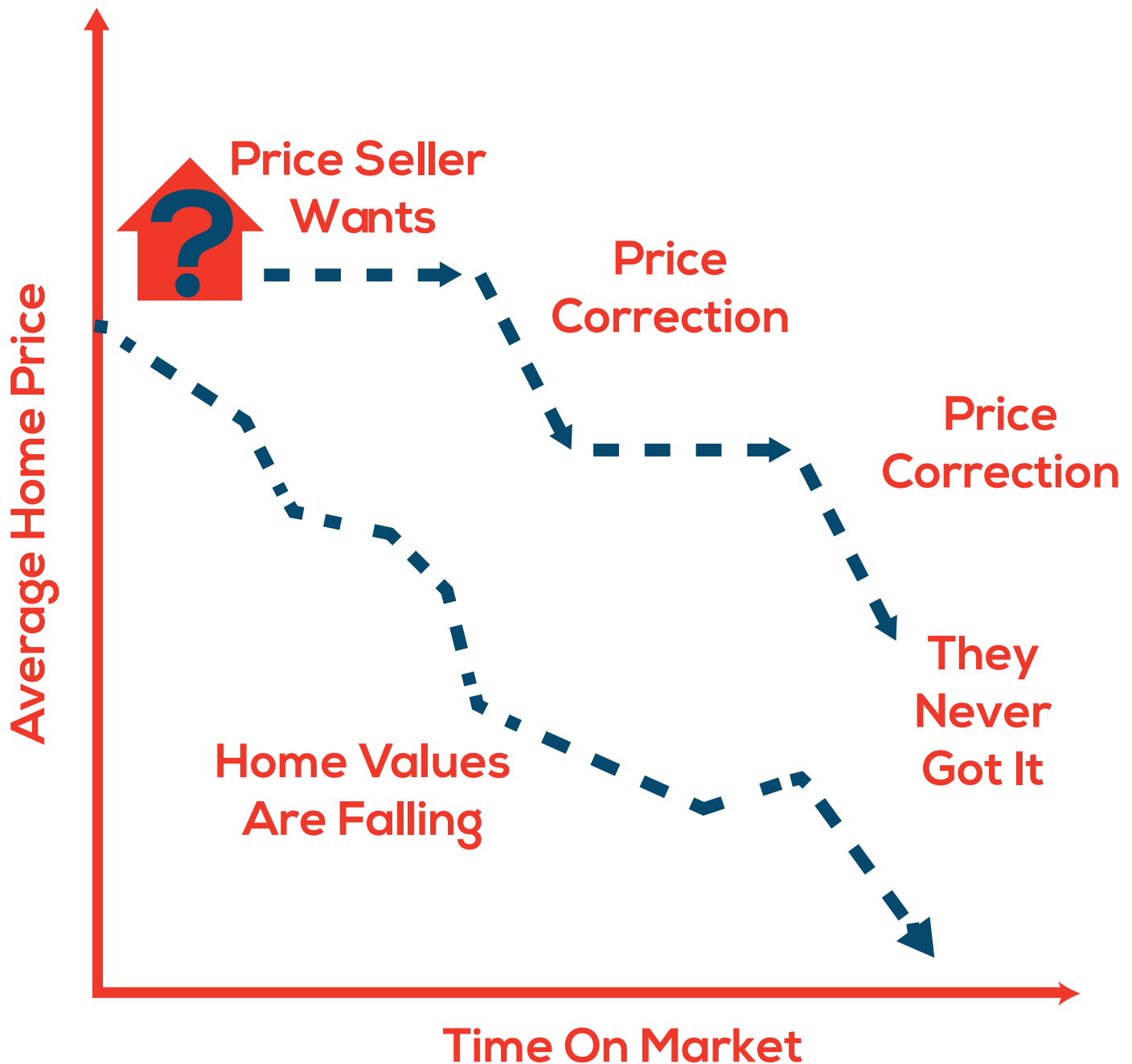


market strategies .2

proven approach + unrelenting pursuit of improvement

buyer's market

If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.



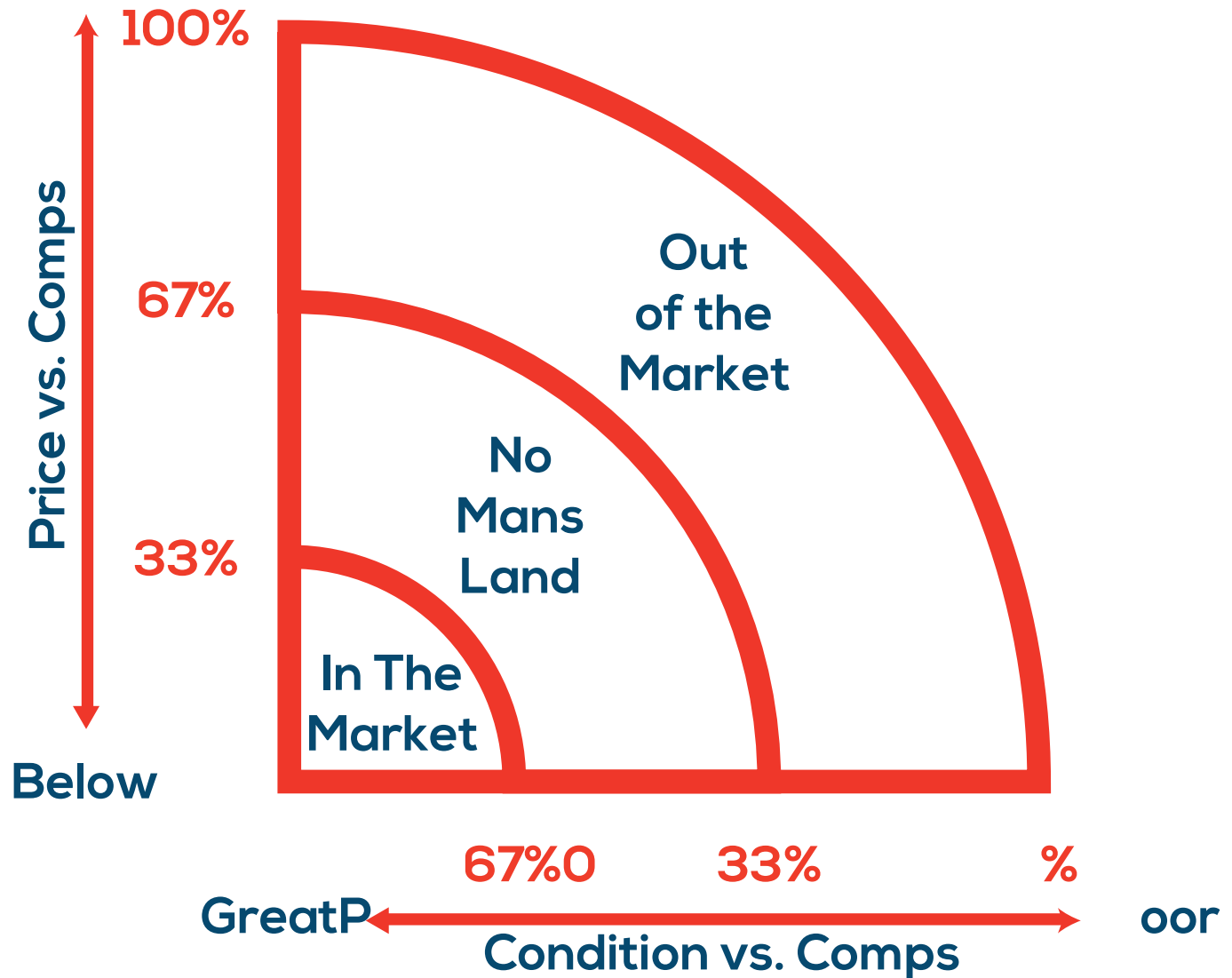
stacking up

how to measure your home against the competition

what sells?

To get your home sold for the most money in the least amount of time, we have to price it "in the market."

Above



about us

dedication and commitment

To me, providing exceptional service involves more than just making your real estate dreams come true. It requires taking the next logical step: helping you through the details after you officially own your home.

At any time before during and after the sale my clients are welcome to call or email me for any referral needs regarding home improvement services, house cleaning services, painters, electricians, plumbers, handyman repairs, tree cutting, landscaping etc.... Afterall, 'happy clients are forever clients' and I want to continue to earn your business and referrals for life!

what people say:

"Francesca Levy is definitely the agent you want to hire to buy or sell your home. With 30+ years of real estate knowledge and expertise under her belt really shows when you work with her. Francesca recently helped us sell our home and buy a new one that fit our growing families needs better. At first we weren't too sure if we wanted to make this big step to sell our home, buy a new one and be able to time it right with what's going on in the market but with Francesca's expert advise we went ahead and did it and boy are we glad we did. Through this whole process she kept in constant communication with us and answered any questions we had promptly and in detail. When buying or selling a home you wouldn't want to work with anyone else, Francesca Levy is the agent for you!"

--Victor & Marissa C. San Diego, CA

"I would like to thank you for your successfully closing the sale of my condo recently. From the beginning of the process I had an instant trust that you were the right agent to get my property sold through the HAFA Short Sale Program both due to your noticeable professionalism, and your extensive experience in dealing with short sales. Your experience was apparent to me as you have key contacts at the banks you deal with which help to maintain momentum throughout the sale, whereas it could otherwise get bogged down or lost in the system with no consistency of who to reach out to for help at those banks.

Additionally, you knew every step of the short sale process and were never caught off guard when a delay would occur due to circumstances which were out of your control.

I also appreciated the fact that you were always available to answer any questions that I had and kept me updated with progress reports throughout the entire process. The conversations we had were always pleasant and friendly, never feeling rushed or reluctant to ask any question I had. This is a rare quality as I know you have many other clients and a heavy workload which also require your time and full attention.

Again, thank you very much for your help. I couldn't have been more pleased by the service you provided!"

--Aaron L., Los Angeles, CA

