

COMMITTED TO YOUR SUCCESS

TESTIMONIALS

"When I decided to sell my house, I knew exactly who I wanted my REALTOR® to be. Cerda-Zein Real Estate made the whole process of putting my house on the market and getting it sold so simple, even during the tough real estate market. During the real estate slump Cerda-Zein Real Estate got my house sold within 30 days at the asking price! They deliver exceptional service and get the job done!"

~ Dr. Royanna Puen DDS

"Finding the right REALTOR® is extremely important just as any professional relationship is (doctor, mechanic, dentist, legal, etc...) & it is wonderful when you have found the right fit for you! I was incredibly blessed and fortunate to work with Cerda-Zein Real Estate & I would highly recommend their most excellent services. They were mindful of what I was looking for and my requirements. I cannot say enough positive things about their outstanding communication. They were very attentive and always explained things to me when I needed an explanation. They made the overall experience great and I felt supported every step of the way!"

~ Sheri Smith

"As a first time home buyer in today's market I didn't know what to expect but Cerda-Zein Real Estate walked me through each step & made buying my first home a quick and easy process. They were honest and patient and gave me the one-on-one attention that made me feel like their only client. Cerda-Zein Real Estate found my house, which had just come on the market that very day. They made a call and made it happen- this is one effective team!"

~ Miriam Benavides

"I would recommend Cerda-Zein Real Estate to my friends, family and associates. Whenever I had a question they were able to find an answer, and they stood by me throughout the whole process. They were good help."

~ Brenda & Salvador Barriga

"Cerda-Zein Real Estate was absolutely outstanding, selling our home would have been a total disaster without them. They consist of hard work and were extremely knowledgeable and focused on accomplishing goals to sell my home. I cannot say enough positive things."

~ John Cotter Jr. & Evelyn Cotter

"I wanted to send you a note and personally thank the Cerda-Zein Real Estate Team. You guys were terrific. I couldn't have asked for more from an agent throughout the process. Your understanding and attention to detail throughout the process was spectacular. What sold me was your marketing, enthusiasm and the team. I really can't thank you enough for making a very difficult situation and process so smooth, easy and successful. I would absolutely recommend you guys to our friends or family that were in the market to buy or sell their home."

~ David and Rene Bickers

CERDA ♦ ZEIN

R E A L E S T A T E

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**CERDA-ZEIN'S REAL ESTATE OBJECTIVES ARE:
Exposure | Receive an Offer | Close**

11 POINT PLAN OF ACTION FOR SELLER- SHORT LIST

01. Sign the Listing Agreement.
02. Conduct the Home, Pest and any necessary inspections.
03. Sign disclosures.
04. Take Professional Photos.
05. Conduct internet Market and Phone campaign.
06. Put the home on the market.
07. Maximize Exposure.
08. Get an offer/accept an offer.
09. Lift loan, appraisal, & Investigation Contingency.
10. Sign the Sellers Docs.
11. Close.

21 POINT PLAN OF ACTION SELLER

★ PRIOR TO HITTING THE MARKET...

01. Price your home competitively in your market.
02. Advise and suggest to any changes that would make your property more saleable.
03. Develop a list of features and benefits of your home for brokers to use with their potential buyers.
04. Promote your home to the top agents in the area.

★ ONCE WE HIT THE MARKET...

05. Submit your home to the local MLS (Multiple Listing Service).
06. Submit your home to social media outlets.
07. Contribute additional exposure with a professional for sale sign and lock box.
08. To increase exposure, your property will have its own website and be listed on multiple real estate search engines.
09. Have the cooperating brokers in the area tour your home.

★ ACTIVE APPROACH TO SELLING YOUR HOME...

10. Conduct a marketing campaign to 200 of your surrounding neighbors.
11. Prospect, lenders, agents, & database for buyers on a daily basis.
12. Use 800 call capture tool to grasp all sign, print, internet advertisement inquiries on your home.
13. Follow up with all the salespeople who have shown your home...for their buyer's feedback & response.
14. Contact all buyer leads, and database for prospective buyers.

★ PERSONAL SERVICE...

15. Keep you up to date on what's going on in the market and with your home
16. Assist you in arranging financing

★ ONCE WE FIND THAT BUYER...

17. Pre-qualify all prospective buyers.
18. Keep you aware of all various types of finances that the buyer may want to use.
19. Represent you on all offer presentation...to assure you in negotiating the best possible price and terms.
20. Once offer is accepted handle all mortgage, title, and closing procedures.
21. Close.

SELLER

CUSTOMIZED MARKETING FOR YOUR HOME!

- ★ 90% of all home buyers go to the web to help determine which homes they want to preview.
- ★ Professional Photography will be provided to take photos of the property to best expose your home.
- ★ A personal website will be created specifically for your property.
- ★ Your property's website will be linked to all the Multiple Listing Websites.
- ★ We use 2.0 marketing to further expose your property.



24 Hour Recorded Info By Phone
1-800-401-3646
CODE (010)

CALL CAPTURE SYSTEM

- ★ Buyers will have 24 hr. access to information about your property
- ★ 78% of all buyers want to receive information passively before contacting a Real Estate Agent
- ★ Internet and Call Capture systems provide passive information
- ★ Potential Buyer listens to the recording on your property
- ★ Cerda-Zein Real Estate is texted & e-mailed the potential buyer's number and info
- ★ Cerda-Zein Real Estate will call within minutes of the call capture and qualify buyer
- ★ Cerda-Zein Real Estate will set an appointment to view your home with qualified buyer
- ★ Having this technology to provide maximum exposure to your home is a must!

★ Your custom website will come with the following:

Features	Benefits and Description
Stills & Panoramas (if possible)	360 Degree views & Still shots
Instant Brochures	Full Color brochures available to print
Detailed Property Statistics	Detailed Stats and Website traffic tracking
E-Mail Statistic Reports	Stats are available for us to send to you
High-Resolution Photo Archive	High resolution images for marketing your home
Detailed Listing Information	Agent access to keep your listing up to date
Additional Exposure	Property is linked to all real estate websites
E-Mail Tour	Virtual Tour link can be sent to everyone
Download Tour	Virtual tour and photos can be given to clients on a CD
Mortgage Calculator	Buyers can calculate monthly payments
School Information	Buyers can access local schools
Schedule Personal Tour	Buyers can schedule viewing with your agent from their computer
Neighborhood Map	Landmarks (Churches, Hotels, Airports etc.)
Property Wish List	Buyers can add or save your website to their favorites