ADVERTISING PHILOSOPHY

We feel that in order to sell your home as fast as possible, for the maximum price, your home needs to be advertised heavily AND when you list with us, we are committed daily to contacting prospective buyers and regularly following up with you on our progress. If at any time we do not live up to this commitment, you may cancel our listing at no cost.

Our well placed creative advertising, name recognition, strong sales skills and seasoned sales staff are the reasons our listings sell for TOP DOLLAR!

PERFORMANCE GUARANTEE

- Access to our entire office sales staff and MLS
- Five Star reviews on Google, Zillow, Yelp and Realtor.com
- Facebook, Instagram and LinkedIn Social Media Advertising
- Realtor.com, Zillow.com, Trulia.com and HomeSnap.com advertising
- Google, Bing and Yahoo Search Engine Optimization advertising
- Full color brochure
- Professional photos of your home
- Direct door flyer delivery
- Full color Just Listed mailers
- Professional yard sign
- Open houses
- Email flyer blast to entire office data base and MLS
- Broker Caravan
- Professional staging available
- Full time office staff, appointment desk and transaction coordinator
- Mobile notary and courier service
- Store front office
- Preferred Mortgage, Escrow and Title Companies
- Vendor list for home improvements
- No Risk Listing

RUSS ESKILSON
REAL ESTATE

DIGITAL MARKETING

THE POWER OF THE INTERNET

Your home will be featured on Realtor.com, Zillow.com, HomeSnap.com, and Trulia.com, as well as every other regional, national, and international real estate web sites. We also post your listing on every major search engine optimization (SEO) web sites including Google, Yahoo, Facebook and more!

DIRECT MAIL & DOOR DELIVERY

Our Direct Mail and Door Delivery of 100,000 pieces per year targets potential Buyers for your home.

STAGING CONSULTATION

Professional Home Staging

We have an accredited staging company that can make your home look as appealing as possible to a larger pool of buyers.

PROFESSIONAL VIDEO & PHOTOGRAPHY

Professional photographs and video highlighting the most important features of your home play a vital role in capturing the Buyer's interest. Your virtual tour will be seen on the MLS and other select websites.

JUST LISTED

Your Street Here, San Diego, CA

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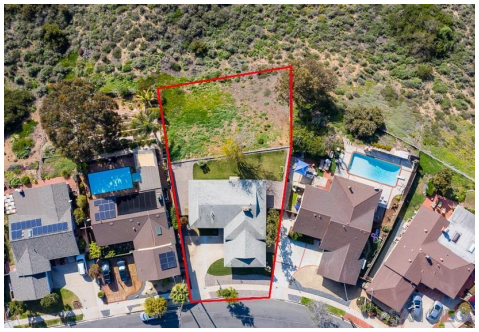
Single Story Home with Canyon Views in Bay Park!

3 Bedrooms | 2 Bathrooms | 1,298 Sq.Ft. | 10,900 Sq.Ft. Lot

Hurry to this 10,900 square foot Tecolote Canyon lot in the Western Hills neighborhood of Bay Park! Newer kitchen cabinets with quartz counter tops, modern floor tile, stainless steel appliances & farm house sink! Remodeled bathroom with custom shower, flooring and newer vanity! Red brick fireplace! Newer air conditioning and heater! Hardwood floors! Newer ABS plastic waste system in crawl space and to street! 200 amp main electrical panel! RV parking possibilities! Build-up for panoramic water views!



Offered at: $$$$$$
MLS#:000000000

REALTOR REALTOR REALTOR

All information deemed reliable but not guaranteed..
If your property is listed with a real estate broker, please disregard.

Realtor
Russ Eskilson Real Estate

(619) 276-1177
Russ@RussEskilson.com
www.RussEskilson.com

RUSS ESKILSON
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WHY RUSS ESKILSON REAL ESTATE

- **Access to 100% of the "BUYER POOL"** - To sell your home quickly we draw buyers from the real estate community, yard signs, internet & social media, international name recognition, international referrals, personal referrals, and all other sources.
- **Aggressive Marketing** - We do not wait around hoping that buyers for your home will find us. We aggressively seeks buyers.
- **The Strength of Name Recognition and Our Reputation** - We are supported by a respected and well known real estate company and it's contacts.
- **Home Marketing System** - We offer a step by step program that has proven itself the most successful in the real estate industry.
- **Specific Goals** - Our goals include getting the best possible sales price for your home, selling your home as quickly as possible, getting the most favorable terms for you and selling your home with the least inconvenience to you.
- **Expertise** - We know the business! Our combined knowledge comes from both formal education and from the "Hands On" experience of having closed an average of 1 sale per week since 1977.
- **Pricing Your Home** - We need to know your home sale goals and you need to know our comprehensive "Market Analysis" information. Usually, the higher you price your home the longer it will take to sell. When you price your home above market value you reduce the number of buyers who will want to see it. Risks of overpricing include: Fewer sales associates will show the home, fewer prospects will respond to our ad, it can attract the wrong prospects, you will lose buyers that will not negotiate, and it may lead to mortgage rejections.
- **Looking Your Best** - First impressions last. It is our job to give you tips on how to make your home look it's best.
- **Market Activity & Time** - The maximum interest and excitement is generated by a home during its first 4 weeks on the market. It is important to price your home right from the beginning. Don't assume that you can start high and reduce it later. Later may be too late!
- **Encouraging Cooperation** - Our relationship with the rest of the real estate community is very important. We leverage the vast resources of the entire real estate community to sell your home.
- **Out of Town Buyers** - A strong Internet presence attracts buyers from around the world.

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30 DAY PLAN OF ACTION

Our objectives are:

- To get your property fully exposed to the market as quickly as possible.
- To help you to net the most possible money.
- To make every qualified buyer in the market aware of your property.
- To maintain good communications with you.

To make this happen, we will:

1. In depth consultation with the Seller.
2. Fill out all paperwork accurately.
3. Install "For Sale" Sign.
4. Install "Lock Box".
5. Submit to Multiple Listing Service.
6. Submit internet and social media advertisements.
7. Submit print media ad.
8. Send loan letter and bond letter.
9. Design custom property brochure.
10. Schedule Multiple Listing Service tour.
11. Schedule my office caravan.
12. Talk enthusiastically about the property at office meeting.

CONTACT OWNER

13. Discusses associates' comments.
14. Ask seller to save all business cards.
15. Review client-showing procedure.
16. Pass out brochures at Multiple Listing Service meeting.

CONTACT OWNER

17. Pick up business cards.
18. Call agents.
19. Discuss buyer comments.
20. Review financing possibilities.

CONTACT OWNER

21. Pick up business cards.
22. Call agents.
23. Discuss buyer comments and activity.
24. Discuss Market Evaluation sales and competition.
25. Discuss price, terms and conditions.
26. Review Seller's motivation and urgency to sell.
27. Discuss market position and price adjustment.
29. Discuss and schedule Open House.

RUSS ESKILSON
REAL ESTATE

OUR SPECIALTIES

Russ Eskilson Real Estate is a full service brokerage with a solidified reputation as a top producer year after year. We have built a successful career by helping people like you. Our successful marketing techniques, qualified contacts, and a high volume of repeat business makes us a top real estate agency.

We have a *full-time staff* which will assist you with the highest degree of skill and integrity. Our top priority is to assure your complete satisfaction.

With 42 years of experience helping our clients with all of their real estate needs, Russ Eskilson Real Estate is San Diego's real estate specialist to call.

- Residential Homes
- Luxury Homes
- Luxury Condominiums
- Condos and Town Home
- Land and Lot Development
- Commercial Property
- Income Property
- 1031 Exchange
- Trustee Sales
- Probate Sales
- Distressed and Fixer Property Sales
- Foreclosures
- Short Sales
- Bank Owned
- Conservatorship & Guardianship Sales
- Corporate Relocation

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