

The Liss Lists Team of Southwest Florida Sal Lissandrello and Eileen Joyce, Realtors

Luxury Marketing Plan

















The Liss Lists Team



In this portfolio, you'll see a collection of our marketing strategies, education, credentials, experiences, strengths and how we give back to our community. We'll touch on the marketing aspect here, and it will give you a very detailed approach to the marketing we offer and the outcome you get from it.



Please understand, we take our business very seriously, and we are passionate about what we do. Our goal is to have you walk away trusting that we will be your go-to Real Estate Professional for life. As other agents grow frustrated with the surge of technology, we here at The Liss Lists Team embrace it, educate ourselves regularly, and implement what we learn. We thrive on giving our clients what, unfortunately, most agents fail to. We run our business like a business, not a part-time hobby. It's a full-time career for us, and we dedicate 100% of our time and energy ensuring that we are thoroughly knowledgeable not only in Real Estate and the current market changes, but also recognize the innovation, technology, and digital marketing trends. If you are



personally negotiated and closed just under two thousand transactions, then look NO further! Selling your home is one of the largest financial investments that you will ever make. Please let us assure you that while selling your home, your personal and financial interests are our main objective. Our goal is to make the sale of your home as seamless as possible. We guarantee it!

looking for a real estate professional you can trust to act

on your behalf, provide impeccable services and who has



Thank you! We look forward to working with you.
- Sal Lissandrello & Eileen Joyce - The Liss Lists Team

Meet the Team

Eileen Joyce



With an impressive 20-year career as a legal professional, including extensive experience as a Paralegal in New York City, and 18 years as a Realtor, Eileen offers an unparalleled level of expertise and dedication to her clients. For 15 of those years, she was a highly successful Realtor in the demanding New York market, building a reputation for excellence.

Eileen's diverse skill set, honed over decades in fast-paced professional environments, enables her to deliver optimal client results while always prioritizing their needs. Buyers and sellers consistently commend her exceptional communication, administrative, and management abilities, which ensure that even the most complex transactions proceed seamlessly from start to finish. She is highly regarded for her genuine honesty and for providing invaluable feedback that empowers her clients throughout the sale or purchase of their property.

Having recently brought her talents to Southwest Florida, Eileen continues to make clients' dreams come true, now amidst the region's vibrant culture, lush tropical beaches, and breathtaking sunsets. Her unwavering dedication and comprehensive professional background make her an invaluable asset to anyone navigating the real estate market.

With a career spanning diverse facets of the real estate industry, Sal brings an unparalleled depth of knowledge and experience to his clients in Florida. For many years, Sal honed his expertise as a successful contractor business owner, gaining invaluable insights into the intricacies of construction and the quality craftsmanship that defines a truly exceptional property. This hands-on background makes him uniquely qualified to assess new construction, offering clients a discerning eye for detail and a thorough understanding of building processes.

Prior to establishing his roots in Florida over two years ago, Sal was a highly respected real estate agent in New York for 15 years, navigating its dynamic and competitive markets with skill and integrity. This extensive tenure provided him with a robust foundation in real estate transactions, negotiations, and client advocacy. Complementing his contracting and real estate experience, Sal also spent time in the finance sector, equipping him with a comprehensive understanding of investment strategies, market trends, and financial structuring—all critical components of successful real estate endeavors.

Sal is renowned for his unwavering honesty and forthcoming communication. He believes in empowering his clients with complete and transparent information, ensuring they can make informed decisions with confidence. Whether you're looking to buy, sell, or invest, Sal's diverse background, coupled with his commitment to integrity and deep knowledge of new construction, makes him an invaluable partner in achieving your real estate goals in Florida.

Sal Lissandrello



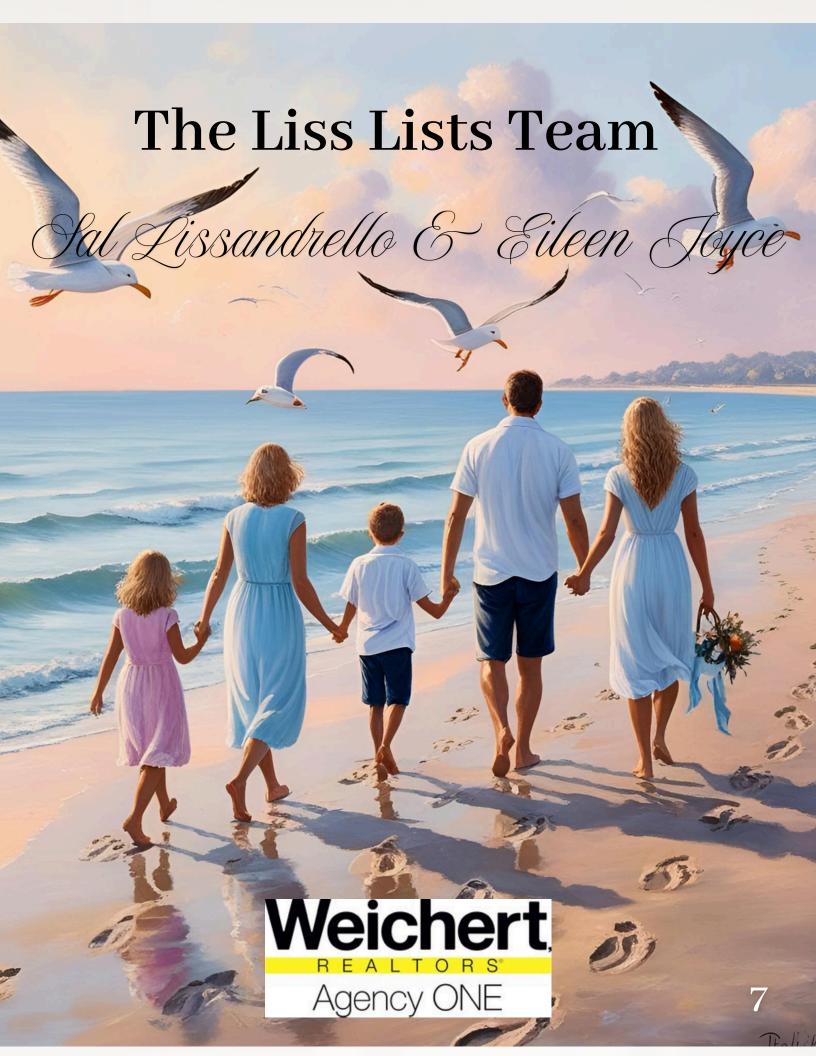
Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

We assure that your home is ready and presented in a manner that will create the "hype" about your home. The more we do prior to putting your home on the market will assure you receive top dollar for your property as well as ensure we know and take care of any issues that can become problematic during the escrow process. We become aware of any potential issue that could possibly affect your bottom line so that there are no "surprises" down the road.

We have a comprehensive list of resource specialists, tradesmen, and subcontractors that can do anything and everything for you to help this process become as seamless as possible (any work requested needed or requested will be an additional cost). We provide a staging consultation to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms and a higher price for your home!

Just ask us for a list of anything you need! We can provide an all-inclusive service to help to organize and maintaining any project you need including but not limited to; staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, appraiser and much more!





Client Care & Communication

We'll be your partner as we work together to get you the best price in a timely fashion. We're confident we can earn your trust and our policy is:

You can cancel at any time if you aren't 100% Satisfied with our work!

As your partner, we offer our expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages:

- 360 Degree Picture Virtual Walk Through of the home
- · Floor Plans and measurements both inside and outside
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with professional Home Designer / Stager
- Free basic staging with Professional Home Designer/ Stager
- Professional staging services as needed to attract buyers (optional full staging available at extra charge)
- Free Digital Marketing Specialist to maximize online presence
- · Checklist of recommended changes to your home to ensure optimal pricing
- · List of reputable vendors for any work required
- Meeting with Marketing Specialist to identify your home's upgrades and features that you as the homeowner find important
- Synched lock box to track Realtor showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While we market your home, we know you want to be informed and involved. To keep communications flowing, we'll:

- · Send a report on our marketing efforts and results twice per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)



High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high-definition 2 to 4-minute virtual property tour with a description of your home
- · A high-quality, full-color four-page brochure featuring your home
- An individual property website which includes:
- printable brochures
- photo gallery
- virtual tour
- property map
- reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a "contact me" button
- Luxurious lawn sign with solar lighting, our highly recognizable
 The Liss Lists Group/Weichert Realtors logo, and a customized
 texting feature directed to your home's website
- Search engine optimization (SEO) of all marketing materials by Digital Marketing Specialist for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)

Tapping into the Power of Social Media & the Internet

A recent NAR report said that real estate activity on social media has dropped—but that's because most agents do not understand how to use it effectively. Using our process, we get thousands of hits and shares per month. Your home will be exposed to a broad—yet targeted—audience by:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization
- \cdot Boost Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes and shares
- · Creating cookies on the backend of the marketing to capture target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Twitter, Craigslist, The Mashore Group, HotPad, Backpages, Oolx with weekly posts and updates to keep your home in top spots
- $\bullet \ Paid \ listing \ enhancements \ to \ keep \ your \ property \ in \ prime \ position \ on \ these \ sites$
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Paid ads through Adwerx (Adwerx technology identifies and analyzes online consumer behavior to target potential buyers looking in your area, even if they are hundreds of miles away)
- Weekly Facebook Ad campaign exclusively to people who are categorized with a "Interested in Moving" residential profile per Facebook analytics
- Instagram posts about your home to reach the millennial market
- Contests and giveaways on social media promoting your home's virtual tour
- Virtual tour and photos on www.KristaHomes.com with description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Craigslist ads posted locally and out of the area twice per week.
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers to determine who is the most likely buyer willing to pay



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction.

To that end, we:

- Immediately send video responses to buyer leads via e-mail and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with the team to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- · Answer any questions that arise throughout the transaction via our full staff of specialists
- · Use infra- red technology of Supra Lockbox to monitor agent showings to get fast feedback
- · Research ownership and deed type from Title Company
- · Research property's current land use, zoning, deed restrictions and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS printout
- · Verify that your property is free of all liens

Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure buyer is properly qualified, ready and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.)
 before accepting the offer
- · Bi-weekly communication via e-mail about status and progress of sale
- Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walk through, signing loan documents, and final closing documents
- Constant communication w/ cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow

