



# MARKETING PLAN

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Jameel Batshon & Ramez Bahu







# The Cornerstone Realtor Team

Our commitment to giving back to the community. We would like to highlight the marketing aspect of our services, providing you with a detailed understanding of the approach we take and the outcomes you can expect.

We are deeply committed to our business and passionate about what we do. We embrace technology, continuously educate ourselves, and run our real estate business as a full-time career. Our dedication ensures that we are well-versed in the ever-changing real estate market and the latest digital marketing trends.

Since 2005, Cornerstone Realtor Team has been dedicated to giving clients quality service with their three basic principles of Integrity Honesty and Excellence. With our local Tri-Valley expertise and our global presence as a part of Century 21 Real Estate Alliance, we are fully equipped to deliver extraordinary service and experiences to our clients.

You can trust us to act on your behalf, provide exceptional services, and protect your personal and financial interests when selling your home. Our goal is to make the selling process seamless and stress-free for you.

We appreciate your consideration and look forward to the opportunity to work with you. If you have any questions or would like to discuss your real estate needs, please reach out to us.

Thank you!



# Meet the Team



With 22 years of experience, Jameel Batshon is a highly trusted real estate professional. He began his career in lending with Household Finance Company in 2002 before earning his real estate license in 2004.

In 2005, Jameel partnered with Ramez Bahu to create the Cornerstone Realtor Team, which is built on principles of integrity, honesty, and excellence. As a broker associate with Century 21 Real Estate Alliance, Jameel consistently exceeds client expectations, providing expert guidance and broad market awareness.

Outside of work, Jameel enjoys spending time with his wife and four children, as well as giving back to his community.

With 18 years of real estate experience, Ramez Bahu is a highly respected professional. He began his journey in 2001 flipping homes and became a licensed realtor in 2006.

As a key member of the Cornerstone Realtor Team at Century 21 Real Estate Alliance, Ramez upholds principles of integrity, honesty, and excellence. Known for attracting offers and earning trust in purchase negotiations, Ramez has built a solid reputation within the industry, with recognition from Century 21 for his outstanding service. He is also an active community leader and enjoys spending time with his wife and six children.





# Getting Your Home Prepped & Ready to Hit the Market

## Creating the Marketing Hype for Your Home:

We assure you 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 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 maintain 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!

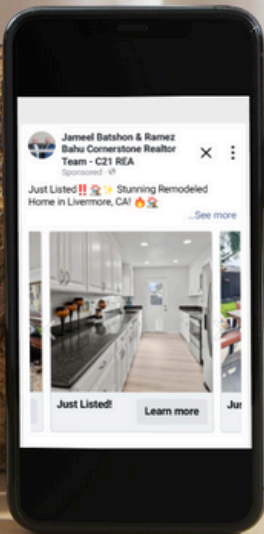


# Our Coming Soon Campaign

We strategically create a "Coming Soon" campaign on social media to generate excitement and anticipation for your property before it even hits the market. By showcasing your home to your network, neighbors, and potential buyers, we spark interest and encourage others to share the news, ensuring your property gets the visibility it deserves.

This proactive approach not only builds early awareness but also gives us valuable insight into the types of buyers who are interested, allowing us to refine our marketing strategies. With this head start, we can fine-tune our outreach, adjust pricing if needed, and ensure we're targeting the right audience to maximize offers and sell your home quickly for top dollar. It's a proven strategy that ensures your listing gets noticed in the right way, right from the start.

**"Your Home's  
Grand Entrance  
Starts Here!"**



# Tapping the Power of Social Media & the Internet

A recent NAR report said that real estate activity on social media has dropped. The reason is most agents do not understand how to use it effectively. Using our process, we get thousands of hits and shares per month through our digital marketing. Your home will be exposed to a broad targeted audience through:

This marketing strategy highlights the power of digital marketing and social media advertising in maximizing a property's exposure and attracting serious buyers. By leveraging targeted social media ads, search engine optimization (SEO), and paid promotions, your home reaches a wider and more engaged audience beyond traditional marketing efforts.

With over 50,000+ views, comments, and shares generated through paid social media campaigns, your property gains unmatched visibility. Platforms like Facebook, Instagram, YouTube, and Zillow are strategically utilized to capture buyers actively searching for homes. The use of retargeting cookies ensures we continuously engage interested buyers, increasing the chances of conversion.



Detail  
Targeting



Custom  
Audiences



Interest-Based  
Targeting



Engagement  
Optimization




A/B Testing



Behavioral  
Targeting





**Detailed Targeting** – We use advanced audience segmentation to reach buyers based on demographics, interests, behaviors, and online activity.

**Custom Audiences** – We retarget people who have interacted with similar properties, visited our website, or engaged with our previous ads.

**Interest-Based Targeting** – We tailor ads to reach users who follow real estate pages, mortgage lenders, home improvement brands, and related interests.

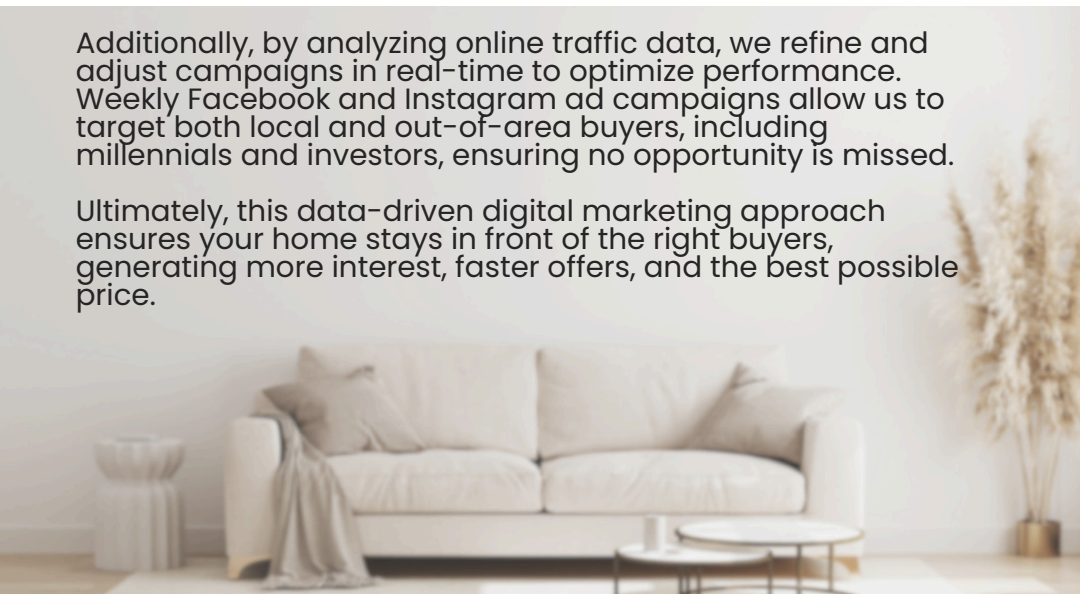
**Engagement Optimization** – Ads are designed to encourage interactions, such as likes, shares, comments, and clicks, to boost organic reach.

**A/B Testing** – We run multiple versions of ads with different headlines, visuals, and calls to action to determine what resonates best with buyers.

**Behavioral Targeting** – We identify buyers actively searching for homes, engaging with real estate content, or showing intent to purchase.

Additionally, by analyzing online traffic data, we refine and adjust campaigns in real-time to optimize performance. Weekly Facebook and Instagram ad campaigns allow us to target both local and out-of-area buyers, including millennials and investors, ensuring no opportunity is missed.

Ultimately, this data-driven digital marketing approach ensures your home stays in front of the right buyers, generating more interest, faster offers, and the best possible price.





# 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
- 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)







# Traditional Marketing on Steroids

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send direct mail and email flyers about your home to our database of clients
- Mass mail an 8 1/2 by 11 colored glossy "Just Sold" postcard to approximately 500 to 1,000 people in your specific neighborhood

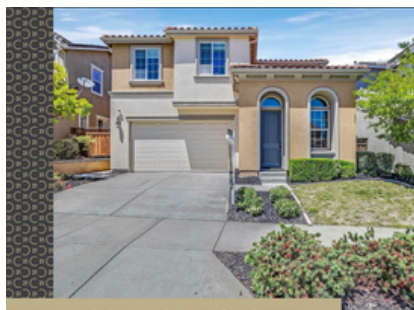


- 4-page colored brochures to 100 immediate neighbors with a "Pick Your Neighbor" letter attached and text feature.
- 4-page colored brochures featuring your home's highlights
- Send mass mailers brochures with your home and other available properties to local neighborhoods; approximately 30,000 sent once per month

# Engaging the Real Estate Community

**Through our massive online and social media campaigns, we access thousands of buyers directly.**

- Cooperate with all Real Estate companies in Contra Costa County and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents with Bar Code feature that brings them directly to your home's website
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website
- Announce price reductions to our national network of real estate agents
- Send property specific information to our internal buyers' agents who receive hundreds of inquiries monthly
- Contact agents to request feedback after the home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS



999,900 4 Beds 3 Baths Approx. Size: 2,310 sqft MLS# 41044784

## ON THE MARKET

1999 HAGGERTY DR. DUBLIN 94568

1999 HAGGERTY DR. DUBLIN 94568

ing Potlano Home A Dream Residence Awaits You! Welcome to  
few sanctuary! With a Freshly Painted Interior & NEW LED  
ing! This breathtaking Potlano home boasts 4 spacious bedrooms  
5 luxurious baths, offering ample space & comfort for your  
Imagine gathering in the expansive family room, complete with  
a gas fireplace, perfect for those relaxing evenings. The heart of  
the home, an exquisite eat-in kitchen, features gleaming granite  
countertops and top-of-the-line stainless steel appliances, ideal for  
your adventures. The open floor plan flows seamlessly into the  
living room, creating a perfect space for entertaining. The large  
master bedroom provides a serene retreat, offering peace and privacy  
outside to an extra-large lot w/ beautifully landscaped hills. Plus  
Tennis, Plum, Apricot, Pear, Meyer, Pomegranate Trees and  
ing unparalleled views that will take your breath away. This  
city is more than just a home; it's a lifestyle. Embrace the

CENTURY 21  
Real Estate Alliance

4520 Tassajara Road  
Dublin, CA 94568



**Jameel Batshon & Ramez  
Bahu Cornerstone Realtor  
Team - C21 REA**

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Home in Livermore, CA! 🔥🏠**

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# Communication constantly to make sure timeframes and expectations are exceeded!

## The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the CEO date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed

## Contract Accepted

- Open escrow, verify buyers earnest money
- Escrow instructions, order title report
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send bi-weekly updates on the progress to closing to the seller
- Meet weekly to review the progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule a final walk through after docs have been signed by all parties
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send seller copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed,

# Know the Key Steps to Selling a Home

## Offer on Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/ staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key
- Register lock box on MLS

## Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies



# TESTIMONIALS

## 70 FIVE STAR YELP REVIEWS & 40 FIVE STAR ZILLOW REVIEWS



Dealing with Jameel & Ramez has been a pleasure. They helped us buying a new church property. They made the process so easy. They quickly responded to every request from us. They were very professional and hope to be able to work with them again. We gladly recommend them to others.

-NICK SHAMIYEH



It's my dream to buy my own house!!I was trying before them but it did not work!!When I meet Jameel and Ramez Even the first day I was very comfortable with them!!They help me my any step!!It's very hard to buy the house in US ,I'm sure everybody knows that. I wasn't believe I will make it to by house what I like it!!!Because before them I had so much harder time!

-HATICE DUMAN



Jameel and Ramez were so great to work with. They were very helpful through every step of the process and always had our best interest in mind. They got us a great price on our house and it sold in a very short amount of time.

-STEVE WARNER



Jameel is a professional realtor in every way. These guys can get a home listed and sold faster than anyone else. If you are in or around Dublin this is your go to real estate company. You won't be disappointed.

-CASEY LEWIS



Jameel and his group did an excellent job at selling my parents' home.

Jameel helped with getting contractors aboard to get the house ready to sell. The house received an offer over the asking and was finalized in less than 30-days

-SCOTT FABEL



I highly, highly recommend Ramez and Jameel for your real estate and financing needs!

They're super professional, honest and work hard to get you the best outcome. Their years of experience in the industry and relationship building skills really helped us get what we wanted (as buyers) in this crazy market!

-VANESSA H





Cornerstone  
REALTOR TEAM



INTEGRITY.....who we are  
HONESTY.....is what we speak  
EXCELLENCE.....is what you get



