



THE MASHORE GROUP

- KRISTA MASHORE: MA, BS, OWNER & BROKER -

Marketing Plan



Forbes



inman



EXPRESSWIRE
Everyone's Internet News Presence



FOX

YAHOO!
FINANCE

THE THOUSAND

Realty
Times

WALL STREET
JOURNAL

The Mashore Group



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 Mashore Group 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. The Mashore Group has closed just under 2,000 homes and is being recognized in the Top 1% of Real Estate Agents nationwide! If you are looking for a real estate professional you can trust to act on your behalf, provide impeccable services and who has 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!



Thank you! We look forward to working with you.

- Krista Mashore & The Mashore Team!

Meet the Team

Krista Mashore



As one of the top 1% of realtors nationwide, Krista Mashore has sold just over 2,300 homes since entering the field in 2001. As the Broker/Owner of The Mashore Group, she has put together an unbeatable team whose primary focus and goal is happy clients. Every property receives basic staging, digital marketing platform, professional photography, videography, drone photography, as well as property-specific websites, four-page color brochures, virtual reality tours, and so much more! Originally a third-grade teacher, Krista's love for education has followed her into her real estate business. She always remains ahead of the trend curve and has developed a training program for real estate agents around the country. Krista's ultimate goal is to help clients, fellow agents, and the community in any way she can. One of her favorite past times is coaching the teens in our community with her non-profit Teens Lifting Lives.

Josh Vitale is a listing specialist and manager for The Mashore Group, a top-selling real estate agency in California. Josh has lived in the East Bay Area for over 40 years and thus knows the area well. Before working for The Mashore Group, Josh and his family owned a landscape construction business. For over 20 years, their family-owned business was involved in many projects, both large and small. Their business ventures also included the purchasing and building of real estate. This experience helped to give Josh his footing in the real estate world, building his understanding and knowledge of real estate. He knows how to look beyond a property in its current state to reach its fullest potential. Josh was thrilled to join Krista's team and maximize his knowledge and passion for helping others find the right home to fit their family's needs.

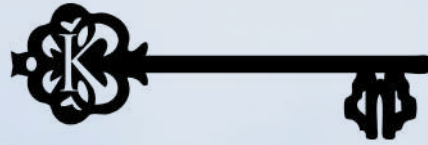
Josh Vitale



Jaynlin Miller



Jaynlin Miller is a listing and digital marketing specialist for The Mashore Group. She has been with the team for a decade behind the scenes putting maximum effort into each client's home regardless of listing price. Living in the East Bay her entire life and growing up in the real estate family business gives her true knowledge of the industry. Whether she is serving clients through the home buying or selling process, Jaynlin's passion for the business and love for people, helps our clients achieve the true American dream of homeownership.



THE MASHORE GROUP

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Credentials

Master of Arts M.A.
Bachelor of Science B.S.

Previous Elementary School Credentialed Teacher
Wall Street Journal Real Trends Top 1% Nationally
Top 1% in Units and Production in California

2 Comma Club

GRI (Graduate Realtor Institute)

CRS (Council of Residential Specialists)

ILHM: Institute Luxury Home Marketing

Luxury Homes Distressed Property Expert

e-Pro (Technology Designation)

BPOR (Broker Price Opinion Resource)

Advanced Evaluations

Equator and RES.NET Certified

CHS (HAFA Certified) CDPE (Certified Distressed Property Expert)

Five Star Short Sale Certified

PSC (Pre-Foreclosure Specialist)

SFR (Short Sale and Foreclosure Resource)



Quote From the Team

“We absolutely love what we do and we pride ourselves on integrity, service, and a long list of satisfied clients. We often turn to Krista’s teaching background to educate Buyers and Sellers on the current market. We also offer 100% satisfaction guaranteed or the Right to Cancel to all of our clients - as we are that confident in the services we provide.”

- Krista Mashore Team!

Industry:

- Recognized for 5 consecutive years by Wall Street Journal “Real Trends” in the Top 1% of Realtors Nationwide in sales unit
- Sold just under 2,000 homes in 19 years
- Top 1% in sales units for the National Association of Realtors (NAR)
- Top 1% in sales units for California Association of Realtors
- Recognized by The Wall Street Journal in The Thousand in two categories: Sales Units and Volume
- Top 1% of Real Estate Agents Nationwide and have been for 16 years
- Hundreds of Reviews and Testimonials from happy clients, just like you!

Giving Back:

- Teens Lifting Lives - Teen Sponsor for kids to improve mindset, goal setting and contribution were they earn money for themselves and local charities of their choice
- Krista’s vast Expertise and Knowledge of Real Estate and marketing has allowed her to create a Real Estate Coaching Company guiding Real Estate Agents Nation Wide!
- Meals on Wheels
- 6 yrs. volunteering in classrooms giving cooking lessons to kids
- Toys for Tots, Contra Costa Food Bank, High School Sponsorships, and Local Families

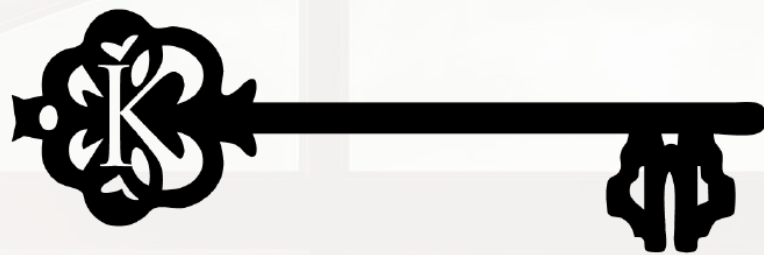
Getting Your Home Prepped & Ready to Hit the Market

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!



THE MASHORE GROUP

- KRISTA MASHORE: MA, BS, OWNER & BROKER -



We go above the extra mile to get the best price for your home!
Our Services Set Us Apart from Other Realty Companies.

**The Mashore Group'S
COMPREHENSIVE MARKETING PLAN...**



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 Mashore Group 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
- 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
- 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



Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community.

- 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
- Promote your property directly to the top 100 Realtors in all 3 surrounding counties (Contra Costa, San Joaquin and Alameda County)
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website to thousands of local affiliates and partners in our database
- 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 home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS



841 Boone Drive, Brentwood, CA 94513

- Amazing Community Located in Garin Ranch
- Freshly Painted with Upgrades Throughout
- Family Room with Ceiling Fan & Wood-Burning Fireplace
- Master Suite with Views of Backyard and Walk-In Closet
- Beautiful In-Ground Pool & Spa



HOMES BY KRISTA

We are now
FREE no oblig
Krista@KristaH
neighborhood
outline our ma



Debbi Galvan

Sr. Loan Officer
Empire Home Loans
NMLS/CA-DBO# 190282



Email: Debbi@EmpireHomeLoans.com
Website: <https://www.empirehome.com>
Cell: 925.595.378



Krista Mashore

M.A., B.S.
Owner/Associate Broker
Cell: 925.325.4663
Krista@KristaHomes.com



Lic# 01513330

HOM



**Sold For \$35K
Over Asking!!**



BEDS	BATHS	SQ. FT.	SQ. FT. LOT	OFFERED AT
3	2.5	1,845	4,900	\$675,000

now experiencing strong interest for similar obligation evaluation of your home, please KristaHomes.com or go to www.What'sYourHomeWorth.com and know what it takes to sell a home. Our marketing plan to sell your home for a great price.

EMPIRE HOME LOANS INC.
www.empirehome.com
www.empirehome.com/debbi
3784

Empire Home Loans, Inc. NMLS #1839243
www.NMLSConsumerAccess.org
Licensed by the Department of Business Oversight. Equal housing opportunity.

PRSR STD ECRWSS
U.S. POST PAID
EDDM R

Free Staging Included

Seventy-seven percent of buyers' agents said that staging a home makes it easier for buyers to visualize the property as their future home, and 40 percent are more willing to walk through a staged home they first saw online.



HOMES BY KRISTA

Josh Vitale
Listing Specialist
Cell: 925.325.4663

Goose@KristaHomes.com
exp
Lic# 02009630

Krista Mashore
M.A., B.S., Owner/Broker
DRE # 01340304
Broker #: 01578277
See Our Listings at:
www.KristaHomes.com
Krista@KristaHomes.com
925.325.HOME

Krista's Education, Designations & Credentials
M.A. Master of Arts
B.S. Bachelor of Science
Top 1% Units Nationally
GRI Graduate Realtor Institute
MCNE Master Certified Negotiation Expert
CNE Certified Negotiation Expert
CRS Certified Residential Specialist
REDS Real Estate Divorce Specialist
AE Advanced Evaluations

Check Out Our Newest Feature: HomeBot

- Buyer Sign Up** Scan this code on your mobile device to access our HomeBot! **Seller Sign Up**
- KristaHomes.com/BuyerHB | KristaHomes.com/SellerHB
- Homes by Krista partnering with HomeBot to bring you personalized, industry-leading insights every month for FREE including:
- The current and historical estimated market value of your home
 - Appreciation since you purchased your home
 - Net worth/equity in your home
 - A breakdown of principal and interest paid
 - Tips for how to save on interest payments
 - Your purchasing power to buy an investment property or trade up to a new home
 - Estimated rental figures for your home (or a room in your home) on services like Airbnb or VRBO
 - Your current cash-out potential for doing things like consolidating high-interest debt or increasing your home value through home improvement
- Visit: KristaHomes.com/HomeBot to see your insights

March Real Estate Insights What's Happening in East County Brentwood & Oakley March 2021



Presented By: Krista Mashore & Josh Vitale
Your Brentwood & Oakley Real Estate Specialists

HOMES BY KRISTA



Homes Active	Homes Sold	Avg Days on Market
53 - Brentwood 12 - Oakley	108 - Brentwood 49 - Oakley	14 - Brentwood 20 - Oakley
Avg List Price	Avg Sale Price	
\$749,450 - Brentwood \$580,000 - Oakley	\$802,500 - Brentwood \$631,000 - Oakley	

Our Featured Listings

Sold with Multiple Offers!
7620 BalFour Road, Brentwood
5 BR | 4.5 BA | 5,944 SQFT
Sold \$67K Over Asking!

Sold within 2 Weeks!
2629 Manresa Shore Lane, Oakley
3 BR | 2.5 BA | 2,614 SQFT
Sold \$35K Over Asking!

Sold \$75K Over Asking!
3852 Osprey Drive, Antioch
4 BR | 2.5 BA | 2,255 SQFT
Sold \$105K Over Asking!

Sold \$105K Over Asking!
2244 Canterbury Lane, Oakley
5 BR | 3 BA | 2,491 SQFT
Sold \$105K Over Asking!

Sold \$60K Over Asking!
841 Boone Drive, Brentwood
3 BR | 2.5 BA | 1,845 SQFT
Sold \$60K Over Asking!

PENDING!
103 Prospect Court, Oakley
6 BR | 6 BA | 4,359 SQFT
PENDING!

174 Coral Bell Way, Oakley
5 BR | 3.5 BA | 3,394 SQFT

925 Coventry Circle, Brentwood
4 BR | 3 BA | 1,698 SQFT

2020 Chambers Circle, Brentwood
4 BR | 3.5 BA | 3,515 SQFT

What's Happening in East County Spring Steakhouse Pasta May 21, 2021 6:30 PM Virtual Game Galaxy Kids Code 312 Oak St. Brentwood, CA

Ingredients
1/2 tsp Lemon pepper
1/4 tsp Red pepper flakes
1 tsp Seasoning salt
1/2 tsp Sugar
2 tsp Olive oil
1 tsp Vegetable oil
3 tsp Blue cheese
1/2 Heaped cup Fontina, grated
1/3 cup Half-and-half
1/2 cup Heavy cream
1/2 cup Brandy

12 oz Skirt steak
3 cups Baby spinach
1 Basil, Fresh leaves
3 doves Garlic
128-ounce can Tomatoes
Condiments
Pasta 5 Grains
1/2 lbs Peppardelle
1 tsp ground pepper
1 tsp Kosher salt

How to Cook
Bring a pot of salted water to a boil. Add the pasta and cook according to package instructions. Meanwhile, in a large skillet over medium heat, add the olive oil. When hot, add the garlic and cook for 1 minute. Turn the heat off, then add the brandy. Turn the heat back on and cook until the brandy is reduced by half, about 1 minute. Add the diced tomatoes to the skillet with the sugar, crushed red pepper, and a pinch of kosher salt. Cook for 10 minutes, stirring occasionally. Meanwhile, sprinkle 1/2 teaspoon seasoning salt, 1/4 teaspoon each black pepper and lemon pepper, and a pinch of kosher salt over one side of the steak. Put the steak on the hot grill seasoned side down and cook for 4 minutes. Remove to a board and rest while the sauce is finished. Reduce the heat to low under the sauce. Stir in the fontina and 1 tablespoon of the blue cheese. Stir in the cream and horseradish, then add in a little half-and-half. The sauce is too thick. Cook for a minute or two, tasting and adding more seasonings as needed. At the last minute, add the spinach to the sauce and toss to coat. Drain the pasta and add it to the sauce. Mix everything together. Place the steak on top of the pasta. Garnish the dish with basil and the remaining 2 tablespoons blue cheese crumb.

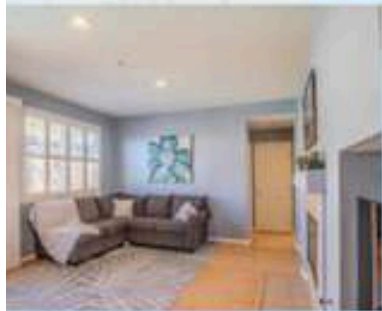
YOUR LOGO HERE
For More Info Contact:
925-949-6885

Restaurant of The Month
Would you want your business featured?
Have Your Small Business or Restaurant Featured for FREE!!!
Includes: Store Logo, Location, Contact Numbers, Store Hours, and MORE 100% Free. All we ask is that you give a promotion in return EX) Free Appetizer, 10% off entire purchase of \$30 or more etc. Coupons apply for only the 1 month/ month of feature.

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
- Contact The Mashore Group leads, centers of influence, i.e. family, friends, community leaders and past clients for potential buyers
- Mass mail an 8 1/2 by 11 colored glossy "Coming Soon" post card to approximately 500 to 1,000 people in your specific neighborhood
- Hand deliver high quality, 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
- Mass mail "Just Listed" cards to your neighborhood and target areas with multiple homes.
- Send mass mailers with your home and other available properties to local neighborhoods, approximately 30,000 sent once per month
- Hire a service to make calls to surrounding neighbors promoting the features and lifestyle benefits of your home



*Place,
4 94513*



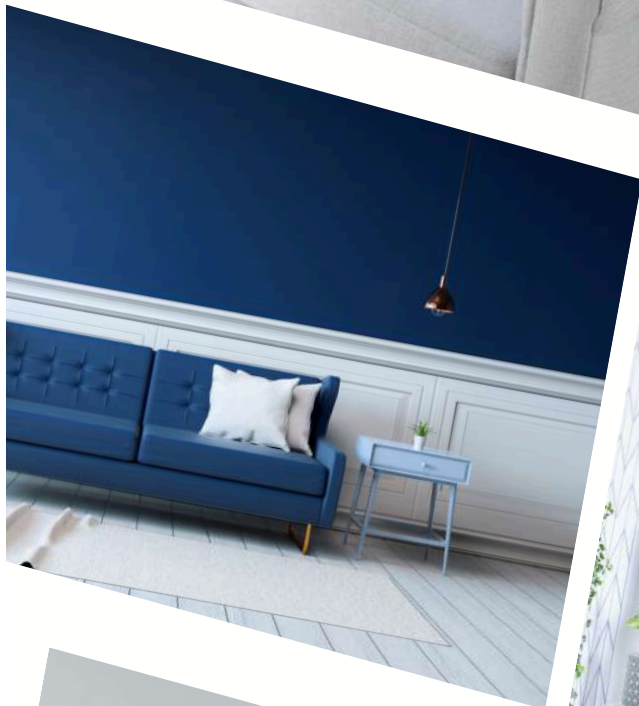
Behind the Scenes

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





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Krista's Education, Designations & Credentials:

M.A. Master of Arts

B.S. Bachelor of Science

Top 1% Nationally

Top 1% Units And Production In C.A.

GRI Graduate Realtor Institute

MCNE Master Certified Negotiation
Expert

CNE Certified Negotiation Expert

CRS Certified Residential Specialist

AE Advanced Evaluations

