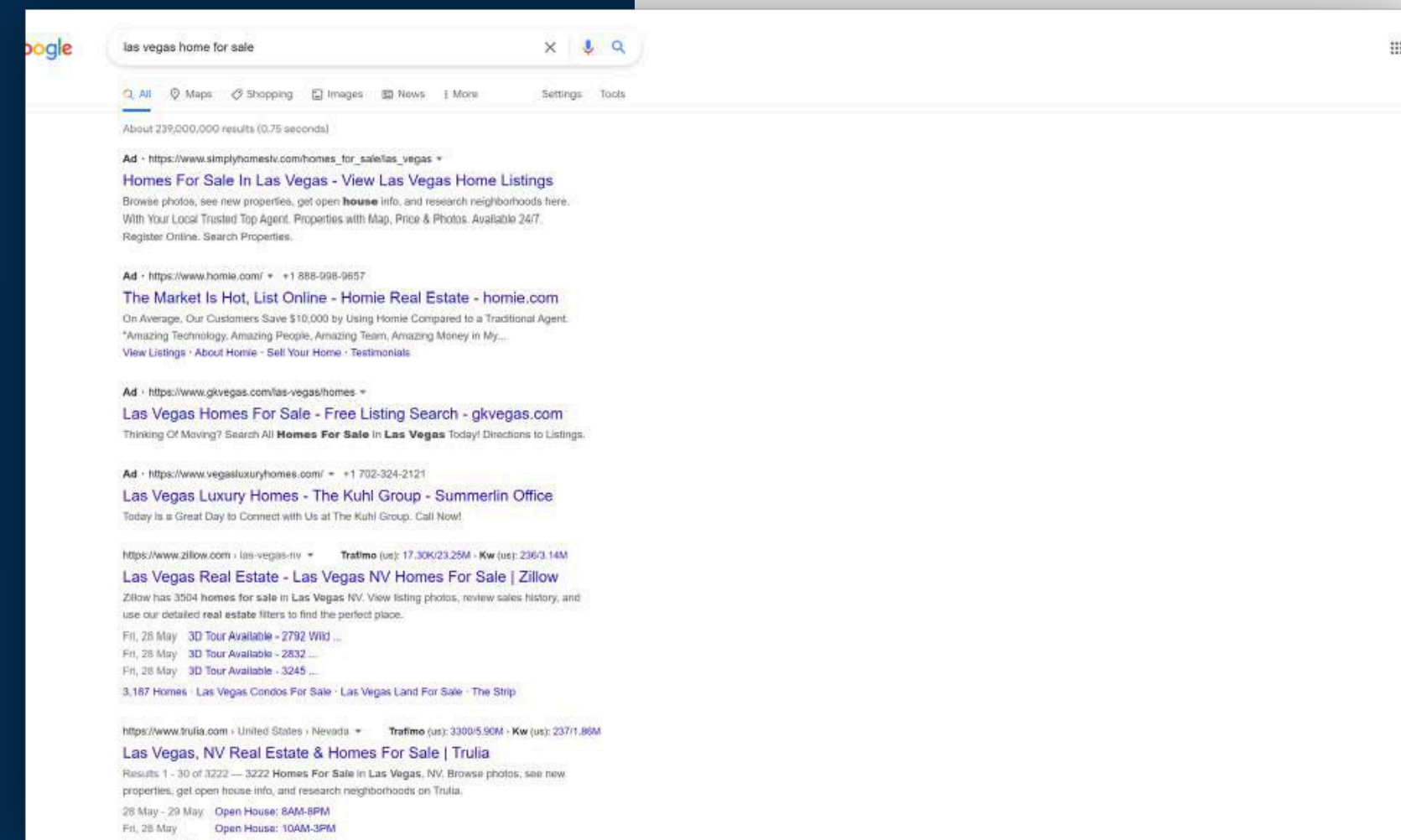


H O M E S E L L E R ' S G U I D E

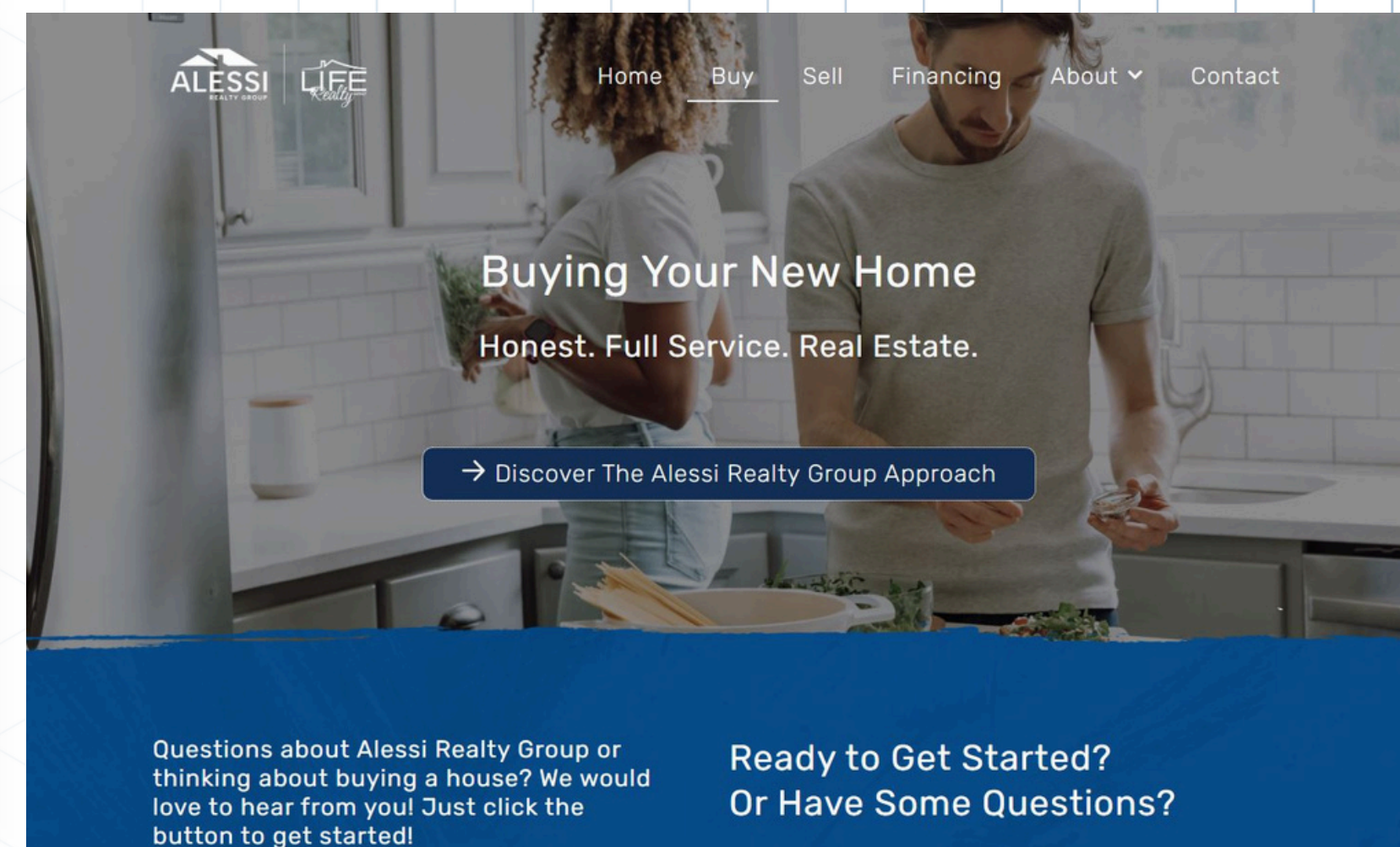


ADVERTISING

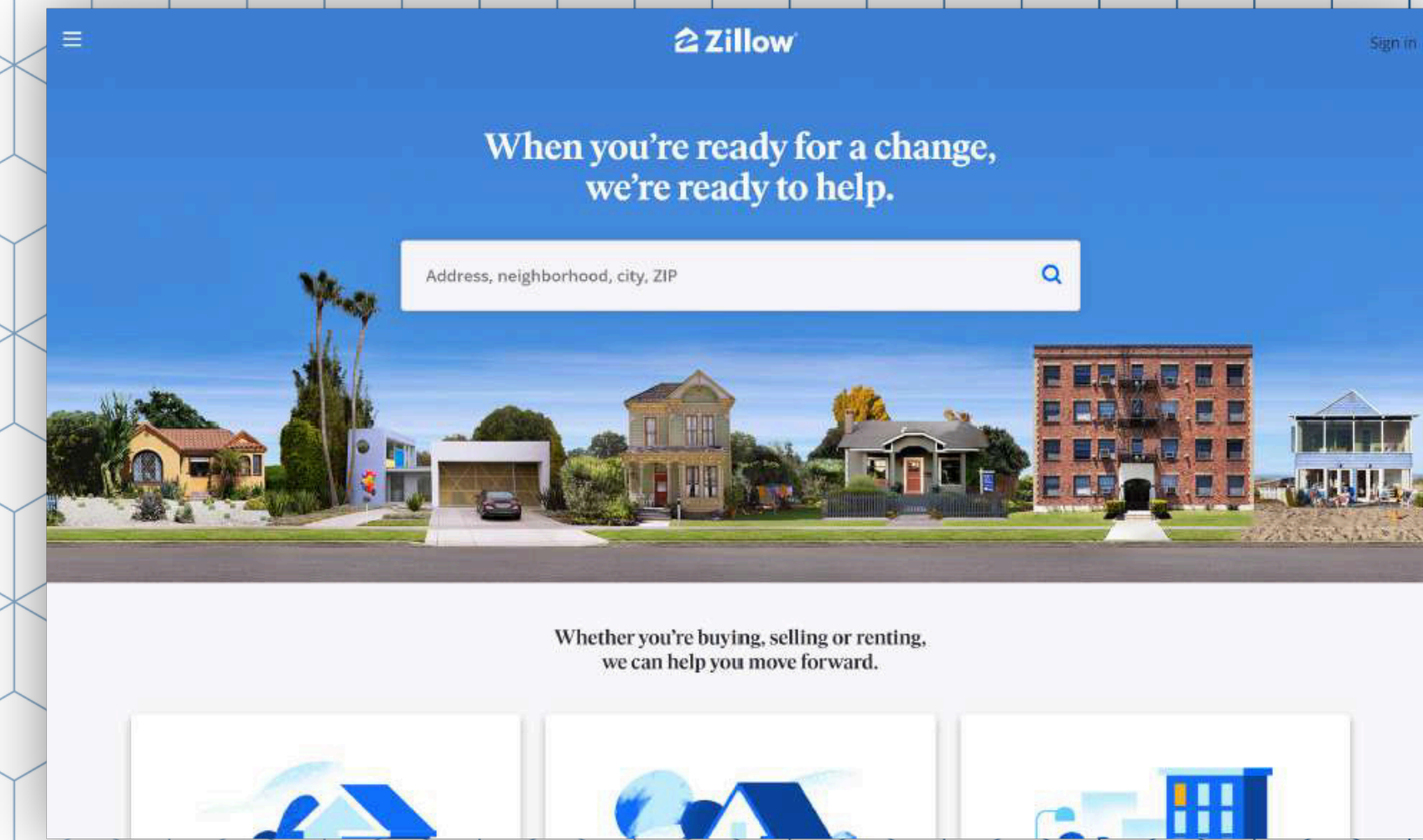
Digital Advertising Expertise



Paid Advertising on Google



Alessi Realty National Network



Continual Posting to Zillow



MARKETING

AlessiRealty.com

- 90% of home buyers are using the internet to search for homes.
- We utilize a massive syndicated network to ensure your listing appears on over 900 real estate related sites, giving you the widest possible audience of buyers finding your home.

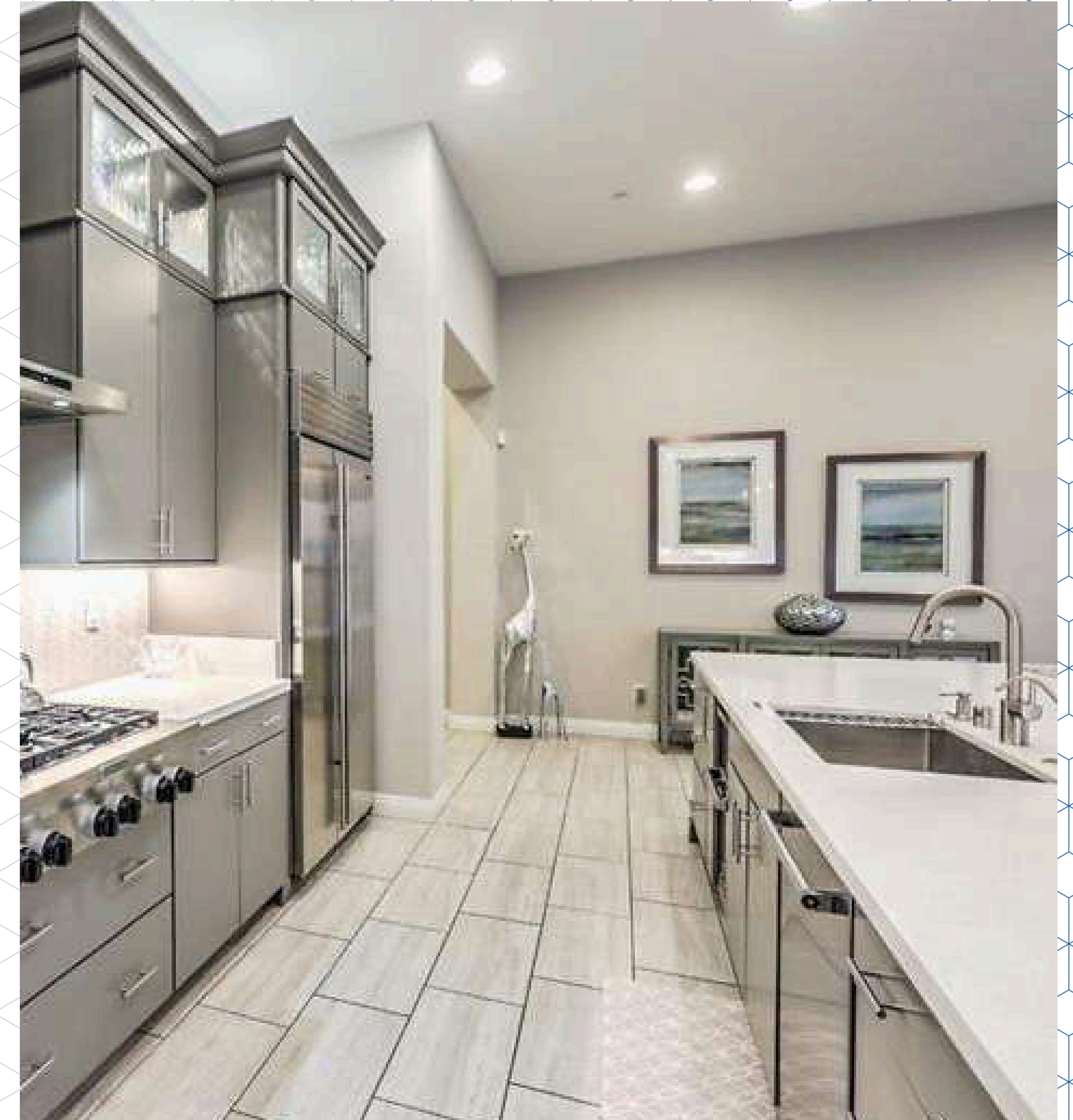
Massive Online Exposure



PROFESSIONAL PHOTOGRAPHY

High Quality HDR Photography

- 35+ professional pictures will generate more demand for your home!
- HDR and drone photography will make your home pop across every marketing channel.



RESULTS, NOT JUST HYPE

Your home is sent to every agent in the Las Vegas valley with active buyers! Through social media ads, open houses, postcards, flyers and more, we make sure your home is seen by every buyer in the market.

Our listings sell for
5%
more money than the listed price!

Alessi Realty Sale to List price % =
105%

Average agent sale to list price % =
97%

We sell
35
times more homes than other agents

Alessi Realty Annual home sales
311

Average agent home sales
9



NEIGHBORHOOD MARKETING

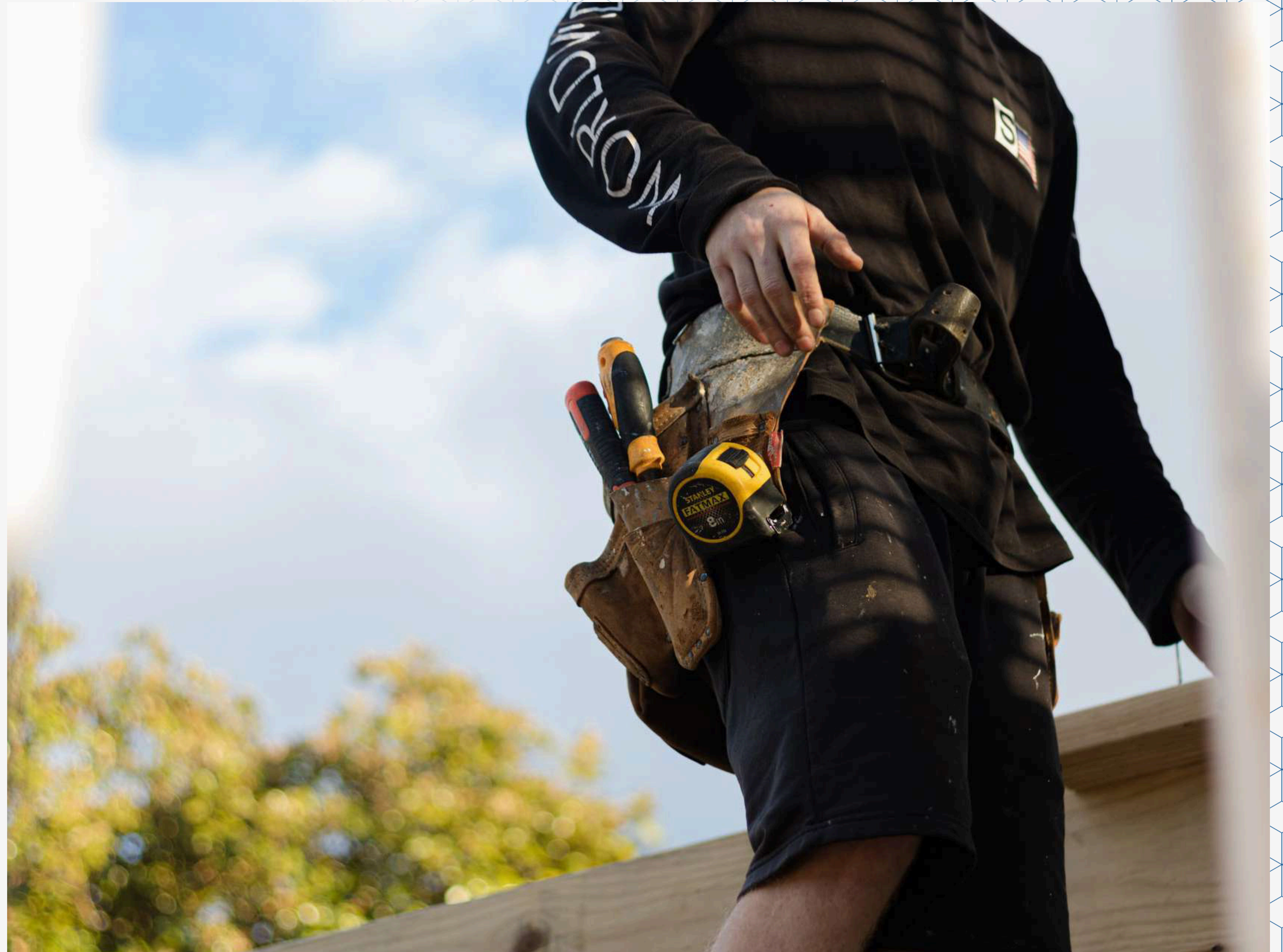
Friends and family are still one of the major reasons why buyers move into an area. For this reason, we send just listed and sold postcards to your neighbors through a targeted community mailing. Ultimately, This draws in more interest from qualified buyers who are already looking for a home in the area.



COMPLIMENTARY SELLER'S HOME WARRANTY

Protecting your home from the unexpected

- 100% free of charge, no obligation or up-front costs
- Peace of mind during the inspection phase
- Free evaluation of items covered
- Affordable deductible for service calls
- No contract, no commitment



WEEKLY UPDATES

Communication is our top priority

Here is a glimpse of what we communicate to you:

- Current days on market
- Total number of showings
- Suggestions for new strategies to get your home sold
- Feedback from buyers and our recommendations
- Updates on showings, web views and other marketing information
- Submitted offers and results of counter offers
- Status of negotiations with buyers and their agents
- New listings and sales or changes in the marketplace that may impact the sale of your home



OUR SERVICES



PROFESSIONAL PHOTOGRAPHY

35+ HDR photos, virtual tours and drone photography will generate more demand for your home.



THE NETWORK

We utilize our own network of agents, buyers and partner companies to help find the right person for your home.



DIRECT MAIL & SIGNAGE

We make sure to let the nearby neighbors know that your home is for sale through a targeted community mailing.



ONLINE PRESENCE

Zillow, Trulia, Realtor.com, MLS, social media and many more.



OPEN HOUSES

While open houses aren't the primary search tool for finding a home these days, they are still an important aspect of the home search process.



HOME WARRANTY COVERAGE

This will provide peace of mind during the inspection phase. No contract & no commitment, 100% free of charge with no obligation or up-front costs.



WEEKLY UPDATES

We'll check in with you weekly, but should questions arise, we are available 24/7 to help you any way we can.

REAL ESTATE TERMS

SELLERS NEED TO KNOW

APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar properties.

APPRECIATION

Increase in the value or worth of an asset or piece of property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

CLOSING COSTS

All settlement or transaction charges that home buyers need to pay at the close of escrow when the property is transferred. These typically include lender's fees and points or prepaid interest, a prorated share of the property taxes, transfer taxes, credit check fees, homeowners' and title insurance premiums, deed filing fees, real estate agent commissions, inspection and appraisal fees, and attorneys' fees.

MLS

The Multiple Listing Service is a computer-based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most homes currently on the market.

CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the closing.

TITLE

Ownership of real estate or personal property. With real estate, title is evidenced by a deed (or other document) recorded in the county land records office.

ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.

HOME INSPECTION

An examination of the condition of a real estate property. A home inspector assesses the condition of a property, including its heating / cooling systems, plumbing, electrical work, water and sewage, as well as some fire and safety issues.

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A black and white photograph of a modern, multi-story building with a swimming pool in the foreground. The building has large glass windows and a flat roof. The pool is in the lower left, and the building is in the center and right. A bright green banner is overlaid on the right side of the image.

GET IN TOUCH