



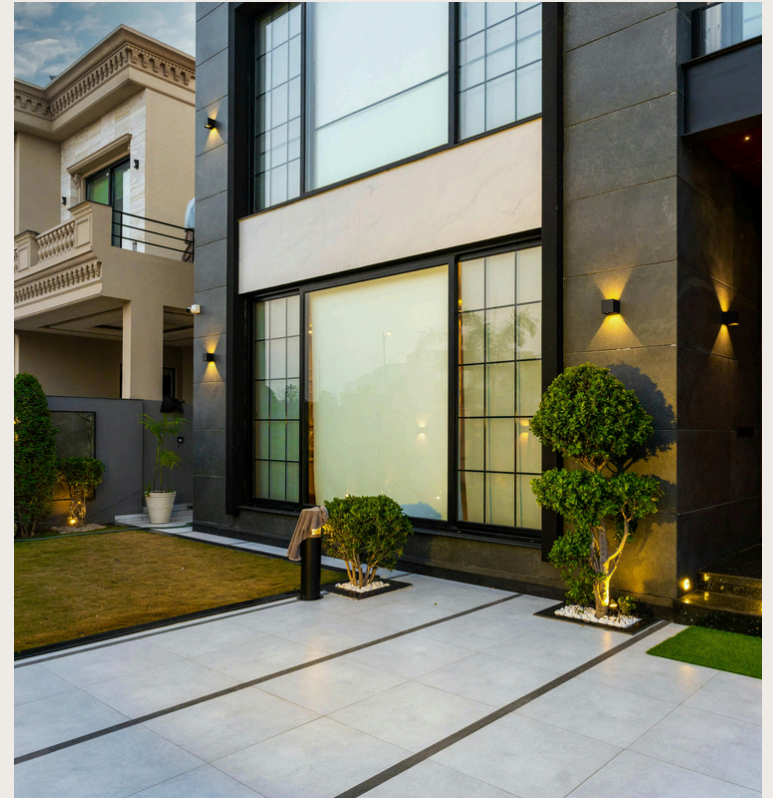
Customized Marketing Proposal



Tonypatinohomes.com

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Tony Patino

your trusted realtor

As a real estate agent serving the Greater Sacramento area, I bring years of experience, deep market knowledge, strong negotiation skills, and a proven track record of helping homeowners sell for the best price in the shortest time possible. Backed by Keller Williams and a full team of experts, I combine strategic marketing, professional networking, and personalized service to make the selling process seamless. My commitment is to protect your best interests at every step while delivering results you can count on.

THE ROAD TO

Sold



SCAN TO SELL YOUR HOME!



FIND YOUR REAL ESTATE AGENT

- who can conquer your goals & expectations



PREPARE HOME FOR SALE

- assess home condition
- declutter & clean
- set the stage
- Enhance curb appeal

OFFER ACCEPTANCE & ESCROW

- accept winning offer
- open escrow
- observe contingency periods
- schedule inspections & appraisal

CLOSING

- gather documents & prepare to pay closing fees
- transfer title to buyer
- vacate property



DETERMINE YOUR HOMES VALUE

- Conduct a comparative market analysis (CMA)
- appraisal if needed

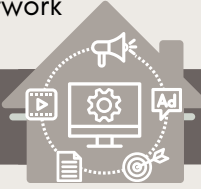
GOING LIVE

- high quality photos
- list home on MLS, KWLS, and other platforms



NEGOTIATE OFFERS

- review offers carefully
- negotiate in your best interest



MARKET YOUR HOME

- Utilize 10 marketing strategies
- leverage professional network



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kw
KELLERWILLIAMS.

Mission



What is your big why?

Understanding your big why for selling your home helps me tailor my approach to fit your goals, whether that's moving closer to family, upsizing, downsizing, relocating for work, or simply starting a new chapter.

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?



Marketing



Marketing is what gets your home seen by the right buyers. The better the exposure, the more interest and competition it creates, ultimately helping you sell faster and for the best possible price

How we sell ↓



List the home on listing platforms

1. Multiple listing service (MLS)
2. Realtor.com
3. KWLS

Prospecting

4. Level 10 open houses
5. circle dialing around the listing
6. Door knocking

Social media marketing

7. Run ads
8. Post on all platforms



Leverage professional network

9. Pitch my listing to the agents in the office



Why price is important

Pricing your home right from the start attracts serious buyers, creates stronger interest, and helps you avoid sitting on the market too long, ultimately leading to a quicker sale at the best value

Pricing your home is like setting the right bait when fishing, if it's too high, you won't get any bites, but if it's right, you'll attract plenty of buyers, and competition can drive the value up.

A comparative market analysis (CMA) compares similar homes in your area that are:

- **Active listings** – homes currently for sale, which show us your competition.
- **Pending/under contract** – homes that found a buyer, showing what price points are attracting offers.
- **Sold listings** – closed sales, which tell us what buyers are actually willing to pay



Price your home to sell



Print CMA and place it here

- A Comparative Market Analysis (CMA) is a key tool in real estate for determining a property's value.
 - It involves comparing prices of similar properties recently sold, currently on the market, or listed but not sold in the area.
 - This comparison estimates a home's fair market value.
- The CMA process considers factors like:
 - Location
 - Size
 - Condition
 - Features
- Real estate agents or appraisers conduct this analysis to:
 - Help sellers set competitive prices
 - Assist buyers in making informed offers
- Knowing your home's worth is crucial.
 - Accurate pricing helps sellers sell quickly and prevents properties from lingering on the market, which can lower perceived value.
 - For buyers, a CMA ensures a fair home price.
- Ultimately, it helps all parties in a real estate transaction understand the property's value, leading to successful negotiations and transactions.



Property tax records & Net sheet



Closing Cost



Primary closing cost for sellers

When you're selling a home, your closing cost typically cover real estate agent commissions, transfer taxes, and title insurance. Additional expenses may include escrow fees, prorated property taxes, and in some cases, HOA dues or legal fees.

Other potential cost

- HOA fees
- attorney fees
- home warranty
- repairs & improvements
- staging cost

Fees you may incur

- real estate agent commission
- transfer tax
- title insurance
- escrow fees
- prorated property taxes

My commitment to you

Let's get this home SOLD!

As your Realtor, my commitment is to protect your best interests at every stage of the transaction. That means:

- Communication – keeping you updated, answering your questions, and making sure you always know what's happening.
- Marketing – showcasing your home with professional exposure to reach the right buyers.
- Pricing & Strategy – using data and market knowledge to position your home competitively.
- Negotiation – advocating for you to secure the strongest terms and best possible outcome.
- Integrity – operating with honesty, loyalty, and professionalism throughout the process.





Client Reviews

Vansy Thaopaset

“Tony Patino goes above and beyond professional, honest, and truly cares about his clients!”

Ninh Huynh

“If you’re buying or selling a home, Tony Patino is the agent you want in your corner!”

Harinder Johal

“Tony made the whole process simple, stress-free, and even enjoyable highly recommend!”





Get in touch with me



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