



LA CASA
GROUP

Your Next Chapter Starts Here

REAL ESTATE DONE DIFFERENTLY

What's Inside

- Welcome & Your Goals
- Our Selling Process
- Marketing Your Home
- Why Work With Us
- Our Track Record & Featured Sales
- Client Experiences
- Our Promise to You
- Next Steps & Contact Information





Why Choose La Casa Group?



WE MOVE FAST.

For sellers, that means early momentum with pre-market buzz and access to our private Keller Williams network.



WE MAKE IT EASY.

You'll always know what's happening and what comes next. From trusted vendor referrals to honest guidance and fast answers, we handle the details so you can focus on what matters most.



WE GIVE BACK.

Home is about more than a transaction — it's about community. When you close with us, we'll donate \$100 to the charity of your choice to celebrate that spirit of giving back.



What to Consider Before Selling

VISUALIZE YOUR DREAM SCENARIO FOR SELLING YOUR HOME.

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you? Why is that important to you?

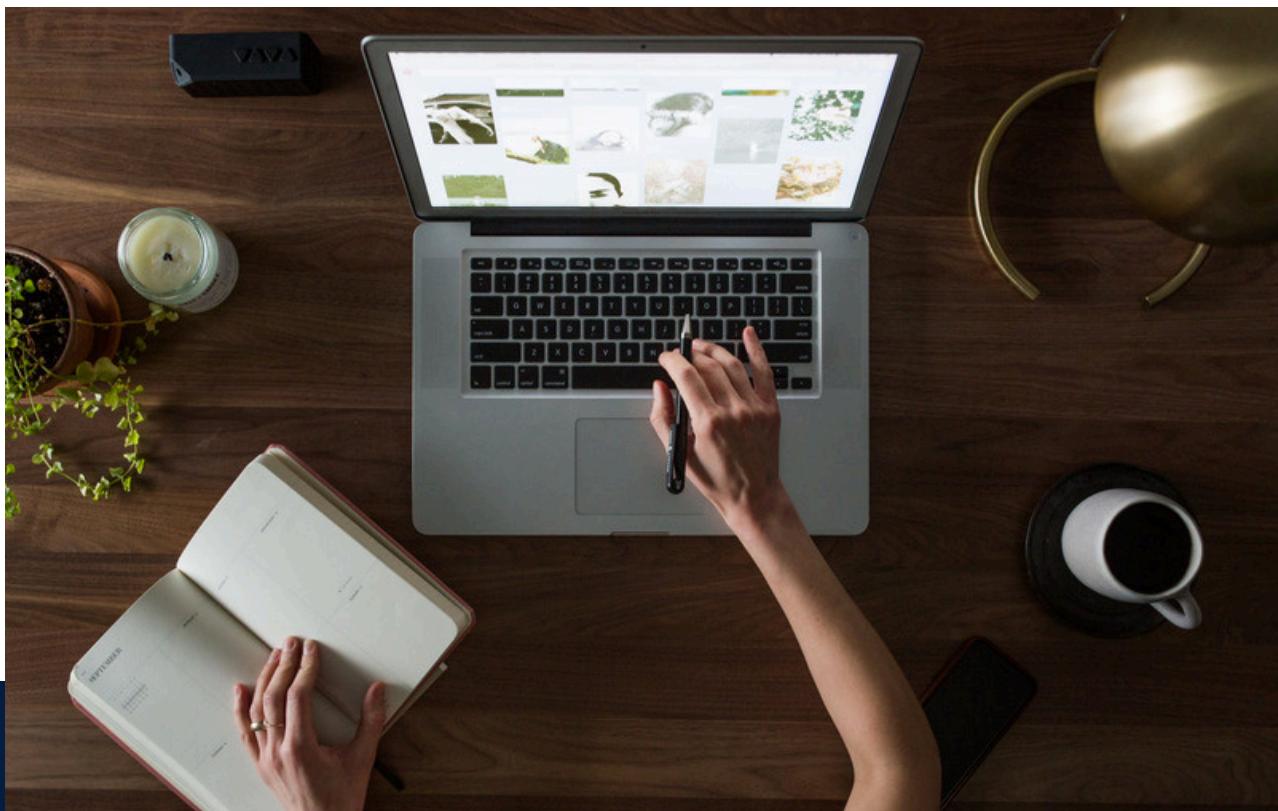
If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

Here's How We Sell Smarter

The real estate transaction is complex and navigating you through every step of the sale is my expertise.

- | | |
|---|---|
| <input type="checkbox"/> Initial meeting, walk-through and needs analysis | <input type="checkbox"/> Negotiate contract |
| <input type="checkbox"/> Sign listing agreement | <input type="checkbox"/> Go under contract |
| <input type="checkbox"/> Prepare your property for sale: staging, photography, etc. | <input type="checkbox"/> Facilitate inspection process |
| <input type="checkbox"/> Launch in-house "coming soon" marketing campaign | <input type="checkbox"/> Negotiate any issues |
| <input type="checkbox"/> Establish a competitive price | <input type="checkbox"/> Oversee appraisal |
| <input type="checkbox"/> Officially list your property | <input type="checkbox"/> Coordinate and prepare for further inspections |
| <input type="checkbox"/> Launch "just listed" marketing campaign | <input type="checkbox"/> Final walk-through |
| <input type="checkbox"/> Start showing your house and hold open house | <input type="checkbox"/> Close! |
| <input type="checkbox"/> Receive and present offers | |



How We Market Your Home

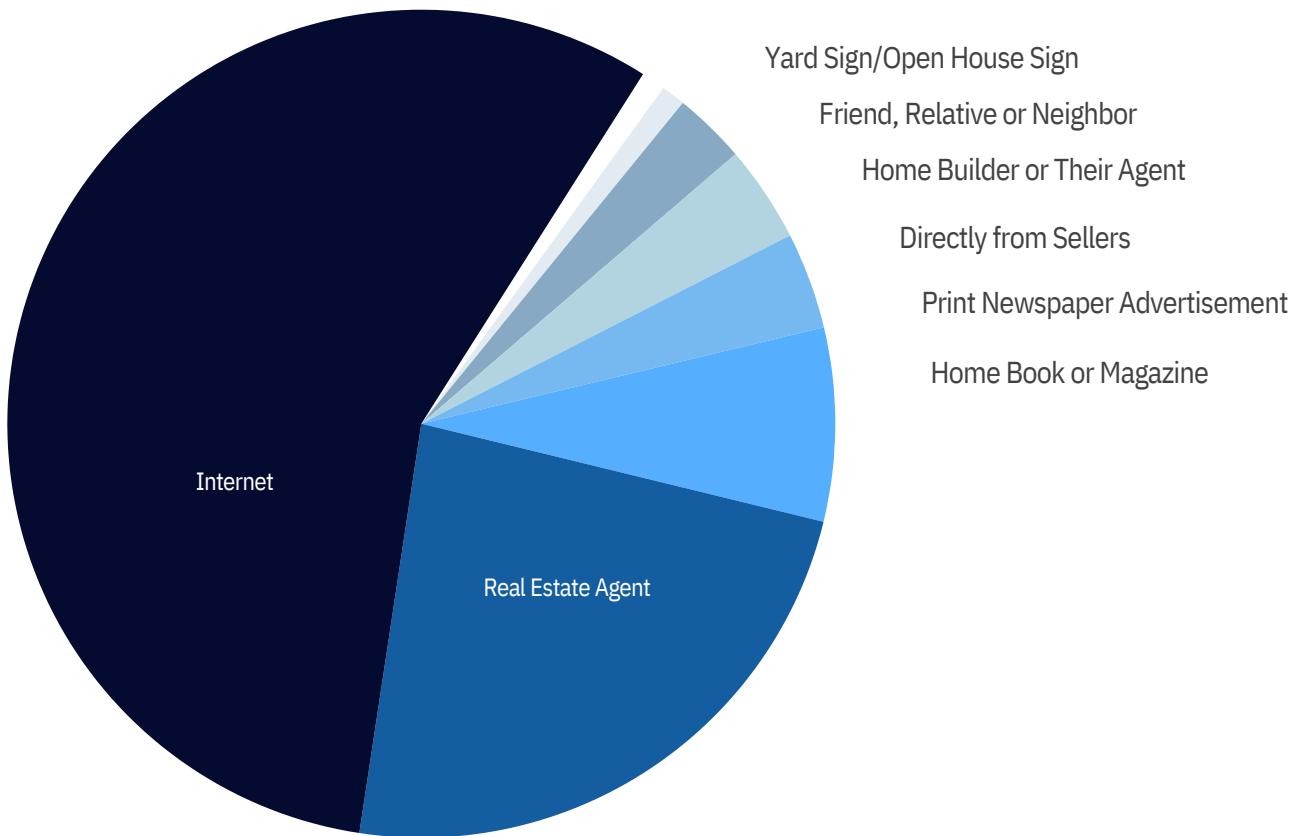
DIGITAL MARKETING THAT DRIVES RESULTS

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

Finding Your Buyer

HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018

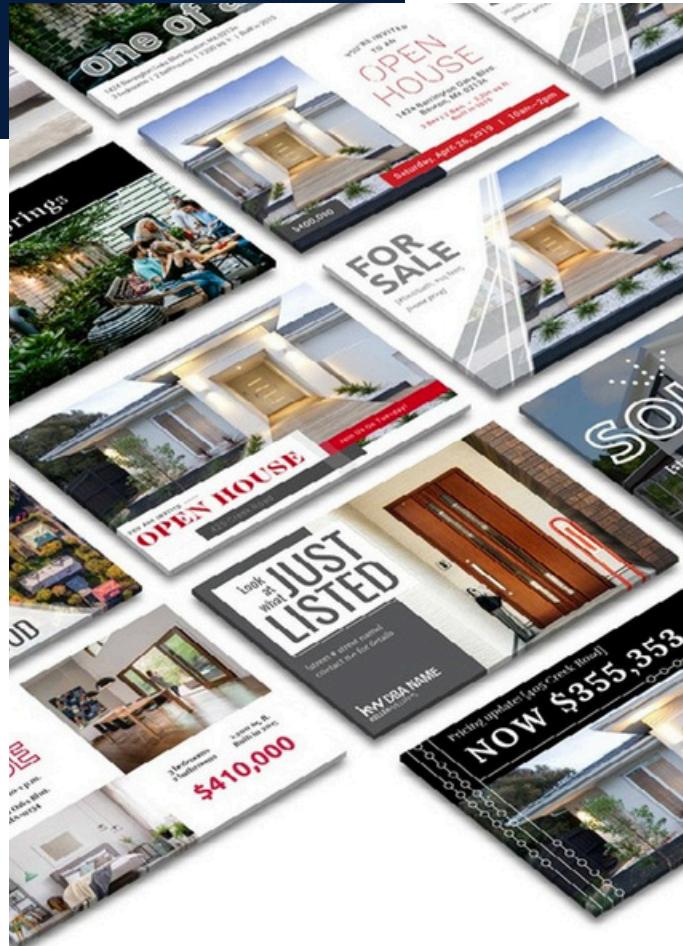


Marketing That Works

SMART, TARGETED NETWORKING

We don't just list your home and hope for the best. We get eyes on it... fast. From printed postcards and open house flyers to social posts and listing websites, we create simple, effective marketing that actually works.

And because we're deeply connected in the local real estate community, we spread the word where it matters most: to agents and buyers already looking in your area.



Get Seen by the Right Buyers

COMING-SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" to in-house agents
- "Coming soon" callout campaign to highly qualified buyers

JUST-LISTED CAMPAIGN

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage
- "Just Listed" email blast to database
- Customer landing webpage and funnel campaign promoting open house
- "Just Listed" social media video on Instagram, and Facebook
- "Just Listed" callout campaign to highly qualified buyers
- Open house



Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum amount of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends

CAPTIVATING STAGING

Staging is what creates a “wow factor” when buyer walks through the door of your property. It’s what creates an emotional response and can often influence whether or not an offer is made.

It's in the Details

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some

fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

Why Local Knowledge Matters



CINTHIA ULLOA

Owner and Team Lead of La Casa Group

I've lived and worked in Southern New Hampshire and the Merrimack Valley for years. I know this area like the back of my hand. From quiet, tucked-away neighborhoods to vibrant downtowns, I'll help you find the spot that fits your lifestyle, your commute, and your long-term goals.

At La Casa Group, we don't just open doors. We give you honest advice, trusted referrals, and market insight that helps you make smart decisions now and years down the road.

This isn't just about finding a house. It's about helping you start your next chapter in a place that feels like home.

Proudly affiliated with
Keller Williams
Metropolitan and a top
20% ALC member.

LA CASA BY THE NUMBERS

175+

families helped
across NH & MA

36+

buyers guided in the
past year

110+

5 star reviews
on Google

6+

years of experience
helping clients in
every kind of market

56%

of our business comes
from repeat clients
and referrals

100%

commitment to clear
communication, fast follow-
up & local expertise

Proud Member of Keller Williams' Luxury Division

La Casa Group is proud to be part of Keller Williams' Luxury Division, an exclusive network of agents offering best-in-class marketing, concierge-level service, and direct access to high-end buyers.

You get the power of a global brand combined with the attention, urgency, and care of a small, local team. We're here to help you move forward with confidence, clarity, and results.



WIN-WIN
or no deal

INTEGRITY
do the right thing

CUSTOMERS
always come first

COMMITMENT
in all things

COMMUNICATION
seek first to understand

CREATIVITY
ideas before results

CREATIVITY
ideas before results

TEAMWORK
together everyone
achieves more

TRUST
starts with honesty

EQUITY
opportunities for all

SUCCESS
results through people

A Portfolio Of Excellence



20 Woodland Drive Unit 336
Massachusetts 01852

2 Bedrooms, 2 Bathrooms
List Price: \$390,000

Sold for \$420,000 in 5 days



16 Dracut Street, Lawrence
Massachusetts 01843

3 Bedrooms, 1 Bathroom
List Price: \$485,000.00

Sold for \$540,000 in 5 days



4 Moison Avenue, Methuen
Massachusetts 01844

3 Bedrooms, 2 Bathrooms
List Price: \$359,000

Sold for \$375,000 in 2 days



143 Burrill Street, Swampscott
Massachusetts 01907

2 Bedrooms, 1 Bathroom
List Price: \$429,000

Sold for \$450,000 in 6 days

A Portfolio Of Excellence



158 W Main Street, Orange
Massachusetts 01364

5 Bedrooms, 2 Bathrooms
List Price: \$200,000

Sold for \$200,000 in 9 days



36-38 Fremont Street, Lowell
Massachusetts 01850

6 Bedrooms, 2 Bathrooms
List Price: \$500,000

Sold for \$570,000 in 5 days



5 Stone Street, Revere
Massachusetts 02151

4 Bedrooms, 4 Bathrooms
List Price: \$750,000

Sold for \$795,000 in 7 days

Featured Listings



36-38 FREMONT ST, LOWELL, MA

SALES PRICE: \$570,000

Don't miss this well-maintained two-family home in Lowell, perfect for investors or owner-occupants. Unit 1 offers 3 bedrooms, 1 full bath, and laundry hookups. Unit 2 is a spacious bi-level with 3 bedrooms, 1 full bath, and bonus family room. Both units have separate entrances, utilities, and Lead Certificates. Features include a fenced backyard, off-street parking for 2, plus 1 reserved on-street space. Convenient to public transportation, highways, and amenities.

16 DRACUT ST, LAWRENCE, MA

SALES PRICE: \$540,000

Excellent starter home in Mount Vernon. The first floor offers tall ceilings, a cozy living room, spacious dining room, functional kitchen, full bath, and convenient first-floor laundry. Upstairs features three bedrooms. Enjoy great outdoor amenities including a two-car garage with an attached large shed, plus an above-ground pool with gazebo (included). Updates include vinyl siding (7 yrs), roof on main house (5 yrs), and gas boiler (7 yrs). Low-maintenance yard and move-in ready.



“ My wife and I heard Cinthia had done a good job selling one of the most expensive homes in our neighborhood so we contacted her. She did a wonderful and professional job of analyzing the market, using professionals to do the staging, interior/exterior pictures, drone pictures, listing description, and open houses. I've bought and sold many properties over 35 years and I've never met an agent who worked as hard and was as honest and efficient at their job as Cinthia is. I would recommend her to anyone.

Mark Steadman ★★★★★

“ ...Cinthia embodies all the qualities that one would want in a realtor - she is not just pleasant and caring, but also radiates an unwavering positivity and confidence. She treated my property with the respect it deserved and was able to navigate the complex nuances with aplomb. Her profound knowledge of the market is unparalleled, providing me with a sense of assurance that my property was in the best hands.

Tom Hoey ★★★★★

“ I have worked with Cinthia at La Casa Group for two properties. As my life and needs grew, Cinthia worked with me to ensure I got exactly what I was looking for. The dedication and passion in this group is apparent, and I cannot recommend them enough!!

Amy Anderson ★★★★★



A Promise To You



At La Casa Group, we don't believe in vague promises or last-minute surprises. We believe in straight talk, fast answers, and walking with you through every detail, so you're never left wondering what's next.

We'll treat your home like it's our own. We'll speak up when something needs to be done. And we'll keep you looped in, even if the update is "no update yet."

Because this isn't just a transaction to us. It's your life, your legacy, and your next chapter. We're honored to be part of it.



Selling a Home is a Big Deal — And it can Feel Overwhelming Fast

Selling a home is a big deal—and it can feel overwhelming fast.

That's why we're here: to take the stress off your plate, give you honest advice, and move quickly when the market demands it. You can trust us to guide every step, negotiate with confidence, and show up like it really matters.

We've helped over 150 families sell faster, for more—and we'd be honored to do the same for you. Let's get you there.



HERE'S HOW YOU CAN
GET IN TOUCH WITH ME

 (603) 945-2337

 (603) 232-8282

 culloa@lacasagroup.com

 www.lacasagroup.com