

LISTING PACKET

MASSACHUSETTS



COMPLIMENTS OF

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Each Keller Williams Realty Office Is Independently Owned and Operated



-
- YOUR PROPERTY
 - YOUR TRANSACTION TIMELINE
 - YOUR CUSTOM MARKETING PLAN
 - REPRESENTING YOUR HOME



YOUR NEEDS COME FIRST

**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?

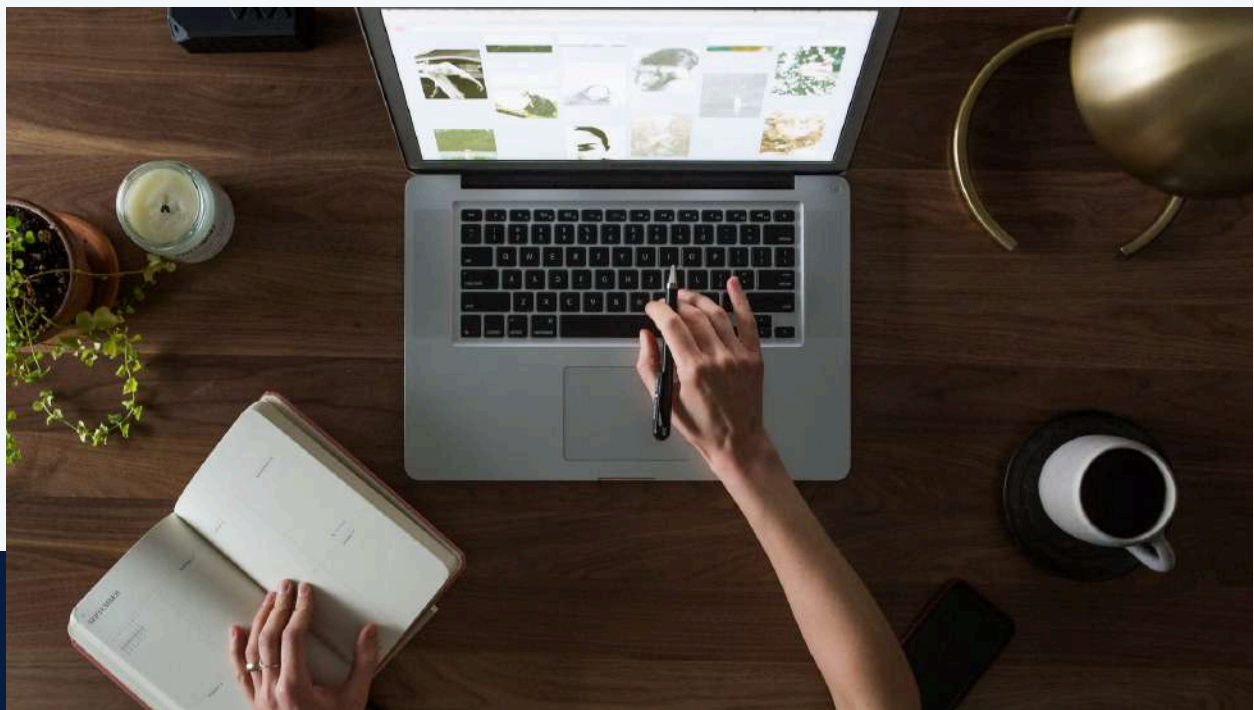
**IF WE COULD ADD JUST ONE
MORE THING TO MAKE THIS
PROCESS EVEN BETTER, WHAT
WOULD IT BE?**

Why is that important to you?

THE PROCESS

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



YOUR CUSTOM MARKETING PLAN

YOUR CUSTOM MARKETING PLAN

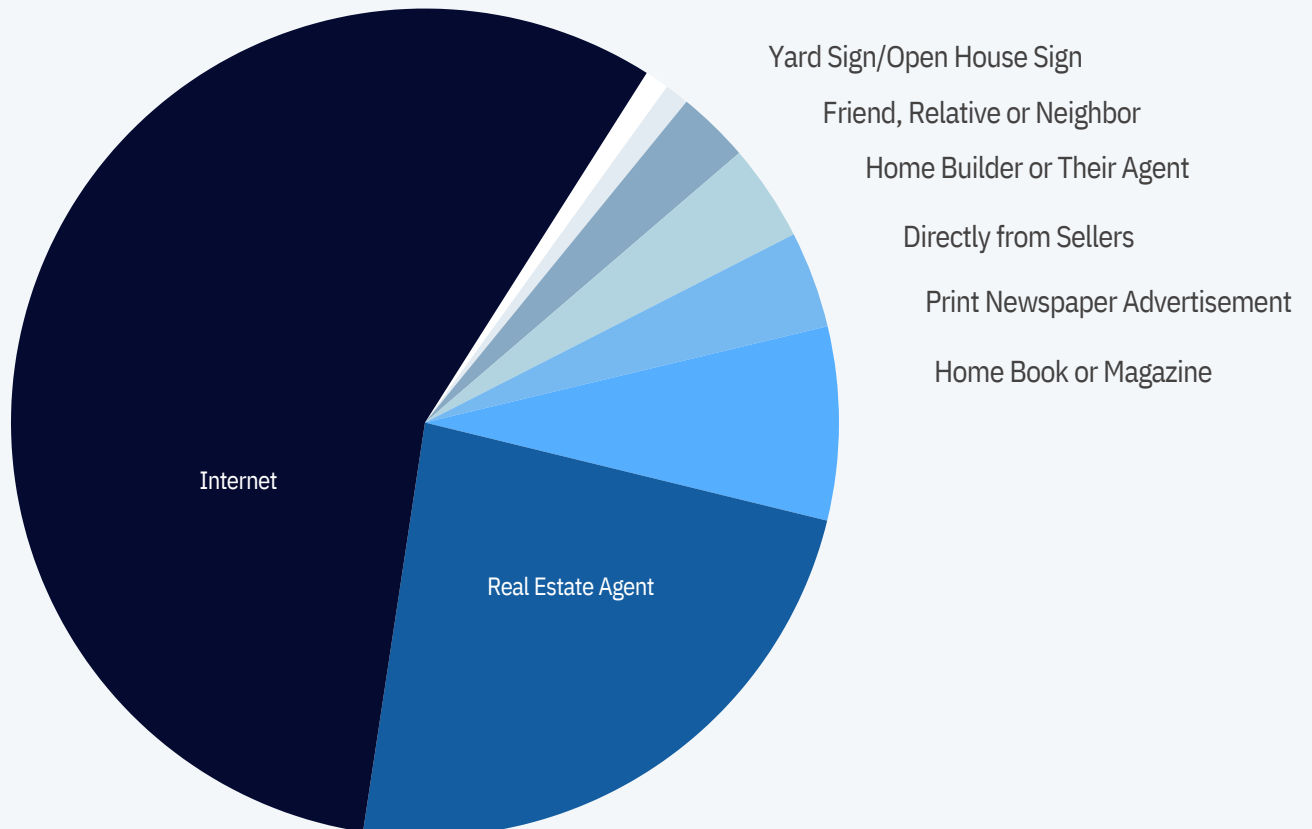
DIGITAL MARKETING THAT DRIVES RESULTS

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



BEST-IN-CLASS PROMOTIONAL ASSETS

SMART, TARGETED NETWORKING

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to customer lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure

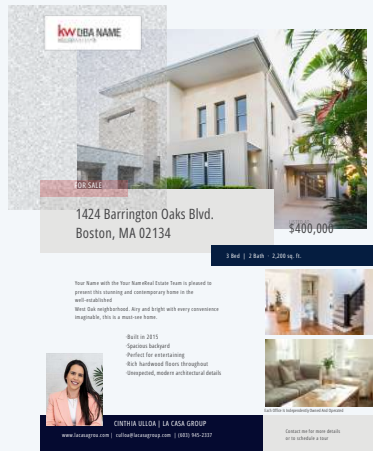


YOUR MEDIA PLAN



Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Customer Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses.

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers.

STRATEGIC PROMOTION

COMING-SOON CAMPAIGN

- ☐ Walk-through and needs analysis
- ☐ Professional photography and videography
- ☐ Professional yard signage
- ☐ "Coming soon" email blast to database
- ☐ "Coming soon" social media touch on Instagram, and Facebook
- ☐ "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 Twitter, Instagram, and Facebook
- ☐ "Just Listed" callout campaign to highly qualified buyers
- ☐ Open house three days after listing



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.

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.

- ☐ 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

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.

BOOR-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.

REAL EXPERIENCE REAL EXPERTISE

Having lived and worked in Springfield for more than 15 years, I understand what makes our community and the people who call it home so special. From the summer watermelon festival at Pavilion Park to the local bookstores and coffee shops on Mulberry Avenue to the New Year's parade in the city square, Springfield is a special place that I am proud to call home.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

That's just one reason to choose me to stand by your side - and it's the foundation of everything I do.



CEO AND FOUNDER OF
LA CASA GROUP

CINTHIA ULLOA

CREDENTIALS

BA BUSINESS ADMIN | BRYANT UNIVERSITY
ALC MEMBER (TOP 20%) | KW METROPOLITAN

kw METROPOLITAN
KELLERWILLIAMS. REALTY

5+

YEARS IN BUSINESS

141

TOTAL CLIENTS SERVED

36

CLIENTS SERVED IN 2023

\$17.9M

SALES VOLUME IN 2023

REPRESENTING YOUR HOME

A SIMPLE VALUE PROPOSITION

LESS TIME

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

OUTPACING THE MARKET

\$507,833

Market Average \$463,187

▲ 9% HIGHER

DAYS ON MARKET

8 DAYS

Market Average 26 days

▲ 31% FASTER

LIST-TO-SALES

106.46%

Market Average 100.80%

▲ 5.6% HIGHER

THE PROOF IS IN MY NUMBERS

These numbers depict not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

OUTPACING THE MARKET

85%

The number of contracts I've written outpaced the market by 85%.

77%

The total dollar value of contracts I've written grew 77% more than the market.

56%

I've outpaced the market in listings sold by 56%.

35%

The dollar value of all of my listings sold grew 35% more than the market.

CREDENTIALS & AWARDS

- 2013** KW becomes the largest real estate franchise in North America
- 2014** KW tops 100,000 in associate count
- 2015** KW named world's largest real estate franchise by agent count
- 2017** KW Labs, the innovation hub of KW, launches



LEADING THE INDUSTRY

When you work with me, you work with a trained agent that has always come first the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

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

TEAMWORK

together everyone achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people

A PORTFOLIO OF EXCELLENCE

REPRESENTING YOUR HOME



8 Parkhurst Drive, Nashua
New Hampshire 03062

Bedroom, 3 Bathrooms
List Price: \$550,000

Sold for \$625,000 in 7 days



800 Poor Farm Road, Francestown
New Hampshire 03043

5 Bedrooms, 5 Bathrooms
List Price: \$1,100,000

Sold for \$1,175,000 in 8 days



17 Schwinn Drive, Nashua
New Hampshire 03062

5 Bedroom, 3 Bathroom
List Price: \$820,000

Sold for \$830,000 in 38 days



5 Franz Road, Salem
New Hampshire 03079

3 Bedroom, 3 Bathrooms
List Price: \$375,000

Sold for \$430,000 in 4 days

A PORTFOLIO OF EXCELLENCE

REPRESENTING YOUR HOME



268 Mountain Road, Concord
New Hampshire 03301

5 Bedrooms, 5 Bathrooms
List Price: \$1,500,000

Sold for \$1,510,000 in 5 days



11 Mockingbird Lane, Kingston
New Hampshire 03848

4 Bedrooms, 4 Bathrooms
List Price: \$575,000

Sold for \$650,000 in 6 days



143 Burrill Street, Swampscott
Massachusetts 01907

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

Sold for \$450,000 in 6 days



36-38 Fremont Street, Lowell
Massachusetts 01850

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

Sold for \$570,000 in 5 days

FEATURED LISTINGS



22 WILLIAMS DRIVE, HUDSON, NH

LIST PRICE \$650,000

This beautifully maintained Cape-style home on 1 acre in Hudson offers modern updates with classic charm. The remodeled kitchen features stainless steel appliances, granite countertops, and a large island, perfect for family meals. Additional highlights include a spacious family room with vaulted ceilings, updated bathrooms, first-floor laundry, and recent updates like vinyl plank flooring, a new roof, and central air. The screened porch and large, private yard provide a peaceful outdoor retreat, while the unfinished basement offers potential for future expansion.

244 WILSON ST, MANCHESTER, NH

LIST PRICE \$550,000

This fantastic 3-family property is a reliable investment, featuring two spacious 3-bed, 1-bath units and one cozy 2-bed, 1-bath unit, all fully occupied. Recent updates include modern heating systems and water heaters under 4 years old, with tenants paying for their own utilities. Low-maintenance vinyl siding, off-street parking, and in-unit laundry make this an appealing opportunity.



“

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 serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on

SELLING SAFELY

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.



These safety measures are standard for all transactions, but I am more than happy to honor any additional precautions you have in mind.

VIRTUAL SHOWINGS

This spacious and welcoming home in the pastoral South Hills neighborhood is waiting for you. Nestled among the oak trees, 1678 Barrington Circle is an outdoor lover's dream. Swim laps in the elegant and well-maintained pool or stroll through the adjacent gardens. All that's missing is you.

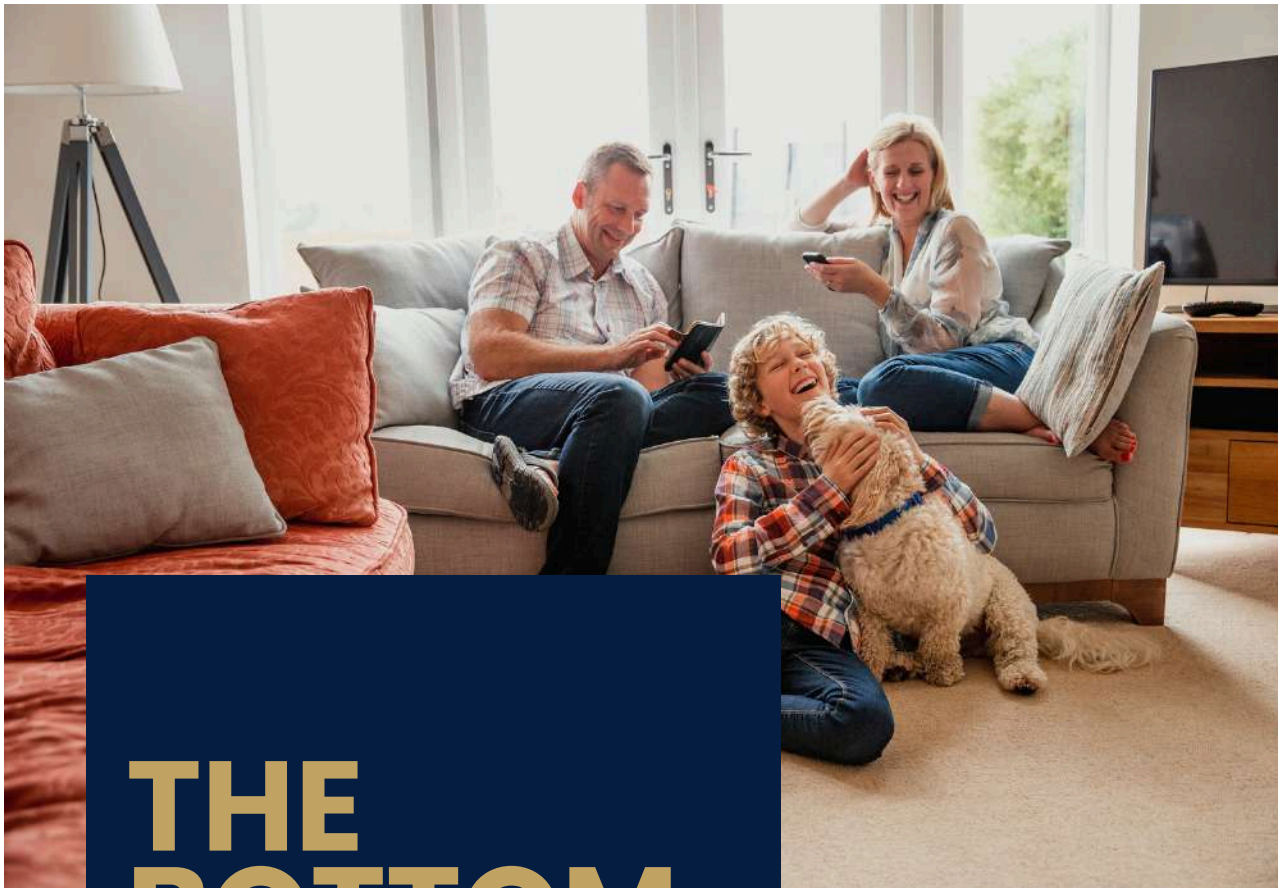
SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including myself)
- General symptoms assessment upon arrival (including temperature check)
- Masks to be worn over the nose and mouth at all times while on property
- Disposable shoe coverings to be worn at all times while inside the house
- Appointments will last no more than an hour
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines



THE BOTTOM LINE

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions – from listing to closing – I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started!

HERE'S HOW YOU CAN GET IN TOUCH WITH ME



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