

PERSONALIZED MARKETING CONSULTING



**MURILLO MENDOZA**  
HOME SALES GROUP

COMPLIMENTS OF

**Ramon Murillo & Juan Mendoza**

206.400.7888

[MurilloMendoza.kw.com](http://MurilloMendoza.kw.com)

[MurilloMendozaGO@gmail.com](mailto:MurilloMendozaGO@gmail.com)



# Real Experience Real Expertise

Ramón Murillo and Juan Mendoza are a team of professionals in Real Estate and Finance and have helped hundreds of families buy their first home.

We have helped many families and investors how to invest correctly in this lucrative and sometimes complicated business, in the same way we have helped many people to save their home and avoid a foreclosure process (foreclosure or forced sale), we have helped many of our clients sell their home and maximize its value and financial gains.

80% of our business is through referrals. Please share this information with your family and friends.



**MURILLOMENDOZA**  
HOME SALES GROUP

**RAMON  
MURILLO**  
BROKER, REALTOR®

**JUAN  
MENDOZA**  
BROKER, REALTOR®

## A SIMPLE VALUE PROPOSITION

### LESS TIME

Our 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

We will put our 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.



They are very professional, helpful, and respectful, with a lot of desire to help and answer questions. I recommend them 100%.

**Heri Olivera**



They are very professional and very knowledgeable in the real estate industry and most importantly they are honest and do not pressure you to buy. Many thanks to Juan and his team.

**Pedro Gallegos**



The work that Murillo Mendoza did to help us buy our house was excellent. If I had to give them a rating I would not give them a ten, I would give them a twenty. We are very grateful to Mr. Juan and Mr. Ramón and their team for their dedication  
Thank you very much, and may God bless you always.

**Norma Nicols**

# A Portfolio of Excellence



1822 52nd St NE  
Tacoma, WA 98422

4 Bedrooms | 2.5 Bathrooms  
List Price \$549,500

Sold for \$575,000 in 4 days



12302 160th St E  
Puyallup, WA 98374

4 Bedrooms | 2.5 Bathrooms  
List Price \$519,950

Sold for \$545,000 in 10 days



9007 15th Place SE  
Lake Stevens, WA 98258

5 Bedrooms | 1.5 Bathrooms  
List Price \$514,950

Sold for \$530,000 in 5 days



# A Portfolio of Excellence



29742 3rd Ave S  
Federal Way, WA 98003

3 Bedrooms | 1.75 Bathrooms  
List Price \$475,000

Sold for \$520,000 in 7 days



3827 S 261st St  
Kent, WA 98032

3 Bedrooms | 1.5 Bathrooms  
List Price \$450,000

Sold for \$455,000 in 11 days



7247 178th St E  
Puyallup, WA 98375

3 Bedrooms | 2.5 Bathrooms  
List Price \$409,950

Sold for \$427,000 in 5 days



1802 S 265th Place  
Des Moines, WA 98198

3 Bedrooms | 1.75 Bathrooms  
List Price \$349,500

Sold for \$349,000 in 1 day



8823 Holly Dr #535  
Everett, WA 98208

2 Bedrooms | 2.25 Bathrooms  
List Price \$279,950

Sold for \$275,000 in 34 days



415 Lakeview Rd Unit K25  
Lynnwood, WA 98087

4 Bedrooms | 2.25 Bathrooms  
List Price \$239,500

Sold for \$575,000 in 12 days

# A Promise



To serve the community as leaders in the real estate industry and as friends and neighbors.

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 trusted local experts and advisers 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 ourselves accountable to selling your home for top dollar – after all, that is what our business is built on.

# The Process

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

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



# It's in the Details

## **EYE-CATCHING YARD SIGNS**

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.

## **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, we will do it.

## **HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY**

Crisp, clear photos will make your property pop online and maximize visual appeal. We 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.

## **MASS MOBILE MARKETING**

When you choose to work with us, your home will be listed on our mobile app and will be put in the hands of millions of buyers!

# Selling Safely

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



## VIRTUAL SHOWINGS

During the initial phase of the listing process, we will minimize the number of people entering your property by hosting virtual open houses via either a live streaming service or a prerecorded video uploaded to our website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

## 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 five people per appointment (six 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.

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

# Our App: The Seamless Way To Sell

## GUIDE

When middle-of-the-night questions come up and you want real-time information about the status of your transaction, Guide is your go-to. Guide informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do, and what's ahead.

## NEIGHBORHOODS

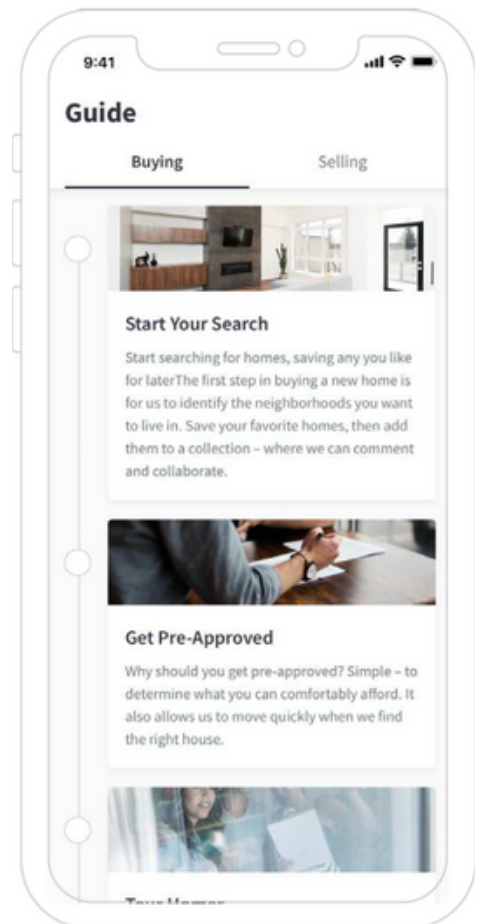
Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

## FEED

Even after close, keep tabs on all things real estate with Feed - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.

Now, selling your property and keeping in sync with us has never been simpler.

Our app makes achieving your real estate goals more accessible than ever before. Get to know our favorite features before you take it for a spin.



¿LISTO PARA DESCARGAR NUESTRA APLICACIÓN?  
VISITE [APP.KW.COM/KW2KA19Q4](https://app.kw.com/kw2ka19q4)

# 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 we 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?



# Your Custom Marketing Plan

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

**DIGITAL MARKETING THAT DRIVES RESULTS**



# Strategic Promotion

## PREPARATION BEFORE LISTING

Tour and needs analysis

Professional photography and videography

Professional staging

## JUST LISTED CAMPAIGN

Launch of publishing on MLS and other syndication websites

Professional yard signs and takeaway flyers

“Just Listed” email blast to the database

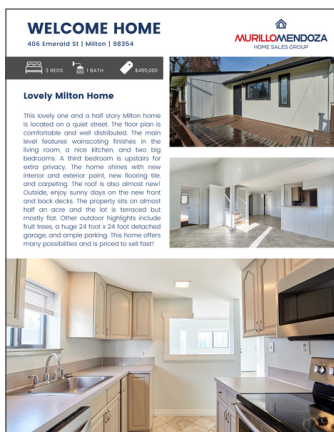
Custom landing page and funnel campaign promoting open house

“Just Listed” Social Media Video on Facebook, Instagram, and LinkedIn

“Just Listed” callout campaign to highly qualified buyers

Open House three days after listing

# Your Media Plan



**JUST-LISTED FLYER**

Produce a just-listed flyer to feature during property showings,



**JUST-LISTED POSTCARD**

Send a direct mail just-listed postcard to the surrounding area.

## OPEN HOUSE INVITATION EMAIL

Send targeted emails to surrounding communities and prospective buyers.

## CUSTOM PROPERTY WEBSITE

Create a dedicated website for your property to support 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 just listed, property features, and upcoming open houses

## PAID, BOOSTED FACEBOOK ADS

Leverage boosted ads to reach nearby active and passive buyers.

# 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 a 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
- 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





# The Bottom Line



Real estate is complicated.

That's where we come in.

At the closing table, our 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 – we will work hard to achieve that goal.

When you choose us as your partners, you are not just getting trusted, respected agents – you are getting local experts who are passionate about serving our community and those who call it home.

Let's get started.



# MURILLOMENDOZA

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## Here's How You Can Get in Touch with US



206.400.7888



MurilloMendozaGO@gmail.com



1307 N 45th St Ste 300, Seattle, WA 98103



MurilloMendoza.kw.com

VISIT [APP.KW.COM/KW2KA19Q4](https://app.kw.com/kw2ka19q4)

**kw** GREATER SEATTLE  
KELLERWILLIAMS, REALTY

Each office is independently owned and operated. 