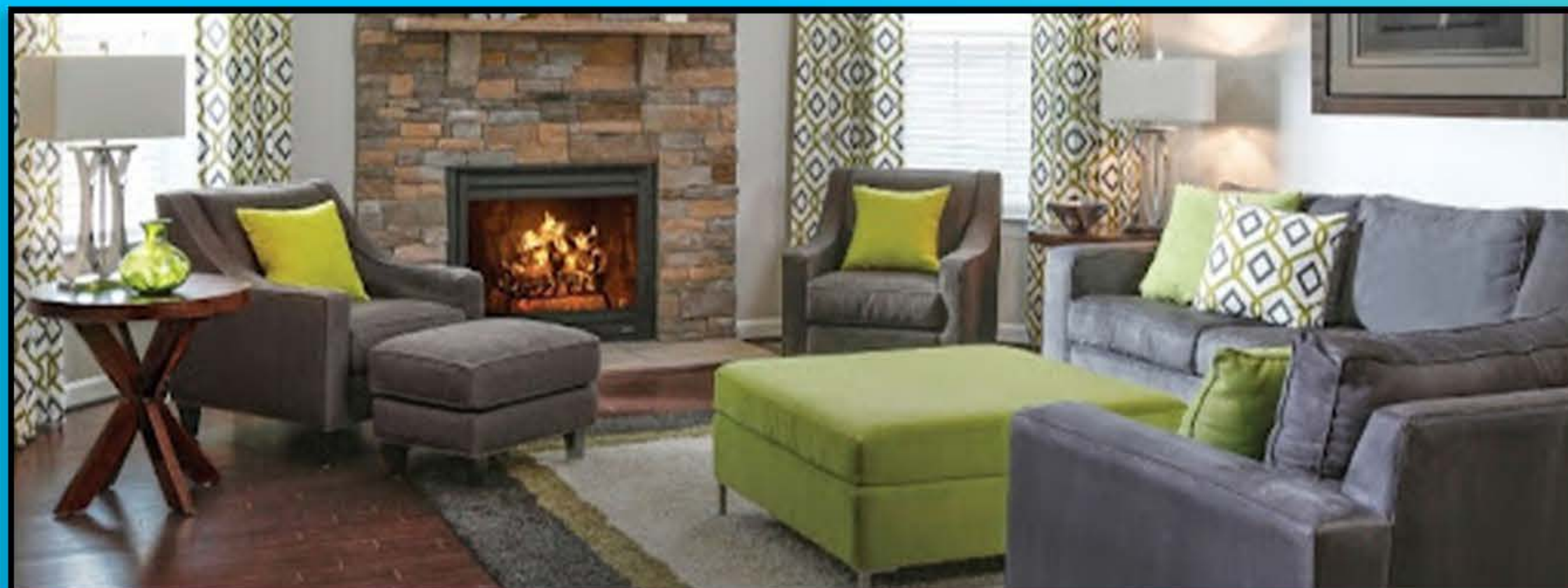


# MARKETING LISTING CONSULTATION



[www.WelcomeHomeAbq.com](http://www.WelcomeHomeAbq.com)



**Work hard  
be kind**





**Valued Homeowner,**

**We are honored to work with you to sell your home! We look forward to making your selling experience a fun, stress free process.**

**When you choose The Venturi Realty Group you get the experience of a large company combined with the hands on, personal attention that is a tried and true part of our home selling process.**

**We are nimble to any situation that may arise, because we have been at it long enough to know that every property, buyer, lender, appraiser - every client - is different!**

**We welcome you to our Venturi Family and look forward to serving you and your loved ones for years to come!**

**Sincerely,** *Tracy & Tego*  
**VENTURI**

JOHN  
LUNA



505.304.7077



JOHNLUNA@  
REAL505.COM



JOHNL.  
WELCOMEHOMEABQ.  
COM



John stepped into the real estate world in 2017 and he prides himself in his negotiation skills and attention to detail.

John's collaborative approach puts your needs at the forefront. He will help you to have a fantastic experience with your Real Estate needs.

When you work with John to buy or sell, you can expect him to give you personal attention in a prompt and professional manner.

**John Luna and the whole Venturi team  
are amazing.**

John helped us a  
lot with his  
**KNOWLEDGE OF  
THE AREA** that  
played a huge role  
in where we bought  
our house at a  
price that we're  
happy with.



*Great at explaining everything to me the  
process especially as a first home buyer!*

I WENT THROUGH  
THREE REALTORS,  
JOHN IS CHILL, YET  
HARD WORKING.  
ALWAYS CHECKS IN  
ON YOU TO MAKE  
SURE YOU ARE  
INFORMED.

Contact him,  
you will not  
regret it!



venturi  
realty group



realtor

Real Broker, LLC

# MARKETING STRATEGY



# STAGING

WE WILL HELP SHOW YOUR HOUSE IN THE BEST LIGHT POSSIBLE!



Living Room Before



Living Room After

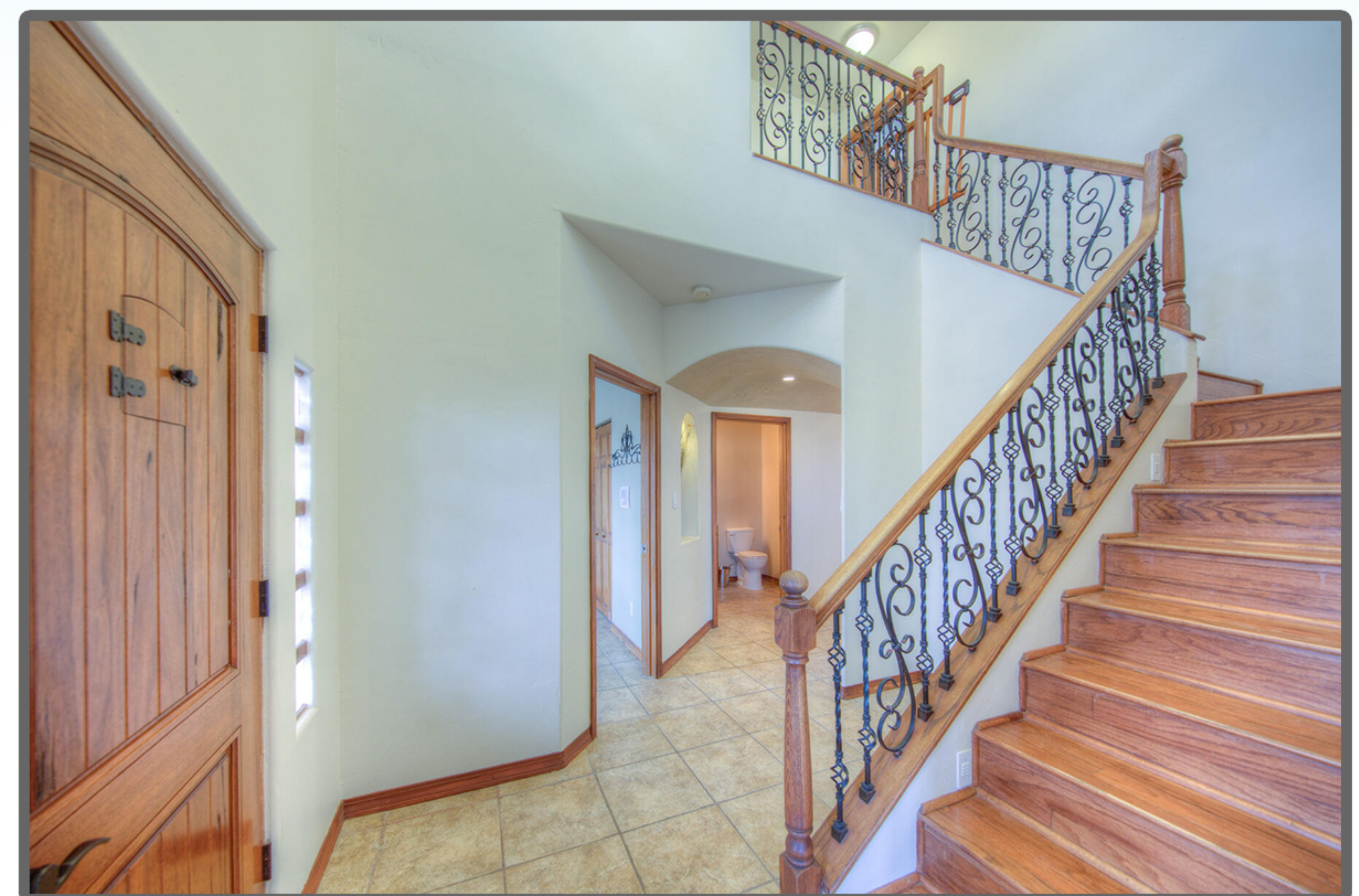
# PHOTOGRAPHY



AMATEUR



PROFESSIONAL





# matterport®



**3D VIRTUAL TOURS**



# 3-D & VIRTUAL PHOTOGRAPHY

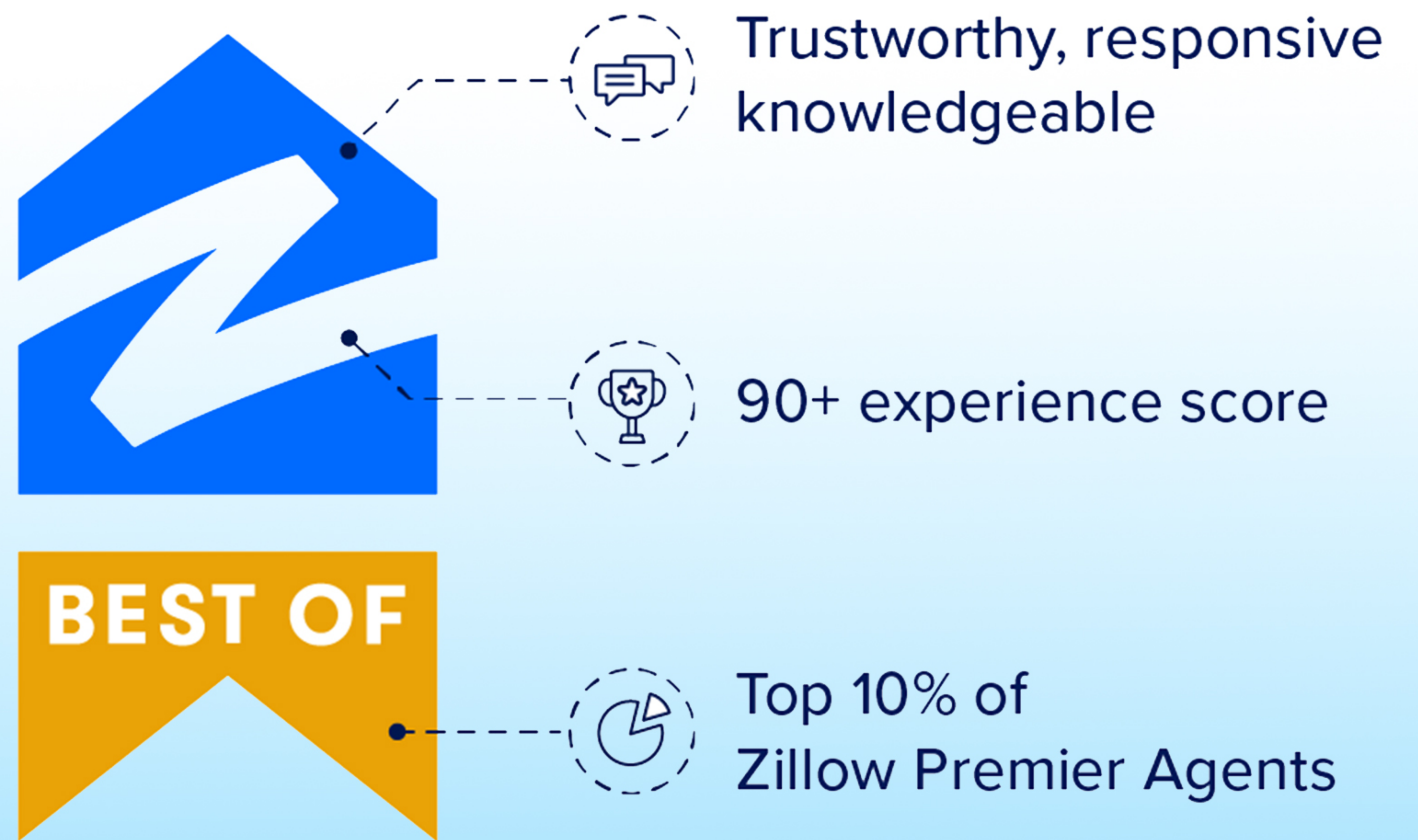


# ZILLOW STRONG

**ENSURE PREMIUM EXPOSURE!**

**ZILLOW CONNECTS DIRECTLY  
TO US SINCE WE KNOW YOUR  
HOME BEST!**

**PREMIUM PLACEMENT ON THE  
ZILLOW WEBSITE!**



# www.WelcomeHomeABQ.com



# TARGETED NETWORKS

Whether through targeted social media campaigns, our connection to the Zillow Premier Agents page or our local weekly radio station where we help highlight homes on the market, we can quickly help you find the right buyer.



RADIO



Zillow Premier Agents



SOCIAL MEDIA



Referral Partners



# HOW WE SET OUR SELLERS UP FOR SUCCESS

# Meet Our Transaction Team

Here are the people that make the magic happen. They will be working with you from start to finish. With the Venturi Realty Group, we make sure that everything is done for you by our team of experts.



**Jen Hernandez**

Director of Development  
Jen@Real505.com



**Brissa Legarda-Rios**

Listing Manager  
Brissa@Real505.com



**Tasha Gray**

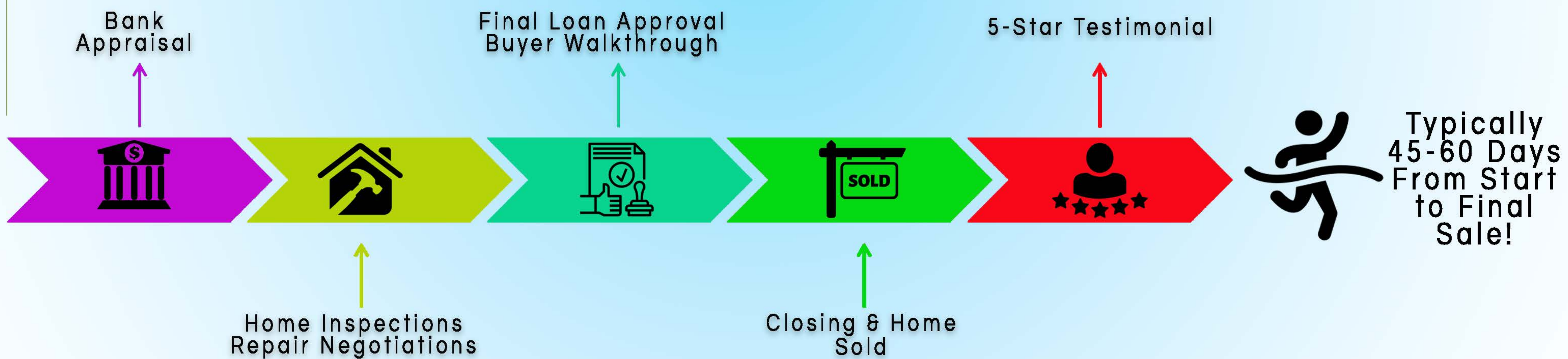
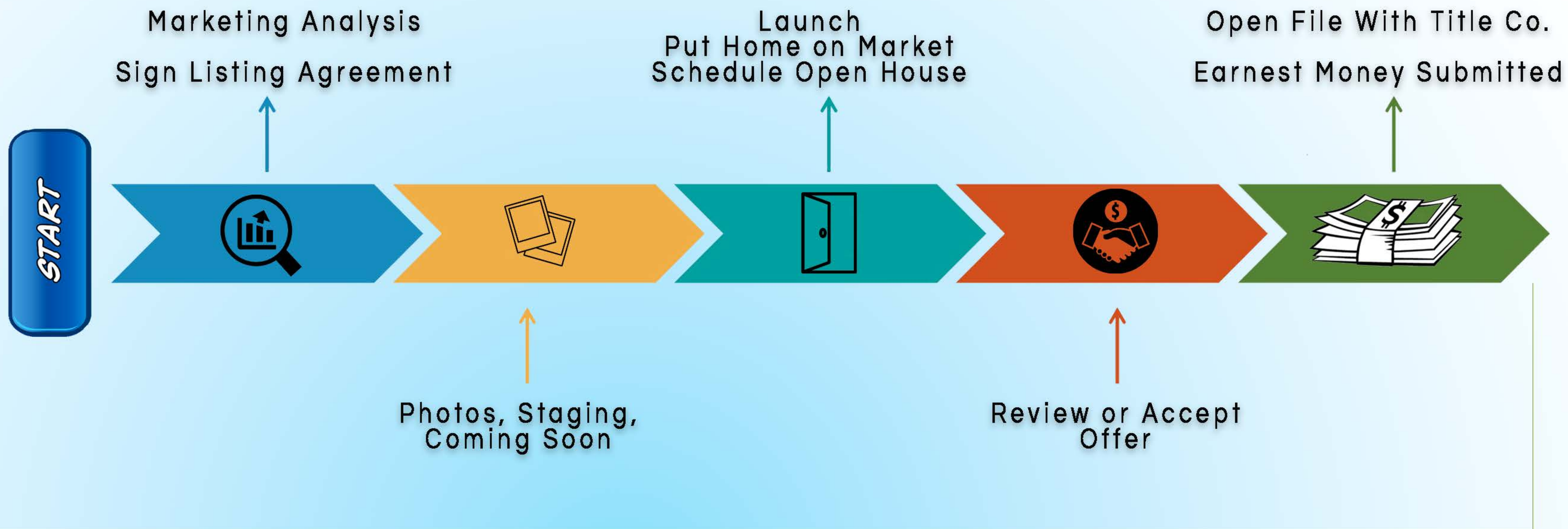
Senior Transaction Specialist  
Tasha@Real505.com



**Yvette Ibarra**

Transaction Coordinator  
Yvette@Real505.com

# THE PATH TO SOLD





YOU	BUYER	APPRAISER
		
YOUR HOME AS SEEN BY...		
		
BANK	INSPECTOR	ASSESSOR



# PRICING MYTHS

There Are Many Misconceptions Out There Regarding  
What Factors Should Determine Your Listing Price.  
The Following Factors DO NOT Apply.



## BUYERS AND SELLERS DETERMINE VALUE

Your Property Value is Determined by What a BUYER is Willing To Pay vs. What a Seller is Willing To Accept in Today's Market. We Call This Your Property's **MARKET VALUE**. Buyers Make Their Pricing Decisions Based On Comparing Your Property To Other Properties Sold In Your Area.

**Historically, your first offer is usually the best!**

We Will Help You Price Your Home So It Sells At The Best Price Possible!

# TIMING

The Longer Your House Is On The Market The Less Activity You Will See



**GRAB**

**THE**

**VENTURI**

**ADVANTAGE**

**TODAY!**

