

MATTHEW A. ALBANO
REALTOR

**A GUIDE TO SELLING A
HOME.**

MY PROCESS

**THE REAL ESTATE TRANSACTION IS COMPLEX -
AND NAVIGATING YOU THROUGH EVERY STEP OF
THE SALE IS MY EXPERTISE.**

- BUILD TRUST AND ESTABLISH
OUR PARTNERSHIP**
- COMMUNICATE AND LIST PARTNERS
PRIORITIES, GOALS AND TIMEFRAME.**
- CREATE AND AGREE ON A GAME PLAN FOR
PREPARATION OF PROPERTY LISTING AND SALE
OF PROPERTY.**
- BEGIN IMPLEMENTING AND EXECUTING
PARTNERSHIP GAME PLAN: STAGING,
PHOTOGRAPHY, ETC.**
- BEGIN PREPARATION OF LISTING PROPERTY
AND EXECUTION OF PARTNERSHIP GAME PLAN.**
- LAUNCH AND EXECUTE
AGREED STRATEGY**
- REACH AND ACHIEVE DESIRED
GOALS AND OUTCOMES!**

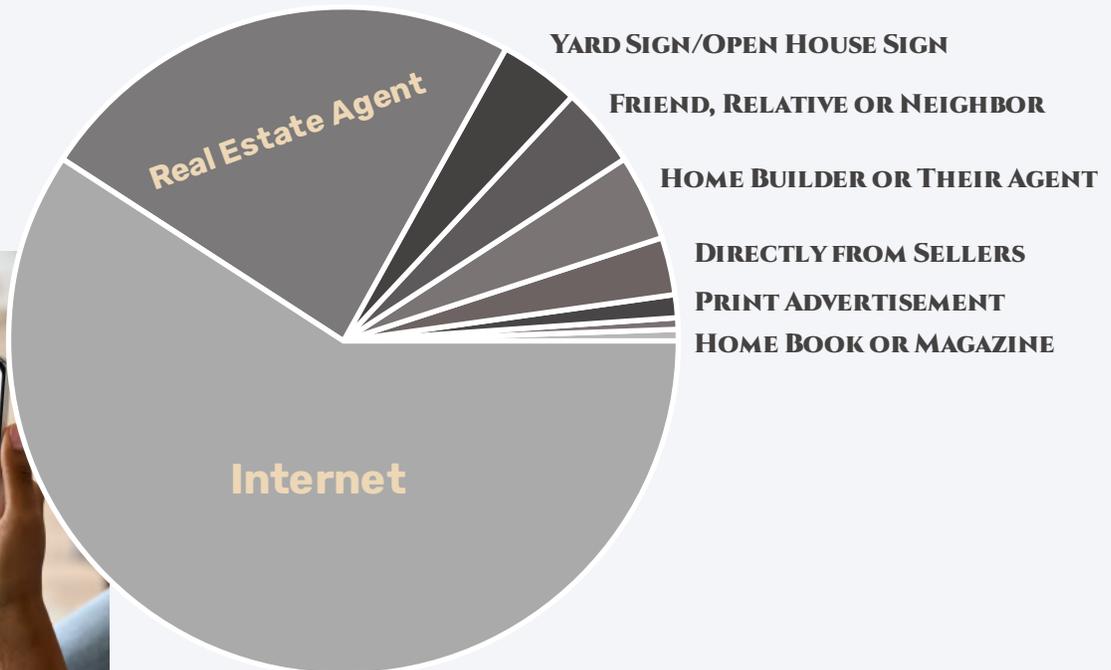
THE PROCESS

**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! |

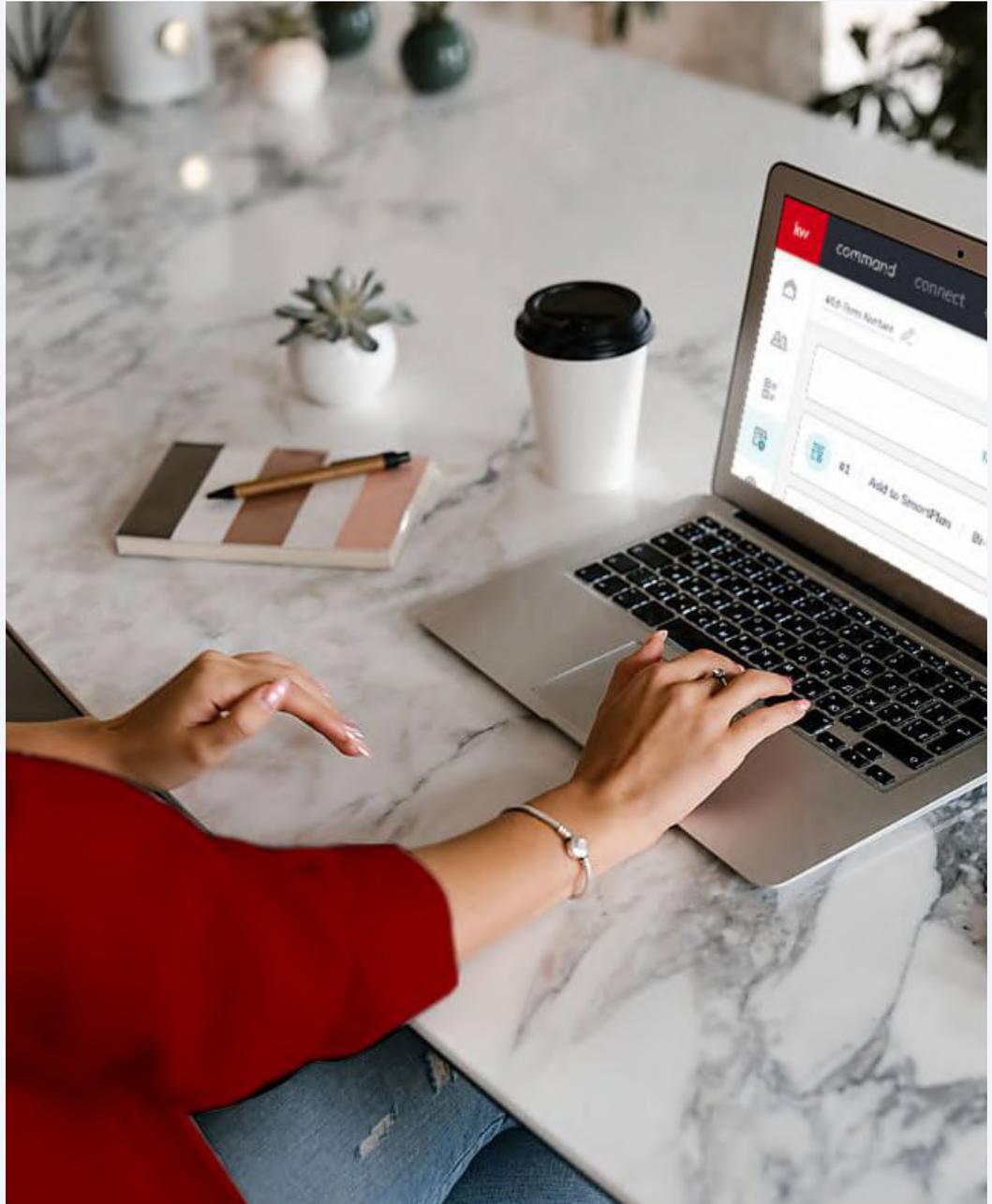
FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.



HOW HOME BUYERS FIND THEIR HOME
National Association of REALTORS®

YOUR CUSTOM MARKETING PLAN



Digital Marketing That Drives Results

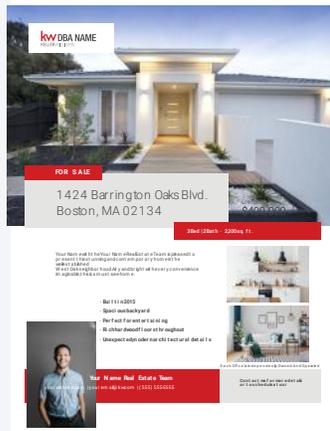
With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online.

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

Custom 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

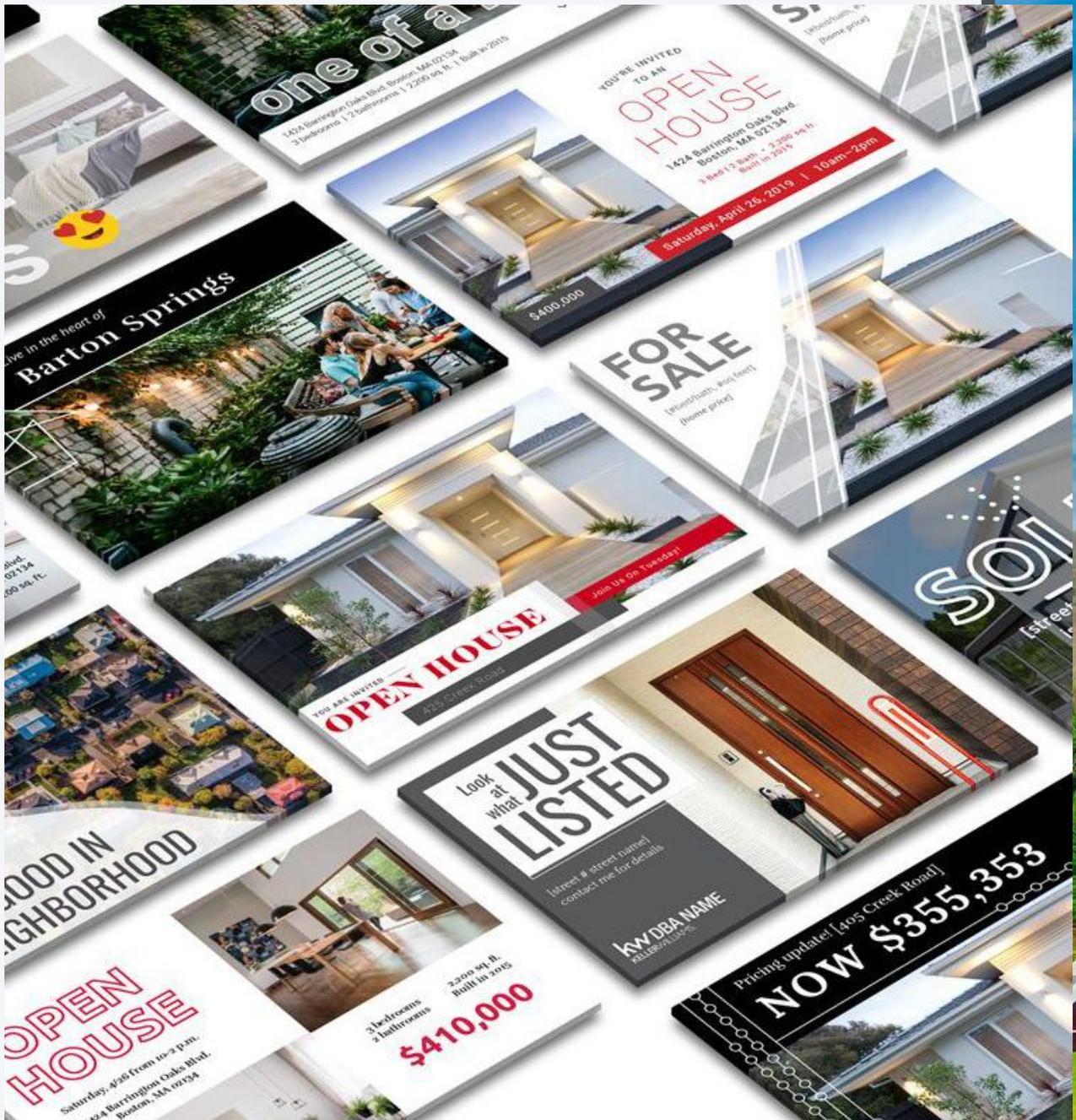
Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers



BEST-IN-CLASS PROMOTIONAL ASSETS



Smart, Targeted Networking

From dynamic fliers, to lead optimized landing pages, to beautiful postcards, to custom 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.

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 Twitter, 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 and takeaway fliers
- "Just listed" email blast to database
- Custom 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

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.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of 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.

- 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 number 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 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.

REPRESENTING YOUR HOME

THE BOTTOM LINE

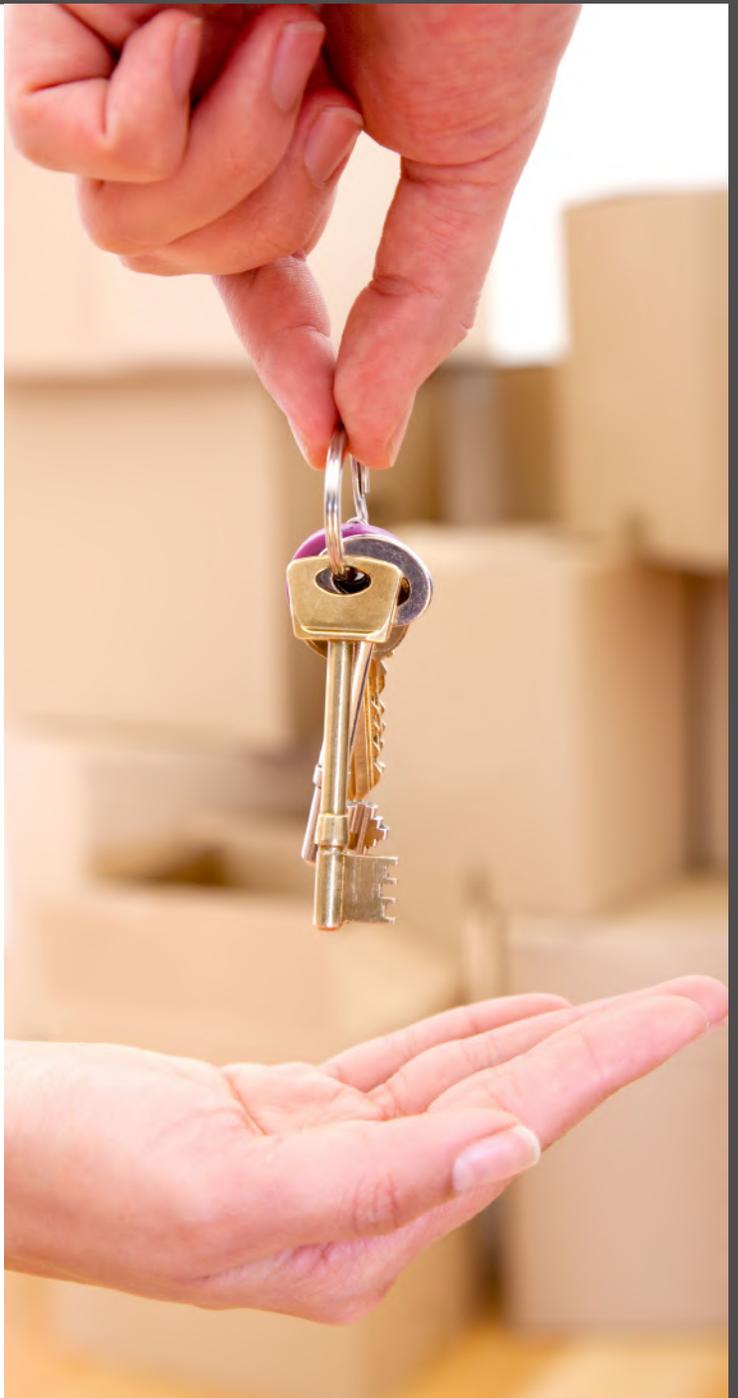
Real estate is complicated.

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.



REPRESENTING YOUR HOME

REAL EXPERIENCE REAL EXPERTISE



Matthew A. Albano
Realtor



Ryan A. Kozersky
R.E. Salsespersion

Born and raised in Westchester, New York, Matthew Albano began building his real estate career, credentials, reputation, and licenses at the age of 18. Matthew graduated with a Business Management degree from the University of Tampa and began serving New York and Connecticut as a licensed real estate sales associate between college semesters.

In 2012, he expanded his career into building inspections. He became fully licensed and insured as a New York and Connecticut home inspector, termite inspector, wood-destroying insect inspector, and held certifications to assess for mold. During this time of his career, he inspected over 1,000 homes and buildings. Home buyers and home sellers always know they are in trusting and competent hands.

The keys to his success are continuous education, diligence, and unmatched customer service. His wide range of real estate expertise creates the perfect experience for each and every client from start to finish.

Native to Florida and Hillsboro Beach for over 20 years, Matthew knows the area and the community confidently; this is particularly helpful for finding clients their dream home in a community they love and enjoy.

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

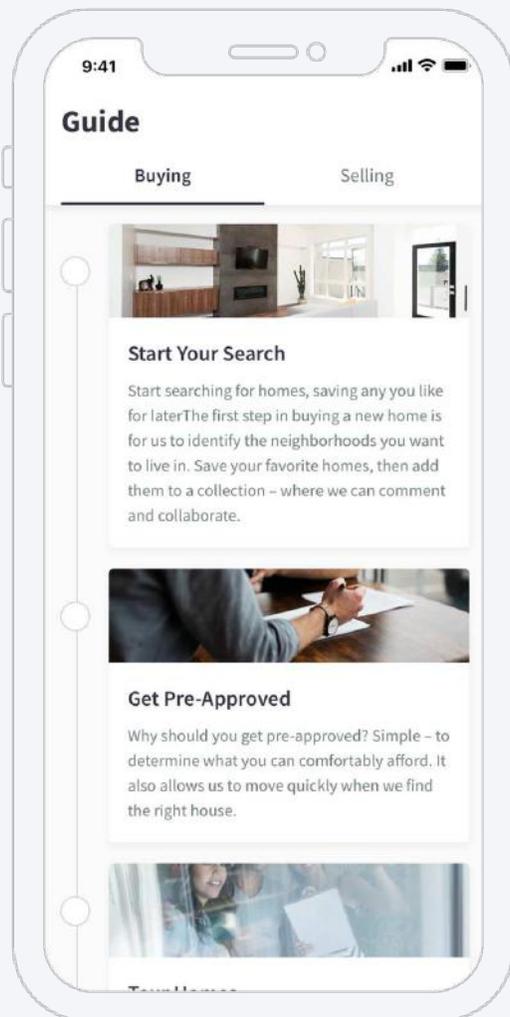
I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

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

MY APP: THE SEAMLESS WAY TO SELL

Now, selling your property and keeping in sync with me has never been simpler. My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



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.

10 REASONS

Why Buyers, Sellers and Investors Choose The Matthew A. Albano Team

- 1** Experience and Our Commitment to Continuing Education – over 10+ years of experience and certifications in Real Estate.
- 2** Experts – As members of this community for over 25 years, we are well versed on neighborhood trends, community features, schools, etc.
- 3** Comparative Pricing Analysis – With our experience we will list Your Home at the right price. We are diligent in our research and pride ourselves in listing homes that will yield the highest sales price in the most reasonable number of days on the market.
- 4** Market Conditions Info – Our neighborhood insights and technology will keep you in the know.
- 5** Home Staging and Marketing – Home Presentation is key and our experts will consult you on the best way to stage your home, as well as provide strategic marketing targeted towards buyers who are most likely to purchase your property.
- 6** Worldwide Network – Through our affiliation with Keller Williams, the largest real estate company in the world, we have a vast network of real estate professionals who we partner with. In addition to our KW counterparts, we also pride ourselves on the networks we have built with agents from other companies through our local and national affiliations and memberships.
- 7** Negotiation Skills – Whether representing a buyer or seller, we will negotiate on your behalf in a manner that will keep you abreast of the negotiation process, keep your desired outcome at the forefront of the transaction, and allow you to rest assured, knowing that our team of professionals will handle all the details.
- 8** Transaction Management – our Transaction Team will handle all the details of your transaction from start to finish and will keep you informed on a daily basis as to any issues or anything needing your attention.
- 9** Post Closing Assistance – our team will continue to be available to you post-closing, should you have questions or need assistance.
- 10** Happy And Satisfied Clients – “ He has a great personality. He offered tips for repairs. He also offered referrals for other repairs in the future. He did not miss a beat. On the walk through, it was like we were old friends as he engaged in conversation with my husband and I. I would recommend him to future clients as well” – Buyer Closed Nov '17 White Plains, NY.

**CONTACT US TODAY FOR
A FREE, NO-OBLIGATION**

★★★★★

Matt is a bright and thorough guy. Prompt, courteous, with a great personality. he is very knowledgeable about his field. My reports were completed quickly. + to me when promised. A great choice.

Buyer Did Not Sell Sep '15

Peekskill, NY

★★★★★

Matt was professional and did a thorough inspection of the house. He was able to point out items that helped me negotiate price with seller, as well as minor issues to consider fixing in the future.

Buyer Closed Aug '16

Tarrytown, NY

★★★★★

Matt was very professional and

Buyer Closed Aug '16

Tarrytown, NY

★★★★★

Matt is very thorough and detail oriented.

Buyer Closed Oct '14

Tuckahoe, NY

★★★★★

Matt was very professional and gave us suggestions and answered all our questions that were prospective buyers.

Buyer Closed Sep '15

White Plains, NY

★★★★★

Matt did inspections on two houses for us and was very thorough, professional and answered all our questions. I highly recommend Matt's services.

Buyer Closed Jul '15

Riverdale, NY

★★★★★

Matt is a true professional. He conducted an extremely thorough inspection and brought things to our attention we never would have even thought of.

Buyer Closed Mar '16

Hastings-on-Hudson, NY

★★★★★

Matt was very thorough, and knowledgeable as well. He was able to offer referrals for other repairs in the future. Through, it was like we were old friends as he engaged in conversation. I would recommend him to future clients as well.

Buyer Closed Nov '17

White Plains, NY

100+ different 5 star reviews

★★★★★
Matt was really thorough, pointed everything out, and was willing to answer any questions we had. We were buying a 100-year-old house and Matt really helped us know what we were getting into...
Buyer Closed Jan '16
Peekskill, NY

re, but
the
were
use

...ought two critical broken things in the final closing
...had to pay for those repairs ourselves.

going with the home. I heard of inspectors
and half hours. He found mold, and a few of
use Matt again. He is worth every penny.

★★★★★
Matthew was extremely professional and knowledgeable in his subject area. I really appreciated him showing us both the home's strengths as well as what might develop into problem areas. Matt really made me feel comfortable knowing what I might expect in the future to any prospective buyer.
Buyer Closed Dec '15

★★★★★
Matt was the
grounded and
able to give
purchaser
Buyer
Carmy

... did a g...
going through e...
pay attention to. It w...
His final report was exce...
River Closed Feb '16

... inspection. He arrived early and was incredibly thorough, a house and pointing out even minor issues that we should experience to go through the inspection with him in person. reduced in a timely manner.

★★★★★
... thorough inspection and brought things to
... recommend Matt's services.

★★★★★
Matt was knowledgeable, diligent, organized and thorough. He was also accommodating and easy to work with. The report he delivered was comprehensive, detailed and well put together and really did help us understand any issues with the property as well as gain confidence in moving forward.
Buyer Closed Jan '16
Ardsley, NY

... offered tips for
... on the walk
... I would

MATTHEW A. ALBANO REALTOR



Trust The Process.

