

# *The Ultimate Plan* To Market Your Home





A photograph of a modern, single-story white house with a large glass door leading to a wooden deck. In the foreground, there is a swimming pool with a set of steps. The background shows some trees and a clear sky.

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# *The Real Estate Toolbox*

In this portfolio, you'll see a collection of our marketing strategies, education, credentials, experiences, strengths and how we give back to our community. We'll touch on the marketing aspect here, and it will give you a very detailed approach to the marketing we offer and the outcome you get from it.

Please understand, we take our business very seriously, and we are passionate about what we do. Our goal is to have you walk away trusting that we will be your go-to Real Estate Professionals for life. As other agents grow frustrated with the surge of technology, we here at Real Estate Toolbox embrace it, educate ourselves regularly, and implement what we learn. We run our business like a business, not a part-time hobby. It's a full-time career for us, and we dedicate 100% of our time and energy to ensure that we are thoroughly knowledgeable not only in Real Estate and the current market changes, but also recognize the innovation, technology, and digital marketing trends. Real Estate Toolbox has closed hundreds of homes and is being recognized in the Top 1% of Real Estate Agents in our area!

If you are looking for real estate professionals you can trust to act on your behalf, provide impeccable services and who has personally negotiated and closed hundreds of transactions, then look NO further! Selling your home is one of the largest financial investments that you will ever make. Please let us assure you that while selling your home, your personal and financial interests are our main objective. Our goal is to make the sale of your home as seamless as possible. We guarantee it!

**Thank you! We look forward to working with you.**  
Pat Saraceno, Steve Hise & Tricia Garcia

## Meet the Team!



Tricia Garcia

Tricia is a dedicated real estate professional known for her clear communication, attention to detail, and client-first approach. With over 20 years of experience managing an accounting department, she brings strong organizational skills and business insight to every transaction.

Tricia's specialty is working with clients on a daily basis and communicating with all parties the status of each transaction. She is a Senior Real Estate Specialist and also has certifications in Relocation, REO, Short Sales and Foreclosures. In her past time, Tricia loves to garden and entertain family and friends around the pool.

Pat Saraceno has had her real estate license since 1990. She left corporate America in late 1995 to launch her own women-owned business enterprise. Her career spans 30 years of residential sales and investing, working in corporate training, government & non-profit. She has had the privilege to engage with incredible teams throughout her career and eXp Realty is her latest hustle. Pat knows how to look beyond a property in its current state to reach its fullest potential. She is great at leveraging her knowledge and passion for helping others find the right home to fit their family's needs. Pat resides in Ventura County with her husband and four children.



Pat Saraceno



Steve Hise

Steve is a father to 5 children who keep him and his wife very busy. If you are a pickle ball player, then I am certain you have seen Steve on the courts, because he thoroughly enjoys playing pickle ball and teaming up with others in the community to compete in a tournament here and there. Steve was even featured on the TV show Storage Wars.

Steve has a background in IT where he maintained and managed various computer servers for a large company. This experience gave Steve his footing in the digital marketing world while building his knowledge of real estate. Steve's ultimate goal is to help clients, fellow agents, and the community in any way he can.



# ELEVATED MARKETING - EXCEPTIONAL RESULTS







# Getting Your Home Prepped & Ready to Hit the Market

## *Creating the Marketing Hype for Your Home*

In this phase, we ensure you that your home is ready and presented in a manner that will create great “hype” about your home. The more we do prior to putting your home on the market will ensure you receive top dollar for your property. We also ensure we know and take care of any outstanding issues that can become problematic during the escrow process. We become aware of any potential issue that could possibly affect your bottom line so that there are no “surprises” down the road.

We have a comprehensive list of resource specialists, tradesmen, and subcontractors that can do anything and everything for you to help this process become as seamless as possible (any work needed or requested will be an additional cost). If you choose to have professional staging in your home, we can refer you to a staging company that will ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms, and a higher price for your home!

Just ask us for a list of anything you need! We can provide an all-inclusive service to help to organize and maintain any project you need including but not limited to: staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, appraiser, and much more!





We go beyond the extra mile to get the best price for your home! Our services set us apart from other realty companies.

## REAL ESTATE TOOLBOX'S COMPREHENSIVE MARKETING PLAN



# *Client Care &* Communication

We'll be your partner as we work together to get you the best price in a timely fashion. We're confident we can earn your trust and our policy is:

You can cancel at any time if you aren't 100% satisfied with our work!

As your partner, we offer our expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages:

- Professional photography of your home and landscaping.
- Drone coverage of your home if permitted.
- Virtual tour of your home.
- Free Digital Marketing Specialist to maximize online presence.
- Checklist of recommended changes to your home to ensure optimal pricing.
- List of reputable vendors for any work required.
- Meeting with Marketing Specialist to identify your home's upgrades and features that you as the homeowner find important.
- Synched lockbox to track Realtor showings.

**While we market your home, we know you want to be informed and involved. To keep communications flowing, we will:**

- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)



# *High Quality* Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home
- A high quality, full-color brochure featuring your home
- An individual property website which includes:
  - printable brochures
  - photo gallery
  - virtual tour
  - property map
  - reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “contact me” button
- Professionally installed lawn sign with a customized QR code feature directed to your home’s website.
- Search engine optimization (SEO) of all marketing materials by Digital Marketing Specialist for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)

\*some marketing materials may not apply to all properties.





# Tapping the Power of *Social Media & the Internet*

A recent NAR report said that real estate activity on social media has dropped. The reason is most agents do not understand how to use it effectively. Using our process, we get thousands of hits and shares per month through our digital marketing. Your home will be exposed to a broad targeted audience through:

- Pre-market information to potential buyers currently searching with Coming Soon campaign.
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization.
- Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes, and shares.
- Creating cookies on the backend of the marketing to capture a target audience.
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, with weekly posts and updates to keep your home in top spots.
- Paid listing enhancements to keep your property in prime position on these sites.
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information.
- Weekly Facebook Ad campaign targeting local and out of area buyers.
- Instagram posts about your home to reach the millennial market.
- Virtual tour and photos on [www.RealEstateToolbox.com](http://www.RealEstateToolbox.com) with a description written to enhance search engine optimization.
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates.
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email.
- Target market potential buyers who previously interacted online on homes that are similar to our seller's properties.



# *Engaging* the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly.

- Cooperate with all Real Estate companies in Ventura and Los Angeles Counties and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents with Bar Code feature that brings them directly to your home's website.
- Contact preferred lenders for any prospective buyers in their network.
- Email "Just Listed" e-flyer with links to your home's website.
- Announce price reductions to our national network of real estate agents.
- Send property specific information to our internal buyers' agents who receive hundreds of inquiries monthly
- Contact agents to request feedback after the home is shown, which we then forward to you.
- Perform a reverse prospecting search to identify prospective buyers in MLS.





# *Know the Key Steps* to Selling a Home

## Offer on Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/ staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key
- Register lock box on MLS

## Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies





## The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the closing date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed

## Contract Accepted

- Open escrow, verify buyers earnest money
- Escrow instructions, order title report
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send bi-weekly updates on the progress to closing to the seller
- Communicate weekly to review the progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule a final walk through after docs have been signed by all parties
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send seller copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed



*To give real service you must add something  
which cannot be bought or measured with  
money, and that is sincerity and integrity.*

*- Douglas Adams*





# Traditional Marketing *on Steroids*

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send direct mail and email flyers about your home to our database of clients.
- Contact Real Estate Toolbox leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers .
- Mail colored glossy “Just Listed” postcard to approximately 100 people in your specific neighborhood.
- Hand deliver high-quality, colored flyer to 100 immediate neighbors with a “Pick Your Neighbor” letter attached and text feature.
- Colored flyer or brochure featuring your home’s highlights.





## *Behind the Scenes*

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction.

To that end, we:

1. Immediately send video responses to buyer leads via e-mail and text.
2. Improve the marketing of any underperforming marketing campaigns by analyzing & viewing the results of campaigns.
3. Meet weekly with the team to keep on top of each step in the marketing campaign of your home.
4. Price the property correctly the first time to widen the window of buyer showings.
5. Reassess pricing if online traffic is not converting into offline tours.
6. Answer any questions that arise throughout the transaction via our full staff of specialists.
7. Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback.
8. Research ownership and deed type from Title Company.
9. Research property's current land use, zoning, deed restrictions, and easements.
10. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
11. Verify that your property is free of all liens.



Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, etc.) before accepting the offer.
- Bi-weekly communication via e-mail about status and progress of the sale.
- Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents.
- Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow.



# Our *Core Values*

- **PROFESSIONALISM:** Delivering top-tier service with expertise and professionalism.
- **INNOVATION:** Embracing cutting-edge technology and strategies for superior outcomes.
- **INTEGRITY:** Operating with honesty, transparency, and unwavering ethical standards.
- **TRANSPARENCY:** Providing clear, honest communication and keeping clients informed.
- **EXCELLENCE:** Striving for the highest standard in service and results, always aiming to exceed expectations.





# Our Strategy for Pricing & Selling

Before our listing presentation appointment, our team puts together a complete comparative market analysis of your property to determine the value by reviewing recent active and sold comparables similar to your property in your neighborhood.

## Marketing

Facebook Ads  
Retargeting  
Campaigns  
Digital Repurposing  
Digital Marketing  
Traditional Marketing  
Pick Your Neighbor  
Virtual Open House  
Video  
Direct mail  
Youtube, Facebook  
Instagram, LinkedIn  
Mass Web Exposure  
Signage  
Website  
Print

## Disclosure

What To Disclose  
Anything That Has Ever Been: Repaired,  
Replaced, Modified, Added, Fixed or Changed  
Timelines  
Any Material Defect (Past or Present) on The  
Property  
Home Owners Association  
Death, Drug, Flood, Covid, Sump Pump, Golf  
Course, Noise, Megan's Law, Inspections,  
Location, Utilities, Mold, Pool, and Lead Base  
Paint  
Liens  
Easements  
Encroachments  
Non-permitted Items,  
Title / Escrow  
Transfer Disclosure Statement

## Negotiations

Contingencies  
Notice To Preform  
% of Down Payment  
Earnest Money  
Amount  
Inspections  
Regulations  
Appraisal Issues  
Length of Contract  
Types of Loan  
Home Warranty  
Closing Time /  
Timings  
Repairs  
Proof of Funds  
Title Escrow  
County Transfer Tax

## Showing

Occupancy  
Liabilities  
Policies & Procedures  
Around Showing  
Availability  
Timeframes  
Children/ Pets  
Cleaning (Show Ready)  
Lock Box  
Alarm  
What To/Not To Discuss With  
Buyer/ Buyer Agent

## Timing

Market Conditions  
Rentback  
Pricing  
Average Days on Market  
Replacement Home Needed  
Buying & Selling  
Funds Needed from Sale to Purchase  
Moving Local or Out of State  
Family Dynamic

## Pricing

Absorption Rate  
Market Climate  
Comparable Market Analysis  
Age/Size/Beds/Bath of Property  
Upgrades  
Location / Desirability of Neighborhood  
Views  
School Proximity/ School Scores  
Highway Access  
Condition  
Purchasing Contingent or Non-  
contingent

## Preparing

Repairs  
Staging  
Updating  
Minimize/Declutter  
Landscape  
Costs, Timing, Painting,  
Cleaning, Carpets  
What To/ Not To Do  
Timing  
Premarketing

# Client Testimonials

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"I went to Steve and Tricia after I tried to sell my house with another realtor. My home is very new and I was puzzled that we had no interest from buyers in the first 30 days. It was on the market with my previous realtor. With Steve and Tricia, they took their time preparing my home with thoughtful staging, professional photo and video, and beautiful advertising. Once back on the market, my house sold in 6 days! We had such a wonderful experience and we made lifelong friends with Steve and Tricia, realtors at The Real Estate Toolbox!"

- Marriane & Richard Borem

"We used Pat Saraceno at the Real Estate Toolbox at EXP Realty to sell our Simi Valley home. I must say that Tricia's entire team was always responsive and very professional. Our direct agent was Pat Saraceno who went above and beyond to help us finish the transaction. She made a very difficult close with some very opinionated buyers somehow seem easy. Could not say enough of her negotiating on our behalf."

- Marion O'Mara

"Steve and Tricia's team was very organized and knowledgeable with the market in our area. The communication from start to end was very efficient, and the house sold very quickly. The marketing strategy was well thought out and the exposure that the house received to get sellers in paid off. Both Tricia and her brother provided a step by step guideline to insure we prepared our house for sale and addressed all areas to maximize our return. The staging recommendations was well thought out, calls were organized to have realtors view the house quickly and once multiple offers were received it enabled us to select the best offer. Electronic disclosures were sent timely and reviewed with us to insure we understood all disclosures. I highly recommend this brother and sister team."

- Greg & Teri Skupen

"My husband and I had never sold a house before and we were a bit nervous about finding the right realtor to help us out. We also moved 2.5 hours away before the whole process started, so we needed someone who could help us out with being far away. We decided upon Steve and Tricia's team because they already had such strong reviews and were recommended to be the best in the area. We couldn't have chosen any better!! Steve and Tricia (and the rest of the team) were amazing! They took care of everything for us and we didn't have to do a thing. We had tenants in the house, so they dealt directly with the tenants, then kept us informed of everything that was happening. They were always responsive whenever we had questions or requests. They were well informed of the area and we could tell that they really truly knew what they were doing and talking about. We let them run the show, and they did a brilliant job. The whole process was smooth and seamless. They took great care of us and made the whole process very easy. Outstanding agents, and great team! Thank you for making this as simple as possible. We had a great experience!"

- Linda Morrow



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"Unbelievably amazing....words can not describe how Steve and his team performed. Our home sold in one day for \$50k over ask, and Steve was able to counter in a way that assured we got it even when the home didn't appraise..... What!?! It was a true pleasure to work with Steve, but let me throw a shout out to one of Steve's biggest assets...Tricia! Such a great team, real down to earth, open, honest and fun people. Thank you Steve and Tricia we wont ever forget you!"

*- Jess & Becky Faber*

"The Real Estate Toolbox team were awesome! My husband and I felt at ease and comfortable on our first meeting with Steve Hise and Tricia Garcia. We were so impressed with their marketing techniques! They sure know how to sell a home in this age of social media. Their team was very professional from our first meeting to marketing to closing. Tricia kept us updated and made sure we had a successful and timely closing."

*- Michele Fasoline*

"When you sign up with Tricia & Steve, you sign up with a fantastic team of people who are professional, enthusiastic, honest and skillful negotiators. Their many years of real estate experience is reflected in their team and we always felt we had the best of the best in our corner. Not once but twice our houses have sold quickly and over asking. Choose Tricia & Steve, you won't be sorry, no one else compares!"

*- Frank Evans*

"We chose Steve & Tricia because we could see their aggressive marketing of homes around us. If we could see them listing other houses, then we figured others would see ours listed... It worked. Their prep and presentation were really, really good. As the market is slowing in our area, I know other homes were getting no traffic and dropping off. We did not get a lot of traffic, but they got it sold. They told us in advance what price to expect (only a little below what we would have wanted...) and then hit it on the nose. Bottom line... other properties were dropping in price and still not selling. They told us what we would sell for and delivered... and their people were really nice to us..."

*- Kevin & Julie Godin*



# THANK YOU

SCHEDULE A CALL WITH US TODAY!

Thank you for taking the time to review our Marketing Plan. At The Real Estate Toolbox, we truly appreciate the opportunity to share how our team approaches selling homes with care, strategy, and results in mind. Our commitment goes beyond just listing your home — we are dedicated to guiding you through every step of the process with clear communication, expert advice, and a marketing plan designed to maximize your home's value. We look forward to partnering with you and helping you achieve a successful sale. Your goals are our priority, and we are honored to be a part of your real estate journey.

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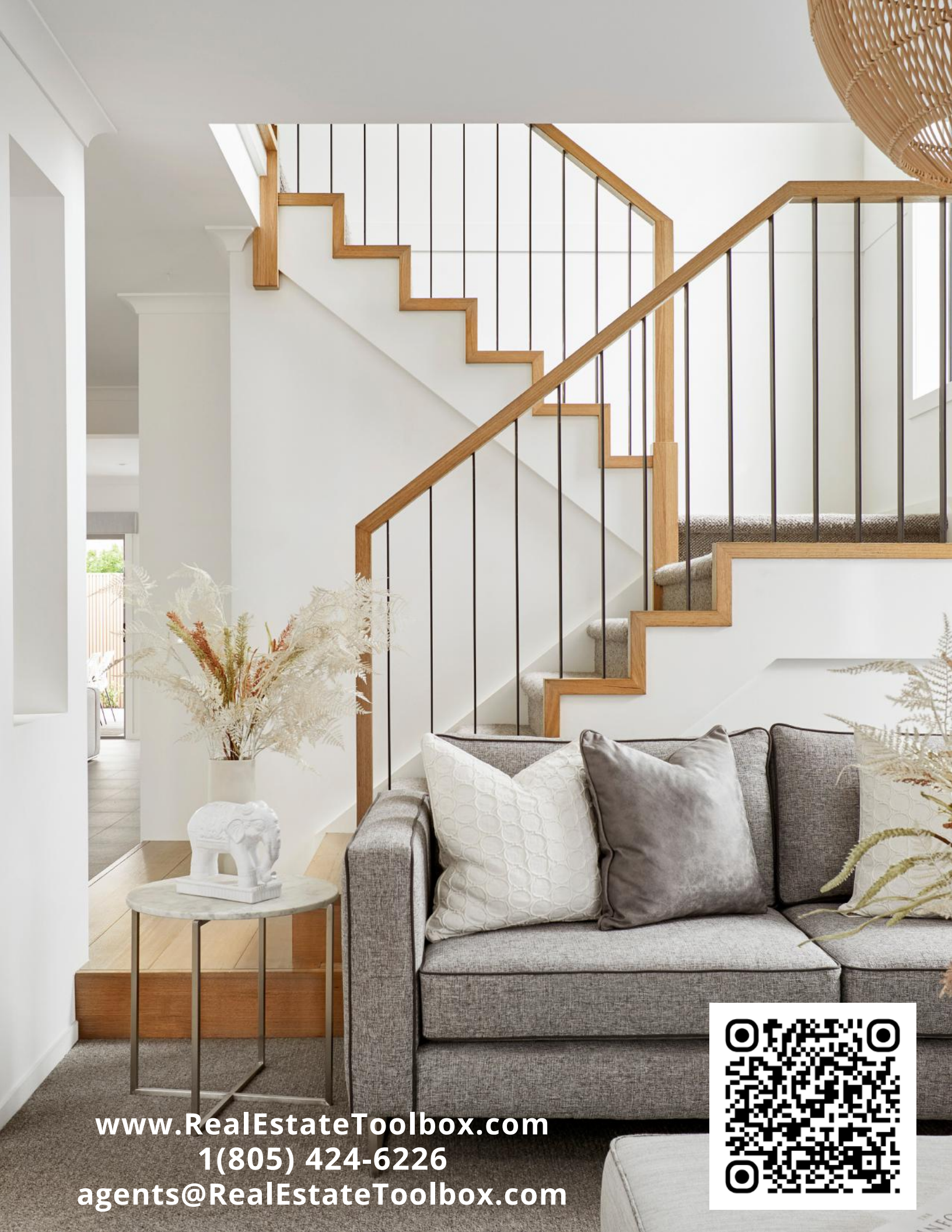
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