



10 TOP REASONS TO
SELL YOUR HOME WITH
ARIANA BENESOVA



TESTIMONIALS



“Our condo was previously on the market for 6 months with another agent and it didn’t sell. After that we went with Ariana Benesova and it sold within 3 months. We took Ariana’s advice on how to make some adjustments to the home so it showed at its best.

The staging consultant Ariana provided, really helped! Ariana also had flyers put up every week, inviting potential buyers to the open house and it worked!

She was also very good with providing us with the feedback from other agents and we knew all the time what was happening. We ended up getting two offers at the same time and took the one with no contingencies. We were able to successfully close a month later. We couldn’t thank her enough.”

“We had listed our condo in Stamford with another agent for many months and our condo just sat on the market and didn’t sell. When our listing expired we decided to re-list with Ariana Benesova and she sold our condo within a couple of months.

We found her to be very professional and competent. Ariana seems to know the market very well and helped us to price the property realistically in this market. We would highly recommend her and plan to use her again shortly for an investment property we plan to buy.”

“Ariana Benesova was amazing from the day we met. She helped stage the home, took professional looking pictures and it was sold almost immediately pretty much for the full asking price. What else can you ask for? Thanks so much Ariana. I would strongly recommend her.”

“My wife and I worked with Ariana Benesova to purchase our first home and investment property. She is very knowledgeable and approachable, has answered every question and explained every form and every part of the process clearly and thoroughly. We highly recommend her.”

“I’ve used Ariana Benesova twice so far, and I was impressed both times. I bought my dream home with Ariana a year ago. She worked long and hard to find me the perfect home. And she just recently sold another property of mine. Everything went quickly and smoothly. Both of my real estate deals were done very quickly and professionally. Ariana is honestly the BEST in her business. I would highly recommend her.”



REAL ESTATE EXPERIENCE - CUSTOM MARKETING PLAN



Ariana started her career in the real estate industry in 2004. She joined eXp Realty in 2013 and she specializes in selling residential properties and equestrian properties. She has previously worked with Keller Williams Prestige Properties for 3 years and Weichert Realtors for 6 years. Ariana is a member of the National Association of Realtors®. She also has a certification with “At Home with Diversity®”, serving culturally diverse buyers and sellers. She is fluent in Spanish and Czech. Her excellent negotiating skills, strategic pricing and effective marketing programs will give you the exposure and edge you need to sell your home quickly.

Who is most likely to buy this house? We create a custom marketing plan tailored to each individual property. For example, equestrian property will be marketed very differently than a house by a lake or golf course.

Ariana's love for pets, especially dogs and horses lead her to obtain a designation of “Pet-Friendly Real Estate Agent”. She recognizes that your pets are a member of your family and should always be considered in your next real estate move. Working with someone who understands and respects your specific needs can make all the difference to make your move stress free as much as possible.



About eXp Realty

eXp Realty is one of the largest residential real estate brokerages by North America geography and the most innovative. eXp agents receive unprecedented training and support and are able to collaborate and learn from professionals around the country in their virtual office.

Founded in 2009 by Glenn Sanford, as a cloud-based, full-service real estate brokerage company, eXp Realty provides 24/7 access to collaborative tools and training for real estate brokers and agents through its 3D fully-immersive, cloud office environment. By 2013, Glenn took eXp Realty public. This enabled agents to earn stock and become owners of the company just by selling real estate. In 2018, eXp Realty had opened operations in all 50 US states and Canada. Today, eXp Realty is open in over 14 additional countries, including Mexico, UK, Australia, South Africa, India, and many more!



EXTENSIVE ON-LINE REAL ESTATE MARKETING

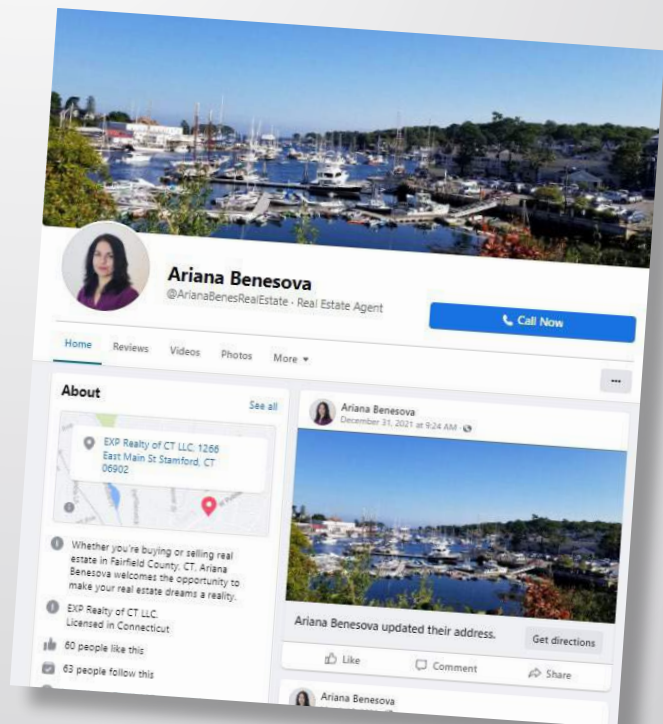


92% of all buyers start their search online. It is our job to make sure that your house is where the buyers are. Our marketing works 24/7 for you to locate a ready, willing and able buyer. We reach the largest national audience possible with our real estate syndication network. Your listing will appear on 100's of real estate websites across the country including all other real estate agencies' websites. We identify a potential group of buyers for your home and strategically market your house to them through social media such as Facebook advertising, Google Adwords,

Youtube along with creating and promoting a single property website featuring just your house.

QR (QUICK RESPONSE) CODE

A bar code that can be scanned with a Smartphone application that will redirect buyers to view details about your property by sending them to your property website page.



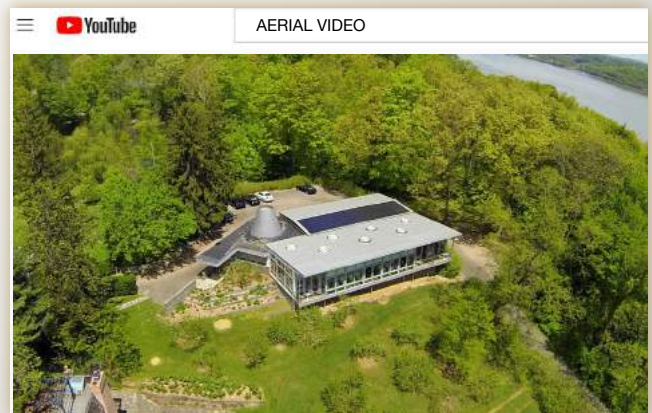


PROFESSIONAL REAL ESTATE PHOTOGRAPHY AND VIDEO TOUR



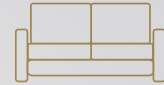
All of our listings have professional magazine style still photos taken with a wide angle lense to show your house in the best possible way. Our strategy is to bring luxury home photography to a much broader segment of the market than you normally would find.

Professional walk - through video or 3D Matterport virtual tour is the most effective way to tell your story and attract a larger audience, so even out of state buyers will be able to see your house. We also create an aerial video of your property where applicable. The video tour will be advertised on the MLS, multiple other websites and a Youtube channel to get the most exposure.





HOME STAGING & VIRTUAL STAGING



We offer staging consultation with our interior designer. You don't get a second chance to make a first impression. Staged homes can sell faster and for more money! Staging optimizes the selling power of any house by arranging the furnishings and possessions in a way that makes the house even more appealing to a buyer. Staged homes are the first to be seen and the first to be sold. People will not overpay, but they will pay a premium for "the best" real estate property on the market.

BEFORE



AFTER



We also offer virtual staging - Virtual staging is where images are digitally modified, creating a visual representation of a property's full potential. Stagnant or vacant homes are brought to life. I can help you decide which option, if any, would benefit your property the most.



VIRTUAL STAGING

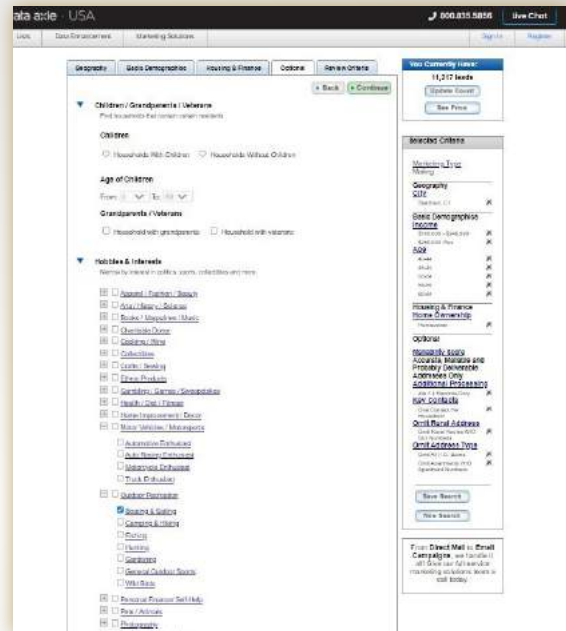


PROACTIVE MARKETING



We determine who is the most likely to buy your property based on specific features of your home. Who might be a move up or move down buyer to this specific price range? Then we create a target marketing campaign based on those unique features and amenities. For example a property has 4 car garage, we can target car collectors, contractors. We will expose your property to the most opportune buyers utilizing marketing list brokers to choose the BEST prospects based on income, credit score, family interest, desired school districts and much more.

We reach out to them through a combination of online and offline marketing by creating ads to custom audiences on Facebook as well as sending them direct mail. This can many times allow a home to sell within a matter of a few weeks, for absolute top dollar. There's no benefit to simply "listing on the MLS" and hoping for a buyer. A target marketing approach finds the right buyer and allows you to sell immediately.



TARGET MARKET SAMPLE: EQUESTRIAN PROPERTY





AGENT NETWORKING & SOLID REPUTATION BETWEEN MY PEERS



We co-broke with ALL real estate offices and their agents who are a member of the Connecticut Smart MLS. That means that your property is marketed to over 5000+ agents and 1298 real estate offices, as well as to out of state agents through our company website. In addition to listing on the Multiple Listing Service, we also host a broker

open house event with lunch to encourage attendance. This provides an easy opportunity for agents to preview your property which increases the likelihood that it will be shown and sold.



AGENTS' & BUYER'S FEEDBACK

We use showing appointment center to book appointments. I give you the exact feedback from every prospective buyer who views your home!

THE ADVANTAGES ARE THAT IT:

- Keep yours contact information private
- Confirms showings quickly
- Provides feedback online & via a smartphone mobile app
- Enables online scheduling 24/7 from agents who want to show your house





COMMUNICATION GUARANTEE



Always know what is happening during the sale of your property!

I guarantee that you will hear from me (by your preferred method of communication - phone, text or an email), at least once a week to give you any updates/feedback/market condition changes, etc. If you don't hear from me you can cancel the listing agreement prior to offer acceptance.



EASY EXIT LISTING AGREEMENT

We guarantee if at any time you are not satisfied with the service, you may cancel the listing agreement prior to offer acceptance.

*Ask for specific details

How the Easy Exit Listing Agreement benefits you:

- ✓ **Guaranteed Service** - You can cancel your listing at any time
- ✓ **You can relax** - knowing you are not locked into anything
- ✓ **Takes the risk out of listing your home** - we are promising to deliver a high level of service (See our step by step marketing plan)





PROVEN EXPERIENCE.



I personally helped over 120 + families buy or sell a home in Fairfield County, Connecticut.

What some past clients said:

“Ariana Benesova made it so so easy. She guided us through the entire process. She recommended great people to work with every step of the way. She was available 24/7 to answer any questions we may have had. With her high standards, expertise in the industry, and patience, we would recommend her as a Realtor to anyone looking! She was amazing!”

“Ariana Benesova even advised me on how to prepare my house. In addition to being highly knowledgeable about the real estate market, with many years of experience, she is a consummate professional. She was extremely easy to work with, gave me very good advice about preparing my house for sale and was very responsive during the entire process of receiving offers, selling and closing. I would work with her again in a heartbeat. She’s that good.”

“Ariana Benesova was able to rapidly list, show and sell my property. Being an expert in real estate, she was spot on in her pricing of my property and getting this deal completed. Overall, I highly recommend her. If I want to buy real estate, Ariana would be the first person I’d call.”

“Ariana Benesova always made herself available to answer questions. She worked hard to sell our home and find the best fit for our new home. She worked with us through the entire process and kept us calm when we got anxious. I am 100 percent satisfied!!”

“Ariana Benesova was very helpful in selling our condo. She kept me informed frequently with email, sending reports on showings, offers, and feedback from potential buyers. We are very satisfied.”

“Ariana Benesova is great and has the expertise to get your house sold. The communications throughout our sale (from beginning to end) has been outstanding. Ariana understands the stress involved in selling your house, and she updated our family consistently! This made us feel we were in good hands. I have worked with numerous agents, and I highly recommend her to represent you when it comes time to sell your home.”

SOME OF THE HOUSES SOLD
BY ARIANA BENESOVA





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