



# STRATEGIC SELLER'S



Sell smarter and faster



EDWARD JACUINDE  
REAL ESTATE

949-355-9568  
ed@livingcdm.com



# Our Seller Pledge

Our mission is to help everyone find their dream home, anywhere in the world.

We promise to work with every brokers & agents we can in Southern California. Whether the agent is a member of small independent broker to large nation-wide companies, we will promote your property to all of them and their clients.

We will list your property strategically on all broker listing systems, maximizing exposure, and syndicate your property to all brokerage communities large and small alike.

We pledge to give you the truth and only

the truth. We want you to know more about us and our extent of real estate experience.

We understand that the best way to bring you the highest values is to expose the property to an open market, gather as many offers as possible. For that reason, we'll go through a thousand "no's" to find you the ideal "yes". We strategize, optimize, perfect, and never stop moving forward with integrity.

We have you covered from the first contact to the moment of closing to procure the best deal possible for you.

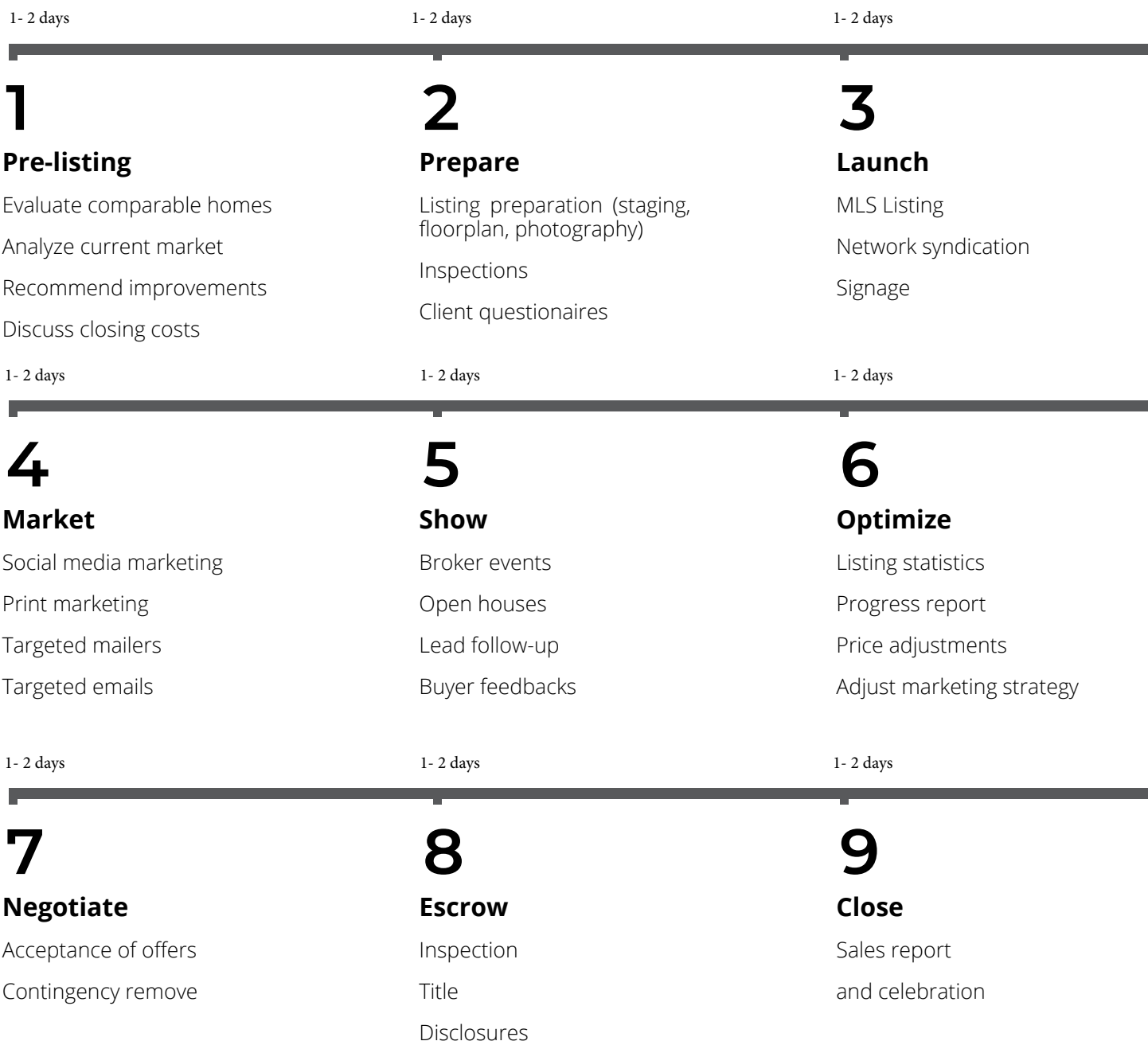
Edward Jacuinde - Founder

949-355-9568

DRE 01771487

# SELLER'S TIMELINE

Our Accelerated Selling Program is backed by a proven process. On average, we spend 40% fewer days on market than industry average. A swift transaction means a seamless seller experience from listing to closing and a greater value for you\*.



# PRE-LISTING

## Could your property be listed for more ?

When you're preparing your home for market, it makes sense to assess what improvement is needed to maximize your home's value.

The list can be tedious and your may have focused on the unnecessary ones, wasting precious time. By the time you're ready to sell, the window of opportunity to make strategic improvement may be long gone, and you're left with limited market conditions with time constraint.

If we work together well before listing, you can utilize our experience and expertise in home valuation to assess the value of your home and recommend the strategic improvements. We provide valuable insights into neighborhood trends, market conditions, and buyer behavior patterns to help you position your home for maximum return.





## Current State

Does your home need some love before listing? Let's discuss some action items we should do and how your property should be priced.

- Floor repairing
- Deep Cleaning
- Carpet Replacing
- Decluttering
- Cosmetic Renovation
- Staging
- Kitchen Improvements
- Bathroom Improvements
- Wall painting
- HVAC
- Roofing repair
- Closet rework
- Electrical rework
- Water heating & Plumbing
- Pest Control
- Seller-side inspection

**+ more than 100+ check points** to go over for your home improvements to maximize the listing values

# STRATEGIC MARKETING



## Great Marketing Sells Homes

We provide a comprehensive digital marketing strategy to sell your home fast.

Our Accelerated Selling Program includes laser targeted Social Media advertising, content marketing, email marketing and personalized 1-to-1 outreach to prime target.

## Focusing on what matters most

While everyone is wasting time rushing out advertisements, printing thousands of brochures and flyers through pre-made templates, we take a strategic approach. Real estate marketing requires focus.

The first thing we ask is: how do we want people to feel staying inside their future home?

Surprised...Delight...Love...Connection...

Then we begin to craft our marketing campaign around our intentions. Utilizing the perfect blend between cutting edge online ads and traditional marketing we touch the heart of millions of audiences. That's why our advertisements work better and reach further.

## Social Media Marketing

We target hundreds of millions of potential home buyers across the nation. Using our own advertising budget, we driving massive amount of traffic to our listings using smart targeting with Facebook AI to find potential buyers faster and more efficient.

We use social media to strategically advertise your home during all stages of the selling process. Construction, Coming Soon, Just Listed, and Open House promotions drive buyer interests and create a buzz around your property.





# MARKETING MIX

---

## STAGING

- Recommendations
- Furnishing
- Virtual Staging

## FLOORPLAN

- Traditional floorplan
- Virtual walkthrough

## VISUAL EXPERIENCE

- Daytime photography
- Twilight Photography
- Aerial footage
- Lifestyle video

## LISTING LAUNCH

- MLS
- Network Syndication

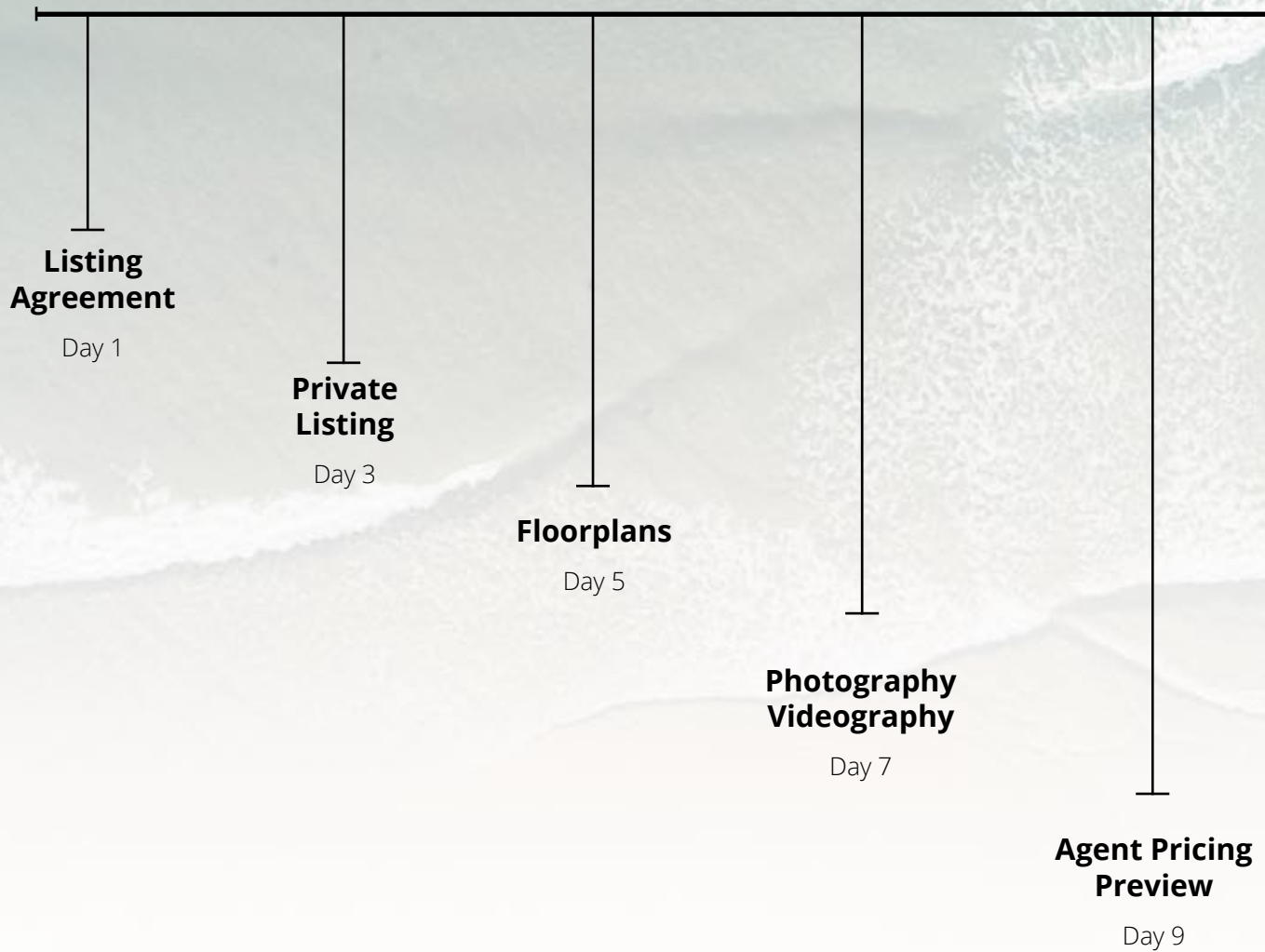
## ONLINE MARKETING

- Social media promotion
- Google targeted display ads
- Email campaigns

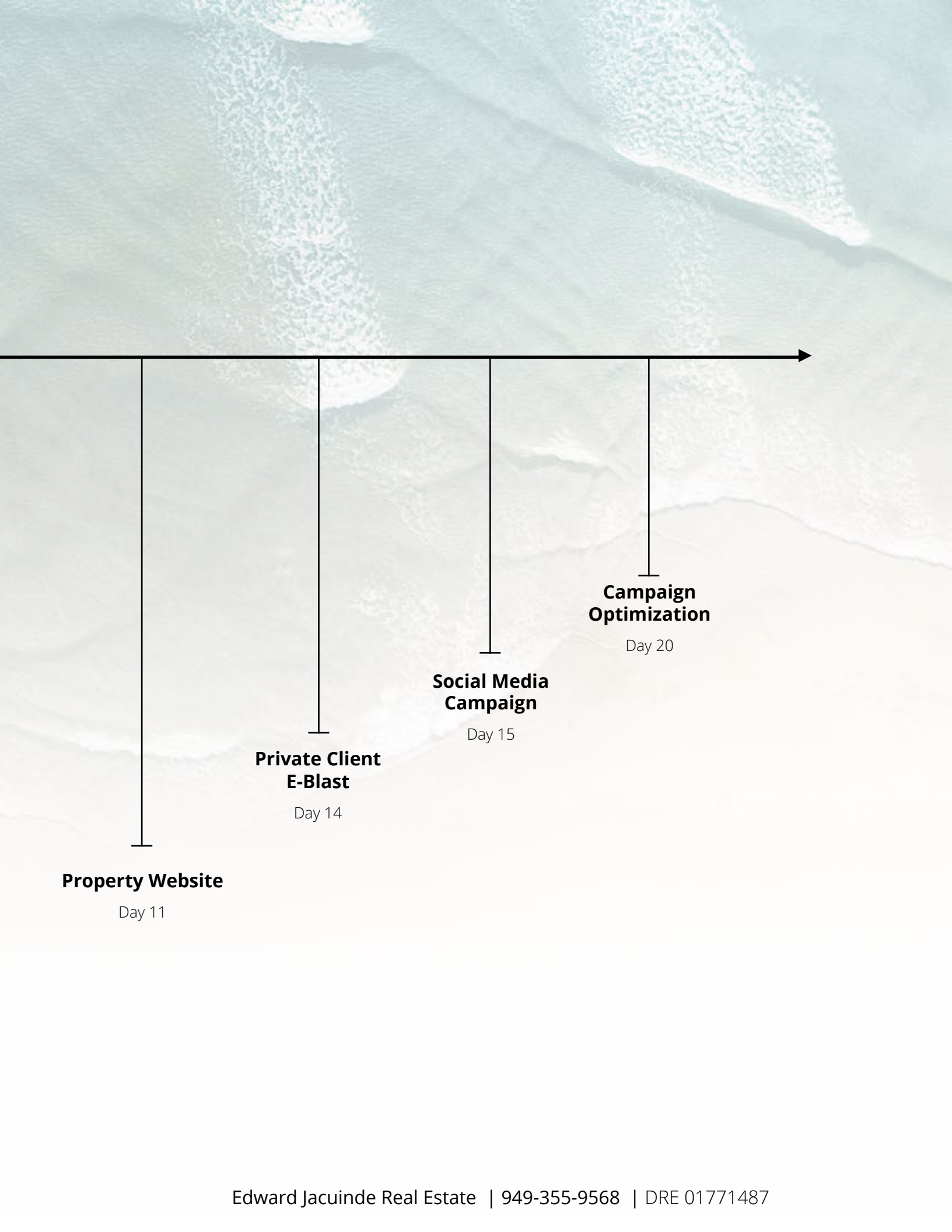
## PRINT CAMPAIGN

- Postcards
- Brochures
- Signage

# MARKETING ROADMAP







**Property Website**

Day 11

**Private Client  
E-Blast**

Day 14

**Social Media  
Campaign**

Day 15

**Campaign  
Optimization**

Day 20

# IT'S A VISUAL EXPERIENCE

## SHOW IT, DON'T TELL IT

---

Not all buyers have the capacity to visualize and deliver high-end visual representation. That's why we provide staging advice to help people experience a home instead of imagining what it could possibly be.



## POWERFUL PHOTOGRAPHY

---

A picture is worth a thousand words. We invest heavily in visuals editors and use the industry most renowned photographers to capture your home's finest selling points.

## BREATH OF NEW LIFE

---

The extra time and effort breathe new life to the property. In today's shifting real estate market, the one that stands out, gets the crown.



# Social Media

We target hundreds of millions of potential home buyers across the nation. Using our own advertising budget, we driving massive amount of traffic to our listings using smart targeting with Facebook AI to find potential buyers faster and more efficient.

We use social media to strategically advertise your home during all stages of the selling process. Construction, Coming Soon, Just Listed, and Open House promotions drive buyer interests and create a buzz around your property.

223 MILLIONS

AUDIENCE SIZE

2,896

ADS MADE

13,447

CAMPAIGNS MADE



# ADVERTISING POWERED BY A.I.

We are proud to have perfected the online marketing using social media platform such as Facebook and Instagram. Using sophisticated data analysis and take advantage of supercomputer AI, we can showase your property to the right people at the right time.

Social media will work in conjunction with traditional marketing channel such as email marketing and print advertising. That way we can reach all passive buyers, drives more private tours, bring more open house visitors, accelerate transaction timeline, gain more offers and ultimately resulting in higher purchase price.



## LASER FOCUS TARGETING

---

We target prime potential buyers using exclusive data from the market and drive the traffic to property landing page

1

## SOPHISTICATED TRACKING

---

Once landed on the page, audiences are tracked and recorded in our analytics systems.

2

## ONLINE RETARGETING

---

We then deploy digital ads campaigns to retarget potential buyers and social media AI will automatically find users with the same characteristics to target.

3

## OPTIMIZED PERFORMANCE

---

We continue to monitor and A/B testing to deliver the most successful ads.

4

## COMBINED FORCES

---

All online platforms work together to deliver powerful campaigns that reach further and drive higher purchase price.

5



# RECENT SUCCESS



For most sellers, your primary objective is to achieve the highest net proceeds in the quickest amount of time. We do our best to make this happen as allowed by the current market. We think it's important for you to know our primary objective and passion is to help you with the ins-and-outs of home financing questions, or sell your home as quickly as possible and for the best price





# 31871 Monarch Crest, Laguna Niguel, CA 92677

Life At The Top Brings Unsurpassed Rewards. The Pinnacle At Mornach Point

Stunning ocean-view estate in Laguna Niguel's exceptionally exclusive guard-gated community of The Pinnacle at Monarch Point.

This property went through two major brokers and fell out of market.

We took over and sold it within half the time.



**5 BEDS**  
**8 BATHS**  
**7,818 SQFT**  
**\$6,100,000 SALE PRICE**



## **118 Playa Cir #V, Aliso Viejo, CA 92656**

---

Located in the prestigious Glenwood community of Aliso Viejo, this two-story corner end-unit condominium comes with 3 bedrooms, 2.5 baths, 1600 sq. ft. of living space.

It has been stagnant on market with previous company for 140 days. Edward Jacuinde took over and closing within 4 days.



## **17472 Dairyview Cir Huntington Beach, CA**

---

An amazing Huntington Beach Fourplex. Centrally located blocks from shopping, dining, Beach, freeways.

This property went through 2 other brokers for 2 years before fell off the market. Edward Jacuinde took over and closing within 96% of asking price.



# 402 Jasmine Ave, Corona Del Mar, CA 92625

## Paradise In The Heart Of The Corona Del Mar Village

Merging traditional architecture with contemporary design, this front unit residence of approximately 1,800 square feet creates a unique style in this seaside community. The highly sought after floor plan boasts 3 bedrooms and 3 bathrooms, including one bedroom and bathroom downstairs.



**3 BEDS**

**3 BATHS**

**1,800 SQFT**

**\$2,150,000 SALE PRICE**

# Is your home next?

## Get your home's accurate value today and start selling with confidence.

Instead of a robot and algorithm, we use our experience and up-to-date MLS data to accurately determine your home's value.

Our promise to you:

- Easy on market process
- Stress-free journey from listing to closing
- Highest offering allowed by current market

## Edward Jacuinde

949-355-9568

info@edwardjacuinde.com

3429 E Coast Hwy, Corona Del Mar CA 92625

