



**COLDWELL
BANKER**

| *Krista Lorenzo's*

GUIDE TO SELLING A HOME



Make smarter
decisions when
selling your house.



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MY PLEDGE TO YOU:

As your Realtor®, it is my job to understand your needs and respond to them promptly, professionally, and with the utmost of integrity. I pledge to provide you with the most up to date real estate advice, while taking the time to talk it through with you so you can easily understand all of the many processes moving simultaneously during a transaction in an industry that is ever changing.

The building blocks of our relationships in being a Realtor® are based on integrity and trust. With this journey through real estate constantly changing, the value and service that I will provide flows before, after, and especially during the transaction; making sure that your changing needs are always addressed and satisfied.

My commitment is to provide you with exemplary, personalized services that exceed your expectations. I am here to listen, hear, and truly understand your needs. Taking the time to meet up in person is very important to me, however, I understand that with today's tight schedules, we may be communicating in many different avenues- whichever is most convenient for you, works for me!



Krista Lorenzo
REALTOR

ABOUT ME:

- Real estate has been a part of my life since I was a little girl growing up in Pittsburgh and my dad got involved with investment properties. It was something we did as a family. I went on to study Business and Architecture at the University of Pittsburgh and earn my MBA at Robert Morris University. I love Pittsburgh and raising my family in this beautiful city!
- Throughout my life, college, and career, real estate has always been a special part of me. I have more than 25 years of experience in the Real Estate Industry and have been with Coldwell Banker since 1999.
- I live a very passionate life! I love to get out of my comfort zone, to grow, to challenge and stretch myself. Health and fitness are a vital part of helping us reach our goals. I love to run, workout, dance, and do yoga.
- I want to use my life to inspire, motivate, encourage, and help others. We were made to be in community with others and are on this journey together.
- Our homes are where we start our days, spend time with loved ones, create memories, refuel and rest after a long day. It is one of the biggest financial, and emotional, investments we make in our lifetime. And I get to be a part of that! It is a privilege for me when my clients trust me with something so valuable to them.
- I chose to partner with Coldwell Banker because of the unparalleled marketing tools, global presence, local support system, state of the art technology tools, and MUCH MORE that we offer to our valued clients!
- I am a hard worker and treat every transaction with extreme care and professionalism, keeping my clients informed every step of the way!



REAL ESTATE AGENT VS REALTOR®...

There's a Difference!

Only Real Estate Agents who are members of the National Association of Realtors® can use the term "Realtor®". Realtors® subscribe to a higher code of ethics. Realtors are required to have additional education. I am a licensed Realtor and participate in many additional training sessions to constantly improve and learn from the best in the industry.

5 TIPS BEFORE SELLING YOUR HOME

1 MEET WITH YOUR TRUSTED REAL ESTATE AGENT:

Your agent can save you a lot of time and energy by guiding you through the pre-listing phase. They are there to serve you and help you decide if listing your home is the right option.

2 PRE-QUALIFY TO BUY YOUR NEW HOME:

Get pre-qualified to buy your next home before putting your current one on the market. Working with a reputable mortgage professional will help you understand what you need to net from your current home and achieve your goals for your next one.

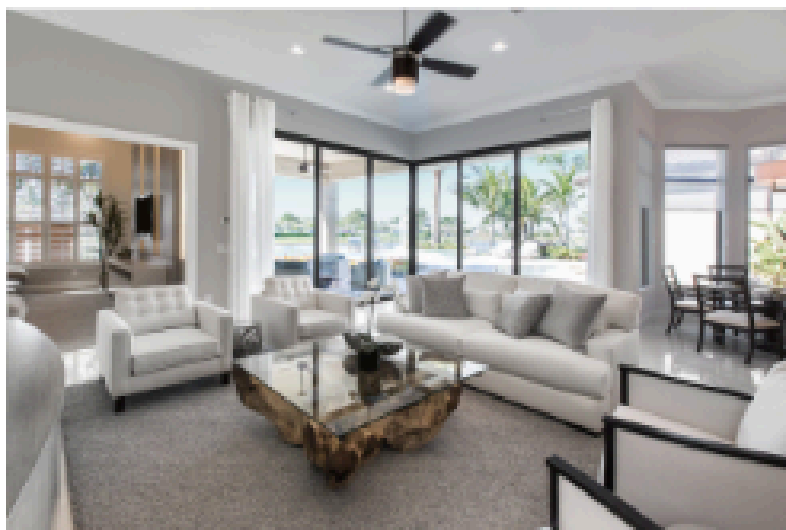


3 PRICE CORRECTLY:

Listing your home at the proper market value is critical to selling your home within a reasonable time frame. Be cautious of making decisions based on online valuations and instead use your agent's in-depth knowledge of the local area as a resource.

4 DE-CLUTTER:

If your house is cluttered or filled with personal mementos, it can be more difficult for a buyer to picture themselves living there. Placing large pieces of furniture or family photos in storage is worth the effort to help your home sell quicker.



5 PROFESSIONAL PHOTOGRAPHY:

The modern-day home search almost always starts online and first impressions are very important. Make sure your real estate agent uses a professional photographer or company specializing in real estate photography to show your home in the best light. In addition, always use drones for aerial photos of the property. Lastly, film video tours of the listing and post them to your social media platforms.



THE LISTING TIMELINE

A GENERAL OVERVIEW



MARKETING!!!

The Marketing of your Home is VERY important!
Some of the MANY ways I will market your home could include:

- Photos & Video Services including drone footage
- Social Media
- Staging
- Descriptive Listing
- Compelling Photo Descriptions
- Premier Placement on My Website
- Property Panorama Photo Tour
- Open House
- Agent Tours
- Reverse Prospecting (Reaching out to Agents with Clients who have saved your home in our MLS system)
- Virtual Video of your Home
- Homebase InTouch System routes your leads DIRECTLY to me in SECONDS!



TOP REAL ESTATE WEBSITES!

YOUR HOME WILL BE FEATURED ON TOP REAL ESTATE WEBSITES!

To mention just a FEW:

- Zillow.com
- REALTOR.com
- Trulia.com
- NewYorkTimes.com
- HomeFinder.com
- Homes.com
- ColdwellBanker.com
- ColdwellBankerHomes.com
- In addition to 700+ other Syndicated Websites

My sellers have accepted offers in less than **5 days!**

Average days on the market before an offer is accepted is **Over 20 days**

COLDWELL BANKER

realtor.com®

Zillow®

trulia

HomeFinder.com

Homes.com®

THE BUYER FOR YOUR HOME COULD COME FROM ANYWHERE!

CB offices throughout the world provide your home with exposure that no other broker can provide! The buyer for your home could be living anywhere! Our global presence cannot be matched! Moving out of State? We have a program to help you get settled wherever life brings you!

**AVERAGE SELLERS IN OUR MULTI LIST SELL
FOR 98 OF THEIR LIST PRICE .79%**

MY SELLERS SELL OF 105.33% OF THEIR LIST PRICE

NEGOTIATING THE SALE TO GET YOU THE MAXIMUM SALES PRICE

- Establish and explain guidelines prior to presentation
- Present ALL offers to you
- Review the Agreement of Sale with you
- Keep you up to date on the current market activity, which may affect the strength of the offer
- I will present an offer comparison chart to thoroughly evaluate the strengths and weakness of each offer side by side
- Ensure that ALL parties in ALL transactions are treated fairly with honest consideration.
- Make certain there is compliance with ALL disclosure laws and ordinances



THE CLOSING & BEYOND

- All the way to the Closing Table, I will be diligently working to make sure everything is coming together as seamlessly as possible!
- Coldwell Banker Concierge Services are available to you even after closing!
- After Closing, I would be honored to keep in touch through email, social media, US mail, whichever communication outlet is best for you!
- Referrals to your family and friends are the highest compliments I can receive, I truly appreciate your trust and confidence in me by your referral.

CLIENT ACCOLADES

I highly recommend Krista to anyone looking to buy or sell. She is very kind and bubbly, yet she is passionate and works hard to get your home in order quickly to sell, promote it well and get it sold! She doesn't waste any time! She will promote your home in many ways, even during covid, she found creative ways to show and advertise my home!

— Jenna M., Client

Krista is very responsive, prepared, and professional. I was impressed with how quickly she came up with comps and any other information we had questions about. We had such a smooth transition between selling our house and buying another. She's an overall great person and agent. I highly recommend her!

— Mary B., Client

Krista is an excellent agent and a true pro. I would 100% recommend her. She has the expertise and soft skills to work well with a lot of different personalities while being able to balance being a tough negotiator who always keeps her clients' goals paramount. She is extremely responsive, on the ball and just an overall lovely person.

— Griffin R., Client

Looking forward to working with you to sell your home for the best price!



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