

MARKET ANALYSIS MARKETING PLAN



STRATEGY



VISITORS



LEADS



CUSTOMERS



PROMOTERS



ALLISON JAMES
ESTATES & HOMES

EASY EXIT GUARANTEE



You'll Never Have A Bad Real Estate Experience Again!
BIGGEST FEARS OF HIRING A REAL ESTATE AGENT

- ✔ Locked in lengthy agreement with incompetent agent
- ✔ Never hearing from your agent
- ✔ Not being told the truth about market



TAKE THE RISK AND FEAR OUT BY LISTING WITH ALLISON JAMES ESTATES & HOMES!

- ✔ You can cancel anytime if you're not satisfied-NO hassles or questions asked
- ✔ You won't be locked into a bad relationship with the wrong agent
- ✔ You can enjoy the caliber of service confident enough to make this offer

HOW MOST AGENTS SPEND THEIR TIME



- ✓ 25% Selling Your Home
- ✓ 75% Chasing the Next Transaction

HOW I SPEND MY TIME

- ✓ 100% - Servicing your real estate needs
- ✓ Focusing on your goals
- ✓ Providing superior level of service
- ✓ Building lifelong relationships
- ✓ Meeting your needs before, during, and after the sale



WHAT MAKES US DIFFERENT



OUR MISSION STATEMENT

Our primary goal is to provide service that exceeds your expectations. We are committed to delivering 1st class service to our customers. We will strive to give each of our clients the best possible experience in selling or buying a home by giving honest advice and consultations designed to best serve your needs.

We will be completely honest and truthful in all our dealings and will maintain the highest level of integrity. We will work hard daily for each of our clients and each of their transactions.



WHAT MAKES US DIFFERENT

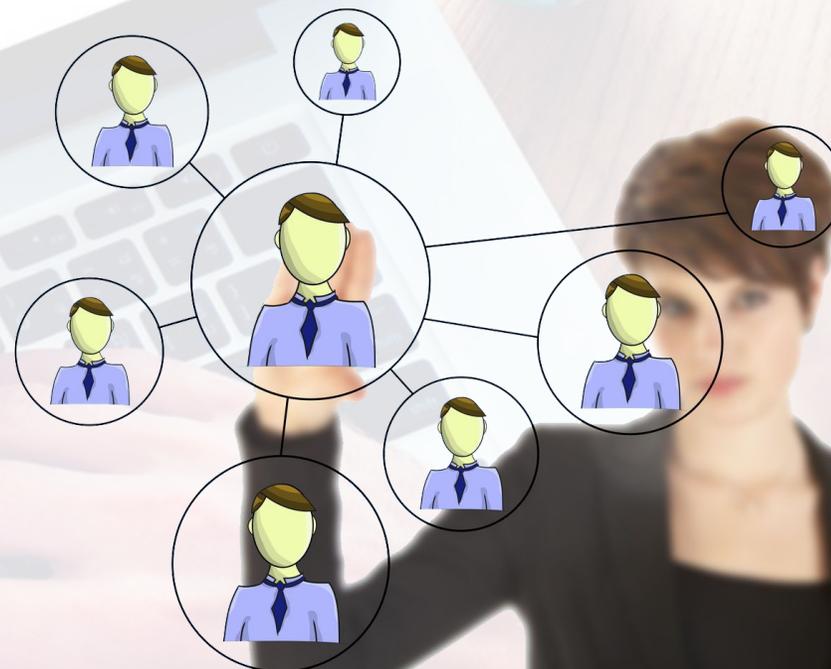


WE ARE A REFERRAL BASED SERVICE

Much of our business comes from referrals. That does not mean you must be referred to us. It simply means that working by referral is a goal of our business.

We have invested a significant amount of our time and money into developing our skills, systems, and mindset so that we can provide our customers with a level of “World Class Service” that is above and beyond the industry standard.

REFER A FRIEND



THE RIGHT SELLING PRICE



“Affects the BOTTOM LINE”

Pricing is a critical factor in the return you will receive. A professional evaluation from an EXPERIENCED REALTOR will provide an honest assessment of your home based on factors including:

- ✓ Market Conditions
- ✓ Conditions of your home
- ✓ Repairs or improvements made
- ✓ Time Frame



COMMON SELLING MISTAKES



Mistake #1 - Placing the Wrong Price on Your Property

Every seller obviously wants to get the most money for his or her product. Ironically, the best way to do this is not to list your product at an excessively high price! A high listing price will cause some prospective buyers to lose interest before even seeing your property. Over priced properties tend to take an unusually long time to sell, and they end up being sold at a lower price.



Mistake #2 - Mistaking Re-finance Appraisals for the Market Value

Unfortunately, a refinance appraisal may have been stated at an untruthfully high price. Often, lenders estimate the value of your property to be higher than it actually is in order to encourage refinancing. The market value of your home could actually be lower.

COMMON SELLING MISTAKES



Mistake #3 - Failing to “Showcase”

When attempting to sell your home to prospective buyers, do not forget to make your home look as pleasant as possible. Make necessary repairs. Clean. Make sure everything functions and looks presentable.



Mistake #4 - Trying to “Hard Sell” While Showing

Buying a house is always an emotional and difficult decision. As a result, you should try to allow prospective buyers to comfortably examine your property. Don't try haggling or forcibly selling. Instead, be friendly and hospitable. A good idea would be to point out any subtle amenities and be receptive to questions.

COMMON SELLING MISTAKES



Mistake #5 - Being Ignorant of Your Rights & Responsibilities

It is extremely important that you are well informed of the details and your real estate contract. Real estate contracts are legally binding documents, and they can often be complex and confusing. Not being aware of the terms of your contract could cost you thousands for repairs and inspections.

Mistake #6 - Signing a Contract with No Escape

Hopefully you will have taken the time to choose the best realtor for you. In any case, you should have the right to fire your agent and choose another agent. Be sure to have control over your situation before signing a real estate contract.



COMMON SELLING MISTAKES



Mistake #7 - Limiting the Marketing and Advertising of the Property

They are two obvious marketing tools that nearly every seller uses: open houses and classified ads. Unfortunately, less than 1% of homes are sold at open houses, and less than 3% or sold because of classified ads. Your REALTOR should employ a wide variety of marketing techniques.

Mistake #8 - Choosing the Wrong REALTOR

Selling your home could be the most important financial transaction in your lifetime. It's extremely important that you select the right realtor. Experienced real estate agents often cost as much as brand-new agents. Chances are that the experienced agent will be able to bring you a higher price in less time with less hassles. Interview several agents and ask questions.



MARKETING PLAN



Where do **BUYERS** come from?
Most Buyers come **PRIMARILY** from these sources:

- ✓ REALTORS
- ✓ INTERNET
- ✓ DRIVING THROUGH NEIGHBORHOOD
- ✓ SOCIAL MEDIA
- ✓ PRINT ADS

HOW WE MARKET TO THESE SOURCES....



REALTORS & MARKETING



1. Accurately and effectively enter data in the MLS using proven words and phrasing to showcase your home.

Professional photographer is used to shoot your home and 25 photos are used in the MLS.

2. Use video and photos for marketing material and include both in YouTube videos.



EXCLUSIVE MLS



Paragon SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings

Listing #140062174

INPUT MAINTENANCE

Listing Detail - MLS#140062174 - 28535 GORDON HILL

Print E-mail HTML PDF

Listing: Detached
MLS #: 140062174
APN: 185-180-51-00
Address: 28535 Gordon Hill
City/State: Valley Center, CA
Zip: 92082

Price: \$679,000
Original Price: \$679,000
Sold Price: \$679,000
List Date: 11/18/2014
Mod Date: 11/19/2014

DOMLS: 29
Days on Market: 0
LP/Sq Ft: 268.80
SP/Sq Ft:

Bedrooms: 2
Bathrooms: 2
Optional BR: 0
Total: 2

Est. SqFt: 2,526
Year Built: 1980
Community: VALLEY CENTER
Neighborhood: Gordon Hill

Parking: Attached
Parking Spaces: 2
Parking Non-Garaged Spaces: 20
Parking Spaces Total: 22
Non-Garage Details: Driveway
R/Parking:

Complex:
Restrictions: None-Known
View: Mountain / Hill/Panoramic, Valley / C...
Pool: NIK
MandRem: Norte Known

Virtual Tour Link

REMARKS AND SHOWING INFO

2 parcels, 2 addresses, 185-180-51-00 also included. West Valley center close to the 15. This custom built estate is an architectural masterpiece with 180 degree hilltop valley views that will take your breath away. The home features a great room with a large picture window showcasing the view, an interior 630 sq ft gardening room, a bedroom on each end of the home with a massive open kitchen perfect for entertaining.

Conf. Remarks:

Cross Streets: Old cast le D
Map Code: 1069D7
CBB%: 2.50
CBBES:

Showing Instructions: Call Deanna at 760-505-8105
Occupied: Owner
Occupant Phone: 760-505-8105
Lockbox: Yes

List Agent: Deanna M Faraone - Agent: (760) 505-8105
2nd Agent:
List Office: Allison James Estates & Homes - Office: (800) 91D-4765

Broker License: 01293 014
Broker ID: 19871
Phone: (714) 459-7266

Off Market Date:
Selling Agent:
Selling Office:

Wtr Dis:
HO Fee Includ:
Home Owner Fees: 0.00

Equipment: Dishwasher, Disposal, Dryer, Garage Door Opener, Range/Oven, Refrigerator, Sheds(s)

Session Time Remaining: 2:00:54

Paragon SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings

Listing #140062174

Listing #140062174 Showing 1 of 24

View Full Image Maintain Start Slideshow Print Close

INPUT MAINTENANCE

Listing Detail - MLS#140062174

Print E-mail HTML PDF

Listing: Detached

Virtual Tour Link

2 parcels, 2 addresses, 185-180-51-00 also included. West Valley center close to the 15. This custom built estate is an architectural masterpiece with 180 degree hilltop valley views that will take your breath away. The home features a great room with a large picture window showcasing the view, an interior 630 sq ft gardening room, a bedroom on each end of the home with a massive open kitchen perfect for entertaining.

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Occupied: Owner

List Agent: Deanna M Faraone - Agent: (760) 505-8105
2nd Agent:
List Office: Allison James Estates & Homes - Office: (800) 91D-4765

Broker License: 01293 014
Broker ID: 19871
Phone: (714) 459-7266

Off Market Date:
Selling Agent:
Selling Office:

Wtr Dis:
HO Fee Includ:
Home Owner Fees: 0.00

Equipment: Dishwasher, Disposal, Dryer, Garage Door Opener, Range/Oven, Refrigerator, Sheds(s)

INSERT YOUR OWN MLS SCREENSHOT

REALTORS & MARKETING



1. Install Lockbox so home can be easily shown and all showings can be tracked
2. Follow up with all agents who show home through feedback system
3. Promote your home at various REALTOR® Meetings
4. Email sent to our entire database REALTORS® – marketing
5. Hold Broker Caravan/Open Houses
- 6... Email Flyer to all AREA REALTORS®



WEB BASED AUTOMATIC LOCKBOX ACTIVITY TRACKING

Customer Support
US Customers: 513-618-5800

SENTRILOCK
Smart Lock. Smart App. Smart Card. Smart Choice.

Main Menu
Help
Logout
Live Support

Summary **My Lockboxes** RMA My SentiCards My Account My Listings Reports Support

Logged In: 112385 Agent: Deanna Faraone (112385)

Print RMA View 1 Day Codes Add 1 Day Codes Warranty

Search Field Search Type Search Value
Serial Number begins with Search Clear Search

(1 of 3) 1 2 3 next > last >>

Company	Lockbox Owner	Serial Number	Last Battery Replacement	Firmware Version	Warranty Expiration	Location	MLS Number	Access Log	Retirement Date
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00240917	2/12/2014	10.13	2/19/2020	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00265885	12/11/2006	10.11	6/10/2019	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00270794	12/11/2006	10.11	6/10/2019	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00273879	12/11/2006	10.11	6/10/2019	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00278186	10/25/2010	10.11	6/10/2019	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00278188	1/10/2007	10.11	6/10/2019	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00288922	1/10/2007	10.11	6/10/2019	1616 Circa Del Lago C302 San Marcos, CA 92078	140063474	View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00310053	1/24/2007	10.11	6/10/2019	Listed By: Faraone, Deanna		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00312275	1/27/2007	10.11	6/10/2019	Unassigned		View	
Allison James Estates & Homes (19871)	Faraone, Deanna (112385)	00312682	2/21/2007	10.11	6/10/2019	Unassigned		View	

(1 of 3) 1 2 3 next > last >>

Your "Page Behavior" preference is currently set to display results without performing a search.
[Click here to change your "Page Behavior" preference.](#)

Contact Us
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7701 Service Center Dr. West Chester, OH 45069
US Customers: 513-618-5800
Support Email support@sentrilock.com

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[Privacy Policy](#)



SCREEN SHOT YOUR LOCAL LOCK BOX AFFILIATE

SHOWING STAT REPORTS EMAILED TO YOU WEEKLY

SCREENSHOT YOUR STATS REPORT

Showing - View Statistical Report
for 4883 Galicia Way

Listing Actions Showing Actions Calendar Actions

4883 Galicia Way, Oceanside, California 92056



1 of 8

Address: 4883 Galicia Way Oceanside, California 92056 Status: Active

Listing Price: \$423,900 Listing Date: 11/7/14 MLS#: 140060515

Year Built: 1986 Bedrooms: 2 Bathrooms: 2 Full

Est. Sq. Ft: 1440 Parking: 1 Car Garage Cross Street: Cannon

Listing Info: Click Here Map: Click here

Listing Agent: Deanna Faraone Listing Agent Phone: (760) 295-7999 (w)

Seller Name: Carol Raftery Seller Email: caraftery@cox.net Seller Phone: (760) 716-3939 (m)

Total Number of Showings:	22
Number of Responses:	14
Response Rate:	64%
Number of showings in the past 30 day(s):	15
Avg. # of showings in Oceanside, California in past 30 day(s) for \$400k-\$500k homes:	12
Total # of showings for Oceanside, California in past 30 day(s) for \$400k-\$500k homes:	24
Total # showings for Oceanside, California:	8526
Avg. # of showings in Oceanside, California in past 30 day(s) for all price ranges:	9,14

Showing Agent: Agent Caravan Buyer Open House Buyer

Print Stats Go



INTERNET MARKETING



MARKET ANALYSIS
MARKETING PLAN

✔ Your home will be presented on 100's of websites, formats, and social media sites!

✔ Here are just some of our FAVORITES that we focus on!



www.1593MesaVerde.com

Private Domain with your home's address!

A single property website designed specifically for your home! Featuring walk through VIDEO. Information on community for your home only.

AGENT, ADD YOUR PROPERTY DOMAIN PLUS A SCREENSHOT

669,000 1593 Mesa Verde Dr Vista, CA 92084

- » Home
- » Property Details
- » Photo Gallery
- » Virtual Tour
- » Community Information
- » Census Data
- » School Information
- » Open House
- » Property Map
- » Mortgage Calculator
- » Schedule Showing
- » Email Your Friend
- » Print Brochure
- » Property Alerts
- » Property Feedback
- » Contact Me
- » About Me
- » GET Pre approved for this Home



Virtual Tour

Deanna Faraone
 Phone: 760.505.8105
 Office: 760.295.7999
 License #: Cal BRE Lic #91293814
 Deanna@TownSquareRealty.com
 www.TownSquareRealty.com
 Allison James Estates & Homes



Facebook Twitter

> Add to Contacts



Features:

- Price: 669,000
- Property Status: Sold
- MLS Number: 160050707
- Property Type: Residential
- Bedrooms: 3
- Bathrooms: 3.5
- Lot Size: 1-3,999 sq. ft.
- Interior Size: 2419 sq. ft.

Property Description



1593 Mesa Verde

RV F ▶ **king**

PINTEREST



**SCREENSHOT YOUR
PINTEREST ACCOUNT**

The screenshot shows the Pinterest profile page for "Town Square Realty Group". At the top, there are navigation links for "Analytics", "Ads", and a "Search" bar. The profile header includes the name "Town Square Realty Group", "223 Followers", and "160 Following". A circular profile picture of a woman is shown. Below the header, the bio reads: "www.buy760.com 131 S. Indiana Ave. Suite 2, Vista CA / First and foremost I am a MOM, a wife, and a REALTOR. Town Square Realty Group is a division of Allison James Estates & Homes. Cal BRE Lic. #01293014". There are three tabs: "Boards", "Pins", and "Likes", with "Boards" selected. The boards section displays a grid of boards: "Create board" (with a red plus icon), "For the Home" (51 Pins), "Homes for sale in Vista Cal..." (8 Pins), "Great homes for sale! San ..." (30 Pins), "Homes for Sale in Southern..." (9 Pins), "Master bedroom ideas" (18 Pins), "My Style" (13 Pins), "Favorite Places & Spaces" (8 Pins), "places id like to visit" (27 Pins), and "great photos" (25 Pins). A question mark icon is visible in the bottom right corner of the page.

PROMOTION ON OUR FACEBOOK BUSINESS PAGE

**SCREENSHOT YOUR
BUSINESS PAGE IF
YOU HAVE ONE**

The screenshot shows the Facebook Business Page for Town Square Realty Group. The page header includes the name 'Town Square Realty Group' and navigation options like 'Home', 'Messages', and 'Notifications'. The main content area features a cover photo of four agents, a profile picture, and a 'Call Now' button. Below the cover photo, there are several promotional tiles: 'Share a photo or video', 'Advertise your business', 'Get phone calls', 'Get messages', 'Help people find your business', 'Create an event', 'Create an offer', and 'Write a note'. The 'This Week' section shows 1,147 Post Reach, 0 Website Clicks, and 0 Call Now. The 'Page Tips' section provides advice on adding a description, creating effective posts, and letting people know when you're open. The page also shows a 75% response rate and 837 likes.



YELP ADVERTISING



SCREENSHOT YOUR
YELP ACCOUNT

The screenshot shows the Yelp profile for Town Square Realty Group. At the top, the search bar contains 'Find taco, cheap dinner, Max's' and the location is set to 'Near Vista, San Diego, CA'. The business name 'Town Square Realty Group' is prominently displayed, along with 'Real Estate Services' and an 'Edit' link. A red 'Write a Review' button is visible, along with 'Add Photo', 'Share', and 'Bookmark' options. Below this is a map showing the location at 131 South Indiana Ave, Ste 2, Vista, CA 92084. To the right of the map is a profile picture of Deanna Smith-Faraine, a smiling woman with long dark hair wearing a pink shirt. Below the map and photo are two review snippets. The first is from Michelle Fry & Associates, a 5-star review with 4 reviews, stating they help with real estate needs in South Orange County, CA. The second is from Erin Wade, a 5-star review with 31 reviews, stating she specializes in residential real estate sales. At the bottom, there is a section titled 'Is this your business?' with a link to 'Claim your business page and access your free Yelp for Business Owners account.' On the right side of the page, there is an 'Edit business info' button and a promotional banner for 'LIMITED 72 HOUR OFFER' with a signature.

YOUTUBE



**SCREENSHOT YOUR
YOUTUBE ACCOUNT**

The screenshot shows a YouTube channel page for 'Town Square Realty Group'. The channel has 1 subscriber and 1,040 views. The banner features the group's logo and contact information: 'TOWN SQUARE REALTY GROUP', 'YOUR VISTA REAL ESTATE SOURCE', '(760) 295-7999', and website URLs 'VistaHomeSource.com | VistaHomeValues.com | www.Buy760.com'. The channel owner is Deanna Faraone. The 'Uploads' section shows six recent videos, including 'real estate closing gift scavenger hunt', 'New listing in Vista', 'Property preview for Mike & Jeanine', and 'TFTT-Diana'. The 'Subscriptions' section lists 'realtor.com', 'Town Square Realty Group', 'Increase Clean Energy', and 'John Prietto Productions'. The 'Created playlists' section is empty, with a note: 'You don't have any public playlists, so this will not appear on your channel. To add content, create a playlist now.'

PREMIER ZILLOW AGENT FOR TOP PLACEMENT

SCREENSHOT YOUR
ZILLOW PAGE



The screenshot shows a Zillow Premier Agent profile for Deanna Faraone. The profile includes a navigation menu with options like Dashboard, Inbox, Profile, My Listings, Account, and Advertising. The main content area features a profile picture, a 5-star rating from 11 reviews, and 30 sales in the last 12 months. Below this is an "About This Team" section describing her as a Realtor with 18 years of experience, specializing in Buyer's Agent, Listing Agent, Property Management, and Staging. A "Team Listings & Sales" map shows various property listings with price tags. On the right side, there are buttons for "View public profile", "Request review", "Share profile", and "Edit". A "Promote Yourself on Zillow" section shows an 86% completion rate for various profile enhancements. At the bottom right, there is a video player for "Deanna Faraone's Video" from Town Square Realty Group.

PREMIER AGENT

Dashboard Inbox Profile My Listings Account Advertising

Overview Past Sales Team Management Advice Reviews Written

Team Lead of Town Square Realty Group

Deanna Faraone Premier Agent

All Team Activity In 92083

★ 5 / 11 Reviews No Reviews
30 Sales Last 12mo 1 Recent Sale

About This Team

REALTOR (18 years experience)

Specialties: Buyer's Agent, Listing Agent, Property Management, Staging

For more information about my listings visit my website at www.Buy760.com. Identifying the needs of each person and providing information on North County communities is my goal. I specialize in helping Seniors sell their home and downsize into a community that best fits their needs and desires. If you're thinking about making a move or have a friend or relative that could use my help, give me a call!

More ▾

Team Listings & Sales (Add past sales)

See what Zillow offers agents

Deanna Faraone's Video

Town Square Realty Group

PASTE YOUR WEBSITE HERE



**SCREENSHOT
WEBSITE PAGE**

The screenshot shows a real estate website page. At the top, there is a navigation menu with links: Home, Home Search, Listings, Home Values, Our Community, Blog, and My Services. Below the navigation is a large image of an outdoor patio area with wooden tables and chairs, and a bar area. Below the image is a "Welcome" section featuring a profile picture of Deanna Smith-Faraone, REALTOR®, SRES, and the Town Square Realty Group logo. To the right of the profile picture is contact information for Deanna Smith-Faraone, including her phone number (760-505-8105) and email address (Deanna@TownSquareRealty.com). Below the contact information are social media icons for Facebook, Instagram, Twitter, YouTube, and LinkedIn. At the bottom of the page, there is a "FEATURED PROPERTIES" section with a placeholder for an image and the text "Image Coming Soon". The address for the featured property is 1616 Circa Del Lago C108 | San Marcos, San Diego County, CA 92078.

NATIONWIDE SEARCH ENGINE



[HOME](#) | [SELLERS](#) | [BUYERS](#) | [CAREERS](#) | [OFFICES](#) | [CONTACT US](#) |      



Location: Radius: Min Price: Max Price: Beds: Baths:

City, State OR Zip 5 miles Min Price Max Price Any Any

SEARCH

ALLISON JAMES ESTATES AND HOMES, 2888 LOKER AVENUE, SUITE 206, CARLSBAD, CA 92010

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INTERNET MARKETING



IDX Participation puts your home on all major Real Estate sites and REALTOR sites!

We actively Promote our Internet Marketing:



**ADD YOUR
HYPERLINK**

BUYERS DRIVE THROUGH NEIGHBORHOODS...



Professional Large, **READABLE SIGNS** with your domain website rider

Full Color Attractive **FLYERS**, Inside and Outside, with QR Coding

CARDSTOCK Tough **QUALITY!!!!:**





MARKET ANALYSIS
MARKETING PLAN

**INSERT YOUR OWN
MARKETING MATERIAL HERE**



YOUR NAME
REALTOR®



ALLISON JAMES
ESTATES & HOMES

123.456.7890

2888 Loker E ave #206
Carlsbad, CA 92010

Allison@james.com
www.ajicareers.com
CalBRE #



OPEN HOUSE



PRINT ADVERTISING

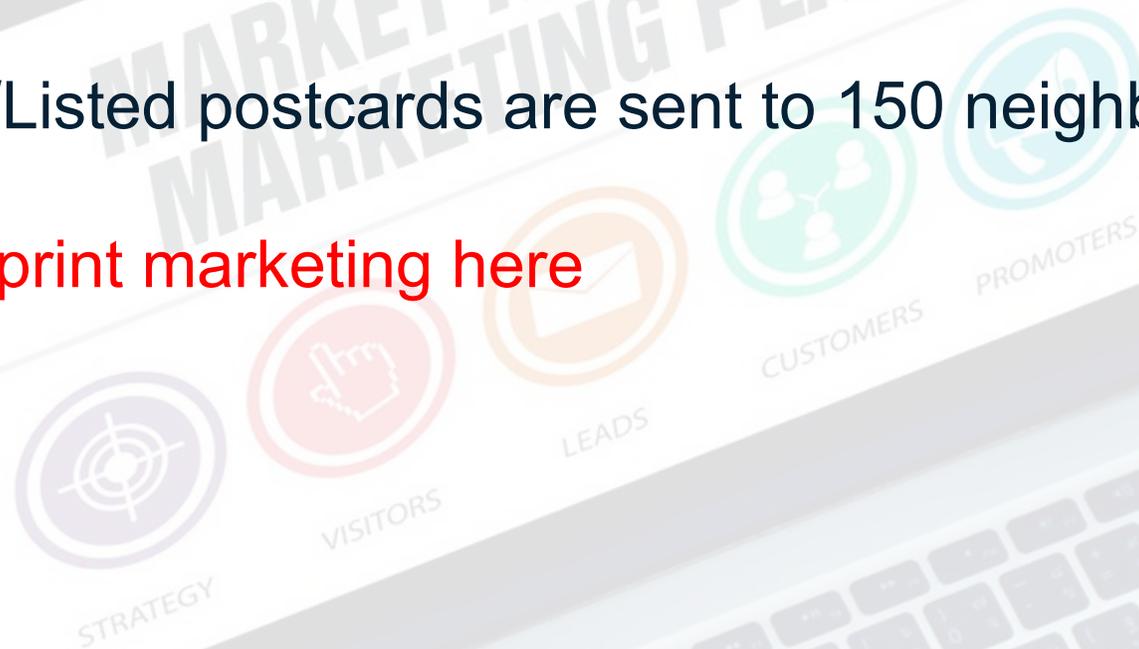


1. Just Sold/Listed postcards are sent to 150 neighbors

2. Add add. print marketing here

3.

4.



JUST LISTED POSTCARD



**INSERT YOUR
PRINTSCREEN YOUR JUST
LISTED POSTCARD**

What's Your Home Worth?
For a customized analysis of your homes value, contact us at
deanna@townsquarerealty.com



Allison James Estates & Homes
131 S. Indiana Ave. St 2
Vista, CA 92084

Allison James Estates & Homes



Deanna M Faraone
SRES, REALTOR
760-505-8105

Deanna@TownSquareRealty.com
www.Buy760.com

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Active in Your Neighborhood



Just Listed

4832 Marathon Way
Listed for \$599,000,
4 bedroom - 3 bath

4883 Galicia Way
Sold for \$415,000,
2 bedroom - 2 bath



Just Rented

4818 Galicia Way
Rented for \$2,800,
3 bedroom - 3 bath



Just Sold

PERSONALIZED FLYER



JUST LISTED! www.206Hawthome.com | \$594,900



Enjoy Home!



QUALITY DUAL SIDED
FLYER WITH MORE
PICTURES THAN
WORDS

4Bed, 3Bath, 2853sqft
Attached - 2 Car Garage
Waterfall Pool Jacuzzi
Living Room Fireplace
Bedroom Balcony Views
Over-sized Kitchen
Over-sized Workshop
Natural Lighting



Peaceful Living!

Beautiful two story in Vista! Spacious in every room! Tons of natural lighting! Balcony views from each bedroom! Well landscaped backyard providing a tropical escape! Pool with a Jacuzzi and outdoor fireplace!



Large Backyard!

Amazing and voluminous! Just minutes from Historical Downtown Vista, shopping and the 78. Visit the link, www.206lawhome.com for a closer look! Or give us a call for a showing today! 760-505-8105

Fruit Trees
Outdoor Firepit
Minutes-Downtown Vista
Ceramic Flooring
Storage below Stairs
Walk-in Showers
Vaulted Ceilings



Allison James Estates & Homes

Deanna M. Farnore
BROKER, SRES, Cal BRE Lic. # 0129014
760-505-8105
760-295-7999
Deanna@TownsquareRealty.com
www.1buy760.com



Allison James Estates & Homes
101 S. Indiana Ave. # 4
Vista, CA 92084



INSERT
PERSONALIZED
FLYERS

VISTA CHAMBER MAGAZINE



THIS IS OUR AD IN OUR LOCAL MAGAZINE

YOUR VISTA REAL ESTATE EXPERTS



YOUR VISTA REAL ESTATE SOURCE

VistaHomeSource.com

VistaHomeValues.com

www.Buy760.com

ADD SCREENSHOT
OF ADVERSISEMENT
OF YOURSELF IN
YOUR LOCAL AREA



Deanna Faraone

Cal BRE lic.# 01293014

- BROKER, REALTOR , LISTING SPECIALIST
 - MARKETING/TECHNOLOGY EXPERT
 - STAGING CONSULTANT
 - 19 YEARS IN REAL ESTATE
- (760) 295-7999

Find us on the web @TownSquareRealtyGroup



KIOSK IN POPULAR DOWNTOWN

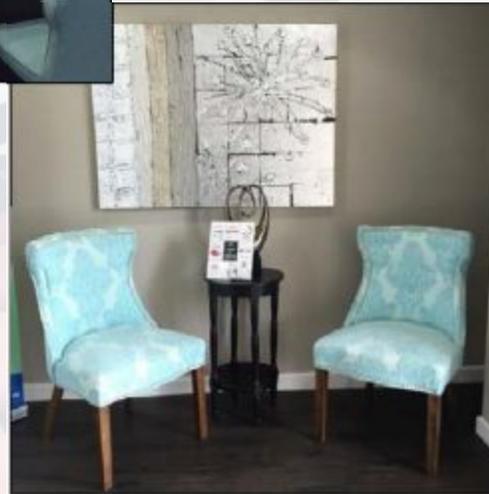


Your home will hold a spot as a Featured Property in one of these side display panels.

**ADD EXTRA ADVERTISING
OUR OFFICE INFO - IF NOT
JUST DELETE**



CONVENIENT NORTH COUNTY OFFICE



ADD PICTURE IF YOU HAVE AN OFFICE OR DELETE



IN REAL ESTATE TERMS....



MARKET VALUE is the price at which a home, in its current condition will sell in 30 to 90 days

If the price of your home is too HIGH several things could happen....

LIMITS BUYERS

They won't view your home if its out of their price range

LIMIT SHOWINGS

REALTORS are reluctant to show home listing too high

USED AS LEVERAGE

REALTORS may use your home to sell against better priced homes

EXTENDED DAYS ON MARKET

Buyers will think the home is "defective". "What's Wrong?", "Why hasn't this home sold?"

EVENTUALLY YOU LOWER PRICE

Possibly again, and again, and again

WASTED TIME & ENERGY

A bank appraisal is always **REQUIRED** to finance a home



STAGING / PRESENTATION



- ✓ We provide a 1 hour professional staging consultation
- ✓ We bring in our own staging props and will lightly stage your home for **NO CHARGE**
- ✓ We will make recommendations for inexpensive improvements such as light fixture updates, wallpaper removal, and/or painting in order to enhance your **BOTTOM LINE** and make your home more **SELLABLE!!!**

BEFORE



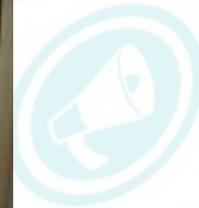
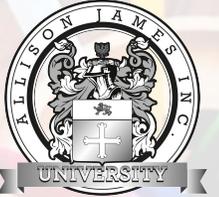
AFTER



BEFORE



AFTER



PROMOTERS



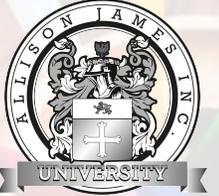
STRATEGY

VISITOR

BEFORE



AFTER



PROMOTERS

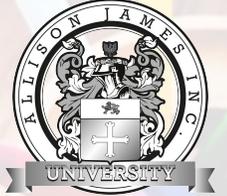


STRATEGY

BEFORE



AFTER



BEFORE



AFTER



STRATEGY



BEFORE



AFTER



STRATEGY

BEFORE



AFTER



WE PROMISE TO KEEP YOU INFORMED

- ✔ We will email you weekly with updates on marketing, showings, and feedbacks we get!
- ✔ We will review and update a market activity report for your home every 30 days.
- ✔ We will present offers and will carefully consult with explaining pros and cons of all offers and calculate a net proceed sheet for your evaluation.



MOVEMENT MORTGAGE



Our Preferred Lender

“We exist to love and value people by leading a Movement of Change in Industries, Corporate Cultures and Communities.”

REPLACE BY FLYER



RESUME/EXPERIENCE



131 South Indiana Ave Ste. #2
Vista, CA 92084
Deanna@TownSquareRealty.com

Website: www.Buy760.com
Office: (760) 295-7999
Cell: (760) 505-8105

REAL ESTATE SALES CONSULTANT DESIGNATED SENIOR REAL ESTATE SPECIALIST CHATEAU PREFERRED REALTOR

Direct Real Estate Sales-Cooperating Agent Relationship-Building-Contract Negotiations-Preferred REALTOR for "The Chateau"

PROFILE Dynamic 19 year sales career reflecting professional experience and excellent customer service

- Expert in Sophisticated Real Estate Sales specializing in services for seniors and their families
- Vast Knowledge of San Marcos Senior Communities and specific knowledge of "The Chateau" in Lake San Marcos & Ocean Hills Country Club
- Exceptionally well organized with a track record that demonstrates self motivation, creativity, and initiative to help both buyers and sellers achieve both personal and financial goals.
- Most passionate about Vista, CA & everything North San Diego County.

"Deanna was personable, honest, and professional. If something wasn't done or ready when she thought it should be, she followed up immediately to accomplish our 30 day escrow." - Melodee Chastain, Past Client

PROFESSIONAL EXPERIENCE

**1990-2000 RE/MAX United/Tim Walker, Fallbrook CA ASSISTANT TOP
PRODUCER RE/MAX AGENT**

Specialized in Transaction coordinating services to top producing REALTOR. Assisted in over 35 transactions per year. Also maintained a customer follow up program and continued to give one on one attention during their transition. Managed office inventory, Escrow deadlines, and office productivity.

- RE/MAX Agent earned 100% Club award for the years 1999 and 2000. One of the Company's most prestigious Awards.
- 100% customer service satisfaction with every escrow due to availability, communication capabilities, and knowledge of their specific transaction.
- RE/MAX Agent was very pleased with dedication and ability to learn business so quickly.

**2000-2003 RE/MAX Associates Oceanside, CA
RE/MAX REALTOR and BROKER MANAGING ASSISTANT**

As a Professional Real Estate Consultant, I helped buyers and sellers throughout North County with their personal and financial goals in buying and selling their homes.

- Designed a Creative, Innovative Marketing Plan focused on clients needs.
 - Developed life long relationship with Clients, REALTORS, and Lenders in North County.
 - Attended bi-weekly Broker Caravans to familiarize and stay up to date on market conditions to better serve buyers.
- As RE/MAX Agent, education courses were continually offered to maintain awareness of the ever changing California laws concerning all Real Estate Matters to keep clients better informed of guidelines and government expectations.
- Assisted Broker with incoming files from agents in office, and helped over 60 agents in making sure files were as per legal standards.

**2003-2006 RanchMar Realty, Vista CA
REALTOR, BROKER ASSISTANT/ OFFICEMANAGER**

Responsible for implementing systems in a Real Estate office including maintaining and keeping Real Estate Database updates, communicating weekly with existing buyers and sellers, and maintaining listing and escrow deadline procedures and tasks. Continuously stayed updated on market conditions and showed clients homes, negotiated contracts and implemented systems focusing on high quality customer service that exceeds clients expectations. Other activities include preparing comparative market analysis reports and presenting to prospective sellers as well as continuing my education regarding Real Estate legal updates.

- Hired and trained Real Estate Assistant to better assist the office and focus more on customer goals and needs.
- Joined Broker Paul Broach with the Preferred REALTOR Program at "The Chateau" in Lake San Marcos.
- Earned SRES Designation through California Association of REALTORS.
- Assisted and helped many seniors and their families/and or banks/trustees, in selling and buying homes at the Chateau.
- Designed and maintained website for "The Chateau"
- Prepared and Presented an Identity Theft Seminar powerpoint presentation to over 50 Seniors at "The Chateau" January 2006. Received great feedback from attendees and requests for more informative Senior Seminars.



2006-2011 Keller Williams Realty, Carlsbad CA
Independent Contractor/Business Owner/REALTOR

Responsible for running real estate business. This includes all aspects of the real estate transaction from beginning to end. Including prospecting, maintaining technologically advanced real estate database, designing marketing materials from email flyers to signs, creating innovative marketing plans were both home buyers and sellers. Also in charge of maintaining weekly reports for current sellers, holding open houses, attending legal seminars to stay educated and every changing laws in keeping the standard held high for all my customers. Also management team including assistant and transaction Coordinator. Close to 36 successful transactions in 2007 and a slow market received gold award. 30 transactions in 2008 and received double gold award and ranked #10 agent out of 230 agents I Keller Williams office in Carlsbad. 2009 award received for most units sold by individual agent from Keller Williams regional with 34 units sold. 2010 received the silver award for sales production and 29 units sold.

- Joined Keller Williams because of their focus on GOD, family, then business to maintain a high quality of life and a successful business to better service my clients.
- Keller Williams ranked #4 in the nation provides college educational courses and a large team of experts to promote a strong and solid foundation for everyone I work with
- Still maintained in good standing with SRES, Seniors Real Estate Specialist and focus on helping Seniors in North County make the emotional transition when downsizing

2011-Present Allison James Estates & Homes, Vista CA
Independent Contractor/Business Owner/REALTOR

Joined Allison James Estates & Homes a virtual Real Estate company. After months of research and the quality of veteran agents who have joined this company its certain to become one of the nations industry leaders in Real Estate Service, and has already grown to 14 states in just 2 short years. With less overhead more money can be used to market homes!

2015 Allison James Estates & Homes, Vista CA
Business Owner/REALTOR

Opened Town Square Realty Group office, a division of Allison James Estates & Homes.

- Added a full time administrative assistant as well as a buyers agent with hopes of growing to 6 agents by the end of 2018

2017 AJI University Coach/Teacher/Co-Founder

Real Estate coach for agents at Allison James Estates & Homes. Designed & created a coaching program along with Vice President of Allison James, Jessica Crumbaugh.



2013 REALTOR of Excellence for North San Diego County

EDUCATION & TRAINING

Financial Advice Educational Seminar through California Association of REALTORS (C.A.R) February 2006

Legal Real Estate Update Educational Series through C.A.R

SRES, Senior Real Estate Specialist, Educational Series through C.A.R By Referral Only

Coaching Institute member 2001

Howard Brinton Stars for Success coaching and training program member 2001

August 2016 – Received Broker License with Realtor BRE#

TECHNICAL SKILLS

Skilled with Sandicor Multiple Listing service, the San Diego MLS and Riverside County MLS programs. Specialize in using Top Producer 8i, an online, technologically advanced and highly innovative Real Estate Database to keep business organized. Advanced internet skills, including web design and updating through dreamweaver software and ftp protocols. Also skilled with MS office (Word, PowerPoint, Access, Excel, Project, Publisher, and Outlook) Also proficient in maintaining Real Estate website www.buy760.com . Industry marketing expert!

MEMBER AFFILIATIONS

- National Association of REALTORS N.A.R.
- North San Diego County Association of REALTORS, N.S.D.C.A.R. (Caravan Board Member) 2008,2009,2010
- San Diego County Association of REALTORS, S.D.A.R
- California Association of REALTORS, C.A.R.
- The Senior Advantage Real Estate Council, S.A.R.E.C., www.seniorrealestate.com
- Vista Village Business Association 2015-2017
- Real Estate Coach for Allison James Estates & Homes
- Riverside County of Association of REALTORS



OUR ONLINE REVIEWS



Rob F.
Vista, CA
0 friends
2 reviews

D D D 111512013

My wife and I were referred to Deanna by an acquaintance who had worked with Realtors for over 10 years and said this was the brightest and hardest working Realtor she had ever seen. Deanna told us what she would do to sell our house and what we could do to sell it at top dollar. She brought in an excellent interior designer and staged our house with her own inventory at no charge to us! She suggested minor cosmetic changes to update our look to what current buyers most desired and were willing to pay top dollar for. The results were our asking and selling the house in 5 days for the full asking price, which was 20k more than other Realtors had told us it was worth!

Two months later we called her to represent us in the purchase of our new house and she was just as good at buying as she is at selling. I have referred her to several friends and clients with full confidence and know you will be glad you gave her a call.



Keri M.
Vista, CA
0 friends
6 reviews

D D D 111212013

We were so happy to use Deanna Smith for our daughter's purchase of her first home. Deanna and her team worked so well with all of us. She took special time to be sure and include all of us in the decision making process knowing that we were a little anxious to find the perfect "first" home for our daughter. Deanna does her research. She knows what her clients needs and wants are almost before they do. Our daughter is now settled in her darling townhouse with a spectacular view and that attached garage I so insisted she have. Thanks for all the help and expertise Deanna.



V.L.
Oceanside, CA
0 friends
1 review

D D D 111112013

We used Deanna Smith to purchase our new home at Ocean Hills Country Club in Oceanside. She was wonderful! We were moving here from out of town which could have made the process very difficult, but Deanna took care of everything. She was on top of every issue, kept in constant contact, and returned calls promptly. She took care of repair work on the house and even made sure our carpet people could get in the house after the purchase. In addition she took care of some issues with the house we were selling which she was absolutely not obligated to do. We highly recommend Deanna for any real estate need.



Chris H.
Los Angeles, CA
0 friends
1 review

DDDDD 1012a12014

I seriously cannot say enough about Deanna AND her group. Not only did she sell my home within thirty days of listing it, but she graciously walked me, a busy touring musician, through every step of the way from staging through closing! Not only that, she provided me with a custom solution that went far beyond what most other Realtors can or do provide... If you're a busy professional or just in need of a super friendly and competent Realtor who can get the job done I highly recommend that you contact Deanna immediately, she's amazing!
Chris H

**ADD YOUR
OWN REVIEWS**





**ANY REASON
WHY YOU WOULD
NOT LIST TODAY?**