

# *Fine* PROPERTIES



SALES AND  
MARKETING  
PROPOSAL





## ROSA PAYSON PA – TEAM LEADER

**Born in Colombia SA,** I attended Medical School and specialized in Ophthalmology. I speak 3 languages: English, Spanish and French. I have lived in the US since 1998 and in the Sarasota area since 2002. As a Realtor, I combine my passion to help, with my experience as a business owner and manager. My business is based on honesty, trust and communication, giving all the information and advice so my clients can make an informed decision. I stay in touch with my clients many years after the transaction has closed, to answer any questions and make sure they're happy with their purchase or sale.

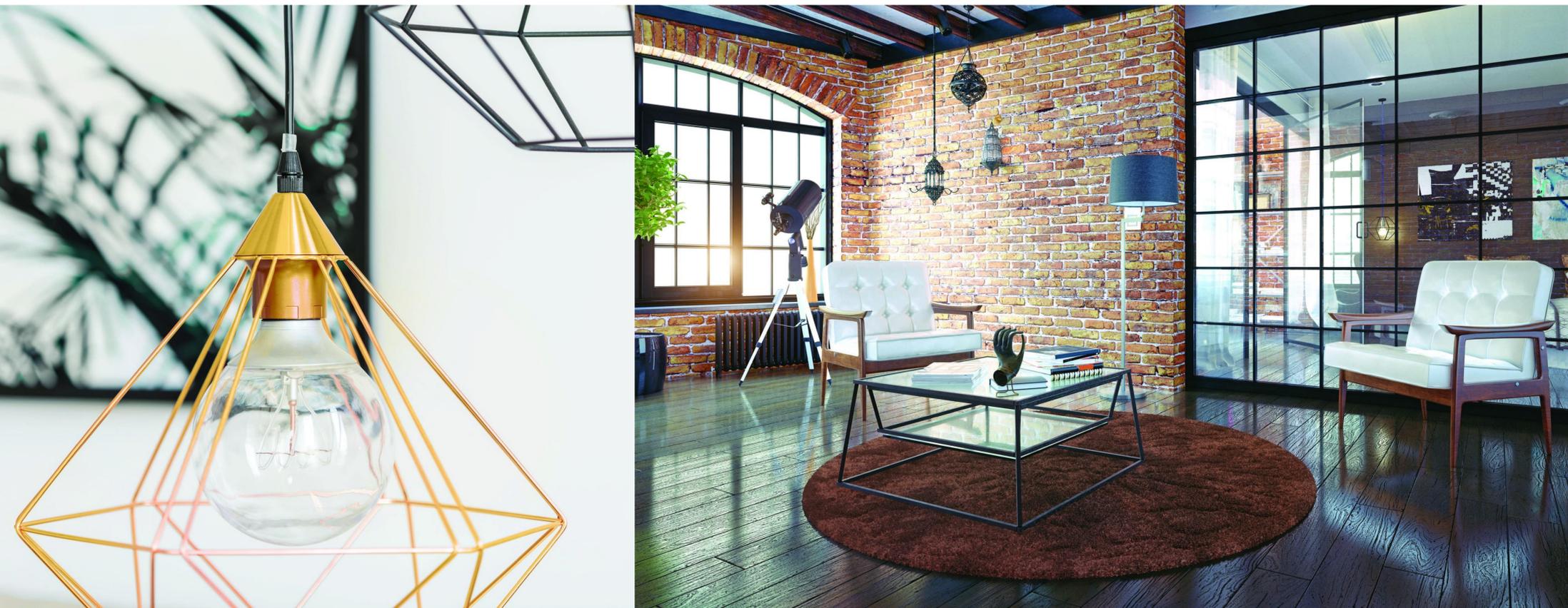
I constantly attend classes to obtain certifications and designations so I can better serve my clients: ABR (Accredited Buyer 's Representative), SRS (Seller Representative Specialist), RENE (Real Estate Negotiation Expert), CIPS (Certified International Property Specialist), PSA (Pricing Strategy Advisor), SRES (Senior Real Estate Specialist), among others.

REALTOR® SL# 3357716

941.313.5843

[www.CasaUS.info](http://www.CasaUS.info)

Rosa@CasaUS.info



## CASA US TEAM

*Casa US was created with the goal of delivering the best experience to our clients. Our team has only the best agents, which are also multi-lingual, so we can help clients that don't speak English as their first language. We require that our agents constantly attend real estate related conferences, as well as obtain certifications and designations accredited by the National Association of Realtors. We strive to deliver the best*

possible service and have a smooth transaction, while also recommending great lenders, inspectors, insurance companies, etc., if the client needs them.

Team Casa US will proudly show you with actions, that you are working with efficient, knowledgeable, business-minded real estate agents, who are available 7 days a week.



**13019 UTOPIA LOOP BRADENTON**  
4 BEDS 3 BATHS 2,665 SQFT  
LIST PRICE: \$409,382



**868 WHITE CAP CIR VENICE**  
2 BEDS, 2 BATHS 1,287 SQFT  
LIST PRICE: \$ 650,000



**7288 LISMORE CT LAKEWOOD RANCH**  
3 BED 2 BATH 2,002 SQFT  
LIST PRICE: \$385,000



**4219 61<sup>st</sup> PLACE EAST**  
3 BED 3 BATH 2,846 SQFT  
LIST PRICE: \$398,000



**7409 38<sup>TH</sup> CT E SARASOTA**  
3 BED 2 BATH 2,190 SQFT  
LIST PRICE: \$345,000



**11223 58<sup>th</sup> St Cir E Parrish**  
5 BED 3 BATH 3,288 SQFT  
LIST PRICE: \$335,000



## MANAGING THE DETAILS

We are here to advise, educate and guide you through the steps of the sale of your home. From the launch of your listing through the close of escrow, our goal is to assist you in making smart decisions and achieve your desired outcomes.

Communication, expert negotiation and managing the details are what we do best and our results speak for themselves!

**Rosa paid an extreme attention to detail** and was always able to quickly reply back to any communication. She did a fabulous job bringing buyers to my house. I highly recommend her as an excellent real estate agent.

- Holly Edwards, Bradenton

**Had the pleasure of having Rosa as my Realtor** in Aug 2018. Our house was on the market less than 24 hours and we had 3 offers. Rosa is knowledgeable, hardworking and straightforward. Her market analysis sets her apart from other realtors. If you need to sell/buy a house reach out to Rosa.

- Bart N., Palmetto

**Rosa is AMAZING!!!!** If you found Rosa, look no more, as you found the best. She did not only helped me to find my dream home but she also stepped in, and helped me when my bank still didn't have my loan after 41 days. Within a few hours, she had 2 options lined up for me for my mortgage, and 20 days later, voila, I had my dream home. I couldn't ask for anything better than this. I'm living my dream now in my dream home. Thank YOU, Rosa!!!!

- Anett Carey, Bradenton

**Spectacular ...** Mrs. Rosa Payson helped us sell our house in Venice, very fast ... She also helped us get our beautiful new house... thanks Rosa Payson ... She was always there to answer our questions.

- Norma & Edgardo, Bradenton

**Rosa is an amazing rare find.** Not only she is very knowledgeable and professional, she will go above and beyond to help you and will provide you guidance and advice with an honest perspective and always having your best interest at heart.

I had a very tight schedule and a challenging situation and Rosa understood my needs from day one; she listened and was so on point in everything; very organized and accommodating, so resourceful! She really goes out of her way to assist you and she naturally provides a full guidance throughout the process, with such integrity and grace. She truly cares and will fight to the teeth to help one get what you are looking for.

Rosa is a one of a kind professional, and a wonderful human being. She made a huge difference in my experience and I will forever be grateful to her

- Silvana Corsi, Bradenton



# PRICING STRATEGY

TO EFFECTIVELY PRICE AND ULTIMATELY SELL YOUR HOME:



We will research and create a pricing strategy to maximize the excitement and momentum of your property as soon as it goes live.



Conduct a detailed, custom market analysis.



Understand and consider the unique characteristics and amenities of your home and its location.



Meld our expertise in the real estate market and your expectations around timing and outcomes.



**A home priced at market value will attract more buyers than a home priced above market value.**

Additionally, a home priced competitively will attract a greater number of potential buyers and increase your chances for an expedited sale!

# MARKETING STRATEGY



## STAGING

To ensure a positive first impression, we will guide you through preparing your home to go live. Exterior features, in tandem with interior staging will be well thought out, creating an experience that will appeal to perspective buyers.



## PHOTOGRAPHY

We have created strategic partnerships with the area's best, professionally trained real estate photographers who will capture stunning, high quality images of your home for both online and print broadcast.



## PRINT/DIGITAL MEDIA & NETWORKS

Our team will determine the best print and digital media strategy for your home, based on the current market, location, features etc. We believe this is not a one-size fits all process, but will ensure that your home is broadcasted via brilliant marketing collateral, individual property landing pages when applicable, and via social media platforms. Additionally, we will market your listing to the area's top real estate professionals, affiliate networks, and our personal spheres of influence.

# MARKETING STRATEGY



## OPEN HOUSES

High profile open house events will be coordinated to generate optimal traffic and attract highly qualified buyers. We will leverage this effort and generate interest with strategic advertising campaigns, door knocking, press releases, newspaper ads, social media broadcasts and website promotion.



## CUSTOM PROPERTY WEBSITE

We will create a dedicated individual property website exclusively for your home that will enhance and support our highly targeted marketing strategy.



## WEBSITE EXPOSURE

Your home will be featured on my personal website.

# DIGITAL MARKETING THAT DRIVES RESULTS



## WORLD-CLASS MARKETING MATERIALS

- Open House Flyer
- For Sale Flyer Created for All In-Home Visitors

- Professional Yard Signage



## DIGITAL MARKETING THAT DRIVES RESULTS

- Open House Flyer email blasted to real estate communities, affiliate networks and personal sphere of influence
- For Sale social media broadcast on Twitter, Instagram and Facebook
- For Sale campaign targeted to highly qualified buyers
- Digital brochure to attract international buyers

## WHY "TEAM CASA US"



### TECHNOLOGY

- Huge Buyer database
- Exclusive listing website
- Professional photography

### TEAMWORK

- Win-win or no deal
- Excellent professional team of Realtors, loan officers, attorneys, inspectors, etc.

### KNOWLEDGE

- Years of experience
- Certifications and designations earned

### RELIABILITY

Customer Service is #1

### TRACK RECORD

Hundreds of happy customers!

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# THANK YOU



for the privilege and opportunity to work with you. As always, feel free to call if you have any questions. Looking forward to assisting you with selling your home.



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