



STALZER
REAL ESTATE GROUP

A BETTER REAL ESTATE EXPERIENCE™



Our philosophy is simple:

YOU COME FIRST

We pledge to be in constant communication with you, keeping you fully informed throughout the entire buying or selling process. We believe that if you're not left believing it was an amazing experience, we haven't done our job.

"We don't measure success through achievements or awards, but through the satisfaction of our clients."
– Chinita & Sarah Stalzer





When you look for the highest quality real estate service, look to a RE/MAX Agent. Nobody in the world sells more real estate than RE/MAX.

POWER IN NUMBERS

84%

MORE TRANSACTIONS
PER AGENT THAN OTHER
LARGE BROKERAGES

65%

MORE U.S.
NATIONAL TV SHARE
OF VOICE

45%

MORE COUNTRIES
COVERED GIVING YOU
GLOBAL EXPOSURE

6751

TOTAL NUMBER
OF OFFICES
WORLDWIDE

100K

TOTAL NUMBER
OF AGENTS
WORLDWIDE



**OVER 25 YEARS
ORANGE COUNTY
REAL ESTATE EXPERTISE**

WE'RE THE MARKET EXPERT, NOT THE MARKETING EXPERT SO WE HIRED ONE

We realize that our most valuable role is to be market experts and assist you in achieving the best results in your real estate transactions.

Unlike the majority of the real estate industry who claim to be "marketing experts," we are not. So we hired the marketing expert.

Led by Rick Brotherton, Brotherton Brand Communications is a marketing and advertising firm that brings 25 years of expertise to every listing. Specializing in real estate marketing, the team at Brotherton carefully creates and manages every listing campaign. From photography to marketing collateral, to social media and PR, your listing benefits from maximum exposure showcasing your property at it's best.





IF A PICTURE IS WORTH A 1,000 WORDS, WE WANT THEM TO BE
WOW! AMAZING! BEAUTIFUL!

Nothing generates interest in a property like beautifully crafted professional images. We start with interior designers who stage your home like a model home and then use only the best photographic artists who are masters at maximizing each homes visual appeal. Using ultra-high resolution professional camera bodies, lenses, and lighting, each image showcases your property with photos fitting for publication in architectural magazines.





HIGH-QUALITY MARKETING PACKAGES

Seller's looking to differentiate their home and drive value will appreciate the advantage gained by having professionally produced marketing collateral. When it comes to marketing your home we do not cut corners. No inkjet copies printed in our office. No light-weight copy paper.

Your marketing collateral is printed on press with full-color on high-quality, heavy weight paper stock.

- Direct Mail
- Open House Invites
- Sell Sheets
- Multi-Page Home Merchandising Brochures



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2409
E. FEATHERHILL
ORANGE, CA
\$1,150,000

RANGE

wood floors, soaring
breakfast, crown mold-
and a dramatic entry, for-
formal dining w walk
Kitchen complete w walk
ers to outside. Upstairs,
ge glass walk-in shower,
an inviting entertainers
accent lighting & ter-
enough for your boat
rought iron staircase,
of ocean and Orange
already decorated and

LOCATED TO
S TO OFFER

FEATHERHILL, ORANGE
47 SQF | 4BD - 3.5BA

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Like bath, huge glass walk-in
custom closet. Step outdoor
yard boasting a custom fire
accent lighting & tiered
be yours already decorated
Gorgeous showcase home!



High School Villa Park

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*****DISCLOSURE*****
POTENTIAL CUSTOMER

Print
US Per
PAW
WD

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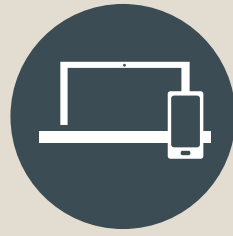
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CARETAKER/AGENT - with CARETAKER/AGENT. Based on information
that is taken from the CMRS and/or CARETAKER as of 5/1/2015. M.S.
data is deemed reliable but is not guaranteed to be accurate. If
your home is currently listed with another broker, this is not an
attempt to solicit your listing. ©2015 REALTOR/AGENT



90%

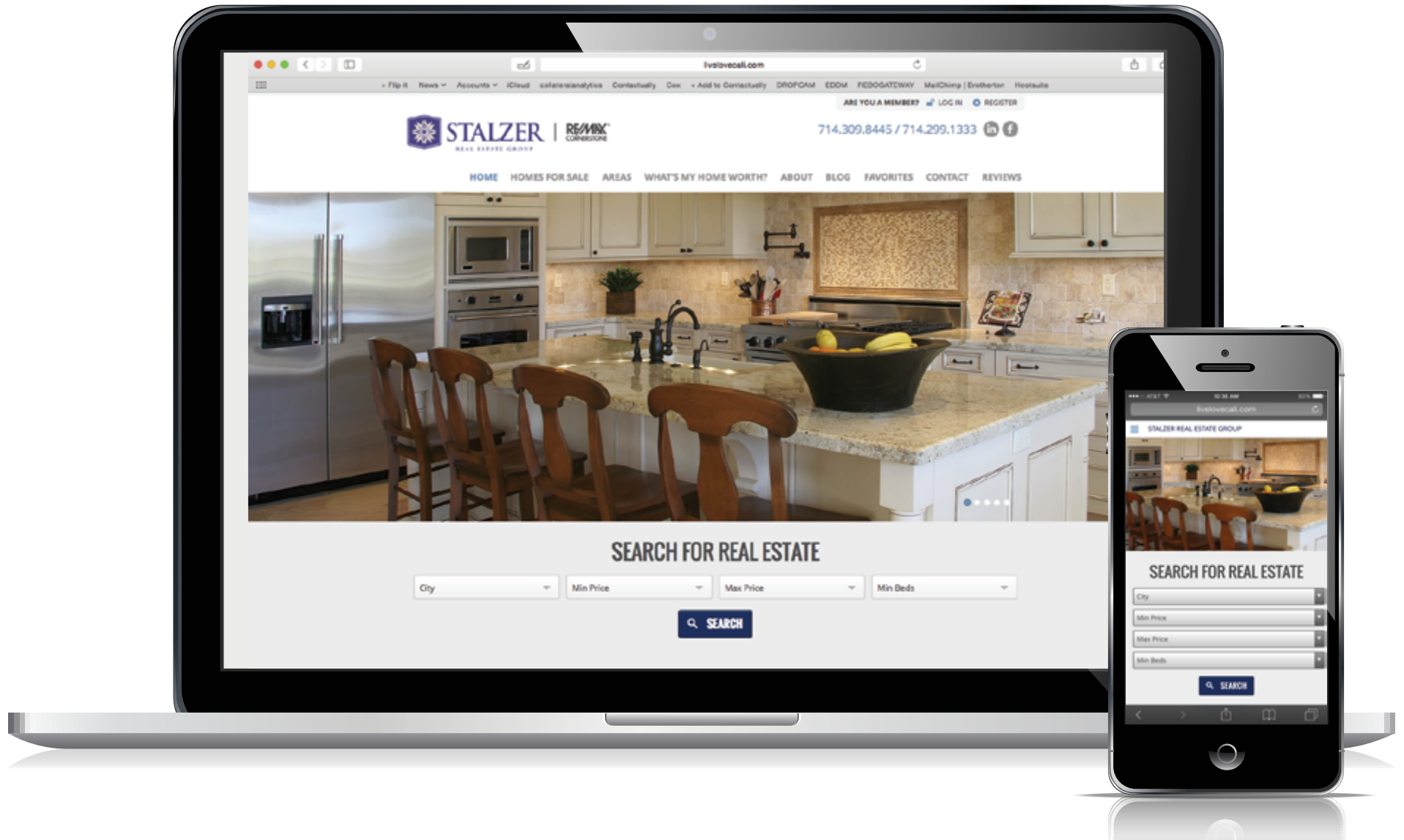
90% of consumers start
their home search online.

MOBILE OPTIMIZED WORLD-WIDE EXPOSURE

Nothing brings more attention to your home than being prominently featured online. 90% of consumers start searching online – a large part of which is on a mobile device. Your home needs a site that is 100% mobile compatible and search engine optimized.

Sites include:

- Full MLS Listing Syndicated to 900+ Real Estate Sites
- Professional, intuitive design
- Optimized mobile experience
- Superior SEO performance
- Property Videos shared via YouTube
- Buyer Leads captured and immediately followed up on.
- Full Google Analytics Suite so we know the when, where and who behind the site traffic.



Each listing is included on Zillow, Trulia, and Realtor.com. These 3 websites account for an overwhelming majority of all buyers online web traffic.





BE SOCIAL

MARKET YOUR HOME LIKE A PRO WITH OUR SOCIAL MEDIA CONCIERGE SERVICE

Social media is here to stay and should hold a prominent position in any marketing mix. We'll share your listing and promote it to 1000s significantly increasing the amount of attention your home gets. All social media activity links back to full description of your home and a lead capture system that allows us to quickly follow up with buyers.



TIP

MAKE IT EMOTIONAL

Sharing emotional stories about your time spent in your home will help buyers connect with the property and allow them to imagine living there. We share your memories via social media to engage the largest possible pool of buyers.

**EXPOSURE DRIVES DEMAND.
DEMAND DRIVES RESULTS.**



ACTION PLAN

STEP 1

CONSULTATION

- Introduction to The Stalzer Team / ReMax
- Explain the Client/Agent Relationship
- Full Review of the Stalzer Team Action Plan
- Determining Your Needs and Home's Marketability
- Explore Known Issues
- Present Comparative Market Analysis

STEP 2

PRICING STRATEGY

- Explain What Affects Your Market Value
- Review the Comparative Market Analysis
- Explain Risks of Pricing Too High
- How Time on Market Affects Price

STEP 3

MARKETING STRATEGY

- Review Distribution Channels for Your Home
- Present Summary of Plan for Marketing Your Home
- Execution of Marketing Plan
- Submit Regular Progress Reports

STEP 4

UNDERSTANDING YOUR ROLE

- The Importance of the Presentation of Your Home
- Your Participation; What's Expected
- Showings and Providing Feedback
- Ongoing Discussion on Market Conditions

STEP 5

NEGOTIATING THE PURCHASE CONTRACT

- Presentation of All Offers
- Evaluation of All Offers
- Explanation of Items to Consider in Each Offer
- Representation in All Contract Negotiations

STEP 6

MANAGING THE TRANSACTION THROUGH CLOSING

- Providing Buyer with the Seller's Disclosure
- Buyer's Inspection Period
- Remaining Contingencies and Financing
- Closing



5-STAR SUCCESS

"It was reassuring to have professionals like Sarah and Chinita working with us when we bought our home. They handled the details and deadlines to ensure the deal got done."

– bob arentz

"It was a pleasure to work with Sarah and Chinita Stalzer. Sarah and Chinita answered all my questions about the process and ensured a smooth escrow. I highly recommend this team due to their expertise, responsiveness, and connection to the local market. Thank you Sarah and Chinita!!!"

– olivia sproal

"Sarah helped us find our dream home. She listened to our requests and made every effort to meet them. She did not try and compromise. I would recommend her for anyone looking for a luxury home."

– al kapat

"My wife and I just bought our third home and used Sarah and Chinita. After our experience we will never use a different realtor again. Our family literally doubled and we needed to sell and buy (what we needed and want) in a very short period of time. They sold our house and found us the perfect home within weeks. It truly was amazing. We highly recommend Sarah and Chinita! Thank you ladies!"

– john brittain

"Sarah and Chinita made the process so pleasant for us given we had two toddlers to deal with as we sold and bought our homes. Extremely professional and knowledgeable. We asked a lot of questions and they both were very patient and answered them for us. We highly recommend them! Thank you Sarah and Chinita. We felt at ease and treated better than family."

– elisa tranchida





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