



EXPRESS
REALTY SERVICES

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Express Realty Services Keller Williams Realty

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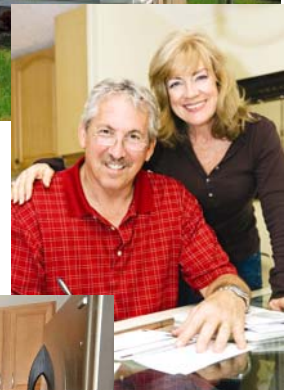
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You Need To Trust The Realtor You Choose

Today, you make a choice. While we meet to discuss the sale of your home, you'll have to choose whether to trust us with the sale of the single most important asset you own. In the attached information and in our marketing presentation, we will provide you with enough information about the market, our qualifications, and our marketing program for you to make an informed decision about who will best represent you in this important business transaction.

Results—that's what we promise you. Our objective is to provide you with accurate and timely information about the real estate market in your area so that you can make intelligent decisions regarding the sale of your property. **We will tell you what you must hear and not what we think you may want to hear about the market and the value of your property.** We acknowledge that we may periodically lose business because of our transparency with our clients, while some of our peers will tell you what you want to hear to gain your trust and secure your business. We pledge that every recommendation and conclusion we offer you will be substantiated with data from the Metropolitan Regional Information System, our local Multiple Listing Service (MLS).

Ultimately, you may decide to seek another agent's opinion, and that's fine. However, you should know that all agents have access to the same information. Therefore, the determination of your home's value should be nearly the same. Remember, no agent can affect market conditions. If someone claims that you can sell your property for other than what the market indicates, they are doing you a disservice; attempting to do so will only prolong the sales process and, according to National Association of Realtors statistics, lower the net proceeds amount.

Select your Realtor based on experience and results. While past performance is not necessarily an indication of future success, what else can you go by? If you truly want to sell your home, you must be willing to sell it for what the market will bear. If you would prefer to set your sights higher, that's perfectly okay; and perhaps we can help you in the future if and when the market changes in your favor. But if you want to sell now, no one will provide you with more candid feedback and factual information than we will. In addition, we will thoroughly explain our marketing program to you and provide factual data on how it has worked for others in the past. We will gladly provide you with the names of several individuals with whom we have recently worked so that you can discuss our credentials with someone who knows first-hand how we do business.

This is our commitment to you. As professionals in every sense of the word, we will provide you with the best service possible so that your expectations are met in the shortest time frame. Our goal, pure and simple, is to help you achieve your real estate objectives.

Mission Statement

We will provide the best service possible for every client we represent.

We will never tell a client what they want to hear if it is not the truth.

*We will never enter into a client relationship where we know
what is expected of us cannot be done in good faith.*

*We acknowledge that we may periodically lose business because
we are truthful with our clients, whereas competitors may tell them
what they want to hear to temporarily get their business.*

*We will never forget that quality of service, honesty, loyalty, understanding,
accountability, and creativity are what make us so very different
from the average real estate team.*

*We will always treat all parties honestly and fairly, and we will always
offer our properties without regard to race, color, creed, religion, sex,
ancestry, national origin, handicap, or family status.*

REAL ESTATE MYTHS

Myth #1: *“Discount” brokers can do an adequate job selling real estate.*

Truth: A complete marketing campaign is essential to getting the most for your home. Promotional costs such as photos, brochures, ads, MLS insertion fees, printing, direct mail, directional signs, personal internet websites, virtual tours, etc., are all paid for by Express Realty Services.

- Will the discount broker be able to afford to offer a complete marketing campaign?
- Does he/she have the expertise to guide you through problems that may develop during the home sale and offer process?
- Remember that you only pay a commission if, and when, your property sells successfully; you owe nothing if the Express Realty Services' Team of Specialists does not get results.

Overall, be aware that the number of buyers viewing your home will be reduced with limited marketing.

Myth #2: *Express Realty Services sells a lot of real estate. Express Realty Services is probably too busy to pay attention to my listing.*

Truth: Aren't superior restaurants busy at dinnertime? Don't excellent doctors have a heavy patient load? Express Realty Services may have a lot of clients, but they have assembled a top-flight team of specialists to assist with the routine details. This allows our team members to devote themselves fully to selling your property successfully. Express Realty Services has built its business one satisfied client at a time, and word of mouth from satisfied clients is spreading.

Myth #3: *You should select a Realtor who says they can get you the highest price.*

Truth: This is the oldest scam in real estate: tell the sellers what they want to hear and compliment their homes to get listings.

Instead, you should insist on a written, well-researched, computerized market analysis to determine a realistic price your home will bear in today's market. Then price it accordingly. Select your Realtor based on their experience and effectiveness before you attempt to price your home.

*Never select an agent based solely on the price he or she recommends;
unless your agent is planning to buy your home at that price, and then get it in writing!*

What You Can Expect From the Team Ranked #8 Out of 74,000

Superior Service From Express Realty Services' Unique Team

Express Realty Services is a Keller Williams team. Ranked #8 nationwide out of 74,000 Keller Williams agents in 2009, this team approach to the market is unique to the industry. Full-time buyer specialists and full-time assistants are dedicated to servicing your needs. They help handle every detail from listing through closing. This ensures a full staff dedicated exclusively to selling your home.

Immediate Maximum Market Exposure

Express Realty Services will provide your home immediate exposure through:

- Placement in a state-of-the-art real estate listing database, making your home available to every individual in the world with internet access.
- Clean, attractive yard signs with your home's website address prominently displayed.
- A property profile and a professional color flyer of your home with interior photos.
- A brochure box flyer with interior photos and information that sits on the sign.
- A house-to-house marketing program that displays your home in a color brochure layout as one of Express Realty Services' listings.
- A targeted custom brochure and advertisement for inclusion on 14 separate internet sales sites with color photos of your home.
- The placement of details about and photos of your home on multiple sites including Express Realty Services' personal, award-winning home page at www.ExpressRS.com.
- Our virtual tour feature, enabling prospective buyers to enjoy a walk-through of your property from the comfort of their own home.
- The use of the Tagline system for providing interested parties with listing information and text notifications, and allowing us to track calls about your home.

A Team Led By Leo Pareja,
Keller Williams Realty
Top-Ten Ranked Agent

Results-Oriented Real Estate
Selling System

Award Winning
Internet Website With More Than
72,000 Visitors Annually

An Entire Team Dedicated
To Making Your Experience
The Best It Can Be

A Team Of Buyer Specialists
Working Exclusively With
Buyers To Sell Your Home

What You Can Expect...

Market Updates

Monthly updates informing you of the present status of market activity—in particular, what is selling and for how much, as well as any new listings which may be competition for you.

Bi-monthly reports featuring feedback from your home's showings, letting you know exactly what the agents and buyers are saying. This allows us to make educated decisions on any changes necessary to make your home a more attractive buy.

Weekly check-ins with the Express Realty Services team to inform you of anything pertinent to the selling of your home, checking your supply of marketing materials, and offering you any additional assistance you may require.

Status Reports When Your Home Goes Under Contract

Regular progress reports in the form of a call from a team member on the status of a purchaser's loan, contingency removals (home inspection, radon inspection, etc.), bank appraisal coordination with the settlement agent, termite inspection, along with well and/or septic certifications, etc.



The Express Realty Services team has helped 300 families buy and/or sell homes last year. Other agents in the area averaged only 1.5 transactions per year.

That's right, the Express Realty Services team sells more homes in a week than most agents do in a year, and that's not all...

On average, the Express Realty Services team sells any property listed in 36 days. The average in our city is 104 days. That saves sellers like you hundreds, sometimes thousands of dollars!

On average, the Express Realty Services sells homes for 96% of the asking price, while the average in our area is 92%. On a \$200,000 property, this would mean \$8,000 more in your pocket.

Leo Pareja is consistently able to outperform the typical agent because of our unique marketing system that virtually guarantees a faster sale.

Now who says all Real Estate Agents are alike?

Express Realty Services' Difference

When you list your home with Express Realty Services, you get a whole team of experts to make sure everything goes as planned!

Express Realty Services is one of the top teams in the greater DC area, selling 300+ homes each year, so you can be sure they have the experience to guide you through the listing process. One of the chief advantages of working with a top team like Express Realty Services is that they have brought together a group of specialists who handle each aspect of a buying transaction. Like a symphony conductor, Leo Pareja directs their efforts to meet your individual goal of selling or buying a home. That means someone who knows the process intimately is there to help you every step of the way, ensuring that every detail is handled properly.

Don't be fooled into thinking that you'll get more attention if you list with an agent that works alone!

Most of the effort involved in selling your home centers around marketing details—advertising, internet listings, brochures, transaction processing, etc. The tremendous amount of triage and paperwork involved in a real estate transaction means that an agent selling 10-12 homes a year will spend the majority of their time completing non-selling activities. Our goal at Express Realty Services is to allow Leo Pareja to spend 100% of his time selling homes, while his competent team takes care of the rest.

You can speak directly with Leo Pareja any time you like and as often as you like!

Leo Pareja's staff is not there to shield him from customers and clients, but rather to handle important details such as marketing, transaction processing, and servicing listings day to day. In fact, they are glad to share up-to-the-minute details at any given time. Leo Pareja will be free to concentrate on finding buyers to buy your home.

The team approach to real estate also means that there is always someone available to talk to you...

We're here to help you with a problem, give you the status of your transaction, or simply answer a question. Express Realty Services uses voice mail when necessary but believes there is no substitute for personal attention. When you do have to leave a message, you can be sure someone will return your call promptly. It just makes sense; after all, your doctor doesn't take your temperature, blood pressure, or dress you in a funny looking gown, he lets his staff take care of these details so he can focus on diagnosing and treating his patients! Likewise, Leo Pareja hired an excellent staff so he will always be available to devote time to working on prospecting for buyers.

We Also Buy Houses that Need to Sell Fast!

That's right. If your property is undervalued or in a distressed condition and can't be sold as-is, we also purchase houses outright. Ask your agent. We have bought more than 600 homes like these since 2003.

Our Real Estate Team

"Personalized service means getting the attention you need when you need it. This isn't something one person can accomplish alone, it takes a team to ensure that your expectations are met quickly and effectively."

– Leo Pareja

Brad Chandler, President and CEO, M.B.A. Real Estate

"Having successfully completed over 1,200 real estate transactions in the past 6 years, I understand what it takes to evaluate customer needs and deliver accordingly. I'm proud of our team's track record and proven ability to provide families with exceptional value."

Leo Pareja, Team Leader

"My 7 years' experience are at your disposal, whether it's marketing your home or finding the home that fits your needs. I specialize in negotiation and have extensive training and a proven track record in this field. My team of experts and I are here to help you achieve your goals."

Sandi Farnan, Contract to Close

"Attention to detail is what makes the difference in a successful closing. My job is to keep you apprised of every step needed to finish the sale."

Susan Saltos, Listing Coordinator

"I'm here to make sure that Express Realty Services' clients and other realtors are provided with excellent service. I am available to do whatever it takes to help our buyers and sellers get the information they need from our team."

Kevin Bailey, Listing Manager

"I work at going the extra mile to explain the entire transaction process and make it as easy as possible for our clients. I am committed to exceptional quality."

Laily Jacob, LuChiea Grissom, Aaron Montgomery, Carol Meredith—Agents

"Imagine having your own personal real-estate sales force. As your personal agents, we specialize in selling your home faster than other realtors in the marketplace"



HOW DOES Express Realty Services FIND A BUYER FOR YOUR HOME?

Informing the Market

As soon as you put your home on the market, we enter its features into our database and cross reference it against a list of prospective buyers.

We also cross reference it against our database of agents who have shown similarly priced listings for us in the past. Professional flyers are immediately sent to those agents to see if your property may be right for their buyers. We then send letters with your property fact sheet to other agents in the area. That way they can also show your home if they have a buyer they represent. In addition, we distribute information about your home to various other realtors in the area.

Advertisement

We advertise your home in ways that will ensure the highest number of responses.

We handle many relocation and local buyers through Express Realty Services' home page on the World Wide Web. Our personal site includes your home's profile, pictures, and provides prospective buyers with the ability to contact Express Realty Services via a toll free line or by email. This is a rapidly growing segment of our business, and one which yields numerous queries each week about our listings.

We also market your home using methods many organizations only dream of. We run local radio and television advertisements as well as direct mail campaigns about your home. We launch internet-based e-marketing campaigns which appear in thousands of locations worldwide. We develop custom web advertising in the Maryland, Virginia and DC listings on Craigslist, Backpage.com, Kijiji, and many other web-based services. Ads appear on fourteen separate sites and two social networking pages:

Oodle; Google Base; Vast; HotPads; Trulia; Zillow; DotHomes; FrontDoor; Backpage; Yahoo; Geebo; OLX; Cyberhomes; craigslist; Facebook and Twitter.

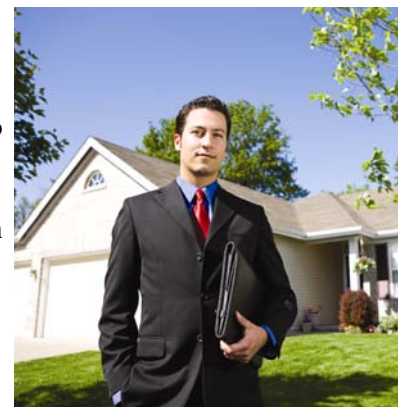
We also send a weekly email update featuring your home to over 3,500 real estate agents in the DC metro area.

In addition to those marketing efforts, we constantly survey agents and potential buyers about how your home is perceived and what we can do to improve their perception of your home. Through our interactive web presence, we also feature your home prominently in market searches from other agents and visitors looking in your neighborhood. We track the numbers and monitor the source of each buyer. We have found through survey-based research that our marketing is capturing buyers' attentions and prompting them to ask their agents to show them your home. In addition, we are able to market your home indirectly through our fleet of moving vans, which all feature the Express Realty Services name prominently displayed on the side. We receive many calls to buy and sell homes as a result of this type of exposure.

Express Realty Services carries approximately 20 - 25 active listings and has between 75 and 80 listings under contract awaiting settlement at any given time. This means we have over 100 signs on the street generating numerous calls to our office. More signs generate more buyer calls. This level of exposure is important to you because it provides Express Realty Services with more chances of finding the right buyer for your home. Also, because Express Realty Services' listings are our top priority, we do our best to find the buyer ourselves.

Professionalism

We are a team that responds to inquiries about your home in a professional, courteous manner. A call about your home never goes to the "duty" agent, as is often the case in a traditional company (where calls are often fielded by new agents who have never even seen your home). We personally determine the qualification of potential buyers and then focus on promoting your home if it meets their needs.





Open 24 Hours For
Your Home-Finding Search

View homes online at:

www.ExpressRS.com

Featuring:

All of Express Realty Services' listings

Useful tips & advice for both buyers & sellers

Financial resource links

Helpful community information



GET ULTIMATE MARKET EXPOSURE WITH EXPRESS REALTY SERVICES

*Express Realty Services' entire team follows a detailed marketing plan. Sales do not happen by chance or luck. They require detailed planning, executed by a professional staff with one goal in mind: **the sale of your home**. Through detailed planning, Express Realty Services will get the most money for your home in the least amount of time. No hassles . . . no kidding!*

24-Hour Advertising on the Internet

Your property will be displayed in full color to buyers in town or across the world on Express Realty Services' very own website (www.ExpressRS.com) as well as Realtor.com, a world-renowned real estate site averaging over 150,000 hits a day. As a result, buyers all over the world can view your home whenever and wherever it is convenient for them.

24-Hour Home Hotline and Faxback System

Our response marketing system is available 24 hours a day, 7 days a week. Users obtain an ID number for your home from the "For Sale" sign and various advertising mediums. Using the ID number, they call the Home Hotline and hear a pre-recorded message describing your home with the option to receive a feature sheet by fax or via text message. Our Hotline receives an average of 300 calls per week, and has proven to be a very successful marketing tool in selling homes.

Color Brochure for Buyers and Agents
Viewing your Home

Aggressive, Web-Based Advertising
Campaigns

Achieving your Selling Price



Pricing Your Home

Advice from Express Realty Services

When selling your home, one of the hardest things can be deciding on the price. You've called us in as experts to sell your home and price it so that it will sell. We're truly dedicated to gaining you the most money you can receive from the sale. In addition, we recognize there are many reasons you may already have a certain price in mind. You may be considering . . .

YOUR ORIGINAL PURCHASE PRICE

Chances are you paid market value. But things change, and today we have to deal with current market conditions which may have changed significantly.

IMPROVEMENTS

Improvements should be made for enjoyment, not resale value. You cannot add an item to a home, personalize it, use it, and then expect a buyer to pay the original cost. Likewise, maintenance preserves the value, but does not create value. If you needed a new roof, it was needed as a maintenance requirement and cannot be added to the market price of your home.

YOUR NEED FOR MONEY

Your need for money or the fact that you are moving to a more expensive area where you will have to pay more for a home is separate from your home's current market value.

THE COST TO REBUILD IT TODAY

Your home was built at yesterday's prices, and if buyers want to pay today's price they may build their own home and personalize it for themselves.

YOUR PERSONAL ATTACHMENT TO THE PROPERTY

Every person is unique. Finding a person to pay for the memories and dreams associated with your home will be extremely difficult and unreasonable.

Over many successful years of selling homes, we've frequently heard comments from sellers, such as:

"Another agent said it was worth more."

"People always offer less than the asking price."

"The buyers can always make an offer."

"My neighbors were able to get their price."

"My house is better than these other homes."

"We paid more than that for our home."

"We just painted and added new carpet..."

"I need this much money for our next house."

Although some of these comments may be true, they are not necessarily valid when it comes to deciding on the right price.



Pricing Your Home

Advice from Express Realty Services

Continued from page 13

Let me share with you what overpricing can do to the eventual sale price you receive for your home. . .

The market will lose excitement that a new listing generates. Realtors are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Therefore, most activity will take place within the first 30 days of a new listing. Your home will probably receive its highest and best offers during this time. Afterward, the only people who will come to see your home will be buyers who are new to the marketplace.

You will lose the most qualified prospects! Buyers will not just "make an offer." They will most likely take the time to come see your property. Buyers will view properties that are priced within their budget, knowing that they cannot afford anything above this price range. If you price too high, you will miss qualified buyers.

Overpricing helps sell other, more competitively priced homes first. Your home may be used to demonstrate the good value of other properties. Your objective should be to enter the market in a position that will attract prospects, not drive them away.

Your home may become stale on the market. Prospects may wonder why it has been on the market so long or if something is wrong with the property, even after you lower the price. You may even have to settle for less than its market value. Houses that sit too long take on a reputation surprisingly quickly, don't let this happen to yours.

You lose a strong negotiating position when your house is on the market for a long time.

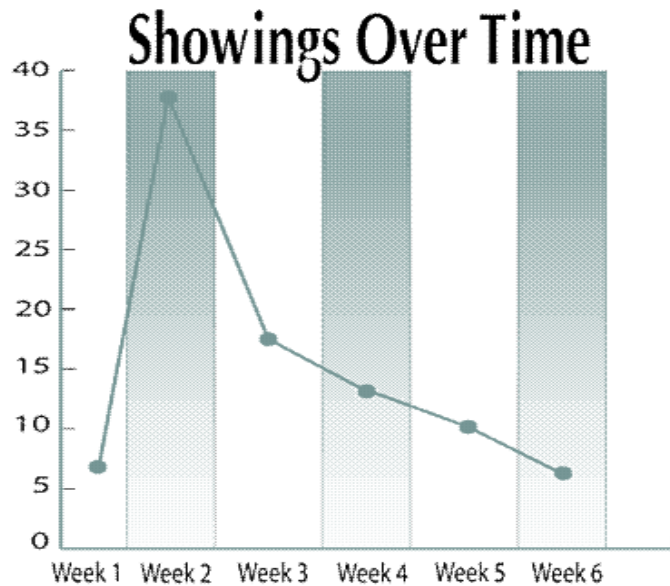
Prospects will not "rush" to make an offer on an overpriced property. In a declining market you may end up settling for less than what you were offered. A good example is the case of an acquaintance of the company, who made the mistake of overpricing his home at \$850,000. After a year and a half of rejecting reasonable offers in the mid 700K range, he now has it listed at \$699,000 and has yet to sell it.

If you do get a higher-than-expected offer, the contract may fall through because the appraisal fell below the offer price.

As you can see, pricing your home correctly will have a tremendous impact on how quickly it sells and for how much. We make it our business to know the market and price our clients' homes to sell for the most money in the least amount of time—and we're good at it. Just ask our past clients. If we need to talk about price, we'll call you—but don't hesitate to call us first. Let's work together to make this sale as painless and profitable as we can.



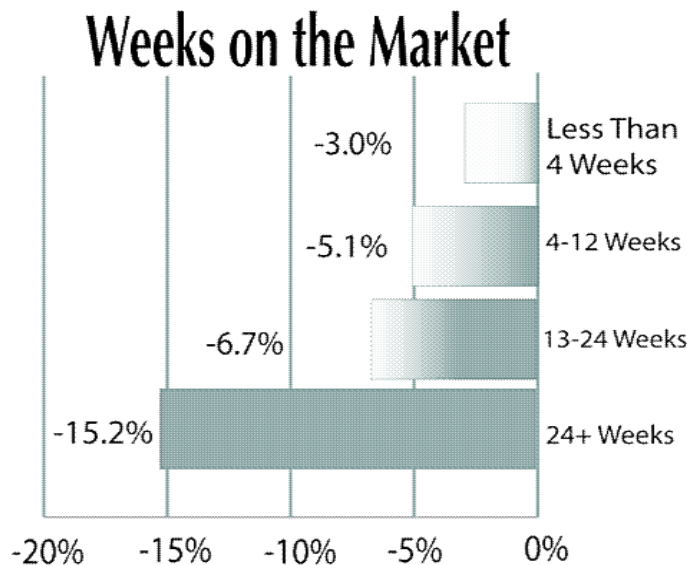
Price It RIGHT from the START to Get the Highest Bottom Line!



Since your best activity occurs during the first few weeks, setting the right price early ensures favorable comparison with the competition. Once a buyer has seen the house and ruled it out they don't check back in three or four weeks to see if you have lowered the price. By then, they have probably made an offer on another home!

Source: David Knox Seminars

Set the Right Price for a Faster Sale...



Setting the price "a little higher" because you're not in a hurry may sound like a realistic strategy, but as you can see from the National Association of Realtors, the longer a home sits unsold, the bigger the discount from the asking price the seller usually receives.

Who is the average home buyer?

The average home buyer moves 10 miles from their old home to get: a) more space, b) a better financial advantage, or c) the opportunity to quit paying rent. 70% are married couples, 58% are repeat buyers, and a typical repeat buyer is 41 years of age. 75% of buyers choose an existing home. The typical buyer looks at 18 homes over a span of 15 weeks, but a relocating buyer looks at 22 homes and makes a purchase decision in 12 weeks. Source: National Association of Realtors

DOES IT REALLY MATTER . . .

*... Who I list My Home With?
Is One Realtor Really Any Different From Another?
Can A Top-Producing Realtor Make A Difference?*

YES!

And it will put more money in your pocket!

Here's how . . .

On this page and the next are the VA/DC/MD figures for last year. As you will see, the 22,900 Realtors in the VA/DC/MD area sold 57,132 homes.

That's a lot of homes!! But...if you do the math, that means that your typical REALTOR[®] sold only 2.5 homes. Maybe that doesn't sound too bad, but Express Realty Services sold 150 homes in that time, 60 times as many!!

To put it another way, over the course of 20 years, the average Realtor would sell only 50 houses.

That's what Express Realty Services sells in 4 months!

That means Express Realty Services racks up more experience in 4 months than the typical Realtor gets in an entire career!

More experience pricing!

More experience negotiating!

More experience getting the sale to close!

Now... turn the page to see how Express Realty Services and their expert real estate systems and staff can put \$18,695 more into your pocket!

IMPRESSIVE STATISTICS . . . BUT WHAT DO THEY MEAN FOR ME?

Here are some key numbers (based on the average home in the VA/DC/MD area, according to the MRIS):

Average-Priced Home.....	\$368,276
Average Loan With 5% Down.....	\$349,862
Interest.....	\$20,991
Principal and Interest/Day.....	\$70.81 (\$58/day interest)
Metro DC Average Time on Market.....	104 Days
Express Realty Services' Average Time on Market	36 Days

Express Realty Services' average listing sells 68 days faster than the DC Metro average.

At \$58 in interest each day, that's a savings of **\$3,944**

•PLUS•

In the VA/DC/MD area, the average home sells for 92 % of the list price (\$338,814).

Express Realty Services' average listing sells for 96 % of the list price (\$353,545).

That's 4 % more for our sellers!

Or \$ more on the average-priced home in the Metro DC area!

Summary of Savings for Express Realty Services' Sellers:

Express Realty Services' listings sell an average of 68 days faster—\$3,944

Express Realty Services' listings sell for an average of 4% more—\$14,751

On Average, Express Realty Services' Sellers Net \$18,695

MORE ON THE BOTTOM LINE! MORE MONEY IN YOUR POCKET!!

True Story: Leo Pareja had a client that wanted him to list his home for 1% less commission than other realtors charge. Leo Pareja couldn't do what needed to be done in marketing his home for a lesser fee, so he said no. He listed with another Realtor who would accept the lower fee, and, when it was all said and done, the client lost over \$13,000.00.

If other agents will negotiate away their fees, what will they do with your money?

Suggested Questions to Ask a Real Estate Professional When Interviewing Real Estate Agents

How long have you been selling real estate?

How many homes have you sold this year?

How many homes have you sold in my area?

Do you work in another part-time or full-time position?

What do you know about my area?

What educational designations have you earned?

What is your average DOM (Days On the Market) versus the market?

What was your average sale-to-list price last year versus the market?

How do you plan to find a buyer for my home?

Do you mail flyers of my home to other agents? How many?

Please show me some samples of property brochures and marketing pieces.

How will showings be scheduled for my home?

How do you communicate with sellers?

If I list my home with you, when would the marketing begin?

May I see your mission statement?



Seller's Checklist

Make sure you have...

- ❑ *Copy of Your Warranty or Security Deed*
- ❑ *Copy of Your Property Survey, If Possible*
- ❑ *The Seller's Disclosure Sheet (Filled out as much as possible)*
- ❑ *The Client Contact Information*
- ❑ *The Seller's Property Survey, (If Applicable)*
- ❑ *Have a Key Available to Put in the Lock Box*
- ❑ *Write Down a List of Improvements and Maintenance Items that that You've Made to the Property*
- ❑ *Write Down Any Concerns or Questions You May Want to Discuss*



Testimonials

“Before choosing to work with Express we were meeting with a realtor and found it was going to be difficult to show our home with the animals we had. Express...made it simple from the beginning. A few simple meetings and we were able to list our house with no problems. We didn't have to worry about making costly repairs or anything! In the end we were able to get the money for the house we wanted.”

—2008 Washington DC Homeowner



“My mom died and left us a house that needed a lot of work. We didn't have any money to put in it and neither did my brothers and sisters. So, we decided we needed to sell it fast. I was amazed how easy Express Realty Services made the process. They did everything they promised. I would highly recommend them.”

—2009 District Heights, Maryland Homeowner

“We didn't quite know where to turn. My husband got transferred and we needed to sell our house quickly. But the real estate market was reeling from the 2009 economic crisis. We turned to Express Realty Services and explored every option with them. They were great and we were able to sell our house in slightly more than two months at a higher-than-market average.”

—2009 Fairfax County, Virginia Homeowner

Leo Pareja

RESUME

As you can see from Leo Pareja's track record, Express Realty Services has an experienced Realtor at the helm. Don't believe us? Take a look at his credentials:

Background:

Purchasing his first property prior to his 21st birthday, Leo Pareja entered the real estate industry almost before he could legally sign his own name. He started by buying properties and renting out the bedrooms to his college fraternity brothers. He then demonstrated that parents and peers could increase their assets and gain equity while their kids were in college!

Since then, Leo Pareja has become one of the top real estate professionals in the country—currently ranked 8th nationwide by Keller Williams, one of the largest real estate companies in the world. Representing buyers and sellers in the DC Metro area, Leo attained his high level of success by identifying their needs and fulfilling them through smart real estate transactions.

In the midst of the recent (2007) downturn in the real estate market, Leo has emerged as a leader in the foreclosure niche of real estate, currently representing numerous national banks and the Federal Government with rapid foreclosure dispositions. He has also worked with a number of private equity groups to coordinate a high volume of successful real estate transactions. He is also the team lead of Express Realty Services, a leader in individual real estate sales and service.

Since Leo began leading Express Realty Services, his career experiences have forged the foundation of a unique team concept in real estate. This innovative approach results in:

- **High customer service levels.** Individual team members are experts in their functional areas—listings, marketing, closings, finance, negotiation and agent relationships—so they provide excellent services to clients.
- **Fewer days on the market.** Currently well under 50, far below the DC Metro average.
- **More sales overall, faster sales overall, more accurate real-estate transactions.** Leo's clients trust that their property is represented by the finest agents and the finest team in the business.

Performance & Career Highlights:

- Sold more than 700 properties in the last 6 years.
- Currently ranked Number 8 Nationwide by Keller Williams.
- Ranked as Number 2 in the Commonwealth of Virginia.
- Chosen as one of *50 Top Rising Real Estate Agents* in the country in 2007.
- The *Niche Report* referred to Leo as "The next Wes Foster" (Co-Founder of Long and Foster Realty).
- Leo also launched a Keller Williams franchise from startup to 160 agents in 2002.

Banks Served:

Wells Fargo, Fannie Mae, Indy Mac, Countrywide, First American REO, Old Republic, Integrated Asset Services, Atlantic Pacific, LAMCO, 24 Asset, American Home Mortgage, Commercial Lending, and John Marshall Bank.

REO References:

- *Premiere Asset Services (PAS)*
- *Commercial Lending LLC*
- *John Marshall Bank*
- *Samuel I. White, P.C.*

Personal References:

- *Keller Williams Realty*
- *International Equity Ventures*
- *Agent E Team*

Professional & Personal Designations:

- *Broker's licenses: Washington DC, Maryland and Virginia*
- *Licensed since 2002*
- *REO Certified—Five Star Institute*
- *Nominee 2009 "30 Top Agents Under 30"*
- *Mentor, Big Brothers of America*
- *Youngest person ever featured on "Live Rich," author Robert Kiyosaki's—Rich Dad Poor Dad—nationally syndicated TV program*

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96 Easy Ways to Make Your Home Sell Faster

Suggestions and ideas to improve your home's appearance and help you prepare to sell it faster!

If you are thinking of selling your home there are a number of things you can do to improve the overall impression made by your home.

Prepared and distributed compliments of: Express Realty Services, LLC

1. Open the drapes, pull up the shades and let in the sunlight.
2. Create a positive mood. Turn on all lights, day or night. Open the curtains during the day.
3. Install higher wattage light bulbs to show your home brightly—in its best light.
4. Remove all clutter from all rooms to visually enlarge them.
5. Create the impression of spaciousness.
6. If you have a fireplace, emphasize it in your decorating.
7. Keep your home dusted and vacuumed at all times.
8. Have a family emergency “game plan” to get the home in order quickly if necessary.
9. Air out your home a half hour before the showing if possible.
10. Lightly spray the room with air freshener so that it has a chance to diffuse and spread before the buyer arrives.
11. Microwave a small dish of vanilla 20 minutes before the showing and place it in an out-of-the-way place in the kitchen.
12. Create a master “suite” effect in your decorating.
13. Make sure that beds are made and that linens and curtains are fresh and clean.
14. Organize your closets, remove unnecessary items and put them in storage.
15. Bathrooms should always be kept spotlessly clean.
16. Do not leave towels around and wipe down the shower areas after each use.
17. Recaulk if the caulking is not sparkling white!
18. Put out fresh towels and decorative soap for showings.
19. Set the scene by setting the table! Highlight the potential of your dining room by setting a grand dining table!
20. The kitchen should always be kept spotlessly clean.
21. Expand your counter space by removing small appliances.
22. Highlight an eat-in area in your kitchen with a table set for dinner.
23. Shampoo all carpets and vacuum them daily.
24. If the carpet does not clean up well, **replace it.**
25. Improve traffic flow through every room and create a feeling of spaciousness in every room by removing unnecessary furniture, knick knacks, hobby items, children's items, etc.
26. However, try to avoid creating a “sterile” looking environment.

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27. Remove all grease from range hoods, ovens, stove tops, walls, etc.
28. Clean rubbish out of the fireplace and keep it clean in the winter.
29. If you have numerous family photos put them away until your home is under contract. Perspective buyers will feel more like it can be their home if they aren't aware of your family photo memories.
30. Remove all unnecessary items from the attic, basement, garage, tool shed, and especially from the storage area if you have one.
31. Rent a storage area for these items or have a yard sale.
32. Straighten, tidy, and remove unnecessary items from all closets. Put unnecessary items in storage.
33. Fix the Front Door Bell!
34. Invest in a new door mat.
35. Make sure the front door, storm door, screen door, etc. work wonderfully!
36. Create the feeling of a spacious entry area by using decorating accents, mirrors, rugs, etc. and by removing all unnecessary clutter.
37. Regardless of the season, tackle spring cleaning. Clean everything in your home from top to bottom, from the attic to the basement!
38. Wash all windows, inside and out.
39. Curtains should be fresh, clean and attractive.
40. Clean all light bulbs, light fixtures and chandeliers to brighten the home.
41. Remove all smoke odors, pet odors, and odors resulting from hobbies.
42. Straighten, tidy and remove unnecessary items from all closets. Create the feeling of spacious closets. Put all unnecessary items in storage or invest in under-the-bed storage boxes.
43. Remove posters and adhesive from walls and doors and putty any holes resulting from nails or other mishaps.
44. Depersonalize teenagers rooms and decorate in a neutral temperament.
45. Clean or paint the basement walls and floor.
46. Paint all inside walls with off-white paint. Use two or more coats to cover bold, bright or dark walls.
47. All walls should be painted, not just washed. This will brighten the home and make it look bigger.
48. Repair or replace all doors, closet doors, and/or windows and screens so that they open with ease.
49. Repair or replace banisters and handrails.
50. Repair or replace broken tiles on walls, floors or in showers/tubs.
51. Repair or replace loose or dangling wall paper.
52. If the basement shows any signs of water or structural damage it may be necessary to obtain a structural engineer's report.
53. Replace all toilet bowls if you cannot get them spotlessly clean.
54. Replace shower curtains and keep them clean.
55. Replace the washers in faucets and remove rust stains from basins.
56. Water and prune all plants.
57. Use plants in transitional areas of your home between inside and out.
58. Either get rid of dying plants or keep them out of sight.
59. Remove any excess extension cords and exposed wires.
60. Open doors to areas you want the potential buyer to see such as walk-in closets, pantries, attic, basement, etc.

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61. Close all other closet doors and cabinets.
62. Make the most of your attic's potential, if applicable.
63. Make the attic as pleasant as possible by airing it out, and decorating if possible.
64. Add visual appeal to stairways, especially in unfinished stairways to the basement.
65. Keep the yard mowed, raked, fertilized and watered at all times!
66. Remove all toys, bicycles, tools, unsightly patio furniture, trash, etc. from the yard.
67. Trees and shrubs should be pruned and trimmed.
68. Lawns and gardens should be weeded at all times.
69. Use flowering plants to dress up the yard, walkways, and patio.
70. All hoses and garden equipment should be neatly out of sight.
71. Outdoor furniture should be kept clean and/or repainted if necessary.
72. Firewood should be neatly stacked or out of sight.
73. Mail boxes should be evaluated with a critical eye.
74. Paint and repair the mail box or replace it if necessary.
75. Make all those minor repairs to the exterior.
76. Porches, steps, verandas, balconies, patios and other extensions of the house should be kept uncluttered, swept and in good condition.
77. Paint all entrance doors.
78. Shades and awnings should be in good condition. Replace if the color has faded. Remove windsocks.
79. Create an outside living/dining area with furniture and plants.
80. Highlight your pool area, water garden, etc. with lighting, benches, planters, flowering plants, etc.
81. Take nighttime photos of decorative yard lighting systems.
82. Take pictures of your flowering mature landscaping now if you are planning to sell your home later in the season.
83. Display these photos in your home in the winter time.
84. Clean and shine all accessories (door knobs, knockers, lamps, mail boxes, address numbers, etc.).
85. Clean, repair and paint all gutters and downspouts.
86. All roof shingles, tiles, etc. should be secured or replaced. If the roof leaks — Fix It!
87. Make sure the garage door opens easily. Fix and paint the garage door if necessary.
88. Paint chimney and replace broken bricks or stones.
89. An investment in painting your home can really make the difference between “turning on” the buyer and sending up a red flag about the condition of the home.

Some final things you can do to help your home sell quickly!

90. Arrive at an equitable asking price using a comparative market analysis (CMA).
91. Don't be afraid to accept the first offer.
92. Obtain a floor plan of your home if possible.
93. Assemble house records for buyer perusal.
94. Provide a map of the area and highlight special-interest items.
95. Only consider written offers by lender-prequalified buyers.
96. Enlist the services of a professional marketing agent such as Express Realty Services to market your home in trade magazines, newspapers, and with sign brochures.

