



ALWAYS WORKING
HARD TO MEET YOUR BEST INTEREST



Pia De Castro, Realtor
(510) 387-8274 | pdecastro@intero.com
www.piabesthomes.com | www.piadecastro.com
DRE #01772584

Dear Homeowner,

Selling a home in today's market can be challenging and yet homes are sold each week in almost every area.

What's the difference between selling your home or failing to do so? The right agent. Whether it's proven sales approach & effective marketing campaigns, Pia De Castro is a dedicated and top producing real estate agent who has been greatly assisting families all over the Bay Area & Stanislaus County reach their personal goals for the last 13 years.

Pia De Castro has the proven track record & the right skill set to ensure her clients' success. She possesses strong negotiation skills and exceptional service to work to the best interest of her clients at all times. Along with her unparalleled commitment to stay on top due to her work ethics & integrity as guaranteed she always exceed her clients' expectations.

Who you work in today's market matters. Please call Pia anytime without obligation. She's ready to work for you today!



Pia De Castro, Realtor

piadecastro@ymail.com

510.387.8274

www.piabesthomes.com/testimonials/

CAL BRE: 01772583



Pia DeCastro

**Im NOT your average
REALTOR.**

**Revolutionary
Method of
Selling Homes!**

 **Interactive Listing™**
POWERED BY HOUSEBOOST

**Don't allow buyers
to just see your
home, allow them
to INTERACT
with your home!**

**KNOCK OUT
competing sellers
FAST!**



INTERO
REAL ESTATE SERVICES
Independently Owned and Operated

Contact me for a
FREE
live presentation.

Pia DeCastro
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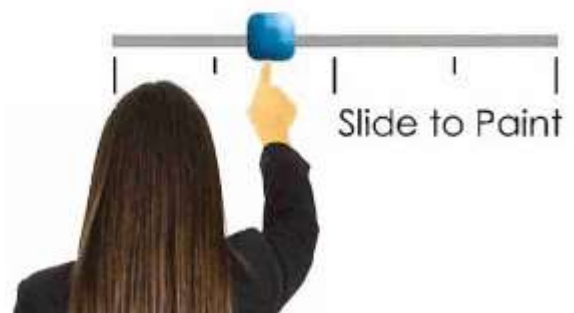


**ATTRACT
MORE BUYERS**
with
**PATENT PENDING
SOFTWARE**
that
ENABLES BUYERS
to
INTERACT
with
YOUR HOUSE



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FREE
live presentation.

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piadecastro@ymail.com



PIA'S INSPIRATION

My boys, my life, my inspiration. I work hard everyday for them that's why I am very passionate about helping other people achieve their personal goals through real estate.



PIA'S OBJECTIVES

1. To attract the highest possible number of qualified buyers into the home.
2. Negotiating the highest possible sale price for your home.
3. To communicate to you weekly, the results of my marketing activities.

INTERO

Legal Services of America, Inc.



Risk Management Program

Benefits for Buyers & Sellers

✓ **Services Available Prior to the Close of Escrow** ✓ **Services Available After the Close of Escrow**

✓ **Telephone Consultation:**

Telephone consultation with a Real Estate Attorney for up to one-half hour per subject matter regarding a non-dispute transactional question (there is no limit as to the number of matters eligible for consultations as long as they pertain to different legal issues regarding the transaction or covered property)

Frequently asked Questions for Buyers

How to Take Title, Buying REO Properties, Purchase of a Short Sale, Questions regarding a Will or Trust held Property, Escrow Questions, Etc...

Frequently asked Questions for Sellers

Short Sale, Bankruptcy, Deed in Lieu, Foreclosures, Title Issues, 1031 Exchange, Disclosure Questions, Tenant Occupied Questions, Escrow Questions Etc...

✓ ✓ **Document Review**

Up to ten (10) pages of document review by a Real Estate Attorney, before, during and after the close of escrow.

✓ **Reduced Hourly Fees**

Up to 25% rate reduction off the Attorneys normal hourly fees for any additional services.

✓ **Dispute Resolution Benefits**

✓ **Informal Mediation Services:**

Provided by a Certified Mediator, to resolve any dispute between buyers, sellers or any third party involving the covered transaction. *(This benefit satisfies the mediation clause in your Real Estate contract and can save you thousands of dollars.)* Once a settlement is reached, a settlement agreement will be provided.

✓ **Estate Planning:**

Telephone Consultation, Document Review and Reduced Hourly Rate.

Certificate

SELLER'S PROTECTION PLAN

Selling your home doesn't end at the sale. Protecting yourself is important and by listing your home with an experienced professional, you've chosen an insured plan that covers you even after your real estate transaction.

The Seller's Protection Plan, administered by **CRES Insurance Services**, provides you coverage for up to 180 days after your escrow closes. In the event of any inadvertent errors and omissions related to the sale of your home, you'll receive up to \$50,000, including defense costs, which you would be legally obligated to pay in the event of a claim.

Seller's Name(s)

Property Address

City / State / Zip

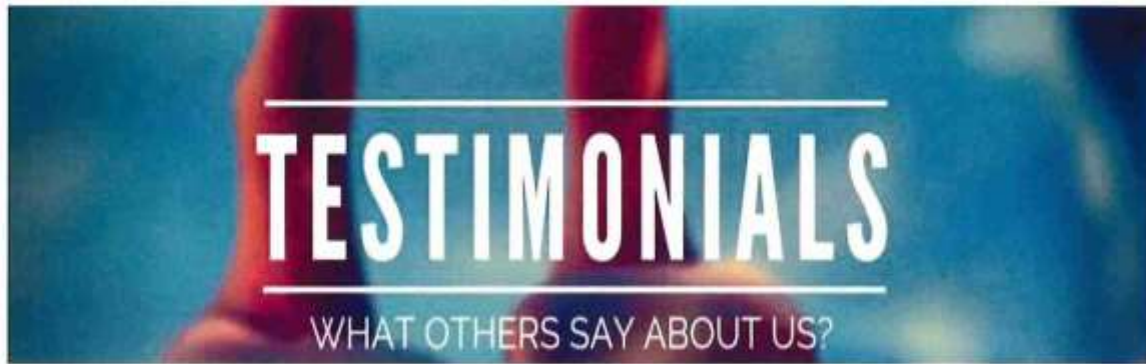
Real Estate Company / Agent

Closing Date



CA License # 0D85894
For a list of License numbers by state,
visit cresinsurance.com

*SPP coverage afforded to members of the Real Estate Agents Alliance Purchasing Group and is written through A- rated or better insurance carriers. *\$2,500 retention applies. Coverage subject to the terms, conditions and exclusions of the policy.*



Young Bai Chun

"We tried to sell our house two years ago but was unable to. We decided to try to sell the house again and used Pia as our agent and she was able to sell our home! **She works hard for her clients.** We appreciated all the work she did to sell our home."

My Dutchover

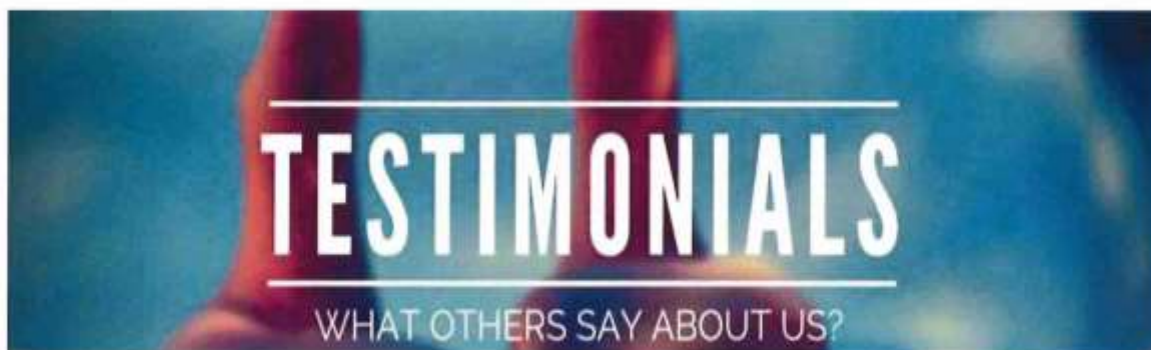
"Pia did a great job helping us negotiating the price. **She is responsive, efficient, and very helpful during the process.** Thanks to Pia for helping us getting our dream house."

Lerma De Jesus

"**That was an awesome job you did for us Pia! Unequaled customer service. Even your after sales service is great. You did me excellent service 2x already.** First in 2009 when I bought my condo, and now 2017 with the new house in Hayward. You are a realtor par excellence! Thank you!"

Bernadette Vergara

"Pia and Mohammad were both very hardworking and made us feel that they were with us all throughout the home buying process. I was always anxious and I cannot forget what **Pia said, "Let us turn that anxiety into excitement." She is always positive and reassuring.** Mohammad on the other hand is very detailed and makes sure that everything will be smooth flowing. He always say, "We can do our best but it is always according to HIS will." We are very happy and satisfied to have worked with this great tandem. **I am highly recommending them to anybody who needs to fulfill their dream of owning a house."**



Este Albano

"Pia has done it again - superbly! She will surprise you with her extraordinary abilities to meet requirements at a very short time - not to mention close the deal at buyer's advantage."

"Even on vacation and thousands of miles away, she was on top of the situation. She kept herself abreast on what was happening and would return from vacation fully charged with great ideas and negotiation tactics - that worked!!!!

Pia has impressed me the first time when she sold my first property in less than a month. With her guidance on the purchase of my second property, she has enormously impressed me with such abilities and thinking that things went swiftly at my advantage.

Kudos and see you again the third time!"

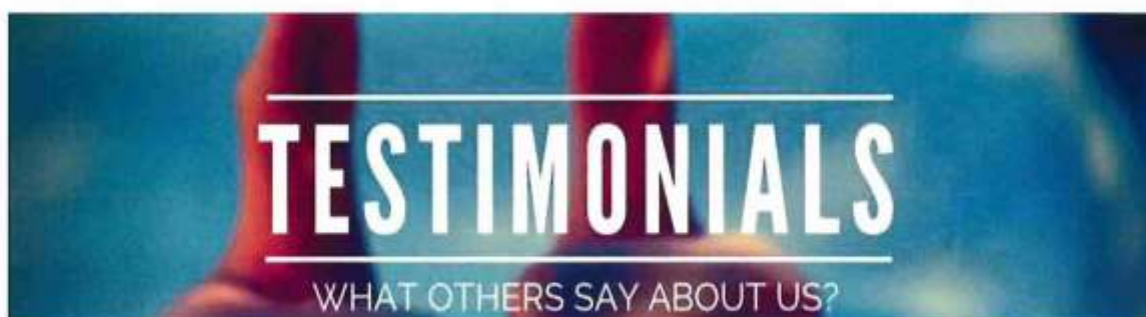
Stacy Anderson

"Pia is the best there is. She is organized, efficient, and effective. In this competitive market, you need someone like Pia in your corner. Pia gets the job done. We bid on 2 houses, and **closed on the 2nd in 15 days.** It was incredible. This would not have happened without Pia's hard work. In addition, she is thoughtful and incredibly customer focused.

I've already referred her to 2 people and we closed 3 weeks ago."

Chris Anderson

"Pia went the extra mile. I highly recommend her to anyone looking to buy a home. **She put together a strategy that made us competitive and resulted in us purchasing a home for under market value.** Thanks Pia!"



Shelly Nordhausen, Mission Fremont Homeowner

"As a first time seller in the Mission San Jose Fremont area, my first thought was to go to the realtors who have their signs up on Mission and Washington then you learn over time these signs are up year round for advertisement only so don't be fooled! Then I met Pia De Castro at Intero Real Estate, what a breath of fresh air!!! Not only did she say she would sell my house within 2 weeks WHICH SHE DID. The open house which she provides snacks and drinks even a raffle, U tube video of my home, staging, pamphlets of my home through out the neighborhood plus so much more. She's not your average agent. She's a TOP agent with **excellent customer service!** She really gives it all! The selling process went so smoothly and **FAST SOLD MY HOME IN 2 WEEKS!** So if you want a realtor you can trust and get the job done Pia is the girl to go to! Proud to say I even have a new friend over this!!"

Susan Wirth, Mission Fremont Homeowner

"I recommend Pia De Castro to anyone in need of a real estate professional to help sell and/or purchase a home. Pia did both for us. She assisted us with selling our home in record time, at TOP price! She not only met my expectations, **Pia EXCEEDED my expectations**, and here is why: She listened carefully to what I needed; she **ALWAYS communicated with me in a VERY timely matter**, either by text, email, or phone; Pia knows the real estate business thoroughly and will do the job right, the first time! She pays attention to detail, and our transactions were handled with the utmost care! Buying and selling a home requires knowledge, expertise, and persistence. I will hire Pia for any of our future real estate transactions, and highly recommend her to anyone looking for a real estate professional who knows how to get the job done!"

Vangie Gutierrez and Danny Dario

"**What Pia has done for us was a miracle. She went above and beyond her duties as a Realtor and helped us cope with our foreclosure situation.** She did a miracle in just 2 weeks and we were able to sell our house, got an equity, and she made it possible for us to get a bonus from the mortgagor to help us get a fresh start. She is an angel dropped from heaven when we needed one."

Thank you PIA so much! You're the best."

Still helping 2 families
eager to get in your neighborhood.

A Pia De Castro
SOLD! \$1,720,000

Sold As Is 20 Days Close!

5 Bedrooms | 3.5 Bathrooms | 2,562 Living Sq Ft
10,220 Lot size | Huge Attic | Pool



42202 Camino Santa Barbara
FREMONT CA 94539 www.42202csb.com



Video Walk Tour:
www.42202csb.com

* THE HOUSING MARKET IS MOVING FAST *

BUYING OR SELLING
LET'S CONNECT



Pia De Castro, MBA, Realtor
Mission Fremont Specialist, 13 Years Experience
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 **INTERO**
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Just Sold

44028 Cerro Ct,
Fremont CA 94539

Sold for \$880,000



2 bedroom | 2 full bath | interior atrium | 1207 living sq feet | 2200 lot size | 1987 year built

Beautifully maintained, walk to park & award winning mission schools.

Sold \$11,000 over the asking price

Very Low Inventory means High Demand \$. I still have 2 left over families eager to get into your neighborhood

Free Consultation & Free Home Assessment



Pia De Castro, MBA, Realtor

Pia De Castro Team
Certified Distressed Property Expert
& Short Sale Specialist

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CAL BRE # 1772583

Client Testimonials at www.piabesthomes.com/testimonials/

Top Producer 2016

13 Years Experience Helping Clients.
Foreclosure, Liens, Bankruptcy,
I can help!



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Just Sold

379 Burke Dr.
Hayward, CA 94544
Quick Sold \$590,000



4 Bedrooms | 2 Full Bathrooms | 1100 living sq feet | 5,800 lot size | 1950 year built

Still helping 3 families eager to get in your neighborhood. Low inventory of homes mean Top dollar value. Free Consultation & Free Home Assessment



Pia De Castro, MBA, Realtor

Luxury Home Specialist

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I can help!



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TOP Sold

22920 Ashwin Ct. Hayward,
CA 94541

Top Sold \$950,000



5 Bedroom + Loft | 3 Full Baths | 3108 living sq feet | 6,166 Lot size | 2017 Built

SOLD \$50,000 more than asking. Multiple offers received. Still helping 3 families eager to get into your neighborhood.
Call for FREE Home Valuation



Pia De Castro, MBA, Realtor

Luxury Home Specialist / Hayward Top Selling Agent

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Foreclosure, Liens, Bankruptcy,
I can help!



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JUST SOLD

4485 Old Dublin Rd.
Castro Valley CA 94552
Quick Sold \$865,000



Two Story 5 Bedrooms | 2.5 Baths | 2480 living sq ft | 2 car garage | 2003 year built

Multiple Offers Received. Still helping 3 families eager to get into your neighborhood. FREE Consultation & FREE Home Valuation
VIDEO WALK TOUR: <https://youtu.be/Uel2l6LuPAU>



Pia De Castro, MBA, Realtor

Luxury Home Specialist | Castro Valley Top Selling Agent

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CAL BRE # 1772583

Testimonials at : www.piabesthomes.com/testimonials/

Top Producer

13 Years Experience Helping Clients.
Foreclosure, Liens, Bankruptcy,
I can help!



INTERO
REAL ESTATE SERVICES
Independently Owned and Operated



Just Sold

19125 Lake Chabot Rd
Castro Valley CA 94546
Quick Sold \$641,000



3 Bedrooms | 2 Full Bathrooms | 1380 living sq feet | 10,155 lot size | 1950 year built

Welcome the Anderson Family! 15 days Sold As Is. Still helping 3 families eager to get in your neighborhood. Low inventory of homes get Top dollar value.

Free Consultation & Free Home Assessment



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Luxury Home Specialist

510.387.8274 direct | piadecastro@ymail.com

piabesthomes.com

CAL BRE # 1772583

Testimonials at :www.piabesthomes.com/testimonials/

Top Producer 2016

13 Years Experience Helping Clients.

Foreclosure, Liens, Bankruptcy,

I can help!



INTERO

REAL ESTATE SERVICES

Independently Owned and Operated



SOLD for 1.510 Million!

\$122K OVER ASKING

Why Clients choose PLA: www.piabesthomes.com/testimonials/



VIDEO WALK TOUR:

<https://youtu.be/qZE1sQjfhbM>

41932 Via San Luis Rey, Fremont, CA 94539

4 Bedrooms | 2 Full Bath | 1,750 sq. ft. of Living Space | 9,126 sq. ft. Lot | 2 Car Garage



offered at: \$1,388,000

Walk to award-winning schools on quiet street. Gorgeous hardwood floors throughout.
Large family room Spacious master suite with view of hills.

Received 10 Offers Greatly Above Asking! Off Market in 13 Days!

Call Today for a FREE Consultation & FREE Home Assessment

Pia De Castro, MBA

REALTOR®, Short Sale Specialist, CAL BRE# 1772583

Top Producer Bay East President Awardee 2014-2015

510.387.8274

piadecastro@gmail.com

www.piabesthomes.com



INTERO
REAL ESTATE SERVICES

Independently Owned & Operated

CLEAN SWEEP

Faster results, happiest clients and new neighbors moving in.

SOLD for \$430,000



4041 Caribbean Cmn Fremont

2 Beds 1 Baths
884 Sq. Ft. 1452 Lot Sq. Ft.
Only 7 days on Market
\$20k over asking

SOLD For \$272,500



15956 E 14th St. #101 San Leandro

1 Bed 1 Bath
680 Sq. Ft.
Only 14 Days on Market

SOLD Over Asking \$789,000



32810 Palmdale Ct Union City 94587

3 Bed 2.5 Bath
1,683 Sq. Ft. 1,683 Lot Sq. Ft.
Only 10 days on Market
All CASH Buyer

SOLD for \$345,000



15956 E 14th St. #105 San Leandro

2 Beds 2 Baths
918 Sq. Ft.
Sold for Asking

SOLD for \$940,000



34271 Blue Ridge St. Fremont 94536

4 Beds 2 Baths
1520 Sq. Ft. 7,200 Lot Sq. Ft.
10 offers
\$160,000 above asking

SOLD for \$1,510,000



41932 Via San Luis Rey Fremont

4 Beds 2 Baths
1,759 Sq. Ft. 9,126 Lot Sq. Ft.
SOLD for Over Asking

OUR CLIENTS ARE TALKING

Don't take it from us, a property SOLD by INTERO equals a happy client.

Pia is the Best!

2nd time I used Pia- very happy & satisfied. She was not "pushy". We closed very quick! She had given me full support and guidance throughout... Rommel Sanchez

More @ www.piabesthomes.com/testimonials/

Pia is Amazing!

Pia is more than 100% excellent service! We closed in 6 days with a cash buyer. She worked hard & exceeded my expectations. - Kay Gricius

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Pia is Excellent & Caring!

I couldn't have a better agent. She was great! Everything was more than I expected. - Daniel Barnes,

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WWW.PIABESTHOMES.COM



STANDING OUT AMONG THE CROWD

The benefit to working with an INTERO associate.

Pia De Castro, Realtor®

MBA Realtor /Short Sale

It is a hot market! Homes are sold each week with multiple offers. PIA DE CASTRO is a dedicated top producing real estate agent who has been greatly assisting families all over the Bay Area for 13 years. Short Sale problems, liens, foreclosure status, bankruptcy. CALL ME FOR A NO OBLIGATION FREE CONSULTATION & FREE HOME ASSESSMENT.



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🏠 CalBRE #01772583



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CLEAN SWEEP

Faster results, happiest clients and new neighbors moving in.

SOLD for \$465,888



326 Revere Ave Hayward 94544

3 Beds 2 Baths
1031 Sq. Ft. 5350 Lot Sq. Ft.
25 offers
\$65k over asking

SOLD for \$525,000



22369 Ralston Ct. Hayward 94541

4 Bed 2 Bath
1,482 Sq. Ft. 7,200 Lot Sq. Ft.
Only 16 days on Market
Sold \$40k over Asking

SOLD for \$590,000



2415 Hibiscus Dr. Hayward 94545

4 Beds 2 Baths
1,404 Sq. Ft. 7,592 Lot Sq. Ft.
SOLD in 5 Days Multiple Offers
SOLD \$35k Over Asking

SOLD For \$475,000



2777 Journey Lane Hayward 94545

2 Beds 2.5 Baths
1,604 Sq. Ft. Townhouse
Sold \$7,500 over Asking

SOLD for \$465,000



2624 Jacobs Place Hayward 94544

3 Beds 2 Baths
1,339 Sq. Ft. 9,447 Lot Sq. Ft.
Sold for Asking

SOLD for \$750,000



258 Bridgewater Rd. Hayward 94544

4 Beds 3 Baths
2,300 Sq. Ft. 5,000 Lot Sq. Ft.
Only 6 Days on Market

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INTERO

REAL ESTATE SERVICES

Independently Owned and Operated

Fremont | Union City | Pleasanton | Livermore

Innovation, Passion & Results



Intero gives back to the community

\$48,000

Through the Interio Real Estate Foundation, the East Bay Interio offices recently granted \$48,000 to six local non-profit organizations in your community. The mission of the Interio Foundation is to positively impact the growth and well-being of children & the elderly in the communities we serve.

To date, over \$4.5 million has been granted to local non-profits in the Bay Area and beyond

\$7,500



\$7,500



\$5,000



\$8,000



\$10,000



\$10,000

Actively working in the community for the causes that matter



Pia De Castro

Luxury Home Specialist

510.387.8274 direct


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Our Marketing Approach

Online & Social Strategy

 With powerful online partnerships, we are constantly building our brand while adjusting to an ever changing communications landscape.

Our Online Strategy

We've developed strategic partnerships with the leading real estate search engines to syndicate Intero's property listings online, where today's consumers are turning for real estate information.

92% of consumers used the Internet during the home buying process and 43% looked online first! We understand the importance of syndicating our listings with all of the major real estate search engines.

The relationships we have established with sites like Zillow and Trulia place the Intero brand in front of millions of buyers and sellers nationwide. This helps us increase name recognition of the Intero brand across the country, and helps consumers get their properties sold faster. Our strategy is simple, to get Intero listings on these sites and linked back to the Intero website or appropriate agent.



PropGoLuxury.com



Aol Real Estate.



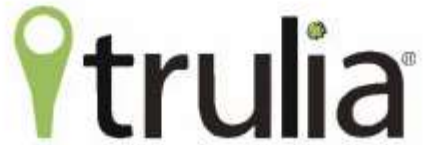
Our Marketing Approach



Online Strategy

We're easy to find

Intero markets your property to a worldwide audience at some of the top internet sites.



Aol Real Estate.



PropGoLuxury.com

YAHOO!
REAL ESTATE



ContraCostaTimes
.com



The Mercury News
MercuryNews.com



**LUXURY
PORTFOLIO**
INTERNATIONAL®



www.InteroRealEstate.com
www.InteroSFEastBay.com

Tools We Use

OUR TEAM OF MARKETING PROFESSIONALS MAKE YOUR HOME STAND OUT!



- | | |
|--|---|
| 01/ TEAM APPROACH | 09/ VIDEO TOUR MARKETING |
| 02/ PROFESSIONAL PHOTOGRAPHY | 10/ JUST LISTED MAILING |
| 03/ LUXURY YARD SIGN AND POST | 11/ JUST LISTED MEGA OPEN HOUSE |
| 04/ 24/7 INFORMATION SIGN RIDER & FLYER FOR POST SIGN | 12/ TOP LOCAL AGENT PREVIEW E-MAIL |
| 05/ DISTINCTIVE BROCHURES PROFESSIONALLY PRINTED | 13/ LOCAL BROKERAGE NETWORK |
| 06/ CUSTOM WEBSITE SPECIFIC TO THE PROPERTY | 14/ NATIONAL BROKERAGE NETWORK |
| 07/ SOCIAL CAMPAIGN <ul style="list-style-type: none">» facebook» instagram | 15/ PRE-MARKETING E-MAIL BLAST TO OUR DATABASE |
| 08/ EXPOSURE ON: <ul style="list-style-type: none">» zillow.com» realtor.com» trulia.com» homes.com» and more | 16/ PROSPECTING TO OUR BUYER DATABASE |
| | 17/ STAGING FOR TOP DOLLAR |
| | 18/ HOME WARRANTY COVERAGE DURING LISTING PERIOD |
| | 19/ BROKER TOURS |
| | 20/ ACCURATE FEEDBACK / SELLER PROGRESS REPORT |
| | 21/ FOLLOW UP |



TEAM APPROACH / 01

We know that you can get more done as a team that you can as an individual, so we have aligned ourselves with a team of professionals (i.e. Lenders, Title Companies, Inspectors, Appraisers, Contractors, etc.) To assure a successful outcome to your transaction!



PHOTOGRAPHY / 02

We provide professional photography to make sure all of your property's benefits and unique features are properly captured and highlighted to consumers.



SIGN & POST / 03

One of the benefits of being the number one real estate company in Silicon Valley, as well as, the East Bay Area, is not only having one of the most recognizable signs in the industry, but also having the largest number of signs throughout our communities generating more potential client leads for your property!!



SIGN RIDER / 04

Utilized to highlight a specific feature of the property, as well as, to provide information to consumers via QR Code technology and web links making the information accessible at all times.



BROCHURES / 05

Professionally designed property brochures to give a detailed description of the property and to highlight all of its unique features and benefits in a clear and concise manner.



ITS OWN WEBSITE / 06

Every property is unique in its own way, so Intero Real Estate Services has created its own unique and individualized consumer website which creates more exposure and to highlight each of its individual listings. Allowing more specific and detailed information to be expounded upon in depth.



SOCIAL / 07

We utilize social media to maximize the exposure to our listings by "Boosting" our posts and therefore creating more awareness to a specifically targeted consumer.



EXPOSURE / 08

Intero Real Estate Services uses the power of the internet through its Listing Syndication, which syndicates all of its listings out to over 75 of the top search engines making sure it gets the maximum exposure possible.



VIDEO / 09

Technology today has allowed us the opportunity to market properties on a whole new platform. Utilizing video, we can distribute content on properties through different mediums, such as, YouTube, Virtual Tours, Drone Photography, social media channels, etc.



JUST LISTED MAIL / 10

Although print media has been declining, the need for push marketing has not. At Interio Real Estate Services we create some of the highest quality marketing pieces in the industry to direct mail to target audiences that are specific to the individual property.



OPEN HOUSE / 11

Used to create better accessibility to potential buyers, Open Houses are a great way to meet a potential client and have a chance to discuss their personal needs. Open houses create the opportunity to point out and demonstrate all of the unique features and benefits of the property.



TOP AGENTS / 12

To insure success, it is important that you work with the best agents in the business. Other companies may use a "Shot Gun" approach to marketing, but we at Interio Real Estate Services, concentrate our resources on the most productive and active agents in the market place. This allows our message to be finely tuned and specifically targeted to the agents that are more likely to have a client for that particular property.



LOCAL OFFICES / 13

To better serve our communities, it is important that we not only sell properties in their community, but that we are part of that community as well. Interio Real Estate Services has offices locations throughout the Greater Bay Area to serve our local communities.



NATIONAL NETWORK / 14

Interio Real Estate Services belongs to the "Leading Real Estate Companies of the World," which is the largest Relocation Network in the world, with nearly 700 firms with 5,000 offices and 145,000 sales associates.



E-MAIL BLASTS / 15

EMAIL is a fast and effective way to disperse information to large numbers of potential clients, as well as, REALTORS and Investors alike. We distribute market updates, home improvement information, real estate trends, as well as, property information to help keep consumers up to date on the most recent market changes.

NAME	STATUS	CITY/STATE	LAST CONTACT	TIME ZONE	CONTACT
<input type="checkbox"/> Maria Burger	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Catherine Luby	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Heather Schultz	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Charlotte Cowley	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Mary Erick	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Timothy Gray	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Doug Wilson	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Richard Taylor	Active	San Jose, CA	10/10/10	PT	10/10/10
<input type="checkbox"/> Kelly Hamilton	Active	San Jose, CA	10/10/10	PT	10/10/10

BUYER DATABASE / 16

Also commonly referred to as our "Match & Sell" network. Thousands of potential clients and investors register on our website to create a personal account. As soon as properties become available, these potential clients and investors are immediately notified and receive an alert of the properties that match their specific search criteria.



STAGING / 17

We have professional stagers available to assist in evaluating the specific needs a property might benefit from to make sure it is presented and shown in the best light. To do this, we utilize staging to create the property feel, mood and look to insure that all of the features and benefits of a property are presented in its best light.



HOME WARRANTY / 18

Home warranties are available to cover a home to assure that any unexpected issues that may occur after the sale of the home are covered to create peace of mind for both the buyer and the seller. Seller's coverage is also available to cover the seller during the time the property is being marketed.



BROKER TOURS / 19

Utilized as a tool to mobilize the entire real estate community to create additional exposure and awareness. REALTORS from all brokerages invited to preview the subject property for any of their potential clients that may be looking for that specific type of property and to notify their client immediately of the properties availability.



FEEDBACK / 20

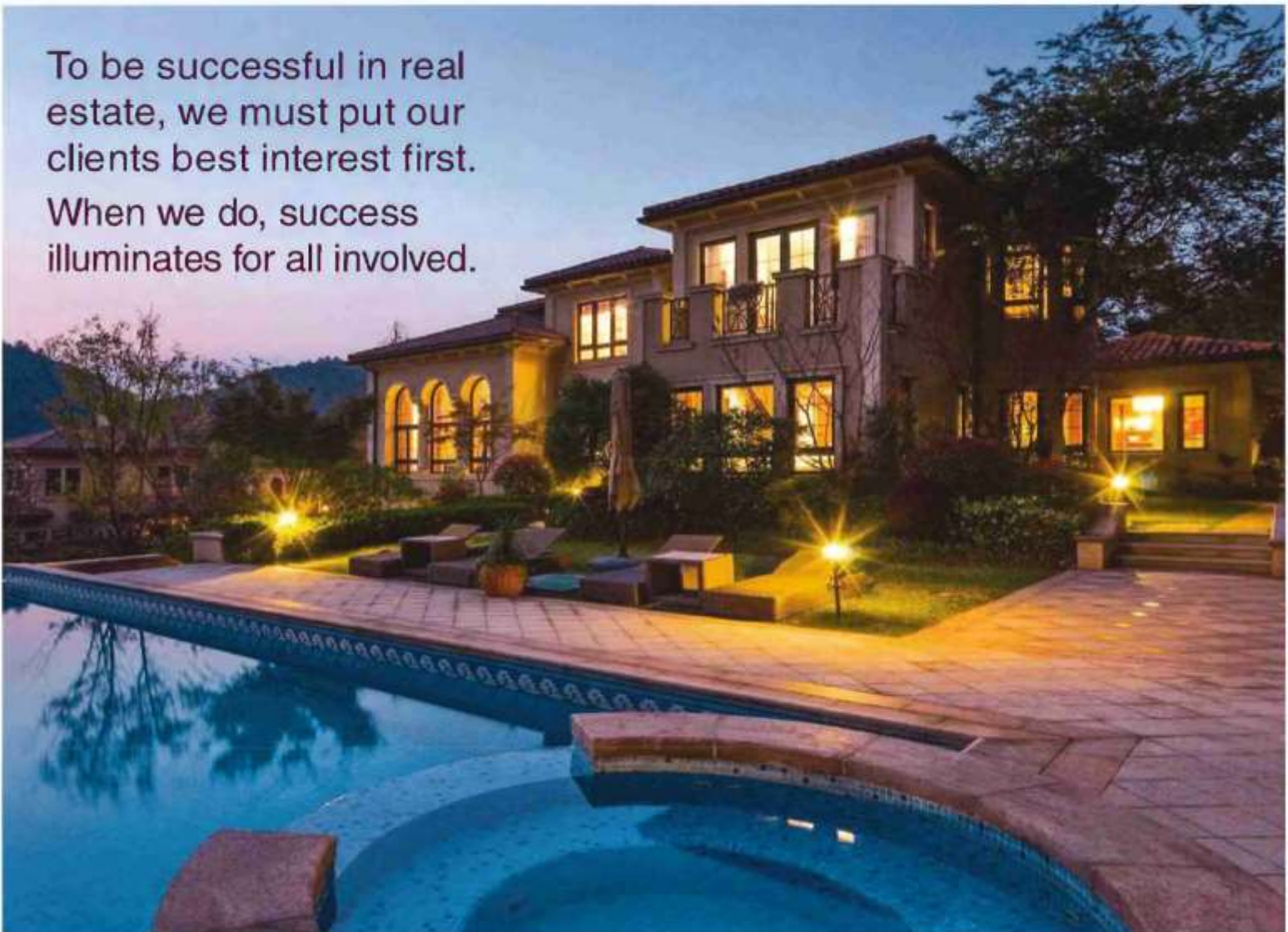
Communication is vital for a successful working relationship. At Interio Real Estate Services, we believe that selling a property is a team effort between both the REALTOR and client. It is important to be in alignment with each other in order to insure a successful outcome. If either party feels that something needs to be addressed, it is important to have a channel of open communication in which to provide honest feedback and share information in which to make educated decisions and forge marketing and negotiating strategies.



FOLLOW UP / 21

Once a transaction has been successfully completed, it is our hope to have not only earned your business, but to have forged a professional relationship for life! The transaction may have ended, but the professional relationship has just begun. Your REALTOR will remain in contact with you and hopes to continue to be a real estate resource that you can call upon for anything you may need pertaining to real estate. Interio Real Estate Services welcomes the opportunity to help any friends, family, co-workers or anyone in your sphere of influence that may be in need of our services.

To be successful in real estate, we must put our clients best interest first. When we do, success illuminates for all involved.



Staging

Our enthusiasm and sense of fun is infectious, generating “out of the box” creative thinking in everything we do.



First Impressions.

We want your home to be on the market for the shortest amount of time possible. For that to happen, it needs to look its best so it will appeal to the broadest range of people.

Our experience gives us a strong basis for suggesting changes and proposing style recommendations that may make your home more marketable. Taking care of any necessary repairs and improvements can help eliminate buyer objections before they arise. Removing clutter and sprucing up interior and exterior areas can also reduce distractions for potential buyers.

Practical Advice.

We can provide specific recommendations to help you highlight your home's important areas, decorative appeal, amenities, and focal points. At the same time, we'll also suggest ways to establish clear traffic patterns that may help potential buyers get the most from their viewing.

Staging benefits can be seen throughout the selling process.

1. It is easier for buyers to visualize the property as a future home
2. Buyers are more willing to walk through a home they viewed online
3. The value of the home can be positively impacted if it is decorated to a buyer tastes
4. Buyers are more willing to overlook other property faults
5. The most important rooms to be staged for buyers matches identically to the rooms that are most common to be staged among sellers—in order: living room, kitchen, master bedroom, dining room, bathroom, children's bedroom, and guest bedroom.
6. 32 percent of buyers' agents believe staged homes increases the dollar value buyers are willing to offer by 1 percent to 5 percent. Nineteen percent say there is no impact on the dollar value, and 16 percent believe it increases the dollar value buyers are willing to offer by 6 percent to 10 percent.

Negotiating

Our depth, range of experience, and high standards of professionalism are essential elements in negotiating a favorable sale.

We're on your side.



Intero is a company you can rely on and trust to remain totally focused on representing you and your best interests when it comes time to negotiate the sale of your home. Our agents are trained and coached by some of real estate's most well known negotiators.

Our real estate professionals are very knowledgeable about standard contract forms and the kinds of issues involved in negotiating the best price and terms. They are well versed in local, state and federal requirements that affect the sale of property in your community. Our agents pride themselves in being able to provide expertise from start to finish – from qualifying buyers and advising about financing alternatives – to assembling a comprehensive and binding contract.