



LEO BRADFORD GROUP



S E L L I N G E X P E R I E N C E

OUR PROMISE

Your Real Estate Goals Are The **#1 Focus**

I Don't Hide Behind Long Term or
Captive Agreements...

You Are NEVER Obligated to Settle For a Price You Don't Love

If You Are Not 100% Satisfied, Or I Am Not Delivering as Promised

You Can Fire Me!

I Am So Confident in The Value and Service That Our Team
Delivers That If You Are EVER Unsatisfied You Can Cancel Our
Agreement At Any Time! Zero Cost & Zero Hassle



Brad Magnant
Realtor & Marketing Expert

OUR EXPERIENCE



10,000+

Deals Closed
Since 2009



100+

5 Star Reviews
f G in * z



23.11%

Average Property Value
Increase From Hiring
Our Team

We are a Top Producing Team in the top 1% of Realtors Worldwide

Our Proven Marketing Systems Guarantee That Your Home

- Will Sell Quicker
- Without Hassle
- For The Highest Price Possible

HOW WE GUARANTEE YOUR HOME CAN
SELL FASTER, HASSLE FREE & FOR THE HIGHEST
PRICE POSSIBLE...

HOW IT'S PRICED
HOW IT'S PRESENTED

HOW IT'S PROMOTED

SETTING THE RIGHT PRICE

Pricing Factors

- ✓ Original List Price
- ✓ Current Price
- ✓ Selling Price
- ✓ Days On Market
- ✓ Beds, Baths, Sq Ft.
- ✓ Lot Size
- ✓ Year Built
- ✓ Condition Of Home & Unique Features

The 3-5 Pricing Strategy

The Market Sets The Price

When pricing a home, we try to value it like an appraiser would. We access accurate, up-to-date MLS data and select 3 to 5 active, pending, and sold properties that are the most similar to your home to evaluate what that price should be.

The real estate market is fluid and this method assures your home is positioned to sell for the highest price possible.



PRESENTATION

Today's home buyers are more informed and savvy armed than ever. You only have one chance to make a first impression and it's imperative your home looks it's absolute best. Otherwise, you risk your home getting rejected by potential buyers before they have even had a chance to walk through the front door. When you work with our team, we'll ensure your home leaves a lasting impression and motivate buyers to see the property in person. Every property has different marketing needs and after a brief consultation, we'll recommend a custom marketing plan for your home. This could include...

 **Photography**

 **3D Virtual Tour**

 **Videography**

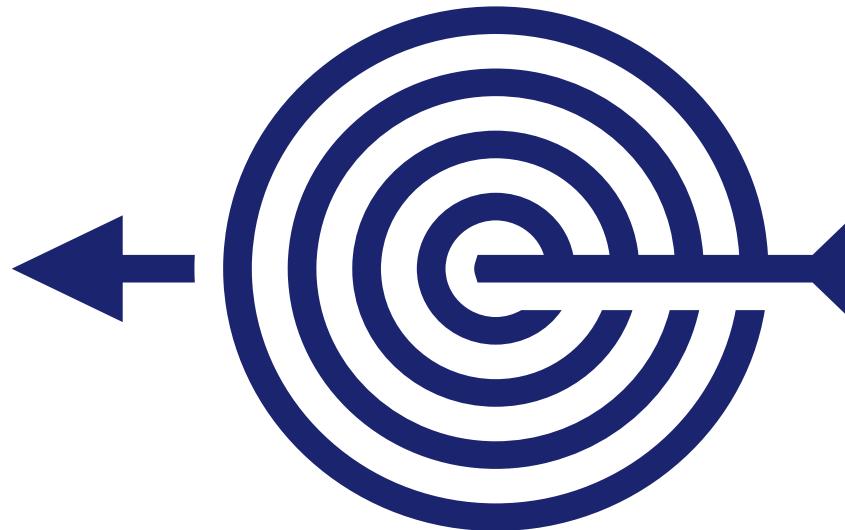
 **Floor Plans**

 **Drone Footage**

 **Home Staging**

 **Virtual Staging**

 **Home Improvement**



PROMOTION

This is where we truly stand out from the competition. We sell for more because we get our listings in front of a Global Audience. By getting your home in front of as many interested, motivated and qualified buyers as possible, we're able to guarantee that your home sells in less time and for more money. This could include...

01

Leverage Our Network

- Local & International MLS Placement
- Local Direct Mail Blast
- 100,000+ Realtors Nationwide
- Personal Database of 20,000+ Home Buyers

02

Targeted PPC Ad Campaigns

- Facebook
- Google
- Instagram
- YouTube
- Tiktok

03

Online Omnipresence

- 100+ International Real Estate Websites
- 2,000+ US Based Real Estate Websites
- **Premier Zillow Placement**
60 Million+ Average Monthly Visitors

04

Global Luxury Media Outlets

- Barron's
- duPont REGISTRY
- James Edition
- Luxury Estate
- Market Watch
- Mansion Global
- Robb Report
- Unique Homes
- UPMKT
- Wall Street Journal

THE TEN DAY SALE



MARKETING PLANS

- Understand YOUR Needs & Goals
- Sell in as Little as 10 Days
- Develop a Curated Marketing Plan
- Sell For YOUR Price!

Cash Offer

- Sold As-Is
- No Repairs
- Zero Closing Costs
- Zero Realtor Fees

Traditional

- Market Data Review
- 25 HD Photos
- Syndication to over 2,000+
- Real Estate Websites
- No Open Houses
- Schedule Showings
- Gather Feedback
- Market Watch
- Contract Review
- Closing & Escrow Assistance

Omnipresence

- Market Data Review
- Max HD Photos Allowed
- 2D Floor Plan
- 3D Property Tour
- Drone Video
- Property Website
- Property Flyers & Sign
- Inspection & Appraisal Credit
- Pre-Market to Local Buyers
- Pre-Market to Local Agents
- Pre-Market to 20k+ Buyer Database
- Performance Guarantee**
- Pre-Market to 100k Agent Database
- Syndication to over 2,000+
- Real Estate Websites
- Global Luxury Media
- Targeted PPC Campaigns
- No Open Houses
- Schedule Showings
- Gather Feedback
- Market Watch
- Contract Review
- Closing & Escrow Assistance
- Pay At Close-Remodel/Staging**

Non Captive Marketing Agreement - Cancel Any Time

IN HOUSE LENDING

- Additional Negotiation Ability
- Discounted Mortgage Rates
- Extensive Loan Portfolio
- Troubleshoot Buyer Financing



NEXT STEPS...

We understand the importance of communication and transparency throughout the sale process. As soon as you hire us, here's what to expect next.

Marketing Collateral

Photography, Staging, Repair, Videography
Prepare Digital & Print Marketing Campaigns.

Online Marketing

Brokerage Websites, Listing Portals, Search Engines, Social Media, Global Websites.

Schedule Showings

Set Up Private Showings With Agents & Buyers Expressing Interest in the Property.

Negotiation

Leverage our experience to get you the best price and terms for your home.

Pre-Market The Property

Buyer Database, Local & Nationwide Database of Realtors With Relocation & Vacation Home Buyers.

Traditional Marketing

Yard Signs, Flyers, Local Print Marketing Campaign
Digital Marketing Campaigns.

Communication

Weekly Strategy Session to discuss Buyer Feedback, Agent Feedback, and Market Updates.

Manage The Entire Process

Leave the heavy lifting to us. Our team will take care of everything from start to finish.

When You Are Ready To Get Started...



Sign The Listing Agreement



Decide On A Marketing Plan



Choose Your Start Date



Illinois

Guidance Realty
3774 W Devon Ave
Lincolnwood, IL 60712

Brad Magnant

Realtor & Marketing Expert
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Arizona

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