In our changing world, I know it is difficult to choose a real estate agent you can trust to represent and guide you through your most important investment…your home! All companies and agents are not alike and having the right marketing plan, negotiating experience and advice can mean a big difference to your bottom line. When you hire me, you will notice a difference. I am 100% committed to serving you and I truly listen to your needs. Because my business is built upon referrals, I know that it will grow only if my service and results are superior. I am hopeful that you have already noticed a difference.

Thank you for allowing me the opportunity to meet with you to review the sales process and discuss the services I have to offer you. I look forward to working with you! My personal commitment:

***I will not stop until I finish what I told you I would do. That is – get the job done!***

Sincerely,

**Louisa A. Bortoli**

** **

**Why Should You List**

**Your Home With Louisa?**

She personally communicates with every one of her clients several times each week.

You can always reach Louisa on her personal cell phone at 925.216.3612.

You can always deal directly with Louisa in regards to your concerns, problems and questions.

She markets and advertises all her listings on a consistent basis until they are sold.

She is your specialist in handling all of the details for your bank-owned or short sale properties.

She has been a lifelong resident of the San Ramon Valley with ample knowledge of the Tri-Valley’s sophisticated real estate market.

***Louisa’s connections, experience, and longtime association to the Tri-Valley, allow her inside knowledge of information about properties before they reach the market. Achieving some of the top sales in the area and representing exclusive sales are a result of having a unique and deep understanding of how our marketplace works and possessing long held trust and deep social and business networks.***

**Louisa A. Bortoli’s Objectives**

Obtain the highest possible price in the shortest amount of time and the least amount of inconvenience to you.

Expose your home to as many qualified buyers as possible until it has ***SOLD***.

Communicate responses and activity results from showing agents weekly.

Use the most effective methods of marketing your property to potential buyers.

Provide exceptional service throughout the escrow process to facilitate a smooth transaction.

Earn the right to be ***“your REALTOR® for life”*** and so that you will confidently recommend her service to your friends and acquaintances.

**Handle all the Details**

***From Beginning . . .***

1. **Marketing**

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1. **Negotiation**

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1. **Preparation of Legal Documents**

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1. **Conduct Settlement**

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***To End . . .***

**The Louisa A. Bortoli Experience**

***Full Service Marketing***

* Complete Comparative Market Analysis Report
* Tactical marketing plan custom tailored to suit all facets with social media strategies
* Staging consultation and implementation
* Landscaping consultation
* Complimentary window and carpet cleaning
* Professional photos and panoramas of interior and exterior
* 360 degree virtual tour with QR code and direct link
* Listing presence on MLS (200,000+ agents) and major online real estate database and social media sites
* Maximum listing exposure on Zillow.com (largest real estate network in U.S.) as Zillow Premier Agent, attracting 3 times the buyers
* Full color brochures and other marketing materials
* Advertised Brokers Opens and Open Houses

***Excellent Team Support***

* Team of select individuals with combined experience of 47 years in residential sales and mortgage loan origination, relocation and management
* Comprehensive and extensive knowledge of our marketplace
* Deep social and business networks throughout the Tri-Valley
* San Ramon native—residing here for 30+ years
* Not just a Gale Ranch expert, but a neighbor since 2006

***Team Support***

* Guaranteed 100% client satisfaction—if you’re not completely satisfied, you have the right to cancel our listing contract by giving 30 days written notice
* Master negotiator with prompt response to all inquiries
* Valued privacy—we don’t distribute your contact information to others, we will never discuss your situation with anyone else, we will earn your trust and always treat you with respect
* Leveraging evolving technologies consistently—staying ahead of the game always

**Louisa’s Full Service Marketing Plan**

***24 Point Personal Action Plan***

1. Perform a Comparative Market Analysis to determine most effective list price for your home to attract buyers.

2. Provide an estimate of the proceeds you can expect from the sale.

3. Develop a home enhancement plan (including staging if necessary) to help attract more buyers and make your home even more marketable.

4. Invite other brokers/agents and their buyers to the Broker’s Tour Open House.

5. Input your home on Multiple Listing Service by the date you have selected for your property’s market debut to achieve the most impact.

6. Present your property to our entire sales staff for their waiting buyers – with 250+ agents in our Pleasanton, Livermore, Walnut Creek, Fremont and Sacramento offices.

7. Design a customized informational color brochure including features and benefits of our home for REALTORS® and prospective buyers.

8. Provide an interactive, 24-hr voice recorded message that is forwarded to a live operator and pager service for immediate response marketing and exposure to potential buyers.

9. Provide a custom yard sign to help generate calls to my private office from prospective buyers.

10. Attach a brochure box to the yard sign for informational color brochures that detail the special features and benefits of your home.

11. Distribute CD commercials (containing virtual tour, floor plans, photos, features & reports) to all prospective buyers.

12. Send 800 custom designed target mailers to area buyers and my exclusive clients in the area.

13. Hold periodic Open Houses to attract additional buyers.

14. Advertise your home locally, regionally and nationally including websites, newspapers, direct mail and web commercials.

15. Hire a videographer to create a 360 virtual tour of your home to be posted on the internet (multiple sites).

16. Email virtual tour to all internet prospects.

17. Create an internet website especially for your home, with its own unique web address.

18. Follow up with all REALTORS® who have shown your home.

19. Communicate closely with you throughout the sales process via phone, email and written updates.

20. Pre-qualify all prospective buyers, whenever possible.

21. Represent your best interests upon the presentation of all contracts and help negotiate the best possible price and terms for using my specialized multiple offer matrix.

22. Keep you informed, after the contract has been accepted, regarding all mortgage, title and contractual issues.

23. Deliver your check at end of closing.

24. Contact you after closing to follow up on remaining details or service needs.

**Here’s What People are Saying About**

**Louisa A. Bortoli**

***Chris Sales – Power Systems Engineer, Pacific Gas & Electric***

“Louisa was great to work with during our long home-buying process. She was efficient in keeping us in the loop of all available homes in the cities we were interested in and was responsive whenever we had any questions. She is especially knowledgeable about the Tri-Valley area.”

***Brian Mortenson – Lead Distributor, Mac Tools***

“Louisa did an awesome job when it came time to short sell our home 3 years ago. Her initial visit was to just talk things over with my husband and I. She explained the Pros and Cons of keeping verses selling our home. She understood that it was an emotional situation. She was always positive during the entire procedure. We have recommended her to other families that find themselves needing to sell their home.”

***Kristi Millward – Case Director, Alameda County***

“Louisa's expertise helped us quickly sell our home and purchase a new one. With the decline in the real estate market we had concerns, however they were quickly put at ease. We are very pleased with the results and highly recommend this agent.”

***Marbry Verga – Retired 2nd Grade Teacher, Walnut Grove Elementary School***

“We were told about Louisa Bortoli by a very reliable source, with extensive Real Estate experience. Yet we were still surprised by the power-on, positive approach that she enlisted in her quest to help us sell our home. It was exceptional for ANY sales position, and could only be the result of a real passion for her field. My wife and I do not know the forms, or protocol involved in this type of transaction, but Louisa handled EVERYTHING! No question was a bother to her, and she managed to reply to queries in a very short time. We will recommend Louisa to family, and frankly anyone else who will listen!”

***Gina Sales-Cengiz – Attorney, Pearl Law Group***

“Louisa is amazing -- very savvy, a go-getter, and a great and timely communicator! We wanted to sell our condo, and she smoothly guided us, clearly explained all details, and kept us in the loop all along the way. She really went way above and beyond throughout the whole process. We were incredibly pleased with the results she delivered and highly recommend you consider her as your real estate agent, too.”

***Joanne Bryant – Owner/Insurance Agent, Joanne Bryant State Farm Insurance***

“In regards to her business, Louisa is best known to be prompt, professional, responsive, and extremely knowledgeable. She is simply amazing and anyone would be lucky to have her as their realtor. Louisa is

very approachable, intelligent, and does everything possible to find the perfect home for her clients because she considers the foundation of any family is where they call their home. On a personal level, I've known Louisa since we both attended California High School and can describe Louisa as sweet, outgoing, trustworthy, sassy, and one of the hardest workers I have ever known. She works hard on every area in her life because she believes balance is the key to a happy life. A typical day for Louisa includes working out, managing her household, taking care of her kids, growing her business, making dinner for her family and nurturing relationships with friends, family, and business partners. She does all this and still looks amazing! In summary, Louisa is a positive attribute in anyone's life, professionally and personally. I consider myself very lucky to call her a close friend and business colleague.”

***Napoleon DePerio – Senior Stationary Engineer, ABM***

“Looking for a home can be very exciting and stressful at the same time.  There is no reason to have any added stress with a realtor agent that does not work for you.  Louisa went above and beyond anything we asked for. As a first time home buyer she was available for all of our questions at any time of the day.  She was so patient with us and worked so hard towards what we wanted. If I can give any advice, go with somebody who's passionate and sincere with what they do. Louisa definitely does her homework! We are now moving into our new home and we're thankful we had Louisa by our side through this whole experience... I'll surely recommend her to anyone and everyone!!”

***Monica Arroyo – Senior Administrative Assistant, Kaiser Permanente***

“Louisa is the best!! As a first time home buyer the whole process can be overwhelming and very stressful...Louisa made myself and my fiancé feel comfortable and helped to ease some of our stress. She is so patient and always available for all our millions of questions. At times we felt confused and couldn’t make up our minds and she always helped ease our minds and reassured us that we would find our dream home. She definitely exceeded our expectations on every level. She is always so timely in her responses...even late night texts for quick questions that come up, she always responds. Feeling like someone cares about you and wants to make sure you are comfortable with your choices is so important, and that is exactly how she is. She is definitely a delight to work with and as we get ready to close on our new home...I really thank Louisa for all of her hard work and dedication to helping us find our "perfect home.”

***Mark Edling – Senior Engineer, Shell Oil Company***

Louisa is great! My corporate relocation company contacted her to help me find a rental. She took the time to find out what I was seeking and put together a great list of properties to show. She helped me find a rental that I'm very excited about, definitely not a place I'd have found on my own. After I decided on the property, she took care of all of the paperwork which allowed me to return home a day early. She handled all the communication with the property owner and the next day she had the lease documentation in my inbox. Louisa is classy, professional and fun. She answered all my questions, she was responsive on the phone before and after the tour. Louisa gets things done! The whole experience from start to finish was perfect. I highly recommend her for your real estate needs!

***Degrees and Designations***

Certified Distressed Property Specialist

Certified Residential Specialist

Graduate REALTORS® Institute

Certified Relocations Specialist

Certified Luxury Home Marketing Specialist

Senior Marketing Consultant

B.S., Business Administration, Marketing Management – California State University Hayward

***Specialized Studies***

Short Sales

Foreclosures

Real Estate Marketing

Social Media Marketing

Master Negotiator

Real Estate Computer Technology

Real Estate Contracts

Ethics in Real Estate

Real Estate Investing

***Experience***

Licensed Real Estate Experience since 2007

Over $500 million dollars of real estate sold

Over 800 families served

***Affiliations***

California Association of REALTORS®

National Association of REALTORS®

Bay EAST Association

**Relocation Services**

***Corpo*r*ate relocation companies I have assisted since 2008:***

The NorthFace

Gap Inc. Brands

Johnson & Johnson

Novartis Pharmaceuticals

Vivint Solar

Avis Car Rental

Pepsi Corporation

Bank of the West

Credit Suisse

State Farm Insurance

Chevron Corporation

Shell Oil Corporation

Safeway Corporation

VF Corporation Brands

Pacific Gas & Electric

Whole Foods Market

Visa Inc.

The #1 complaint about REALTORS®?

They fail to keep the client informed!

Your Solution?

Louisa A. Bortoli

Her Team

Her System

**Why Excel Realty Fine Homes**

***Louisa is proudly a part of the fine homes division of Excel Realty and Mortgage. Excel Realty Fine Homes, Excel Fine Homes and Excel Realty are exclusive affiliations of ERM.***

ERM ranks within the top 1% among other real estate firms in the community.

ERM is one of the fastest growing companies in Northern California.

Louisa and ERM’s model fosters a synergistic environment where all parties succeed through teamwork, encouragement of best practices and rewarding associates who help the company grow.

We are proud to be a part of company where decisions affecting Louisa and you are not made by some central office.

Each agent within ERM is tuned into local market trends that are affecting you and your property.

Our bottom up approach to business coupled with hyper-focused marketing and micro-market formulas allows us to practice a nimble approach to real estate.

In this changing world of high technology

Louisa rises above it all!

List with Louisa and your home will be advertised extensively through the worldwide web!



**Look For Your Home on the Following Websites:**

***Once your home is inputted on Multiple Listing Service your listing is automatically distributed to these partner sites to maximize your exposure, and drive more leads.***

**Sold By Louisa**

**Excel Realty & Mortgage**

**Zillow**

**FrontDoor**

**Oodle**

**Military.com**

**Facebook**

**BackPage.com**

**ByOwnerMLS**

**Yahoo!**

**RentBits**

**Walkscore**

**RentJungle**

**Campus Avenue**

**Rentenna**

**AOL Real Estate**

**Zumper**

**Hotpads**

**Trovit**

**Geebo**

**Enormo**

**Yakaz**

**RentMatch**

**Your Home Will Be Advertised on Zillow**

Zillow is the largest real estate network in U.S. In July 2013 alone, 321 million homes were viewed on the Zillow’s mobile apps (that’s 120 homes per second!) and had 61 million unique users.

Zillow is the most popular home shopping apps on iPhone and Android. Buyers driving through your neighborhood will find your home and connect with Louisa through just a click of a button to make an appointment.

As a Zillow Premier Agent, sellers benefit from a strong presence on Zillow. This is essential to getting the most offers for your home.

As a Zillow Premier Agent, Louisa will attract 3 times the buyers to your listing. Louisa will also ensure your listing stays fresh on Zillow by keeping at the top of the search results.

As a Zillow Premier Agent, Louisa can make your home “pop” with a Zillow Special Offer. Your home will receive 10 times the views of a regular listing on Zillow. More buyers will see it which increases the likelihood of selling faster. Your home will make an immediate “splash” when it first comes on the market.

75% of Zillow users are “in the market” and will buy in the next two years. More than 1/3 of Zillow users are approved for a home loan. A Zillow consumers’ average credit score is 722 (“very good” per FICO).

As a Zillow Premier Agent, Louisa gets a large number of buyers seeking her help in finding the right home. This means your listing will be presented to her customer pipeline and your home will gain hands-on exposure to the most interested buyers on Zillow.

***Thank you for considering Louisa A. Bortoli and her team for your real estate needs. Our goal is to provide unparalleled service and commitment to each of our clients with dedication to honesty and integrity.***

***The goal of our team is to realize the best possible price and terms for your home, in the shortest possible time, and with the least inconvenience to you. With our knowledge and experience, Excel’s extensive resources and your help, together we will accomplish that goal.***

***Our expectation is that you will be so satisfied with our service that you will enthusiastically recommend us to your family and friends without reservation.***