



Always on the **top of our game** while striving to reach **new heights...**

Leading REAL ESTATE
COMPANIES
OF THE WORLD®

castelli
real estate services



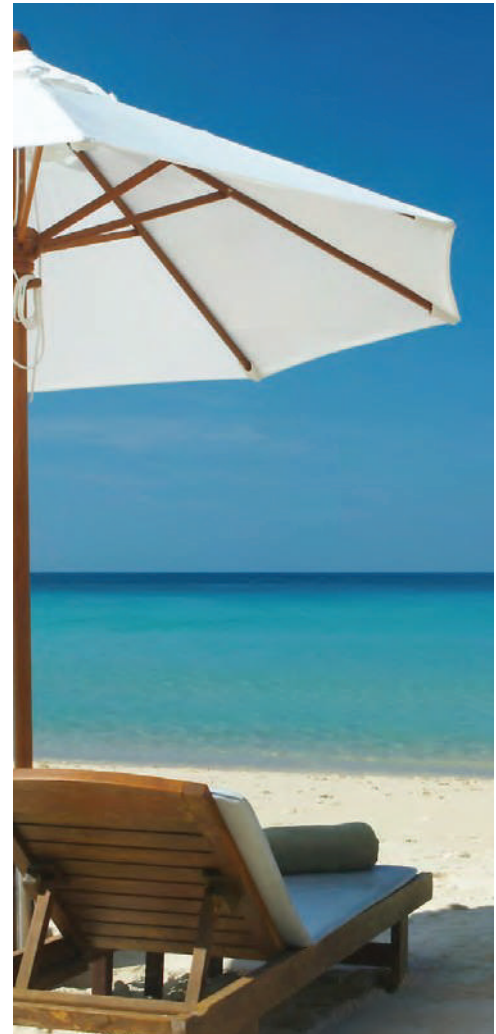
Since Castelli Real Estate Services doors opened in 2004, with roots dating back to the early 1900's with CRES Chicago, our integrity, quality and passion for real estate has propelled our business into one of the largest independent real estate companies in South Florida. We began as an office in Fort Lauderdale, offices serving all South Florida.

If you walk through our doors, dial our number or shoot us an email, we want to talk to you. With nearly 60 combined years of expertise, we list, buy, sell and lease a wide range of residential and commercial properties that are compatible with your wants and needs. From commercial development, condominium construction and property resales to townhouses and single family homes, Castelli Real Estate Services will cover all of your real estate needs. Often times, many real estate companies are large corporate institutions. Castelli Real Estate Services provides a local, intimate service where the owners and brokers are fully accessible and more than happy to speak with you, one on one.

With close to 200 agents on staff, Castelli Real Estate Services prides themselves on their dedication to immediately responding to any concerns that might arrive for clients, 24 hours a day, 7 days a week.

With long standing affiliations to the REALTOR® Association of Greater Fort Lauderdale, FAR and NAR, co-owner John Castelli, alongside Steve David hold themselves and their agents to a higher standard of service. We proudly display the code of ethics on our website and in our interactions with clients from all walks of life.

At Castelli Real Estate Services, a large share of our business comes from referrals because our work is LITERALLY speaking for itself. From property pros to real estate virgins, we tend to everyone's needs with all the care in the world. Trust Castelli Real Estate Services with your business, and let us be the first ones to tell you, "Welcome Home".





John Castelli

Real Estate is an integral part of John Castelli's DNA. He comes from a long line of REALTORS®, starting with his grandfather who created Castelli Real Estate Service in Chicago, Illinois in 1919. Grandfather Castelli was a revolutionary, having the first real estate agency to hire women. With the first large electric sign in Chicago flashing above his business and bustling fleet of cabs ready to pick up prospective clients and show them property, Castelli Real Estate Service was nothing short of enterprising. John Castelli resurrected the family legacy with Castelli Real Estate Services nearly eight decades later in 2004.

With years of real estate under his belt, John is dedicated to honing his craft while lending his knowledge and ability to others.

John serves his profession by volunteering his time and talents at the local, state and National level. At the local level, Greater Fort Lauderdale Realtors, he became president in 2015 after serving for 5 years as member of the Board of Directors. Prior to that John served and Chaired just about every committee at the Greater Fort Lauderdale Realtors.

At the state level, Florida Realtors, John has served and chaired numerous committees and work groups. He served as District Vice President for

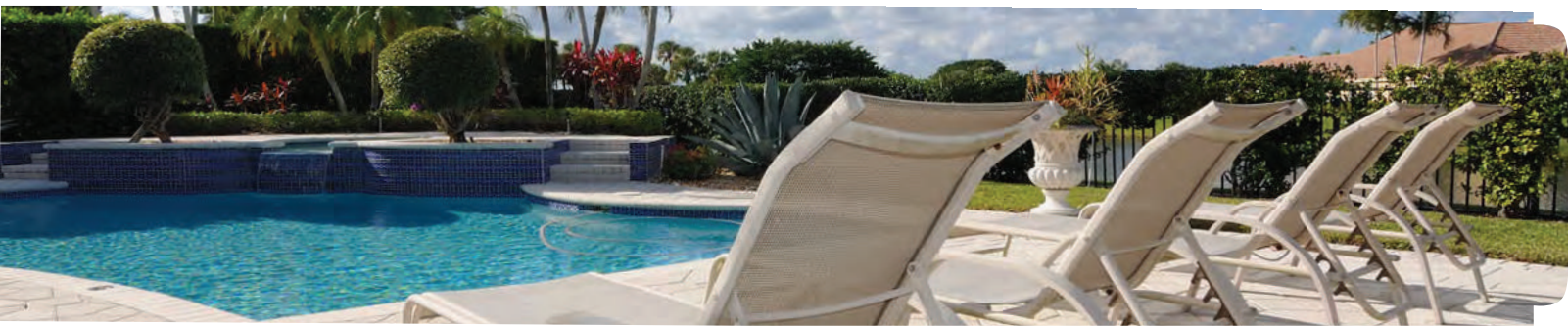
Florida Realtors, the largest trade association in the state with 165,000 members in 2017.

At the National level, The National Association of Realtors®, John has served on committees and enjoys traveling to the various conventions and conferences held by National Association of Realtors (1.3 million members) where he participates in numerous work groups and committees.

John is not only in the business of listing and selling houses but also gives his time to those less fortunate. John's passions for helping manifests its self by has various charitable activities to which he is dedicated. John has served as President and Trustee of the Greater Fort Lauderdale Realtor Charitable Foundation for the board of REALTORS®, a foundation which offers financial assistance to people that are in immediate crisis.

He is a Board member of the Broward Partnership for the Homeless where he serves as the Housing committee chair.

Real Estate is a community-based business and John is dedicated to enriching the lives of those in the community through strong business ethics and a willingness to volunteer his time and talent to that end. As John puts it "I bleed Realtor blue".



Partners [John Castelli]

REALTOR® isn't just slated across John Castelli's calling card; it's encoded in his DNA. John Castelli comes from a long line of REALTORS®, starting with his grandfather who created Castelli Real Estate Service in Chicago, Illinois in 1919. Grandfather Castelli was a revolutionary, having the first real estate agency to hire women. With the first large electric sign in Chicago flashing above his business and a bustling fleet of cabs ready to pick up prospective clients and show them property, Castelli Real Estate Service was nothing short of enterprising. John Castelli resurrected the family legacy with Castelli Real Estate Services nearly eight decades later in 2004. With years of real estate under his belt, Castelli is dedicated to honing his craft while lending



his knowledge and abilities to others. Castelli has served as a member of the board of directors for the REALTOR® Association of Greater Fort Lauderdale and has also served on the board of directors for the Florida Association of REALTORS®, presiding over 130,000 members. Castelli is not only in the business of listing and selling homes, but he makes it his business to give his time to those who have fallen on hard times.

As the President and Trustee of the GFLR Charitable Foundation for the board of REALTORS®, they financially assist people that are in immediate crisis. Castelli also poured hours of his free time into Sunserve, a not-for-profit

community foundation that provides the elderly with a day-care center, medical services, and recreational activities. When he's not working or volunteering, he spends time on such committees as Government Affairs, Grievance Committee, Attainable Work Force Housing, Leadership Academy Committee, Public Policy Committee, and the Communications Committee giving every ounce of his energy to enrich his community.



Guarantee of Satisfaction

Castelli Real Estate has earned the respect of local and international clients by providing real estate services that go above and beyond expectations. When you choose to list your residential or commercial property with Castelli Real Estate Services, you can find comfort in knowing that you have come to the right place for all of your real estate needs.

Professionalism Guaranteed

Our goal is to form long lasting relationships between our agents and clients that is based on superior customer services, outstanding professionalism, and expertise.

We will do what we can to ensure that you are a client for life.

We have steadily built our reputation based on referrals by satisfying each of our clients to the best of our ability; when they refer their family and friends, we give them the same great service when they are looking to buy or sell a home. Your referral is the greatest reward we can receive.

Privacy Guaranteed

We guarantee that your personal information will be kept confidential unless told otherwise. We only contact you when necessary and do not hassle you with calls asking when you are planning to buy or sell.

We also commit to answering e-mails and phone calls quickly and professionally.

Guarantee of Easy Exit Listing Agreement

It's a fact of life that situations can be changed. When you list your home with us, we take the fear out of lengthy listing agreements by letting you withdraw your listing with us at any time without any hassles.



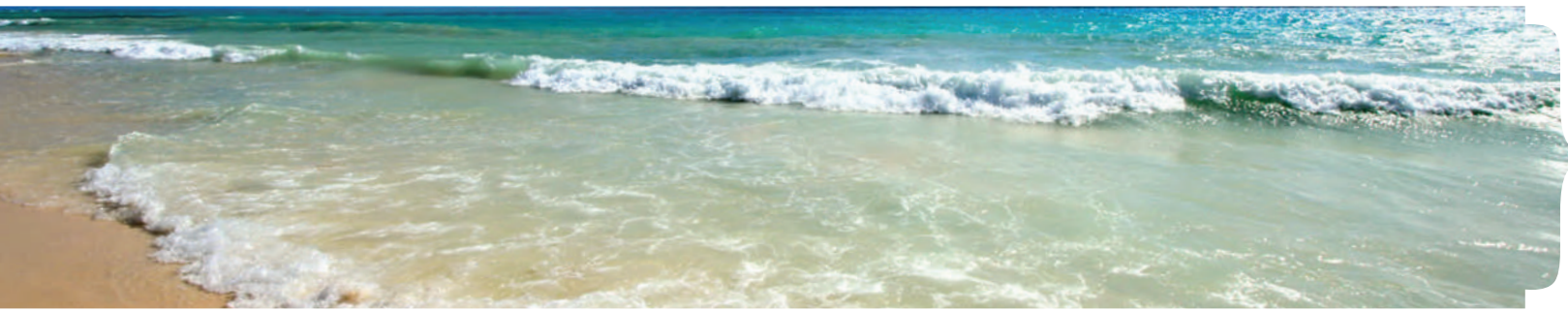


The Castelli Service Package

Listing your property with Castelli Real Estate is just the beginning. You'll receive total access to all of the services that Castelli has to offer, demonstrating our years of knowledge, professionalism, expertise, technological advancement and connections within our community.

- Full Time Broker Services (On Site)
- Aggressive Marketing Programs
- Virtual Marketing Department
- E-mail Marketing & E-mail Drip Systems
- Convenient In-Home Listings Presentations
- 300+ Web Site Syndication List
- Up to Date Community Listings and News
- Top Producing Agents
- Property Evaluation
- MLS Program to more than 100,000 Agents
- Advanced Technology & Tools
- Guaranteed Professionalism
- Internet Search Engine Optimization
- Virtual Property Tours
- Knowledgeable & Dedicated Team
- Mobile Listing Application (Android & iPhone)
- On Site Mortgage Services
- Community and Neighborhood Sales Data
- World Wide Internet Reach with Translated Listings





Effective Marketing Solutions

Our job is to generate as much attention and interest in your property as possible; utilizing all of the latest tools of the trade to make that happen. Effective marketing solutions will spotlight your property while well-groomed and appropriately priced listings sell themselves.



Goals

In order to promote your property successfully, a comprehensive plan of targeted activities is essential.

Here is a sample of effective strategic marketing goals:

- Promote the Property Directly to Prospective Buyers
- Internet and Virtual Tours
- Print Advertising
- Informational Material on Property
- Distinctive Signage
- Direct Mail and E-mail Marketing
- Networking and Prospecting
- Hold Broker Opens – Inviting Local Brokers and Agents



Enlist the efforts of other Realtors®

- The MLS, with over 100,000+ Agents right at your fingertips
- Direct E-mail campaign to Realtors® in the area
- Automated online showing feedback system
- Open Houses (with client permission) to the Pub



Let's Talk Strategy

The beginning days of any marketing strategy is crucial. You are setting the stage for success. Letting your property shine and become known is the key factor to selling. This is where using a Realtor® pays off. Knowing where, when, who, and how to promote your property is essential.

The Critical Link: Networking to the entire Real Estate Community.

The vast majority of sales take place working with other brokers. Castelli's outstanding reputation coupled with the excellent relationships we have established over the past 30 years with Realtors® from other top firms will lead to maximum exposure and, ultimately, the most successful results in the sale of your property.

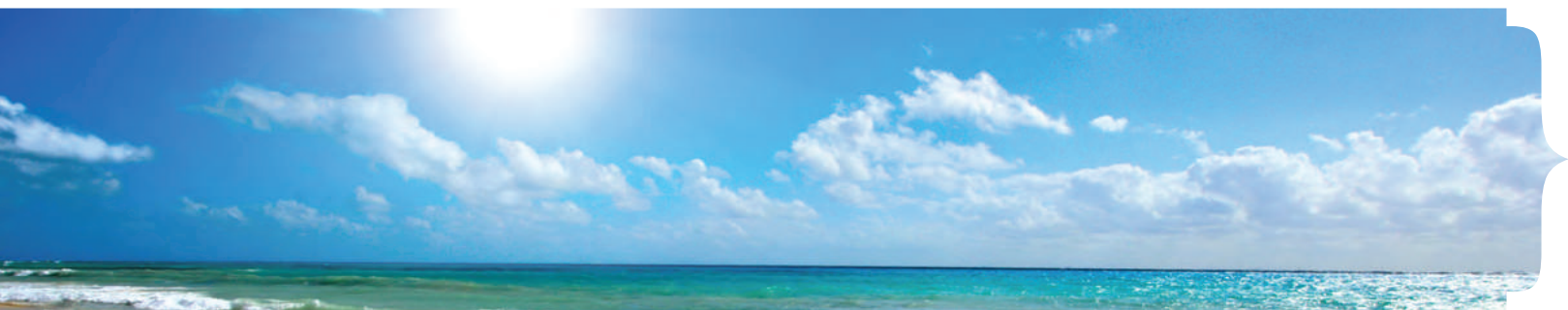
Listing in the Multiple Listing Service (MLS)

To solicit county-wide broker participation in the selling process, your property will be listed with the RAPB & GFLR (Realtors® Association of the Palm Beaches & Greater Fort Lauderdale Realtors®) Multiple Listing Service. The remarks of your listing entry will be complete, accurate, and phrased appropriately. All MLS publications will be proofed for accuracy and presented to you for approval.

Presentation to all Castelli agents

Castelli will tour your property during the first office meeting after your listing is signed so that all of our agents can be familiar with it and represent it well to all prospective buyers.





Even More Strategy

Print and Digital Property Marketing

- A virtual tour of your property will be created and available for posting on websites and emailing to potential buyers.
- Castelli Real Estate Services will prepare and mail JUST LISTED postcards to the surrounding neighborhoods and rental communities to locate any potential buyers.
- Our creative team designs and submits advertisements for all print and media resources which may include magazines, newspapers, and relevant websites.

Relocation exposure through the largest most active international network

Castelli Real Estate Services is affiliated with Leading Real Estate Companies of the World®. This network exposes your property to the best independent real estate companies throughout the United States and internationally. It provides referrals to Castelli agents of potential buyers that will be relocating to South Florida. Your property will be seen by buyers using LRECW's National Home Search feature on their website.

Creating the best showing schedule.

The more available a property is to show, the better the results. Based on your specific circumstances, your Castelli agent will review the pros and cons of different types of showings which include broker's tours, open houses to the public, personal appointments, and the use of a secure electronic lock box. If you have tenants, we will work with both you and your tenants to create the most advantageous and flexible showing schedule possible.





Promoting Your Property: Where the Buyers Are

Just as technology and communications have evolved over the past 10 years, so too has the process by which home buyers begin and end their search. Today's home buyers are far less likely to refer to newspaper classified ads for open home listings than they were 20, or even 10, years ago.





Marketing Your Property

During the sale of your property, Castelli Real Estate Services takes great pride in representing you. As your guide throughout the entire process, Castelli Real Estate Services will provide the finest, most comprehensive service available. Our goal is to work together with you as a team to achieve the most successful result. Castelli Real Estate Services will work with you to help define your specific goals and to develop a cohesive marketing plan to sell your property.

- Provide a comprehensive market evaluation of your property
- Determine the best listing and selling price
- Help on prepping for a sale
- Market your property through advertising, promotion and open houses
- Evaluate and negotiate offers on your behalf
- Coordinate all inspections, appraisals, escrow and closing
- Be available to answer any questions that may arise

Our Goal is to keep you well represented and in the know throughout the entire process. A follow-up call will be made to you after showings; you will be notified of any new listings or sales that are comparable, and you will be updated on any new relevant financing methods that may affect the marketability of your property.

After an offer has been accepted, Castelli will maintain ongoing contact with the buyer's agent throughout the escrow period. This will include coordination of inspections and other negotiations, removal of any/all contingencies in the contract and the signing of final papers.



First Impressions Count

People will often make a decision to buy a property shortly after entering, so making the home look as best as possible is extremely important. Many residences are staged to sell by utilizing lighting techniques, and/or the adding or removing of furniture to create a more inviting atmosphere. Cleaning out room, garages, and closets as well as lawn and backyard maintenance is key.

Decorating a home with the intent to sell is much different than common decorating. It is done with the potential buyer's taste in mind, not your own. You may have to paint, make repairs, or other improvements. Staging will help and a buyer more quickly and is shown to bring top dollar results.

Castelli can help you put your property's best foot forward by either do-it-yourself staging, or by hiring a staging expert for consultation. You can easily compete with other properties on the market in your price range or higher without overspending. Our goal is to provide the maximum return on investment at every level.





Introducing the MLS

Multiple Listing Service is an ever growing database of properties that are currently on the market in any given area.

MLS listing share pertinent information about a property such as square footage, number of bedrooms and bathrooms, special features, taxes, etc.

Realtors® will first use the MLS to find potential properties for their clients. It is the most valuable resource for selling your property because the serious buyers are the ones working with Realtors® who are scoping out the MLS.

Searches can be customized by the agent in any combination of various categories and priorities such as location, price, or size, or several other factors.

Only Realtors® have direct access to the MLS. Portions of the database are uploaded to Realtor.com on a regular basis for public viewing

The screenshot shows the MLS.COM website with the following elements:

- Header:** MLS.COM AMERICA'S REAL ESTATE PORTAL. Navigation links: Home, Find Foreclosures, Find New Homes, Find Condos, International Real Estate, Moving Quotes, Real Estate Training.
- Main Content:**
 - Click on a State to View MLS Listings in your area:** A map of the United States with state abbreviations.
 - Search MLS Listings:** A search box with tabs for 'MLS Listings' and 'Find New Homes'. Below it, a form with fields for City, State (dropdown), Zip, and Country, and a 'Search MLS Listings' button.
 - Find Foreclosures Near You:** A form with fields for City, State (dropdown), County, and Zip, and a 'Search Foreclosures' button.
- Footer:** A small text block titled 'What is MLS.com?' explaining the service.





Pathways to Professionalism

While the code of Ethics and Standards of Practice of the National Association of REALTORS® establishes enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based upon input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. The list is not all-inclusive, and may be supplemented by local custom and practice.

Respect for the Public

1. Follow the “Golden Rule” – Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showing as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize the property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock – and announce yourself loudly – before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don’t use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect everyone.
18. Be aware of – and meet – all deadlines.
19. Promise only what you can deliver – and keep your promises.
20. Identify your REALTOR® and professional status in contacts with the public.
21. Do not tell people what you think – tell them what you know.



CastelliHomes.com

Castelli Real Estate proudly runs one of the most technologically advanced, user friendly Real Estate websites on the internet. Castelli-Homes.com has a variety of features that make finding and listing a home easier and more accessible than ever.

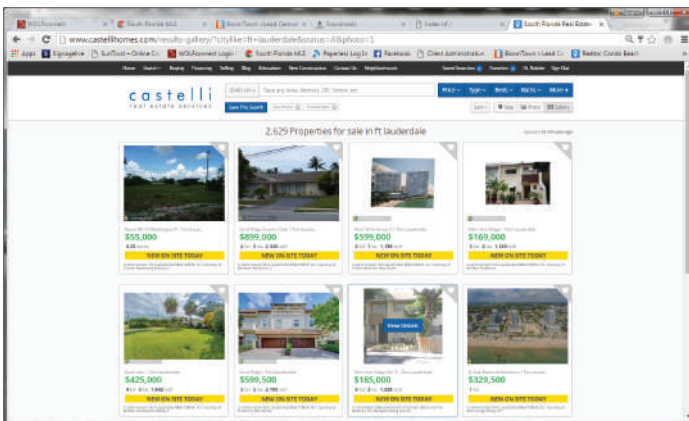
With 13 available search options, you are now able to make your selections quicker and more efficiently than any other real estate site.

This also makes your listing that much more likely to be seen. With categories that include Neighborhood Search, Short Sale, Foreclosure, Commercial and Residential, CastelliHomes.com makes you that much more connected to your community and its surrounding areas.

The quick search system quickly helps narrow down our vast database of homes to a selection that keys in on the criteria most important to you. Or you can use our map search to hone in on selected regions of your choice to pinpoint Castelli listings. With our Daily Property sign up, you can choose to receive e-mail updates on featured properties so that you are always in the know.

With the multitude of advancements that Castelli has to offer, it is no surprise that we are the leading Independent Real Estate company in South Florida. But no matter how large we may grow, we always

put the needs of our clients first. Our attention to quality service as well as an undeniable passion for what we do continue to place Castelli at the forefront of real estate, allowing us to grow the valued relationships that we have with our loyal clientele.





Working as a Team

The seller must be active in the selling process in order to achieve the price they seek in a short time frame. Here are some ways your participation contributes to a successful sale.

- Keep the property looking fresh and clean.
- Provide easy access to the property at all reasonably requested times.
- A lock box increased the number of showings by 65%.
- Take any and all pets away from the property.
- See the property from the buyers' eyes. Touch up the interior and exterior by landscaping, painting, or sprucing up.
- We keep business cards at all times and hand them out when showing the property.
- Good communication is essential.

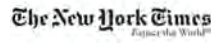
We will be working together to form a partnership for profit and success. Castelli RealEstate Services defines success as sellers leaving the closing with a smile on their face and a check that represents top market value for the property.

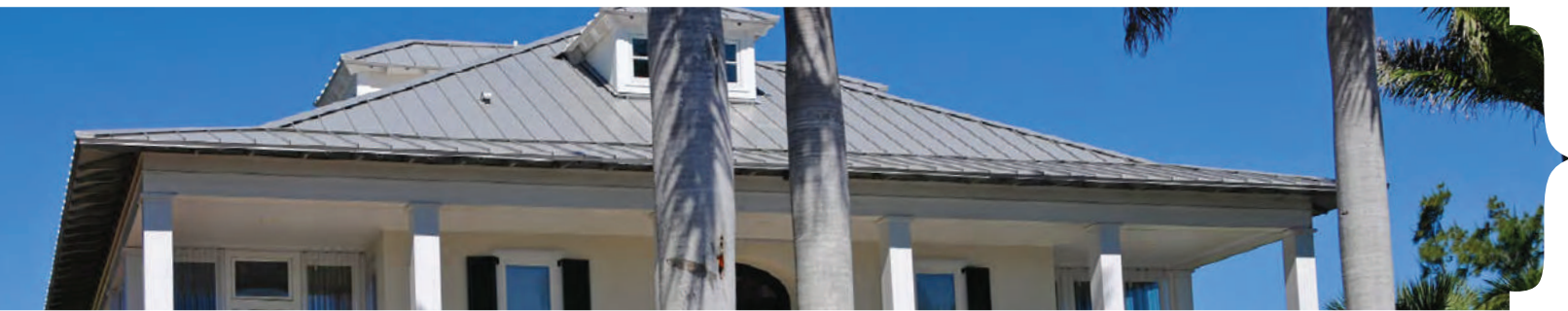




National Exposure

Castelli Real Estate always offers a broad syndication of internet partnerships with leading real estate search engines and websites. With over 300 web affiliations your property will be given an unprecedented amount of exposure. Here are just a few





Global Reach, Human Touch

Castelli Real Estate Services is proud to belong to a global network whose name says it all – Leading Real Estate Companies of the World®. Only the best of the best are part of this collection.

This network spans 550 Firms, 4,000 Offices, and 128,000 Sales Associates in over 55 Countries. Where ever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professional with offices in:

- Argentina
- Aruba
- Australia
- Bahamas
- Barbados
- Belgium
- Belize
- Bulgaria
- British Virgin Islands
- Canada
- Cayman Islands
- China
- Costa Rica
- Czech Republic
- Dominican Republic
- France
- French West Indies
- Greece
- Germany
- Guam
- Iceland
- Indonesia
- Italy
- Jamaica
- Lebanon
- Luxembourg
- Malaysia
- Mauritius
- Mexico
- Monaco
- Netherlands
- New Zealand
- Panama
- Philippines
- Portugal
- Puerto Rico
- Qatar
- Romania
- Russia
- Singapore
- South Africa
- Spain
- Switzerland
- Thailand
- Trinidad & Tobago
- Turkey
- Turks & Caicos Island
- United Arab Emirates
- Uruguay
- Virgin Islands, U.S.
- Vietnam
- Zambia





More Pathways to Professionalism

Respect for Property

1. Be responsible for everyone you allow to enter a listed property.
2. Never allow buyers to enter a listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lock box key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling drapes, etc.) If you think something is amiss (e.g. vandalism) contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside the property.

Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets, security systems, and whether the sellers will be present during the showing.
6. Show courtesy, trust, and respect for other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS'® open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lock box after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.

I'M LOCAL I'M GLOBAL

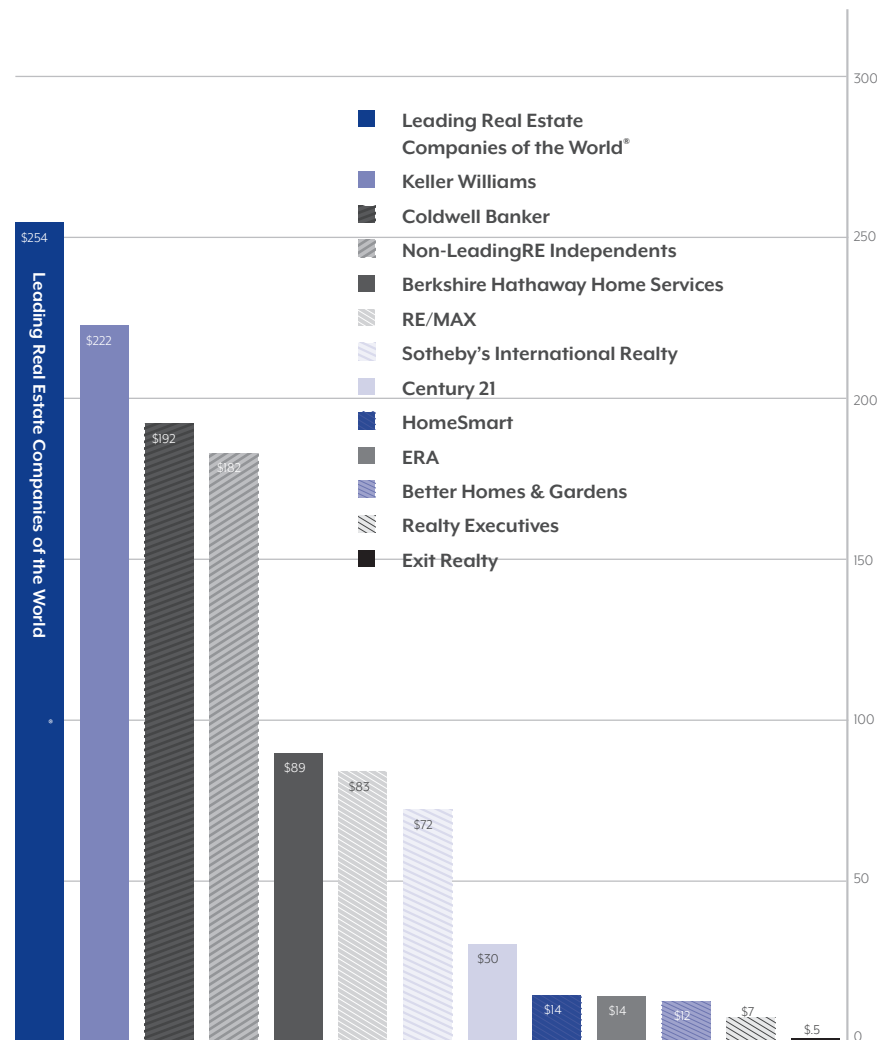
We're Local - We're Global

MORE U.S. HOME SALES VOLUME

\$32 BILLION MORE U.S. HOME SALES VOLUME

IN 2019 THAN OUR CLOSEST COMPETITOR AMONG THE TOP 500 FIRMS

Leading REAL ESTATE
COMPANIES
OF THE WORLD®



Volume shown in billions of dollars

This bar chart is sourced from REAL Trends Top 500 for 2019, realtrends.com

As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you

castelli
real estate services

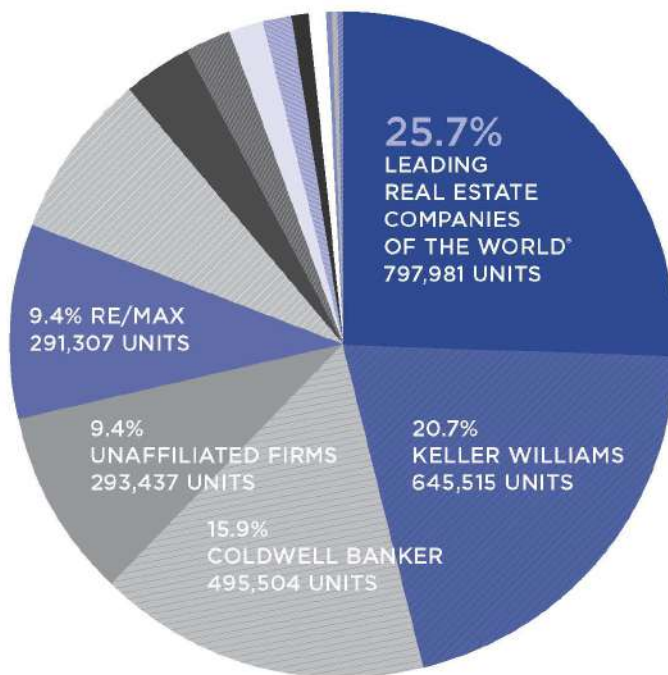


Worldwide Results

We bring you the power of our worldwide invitation-only network, Leading Real Estate Companies of the world®. As a global organization, we connect tens of thousands of buyers and sellers every year. Our network dominates in home sales units among the top 500 U.S. real estate firms and overall was responsible for nearly 1.1 million sales units in 2019.

WE'VE BEEN SELLING MORE HOMES THAN ANY OTHER COMPETITOR AMONG THE TOP 500 U.S. REAL ESTATE FIRMS FOR OVER 10 YEARS.

Leading REAL ESTATE COMPANIES OF THE WORLD®



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- Leading Real Estate Companies of the World®
- Keller Williams
- Coldwell Banker
- Unaffiliated Firms
- RE/MAX
- Berkshire Hathaway Home Services
- Century 21
- Sotheby's International Realty
- ERA
- Better Homes & Gardens
- Realty Executives



FROM COAST TO COAST AND EVERYWHERE IN BETWEEN, WE'VE GOT IT COVERED.



As an affiliate of Leading Real Estate Companies of the World®, we have a real estate professional ready to help you find your ideal home throughout our continent and to points around the globe. Whether it's a country house, a property in a resort location, or an in-town apartment, we can help you find the perfect property when you work with the best names in real estate - Leading Real Estate Companies of the World®.

Real estate is still a local business - Our network is comprised of the very best locally and regionally branded real estate professionals in 'the United States with a local focus and a national/global view. our associates will ensure the best personal attention with the finest access to quality real estate connections.

LOCAL EXPERTISE, GLOBAL CONNECTIONS, POWERFUL MARKETING.

WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World® we have the resources to market your property to the highest possible number of potential buyers. With 128,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World® is a pedigree denoting the very best companies that represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of over 550 of our affiliated real estate firms in the world.



WORLD-CLASS SERVICE, WORLD-CLASS INTRODUCTIONS

We can assist you anywhere in the world. As an affiliate of Leading Real Estate Companies of the World® we have access to the highest caliber of real estate professionals in over 55 countries and across six continents. When buying or selling property outside of our local market, our world-class connections can help with real estate needs throughout our continent and to points around the globe.

Let us introduce you to a carefully selected sales associate that will provide you with extraordinary service - anywhere your real estate needs take you. Our global network is comprised of the very best real estate companies and the most talented professionals in the world. These associates ensure personal service with access to quality real estate connections. This level of service and quality is the reason why a meaningful introduction is made through our network every five minutes.

Leading REAL ESTATE
COMPANIES
OF THE WORLD®

castelli
real estate services



CASTELLI REAL ESTATE SERVICES PROPERTY MARKETING PROCESS

1. A FOR SALE sign will be placed prominently on your property.
2. A Customer Care Team will be assigned to your property.
3. Interior and exterior photographs will be taken that presents your property
4. The Customer Care Team will tour your property to gather information for Sales Copy
5. The Customer Care Team will produce Sales Copy that puts your property in the best light to both cooperating agents on the MLS, and buyers viewing your property on the internet
6. The Customer Care Team will produce a listing for your property.
7. The Customer Care Team will review the listing with you for your approval.
8. Your home will be promptly be submitted to the Local Multiple Listing Service (MLS)
9. The Customer Care Team will add your property's information to more than 300 specialty internet websites such as Zillow, Trulia, Realtor.com, etc
10. You will be emailed a link to your MLS listing for your review.
11. A high-quality marketing brochure will be prepared which highlights the features and benefits of your home for both cooperating agents and potential buyers.
12. The Customer Care Team will email a flyer of your home to our own network of clients and colleagues asking if they know of any potential buyers.
13. The Customer Care Team will prepare a direct mail "Just Listed" announcement for your neighborhood and selected target areas.
14. We will coordinate with you for an area Broker Preview. This is an Open House for other Realtors to view your home for their potential buyers.
15. The Customer Care Team will solicit feedback from the Broker Preview and provide a summary to you.



16. The Customer Care Team will hold a Mega Open House to launch your property to the public. Feedback from attendees will be solicited and provided to you.
17. The Customer Care Team will coordinate all showings with the Seller.
18. The Customer Care Team will follow up with potential buyers or their agents and provide feedback from all showings to the seller.
19. The Customer Care Team will coordinate with the Seller and hold additional open houses as appropriate.
20. The Customer Care Team will have monthly Marketing and Pricing Strategy Review Meetings with the Seller.
21. The Customer Care Team will qualify all incoming leads.
22. The Customer Care Team will timely submit all offers and review them, as allowed, with the Seller.
23. The Customer Care Team will provide the most recent market data and assist the Seller in formulating a response to each offer.
24. The Customer Care Team will provide an estimate of your net proceeds based on a specific offer.
25. The Customer Care Team will provide the seller with a schedule of all key dates from the time of offer signing through closing.
26. The Customer Care Team will monitor the critical dates and follow up with cooperating agents as necessary.
27. The Customer Care Team will coordinate scheduling of appointments with the Seller, e.g. inspections, appraisal, etc.
28. The team will help and respond on your behalf if conflicts or impasses arise with the buyer.
29. The Customer Care Team will relay all communications to and from the appropriate parties.
30. The Customer Care Team will make sure you get your settlement documents promptly after closing.



OUR IN HOUSE
MARKETING TEAM
NOT YOUR AVERAGE BROKERAGE

Our Pledge:

1. Our team will always represent your best interests.
2. Our team will keep in touch with you on a regular basis at least twice a week.
3. Our team will do everything within reason to get your home SOLD as quickly and efficiently as possible.
4. Our team will treat your money like our own and strive to get the highest possible price for your property.
5. All of us here at Castelli Real Estate Services are a TEAM and that gives us the ability to deliver the most cutting-edge marketing system in today's market. Whether you talk to all of us or just one member of our team, **we are ALL working every day to sell your home for more money fast.**

We love what we do, and look forward to adding you to our list of SATISFIED clients.

Regards,

castelli
real estate services