

# SIGNAL

REAL ESTATE



**MARKETING PLAN**



## SIGNAL REAL ESTATE

### A WORD FROM OUR FOUNDER

You're about to sell a property in one of the most competitive real estate markets in the world, so having an experienced and well-connected real estate agent isn't just helpful, it's essential. Signal Real Estate is the team you've been looking for.

We provide deep insights on current buyer demands, offer access to an exclusive network of top agents and the buyers they represent, and leverage top technology tools to promote your listing. This formula sets the stage for our team to negotiate the optimal final sale price on your behalf, ensuring that you get the very best return on your real estate investment.

Beyond data, tools, and technology, our talented team invests our unrivaled industry expertise, time, and energy

into making sure you feel confident throughout your transaction. We work tirelessly to make sure you're satisfied with our service from our first meeting to the moment you sign on the line and finalize your sale.

Most importantly, we recognize that real estate is about much more than managing transactions. It's about building relationships and supporting you through a significant life event. That's why our team prioritizes getting to know you. It's our privilege to have the opportunity to learn about your real estate and life goals and to help you achieve them. We can't wait to get started!

Sincerely,  
Justin Rollo, Founder/Realtor®

## MEET THE TEAM

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### **JUSTIN ROLLO** FOUNDER/REALTOR®

Award-winning broker Justin Rollo owes his success to the details. Whether it's employing cutting-edge tech and mathematics to analyze the data, applying innovative procedures to locate first-rate non-public properties, or simply following through on a promise, he digs in and works tirelessly to help his clients elevate their lifestyles and build further wealth through real estate. Justin established his business on empathy, forward-thinking, adaptability, and, most of all, honesty. These core values shine through in everything he does.

Since 2010, Justin has specialized in upper-tier buyers, sellers, and investors looking for everything from small condos to large multifamily properties. A former champion poker player who has competed in tournaments all over the world, he now uses game theory at the negotiation table and probability theory every day. His solid reputation for going the distance includes unmatched pricing skills, educating clients through each step of the transaction, and, when necessary, being brutally honest, even if that means losing the deal.

An across-the-board understanding of eastern Massachusetts markets matched with a vast local network helps Justin create a seamless process where he utilizes cutting-edge tech and advanced marketing campaigns to ensure his clients obtain the best deal. Always working in the best interests of those he serves, Justin aims to increase the accessibility of investment properties so any homeowner can set themselves up for generational wealth. He's also an investor who has renovated properties from top-to-bottom, so he can advise clients on which improvements will yield the highest ROI.

Outside of real estate, Justin enjoys traveling to the White Mountains in New Hampshire with his wife and two small children, playing golf, and cheering on local professional sports teams. He also supports numerous charities and helps families in need purchase presents for their children during the holiday season.

# MEET THE TEAM

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**ASHLEY BLEDSOE**  
MARKETING DIRECTOR



**JAI KOHLI**  
DIRECTOR OF AGENT SUCCESS



**COREY ALVERSON**  
CREATIVE DIRECTOR

# PRICING YOUR PROPERTY

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List price is undoubtedly the first thing you want to talk about, and we get it. But the final decision on how to price your property will become clear after we've done the work to make it market-ready. During this process, we'll consider all variables; location, features, and demand.

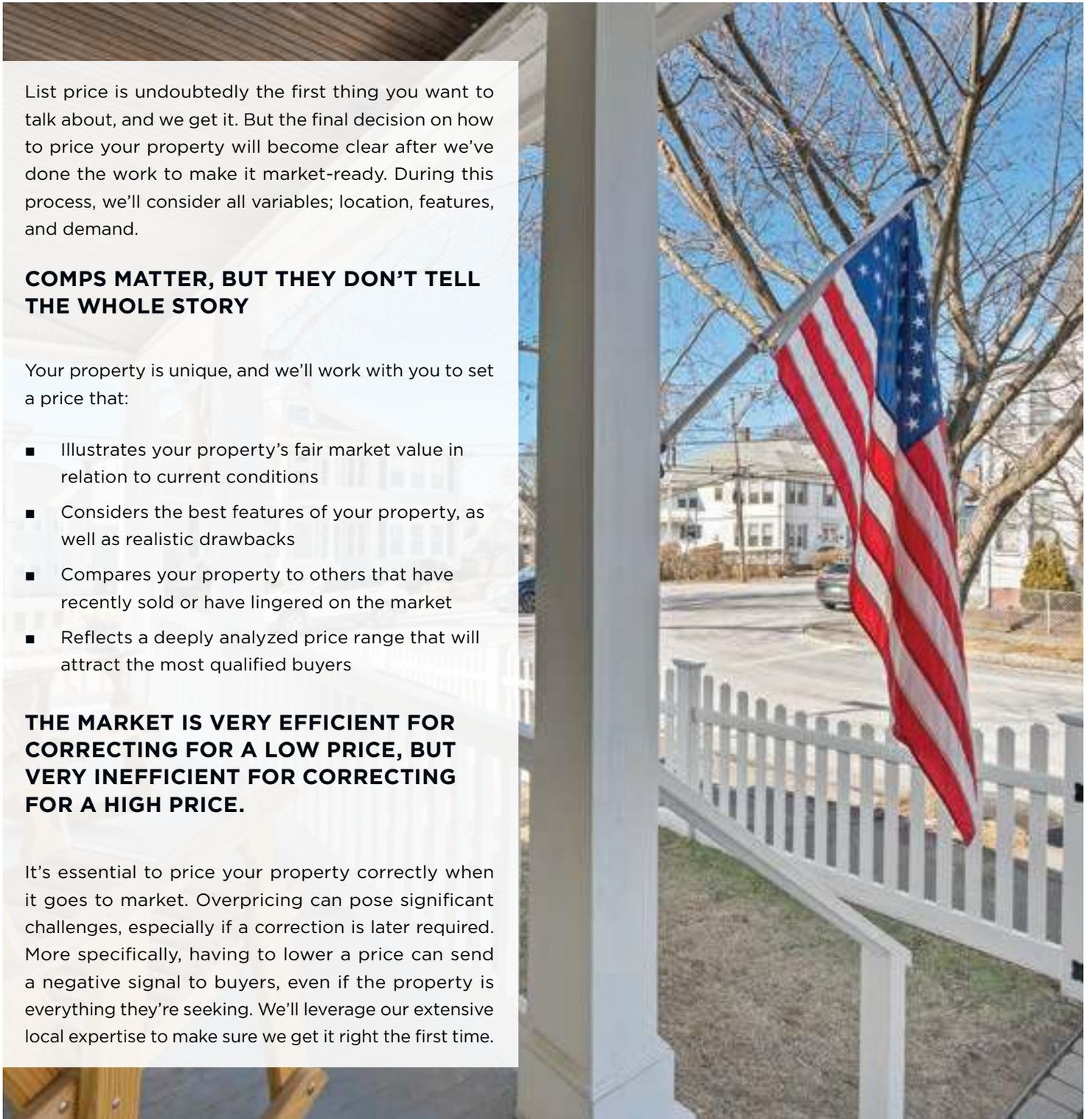
## **COMPS MATTER, BUT THEY DON'T TELL THE WHOLE STORY**

Your property is unique, and we'll work with you to set a price that:

- Illustrates your property's fair market value in relation to current conditions
- Considers the best features of your property, as well as realistic drawbacks
- Compares your property to others that have recently sold or have lingered on the market
- Reflects a deeply analyzed price range that will attract the most qualified buyers

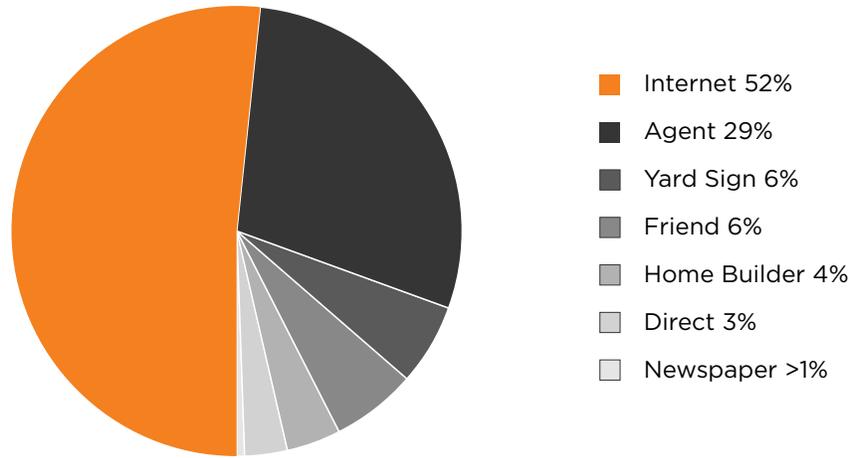
## **THE MARKET IS VERY EFFICIENT FOR CORRECTING FOR A LOW PRICE, BUT VERY INEFFICIENT FOR CORRECTING FOR A HIGH PRICE.**

It's essential to price your property correctly when it goes to market. Overpricing can pose significant challenges, especially if a correction is later required. More specifically, having to lower a price can send a negative signal to buyers, even if the property is everything they're seeking. We'll leverage our extensive local expertise to make sure we get it right the first time.

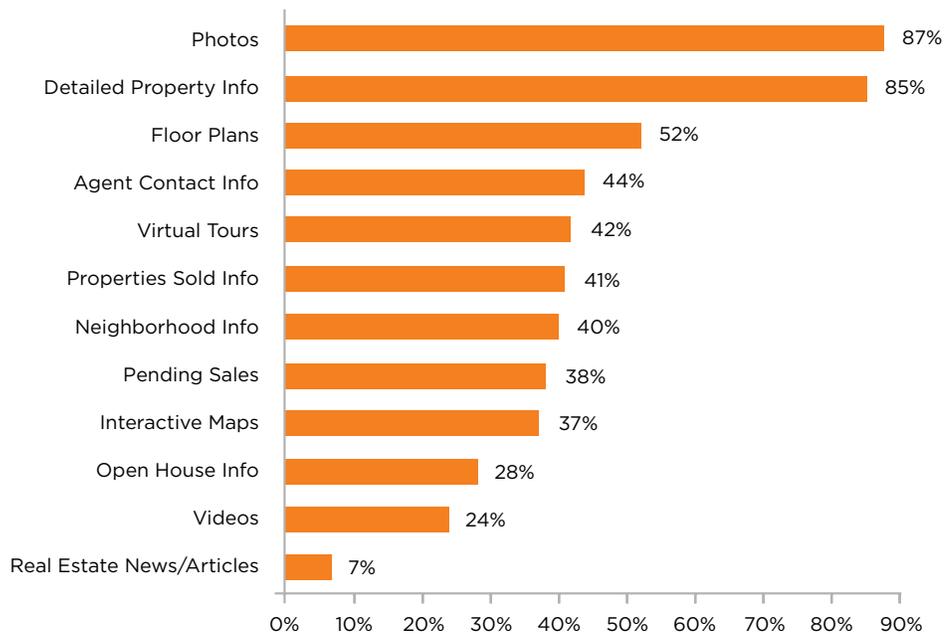


# BUYER STATS

## WHERE BUYERS COME FROM



## WHAT BUYERS DEEM USEFUL



# SELL A PROPERTY IN 7 SIMPLE STEPS

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1

## FIND A REAL ESTATE AGENT

It's critical to enlist the help of a real estate agent with a proven track record in your local market. Our team has a long-standing reputation for success. We love what we do, and we're wholly dedicated to seamlessly navigating and supporting you through your property sale.



2

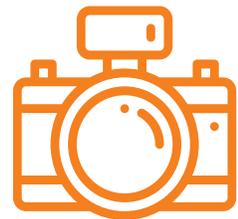
## DETERMINE MARKET VALUE

We'll assess your property's market value by taking variables such as features, size, location, market demand, and recent comparable sales into consideration. Then, we'll create a comparative market analysis (CMA) or 'comp,' which will help determine a competitive listing price designed to attract qualified buyers and generate maximum interest in your property.

3

## GET MARKET READY

We'll strategize with our network of skilled and vetted vendors to polish up your property. Together, we'll work to implement key improvements, ensure alluring curb appeal, professionally stage your space, and take eye-catching photos and videos of your property. Once complete, buyers will have multiple reasons to give your property more than just a passing glance.



4

## LIST YOUR PROPERTY

A listing agreement gives us permission to advertise your property and handle your sale. It also covers the basic terms of our mutual commitment, including the length of time your property will be listed. Once an agreement is signed, we'll discuss our selling strategy and will explain what you can expect as we move deeper into the process. We believe in transparency, and we want you to feel confident about our plans to sell your property.



5

## MARKET YOUR PROPERTY

A unique property needs a customized marketing plan to set it apart from others on the market. We'll leverage industry-leading tech and robust online marketing strategies in combination with tried-and-true techniques like high-quality statements, energetic open houses, and alerting local buyer's agents to give your property optimum exposure. We'll also utilize our trusted network of photographers and professional stagers to make your property come to life.

6

## NEGOTIATION AND ESCROW

At this crucial stage, we'll leverage every negotiation tool in our arsenal to arrive at a price that both you and the buyer can agree on. We'll also use our expertise to coach you through terms, contingencies, and buyer financing. Once a fair price that meets your selling goals is offered and accepted, we head into escrow. At this point, the buyer must complete all necessary inspections, get their financing approved, and sign all legally mandated disclosure documents.



7

## CLOSING TIME

We'll be right by your side during these final steps, engaging with the buyer's agent and lending institutions to ensure all requirements are met. Once we're certain all our ducks are in a row, you'll sign on the dotted line to finalize your property sale!



## PRE-LISTING PREPARATION



### VENDOR MANAGEMENT

Life doesn't stop just because you're selling a property, and rearranging your schedule to accommodate a stream of vendors working on getting your home market-ready is the last thing we want you to worry about. With your permission, we'll gladly take on the role of coordinating projects, determining start and completion dates, overseeing work on-site, and ensuring tasks are performed to the highest standards.



### DISCOUNT SERVICES

Due to our high volume of listings, we're able to negotiate special pricing with many local vendors. These vendors are familiar with the type of work necessary to bring a home to market in the most cost-effective way. There is no markup or referral fee from any vendor that works with our team, and all savings are passed directly to you.



### PROFESSIONAL STAGING

Our top-notch talented and highly qualified designers and stagers know how to make your property shine. As part of our initial consultation, we'll provide a thoroughly researched plan for staging your home that will help buyers love it for all the right reasons.



### PHOTOGRAPHY + VIDEOGRAPHY

Strong visuals sell properties. We use professional, eye-catching listing photos convey value and compel discerning buyers to see the space for themselves. Our professional photographers will capture your home in a way that'll make an excellent first impression and will drive interest and demand. Additionally, our advanced videography and 3D tours allow clients to explore your property's floor plan and features by providing a truly immersive and interactive experience.

# LISTING ROAD MAP

At Signal Real Estate we are fundamentally changing the way listings are marketed. We proudly define ourselves as **a marketing firm who specializes in real estate**, rather than a real estate firm who does marketing. Our firm commits between \$4,000 - \$5,000 per listing to deploy a customized bundle of services. This investment maximizes the reach of your listing & presents the property beautifully to potential buyers. Our systematic preparation and planning enables Signal Real Estate to deliver results and exceed our clients' expectations. Our results are driven by meshing state-of-the-art technology, local connections, years of industry experience, and unparalleled marketing.

## PHASE GOALS

1



Drive Traffic



Prepare + Plan

### INITIAL PREP



Teaser Photos

### COMING SOON



Single Property Website  
www.123main.com



Send listing details to  
Signal Buyer Pool



Send to qualified agents  
within our network

## PHASE GOALS

2



Generate + Qualify  
Leads



Create  
Local Buzz

### REFINEMENT PERIOD



Professional  
Photos & Video



3D Tour  
+ Floorplans



Staging  
Consultation



Pre-Inspection  
(\*ADD-ON)



Appraisal  
(\*ADD-ON)



UPDATE  
Single Property  
Website



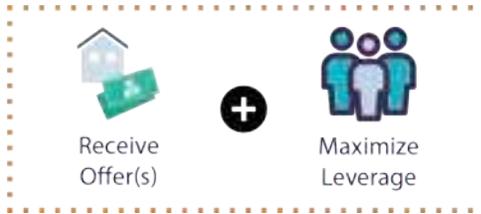
Remarket to  
Engaged Users



Just Listed Ad  
Campaign

**PHASE GOALS**

**3**



**MAXIMIZE EXPOSURE**



**A PROACTIVE APPROACH**

Our philosophy in it's most simplistic form is to bring a consultative marketing approach to the sale of residential real estate. We utilize proven formulas along with property specific customized campaigns to maximize the amount of views and engagement with each property we list. From there we begin to qualify and remarket with the assistance of automation, behavioral learning and personal engagement. Through this process the higher quality leads are focused on, maximizing the pool of buyers and the return on your property.



**TECHNOLOGY + MARKETING + EXPOSURE = MAXIMUM RETURN**

**95**  
 % Used Internet

**40**  
 Median Age of Buyers

**42**  
 % of Buyers Millenials

# STAGING

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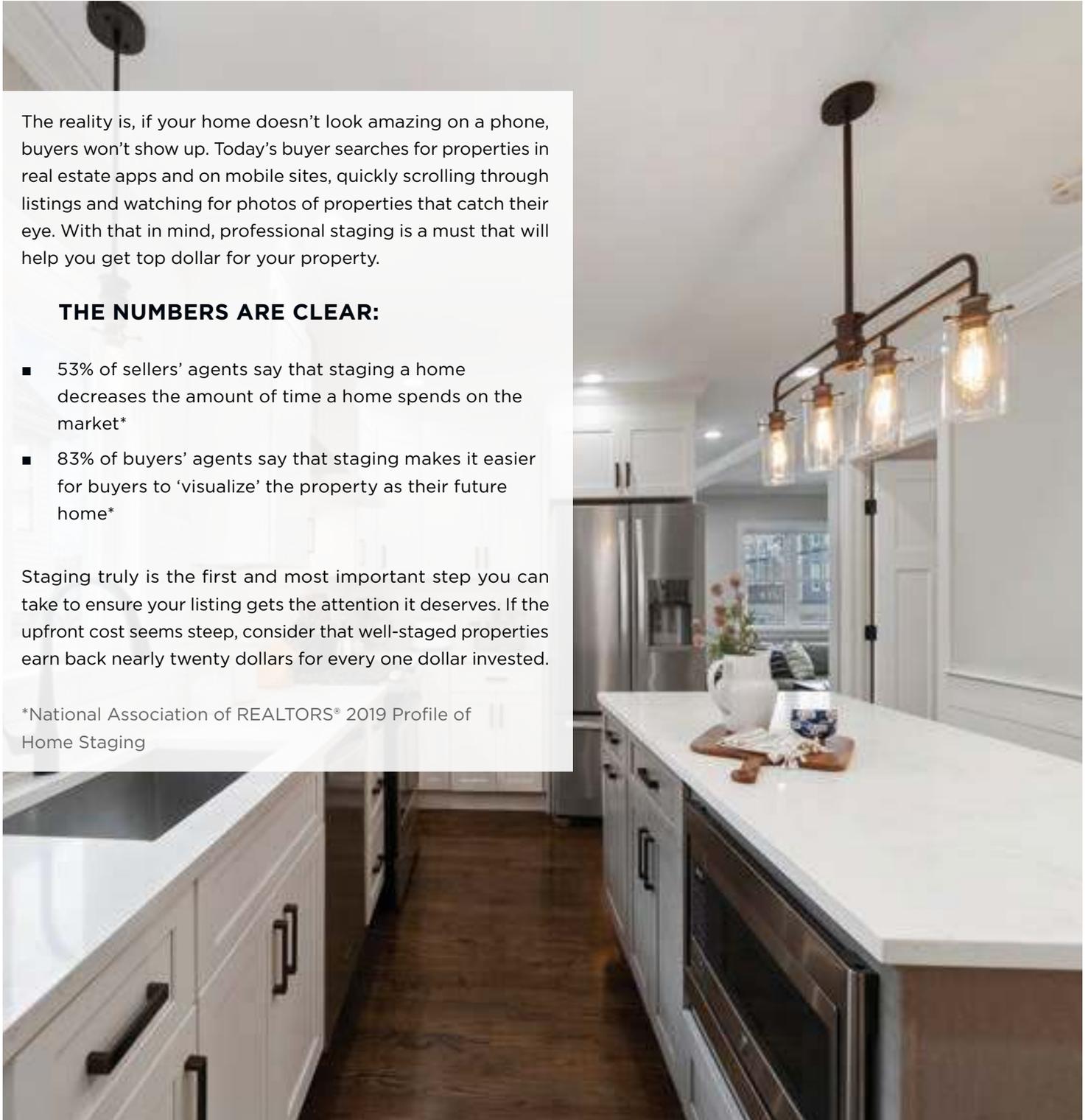
The reality is, if your home doesn't look amazing on a phone, buyers won't show up. Today's buyer searches for properties in real estate apps and on mobile sites, quickly scrolling through listings and watching for photos of properties that catch their eye. With that in mind, professional staging is a must that will help you get top dollar for your property.

## THE NUMBERS ARE CLEAR:

- 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market\*
- 83% of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home\*

Staging truly is the first and most important step you can take to ensure your listing gets the attention it deserves. If the upfront cost seems steep, consider that well-staged properties earn back nearly twenty dollars for every one dollar invested.

\*National Association of REALTORS® 2019 Profile of Home Staging

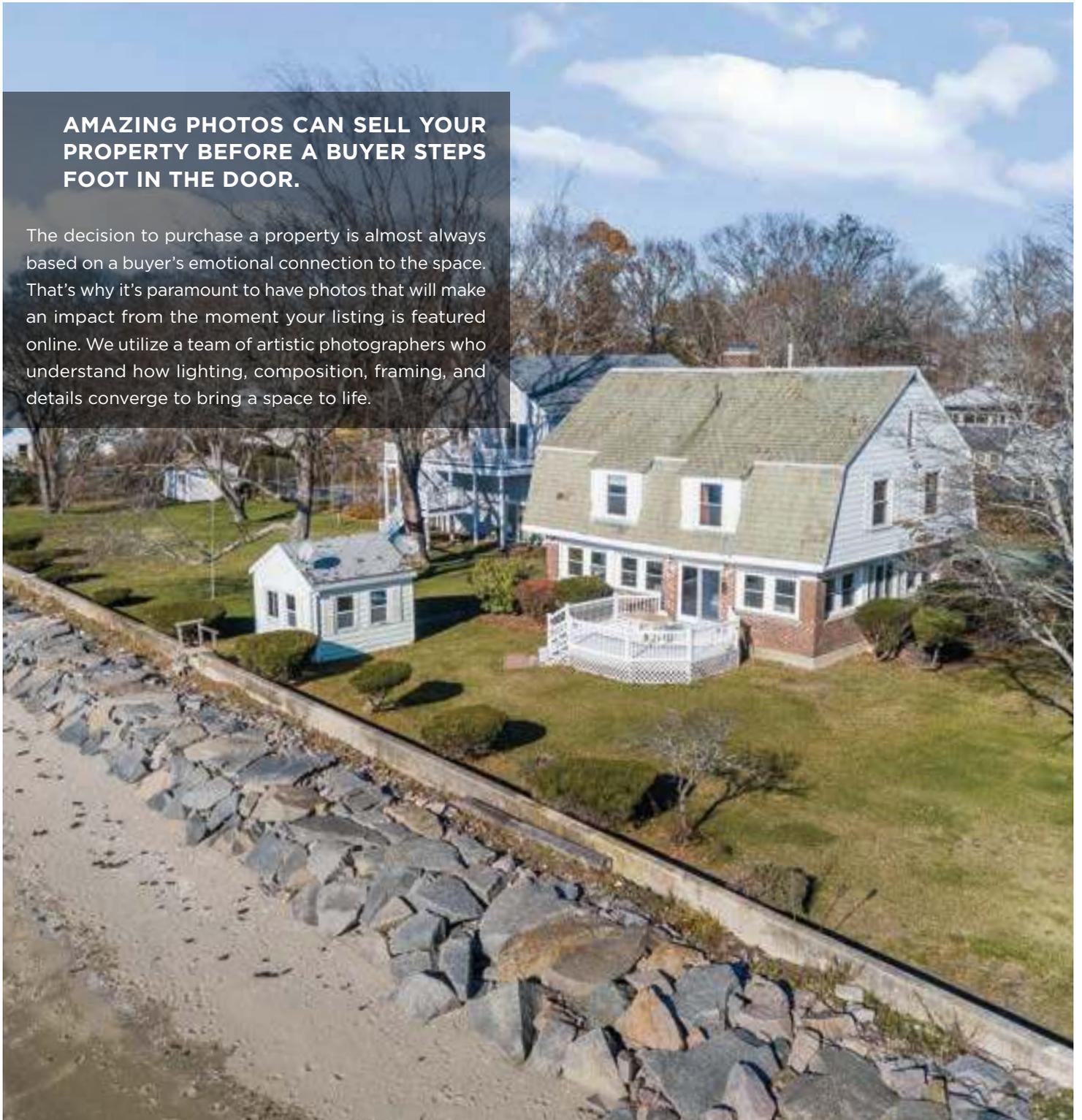


# PHOTOGRAPHY

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## AMAZING PHOTOS CAN SELL YOUR PROPERTY BEFORE A BUYER STEPS FOOT IN THE DOOR.

The decision to purchase a property is almost always based on a buyer's emotional connection to the space. That's why it's paramount to have photos that will make an impact from the moment your listing is featured online. We utilize a team of artistic photographers who understand how lighting, composition, framing, and details converge to bring a space to life.





## YOUR MARKETING SUITE

Every piece of marketing reflects our passionate attention to detail and maximizes exposure in ways that make the most significant impact on buyers.



### **PRINT**

Your home's property statements will be professionally designed and printed with exceptional attention to quality and detail that sets your listing apart from competitive properties.



### **ONLINE**

Ninety percent of potential buyers start their search online, both locally and abroad. Your home will be well-represented on every online outlet, including but not limited to Zillow and Realtor.com.



### **SYNDICATION**

Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties.



### **OPEN HOUSES + SPECIAL SHOWINGS**

Busy open houses generate buzz and motivate action. Buyers move quickly and aggressively to secure the home everyone seems to want. Our track record of successful open houses, coming soon previews and other special showings often contributes to a higher number of viable offers and boosts our strong sales statistics.

# PRINT MARKETING

## BESPOKE DESIGN & PRINTING

Unique properties deserve marketing materials that stand out and let buyers know your home is unlike other, more ordinary offerings on the market. That's why our brochures are professionally printed on high-quality paper and designed with our target audience top-of-mind.



## DESIGNED WITH BUYERS IN MIND

We know what features make buyers want to see more, and we design statements to highlight all the ways your home is exceptional. We also make sure we have enough on hand to display them at every open house and to mail them to neighbors, past clients, and potential buyers.

## A LASTING IMPRESSION

At the end of a long day of touring properties, we want buyers to remember yours as something special. The premium statements we hand to every person who walks through an open house will ensure that your home stands out from the competition.



# ONLINE MARKETING

## SINGLE PROPERTY WEBSITES

As we customize a marketing strategy for your home, we'll consider whether creating a unique website with property details and photo galleries is beneficial. In today's fast-paced market, these sites are often unnecessary. However, if we agree a devoted website will build momentum and bring local and international attention to your home, we'll create it and promote it on social media, to our network of potential buyers, and on marketing materials to generate site visitors.

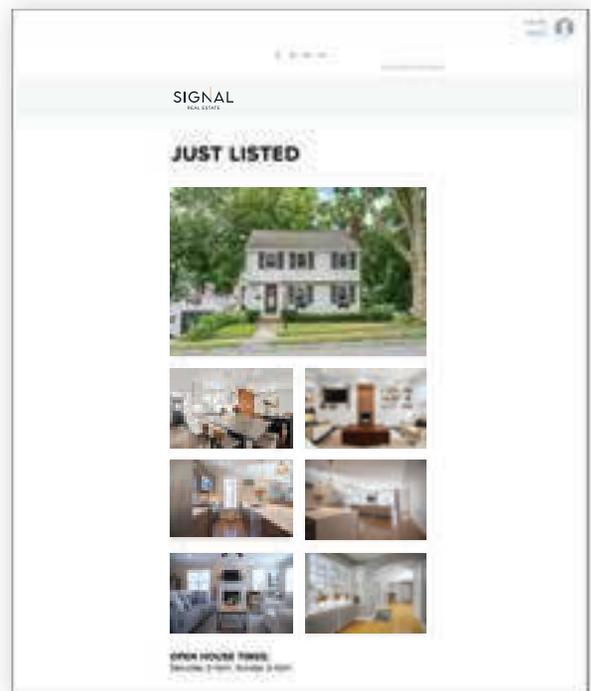
### Website Syndication

Your property listing will be syndicated on the most important real estate websites, including Zillow, Trulia, Realtor.com, and more. We'll make sure no one misses seeing your home, no matter where they're looking.



## EMAIL BLASTS

We'll send an email alerting top agents in our area to your listing. Buyers' agents jump to open these emails because they're all trying to stay on top of inventory and get their eager clients into hot new properties ahead of the competition. We sell a lot of our homes through buyer's agents we've known and worked with for years. As a result, they pay attention when we alert them to an exciting new home on the market.



# SYNDICATION

No matter how stylish and informative a website is, the average real estate brokerage doesn't get five million visitors a month. But national listing sites, like those listed below, do! We'll make sure your property appears every relevant heavily trafficked listing platform, giving you the opportunity to connect with as many potential buyers as possible.



# GLOBAL REACH

Achieving global reach when marketing your home is essential. With growing wealth and investors coming from all corners of the world, the buyer of your home could be from any country. To ensure proper reach, the following channels are ways we help your property reach international buyers.

## MANSION GLOBAL

Mansion Global is the award-winning, premier digital destination for compelling content about the global real estate market. From global market analysis to relevant news, Mansion Global's multilingual platform is localized to address the interests of an international audience. Mansion Global also provides its high net worth audience the ability to search luxury listings for sale around the world.



## JUWAI

Juwai, which means “home overseas”, is visited by thousands of Chinese buyers each day from over 400 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. Juwai strives to be at the forefront of innovation of products and services, which assist them in growing their business by gaining exposure to Chinese buyers – the largest international property buying force.

## GLOBAL NETWORK OF REAL ESTATE PORTALS

Through our partnership with a leading real estate technology firm, we will syndicate your property to over 100 trusted international real estate portals in 60 countries throughout Asia, Europe, and South America.



# OPEN HOUSE SHOWINGS

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In competitive markets, open houses are essential to your success. Here are three reasons why we consider an open house, coming soon preview or other special showing event an integral part of our marketing offerings:

## 1. YOU'LL ATTRACT MORE POTENTIAL BUYERS

Open houses bring more people through the door. They draw in prospective buyers and make it easy for friends, family, and neighbors to invite people over to see your lovely home.

## 2. YOU CAN SET THE SCENE—YOUR WAY

Keeping your home show-ready for months can be exhausting. With an open house, you'll deep clean and stage your home once, which means you'll spend less time scrambling while preparing for last-minute showings.

## 3. YOU COULD LOCK IN THAT INTERESTED BUYER

Unlike one-on-one home tours, open houses provide a low-pressure setting for prospective buyers who are ready to take a second look. People want to feel like they could make your house their home, so your buyer's comfort could tip the scales in your favor.



## **WHAT IT TAKES TO BE BETTER THAN GOOD**

Today's buyers and sellers are more informed, and thus empowered, to navigate the real estate market with confidence and insight. While this hasn't diminished the need for a great agent, it may mean that many "good" agents are no longer good enough. Having an edge in this market requires an agent who is passionate, innovative, connected, and tech savvy.

## **REIMAGINING THE MODEL**

A new reality requires a new approach to buying and selling homes. The one-size-fits-all approach of traditional brokerages creates inflexibility and delays that ultimately disadvantage clients.

Our passion for meaningful growth and productivity has led to launching an independent real estate collective called Signal Real Estate. A new forward-thinking business model enables us to spend 100% of our time on human work that truly matters. By streamlining the administrative, legal, and marketing efforts of our business, we can work directly with our clients on the most important details. This means quicker sales, higher closing prices, and unmatched customer service.

## **IMPROVING MARKETING REACH**

Marketing effectively across many platforms without diluting impact can be challenging. Our unique tech-powered team constantly ensures your property is positioned to create interest and attract buyers across all the channels that matter most.

From online marketing to placement in attention-grabbing publications around the globe, no other team works harder or smarter on your behalf. It's more than simply checking off a list of popular sites and publications. It's understanding how buyers think and where they're looking. Your property will be seen both locally and nationally across multiple platforms with an ability to target buyers with high interest in our local market.

Ultimately, this modernized framework of practical, marketing, legal, and tech support sets us free to do what we do best: the hands-on preparation, staging, and marketing of your home to excite buyers and attract a higher selling price.

## **LEVERAGING BETTER SERVICE FOR MAXIMUM RESULTS**

Agents can't produce for their clients unless their support system frees them to do the in-person work that matters most. That's exactly what Signal Real Estate is created to do. Our bottom line is yours, too — selling your home for top dollar. But beyond the dollars and cents of deal-making, our greatest desire is serving clients who become like family by the time it's all said and done.

Stepping out from under the umbrella of a big-name brokerage wasn't a hard decision. We're now better positioned to offer our clients the world-class service they deserve by leveraging our unrivaled network of contacts and a platform that is changing the real estate industry to better support and deliver on the needs of our clients.

## **BUILDING AN EXCITING NEW PLATFORM**

Partnering with us to turn this new framework into reality is the venture-backed real estate company Side, the only brokerage that works with top-performing agents to develop, operate, and grow their businesses with the state-of-the-art targeted marketing, technology, administrative, and legal services that today's real estate business demands. Side develops and fully implements a comprehensive business plan that takes the heavy lifting off our shoulders so that we can focus solely on delivering the highest levels of service. Led by a team of experienced industry professionals and technology innovators, Side currently enables top-producing agents across the country to establish locally-focused offices that understand their communities better than anyone else in their market.

# MLS CLEAR COOPERATION

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## WHAT YOU NEED TO KNOW ABOUT THE NATIONAL ASSOCIATION OF REALTORS® MLS CLEAR COOPERATION

**MLS Clear Cooperation requires agents to list properties on the MLS within one business day of commencing public marketing.** Public marketing includes everything from placing signs in your yard and creating a single-property website to Facebook advertising. Intended to

ensure that all sellers have equal opportunity for success, Clear Cooperation has placed some limitations on off-market listings. Fortunately, our team is able to turn those limitations into a competitive edge for you.



## HOW WE USE CLEAR COOPERATION TO YOUR BENEFIT

We have a clear advantage over other firms when it comes to these new regulations. We are affiliated with Side, the real estate technology brokerage that powers the largest collective of top-producing real estate professionals in the

nation. Our affiliation with Side makes it possible for us to share an off-market property listing to our exclusive network, which is much larger than our competitors.



## HOW WE GET PEAK EXPOSURE FOR PRIVATE AND SEMI-PRIVATE LISTINGS

Whether you want to list your property on the MLS without identifying information, or keep it off the MLS entirely, we'll help you get maximum traction. Semi-private MLS listings are posted as "coming soon" without an address or an exterior photo. We can then pre-market your home and create demand through all of our advertising channels.

(Please note that "coming soon" properties will not be listed on aggregate sites like Zillow.) If you don't want your home to be listed, you can simply fill out a seller exclusion form, and we will pocket-list your property to our extensive network of top producers.



## CLIENT TESTIMONIALS



If you're looking for a true partner in your journey to buy or sell a home, then Signal Real Estate is for you. Justin and his team consistently go above and beyond. I've been blown away at the level of sophisticated communication, creativity, and professionalism with Signal. I would not want to work with anyone else.



I worked with Justin, and I'll be the first to admit I'm an incredibly difficult customer. I expect a lot and have a short fuse when there are bumps in the road. Justin was able to deal with both with finesse and professionalism. He's savvy, hard working, a good communicator. I endorse him without any reservations.



Justin Rollo is an amazing realtor who gave us the edge we needed to find a wonderful home in a very difficult real estate market. It was a great help to have a realtor who understands how to honestly evaluate houses and who puts our interests first. He's the real deal and total package, and we are extremely grateful for having worked with him.

# SIGNAL

REAL ESTATE

[SIGNALRE.COM](https://signalre.com)