

Marketing Strategies and Guarantees.

Professional Pictures and Drone Aerial Video

- 44% of home buyers last year found the home they purchased on the internet. First impressions are everything.
- Your property will have its own website.

Virtual Tour

- I create a virtual tour for the property so potential buyers can tour the home online.

Agent to Agent Campaigns

- 33% of home buyers last year found the home they purchased from a Realtor. Every agent who sold 2 or more homes in your zip code last year will get a call.

Just Listed Post Cards to 1000 – 2000 Neighbors Followed by Phone Calls and Door Knocking

- This covers 6% of where the buyers came from last year. Neighbors can't be overlooked.

Negotiation

- These negotiations include purchase offers, request for repairs, section 1 and section 2 termite work, appraisals and more.

Sincerely,
Charlie Lazarus

Phone Campaigns and Just Listed Mail Campaigns to Pre-Approved Buyers

- My mortgage broker partners provide me with lists of buyers that they have qualified in the areas of my listings and at the applicable price points to the particular listing. These buyers will get a just listed post card and a phone call.

Targeted Facebook Advertising

- I will run targeted ads to potential buyers. The ads will target people in surrounding zip codes who are likely to buy a home based on their search history.

My Guarantees

- 1 Day Listing Contracts
- Communication
- I commit to a minimum of twice per week that I communicate with my clients. You tell me when and how you want me to communicate and I will continue with that every week until the property is sold.
- Full service one stop shop!
- Everything I have talked about is included in my fee. You don't come out of pocket for anything.
- Double-end discount
- If I do not sell your home in 90 days, I will sell it for free



Charlie Lazarus

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Charlie is a rising star in San Diego and is quickly becoming one of the top-producing real estate agents in the county. He has been able to carve out a niche in the San Diego real estate market with his relentless work ethic and fiery drive. With his high tech and high touch marketing approach, Charlie consistently positions his clients' homes in the marketplace to sell for nearly 100% of list price.

At the forefront of his success is his ability to add value to his buyers and sellers through a growing list of off-market properties. A major key to this value proposition is the advanced systems that Charlie has assembled to find sellers before they hit the market.

COMPASS



CHARLIE LAZARUS



COMPASS

Selling your Home

a step-by-step overview

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1 Let’s Talk

2 Setting the Stage

3 Spreading the Word

4 Making Connections

5 Communication

6 Negotiation

7 Escrow

8 Closing

9 The Future

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The Compass Advantage

Best-in-Class Agents

Compass has attracted the nation's most successful agents by investing in people and technology, allowing agents more time to advise their clients.

Number of top-performing Compass agents nationwide	8000
Combined value of our agents' exclusive listings	\$4B+



#1

Average agent sales volume of any national brokerage



CONDÉ NAST
L'ORÉAL
PIXAR

In-House Marketing & Advertising Agency

Hailing from the country's top brands and ad agencies, more than 40 designers, producers, and strategists are dedicated to elevating the style and story of your property.



Compass Tools

Compass Homes App
Download at iTunes

Your guide to finding a home you'll love, Compass Homes combines best-in-class technology with exceptional agents to make your search smart and seamless.

Compass Markets App
Download at iTunes

Knowledge is power. Being able to access the smartest and most relevant real estate data at just the right time is critical to home sellers and buyers. With Compass Markets, homeowners and agents can build market-specific reports and get real-time information on the go to provide answers to real estate's most difficult questions.

Compass Collections
Login at compass.com

Compass Collections creates a visual online space that allows agents, clients, and extended networks to collaborate and stay organized throughout the home-finding process. Everyone involved in the Collection can participate in a search by adding new listings, leaving comments, and seeing real time communication of the pros and cons of each individual home.

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Escrow A state where consideration, benefits, legal rights, document, or a sum of money is held by one person in trust for another, for the purpose of assuring performance under an agreement.

Closing This has different meanings in different states. In some states a real estate transaction is not consider "closed" until the documents record at the local recorders office. In others, the "closing" is a meeting where all of the documents are signed and money changes hands.

Appraisal A written justification of the price paid for a property, primarily based on an analysis of comparable sales of similar homes nearby.

Contingency A condition that must be met before a contract is legally binding. For example, home purchasers often include a contingency that specifies that the contract is not binding until the purchaser obtains a satisfactory home inspection report from a qualified home inspector.

MLS MLS stands for Multiple Listing Service. The MLS is a tool to help listing brokers find cooperative brokers working with buyers to help sell their clients' homes.

