



YOUR GUIDE TO
Selling

Everything you need
to know about
selling a home.

Homes
OF COLORADO GROUP

KWASPIRE
KELLERWILLIAMS.
KELLER WILLIAMS CLIENTS' CHOICE

Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

A photograph of a woman with dark hair smiling broadly and hugging a young child with curly hair from behind. They are both wearing light-colored, patterned shirts. The woman is wearing yellow pants. The background is a plain, light-colored wall.

**Your
Needs
Come
First**

The Process

The real estate transaction is complex, and navigating you through every step of the sale is my expertise.

- Initial meeting, walk-through and needs analysis
- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Launch “coming soon” marketing campaign
- Establish a competitive price
- Officially list your property
- Launch “just listed” marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Negotiate contract
- Go under contract
- Begin title review
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through
- Closing Day!

My App:

The Seamless Way To Sell



Guide

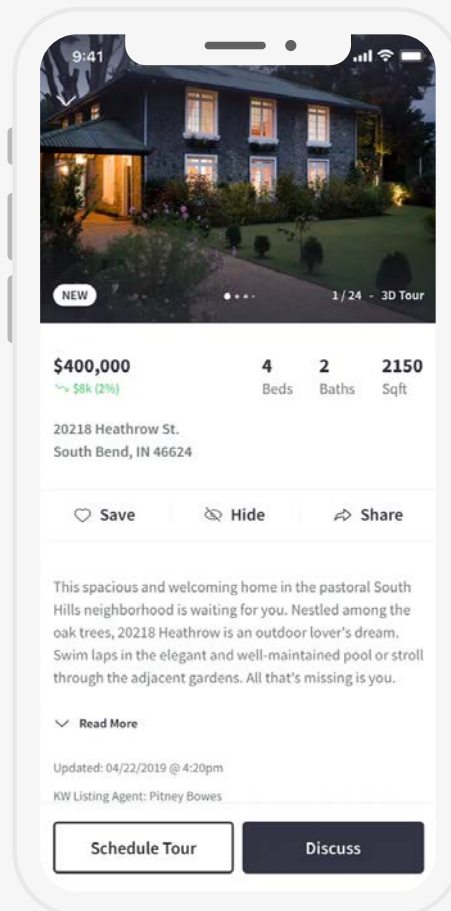
When middle-of-the-night questions come up and you want real-time information about the status of your transaction, Guide is your go-to. Guide informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do and what's ahead.

Neighborhoods

Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

Feed

Even after close, keep tabs on all things real estate with Feed - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.



Now, selling your property and keeping in sync with me has never been simpler.

My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



Ready to download my app?
Head to
app.kw.com/KW22HMMWL

Your Custom Marketing Plan



With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

Digital Marketing That Drives Results

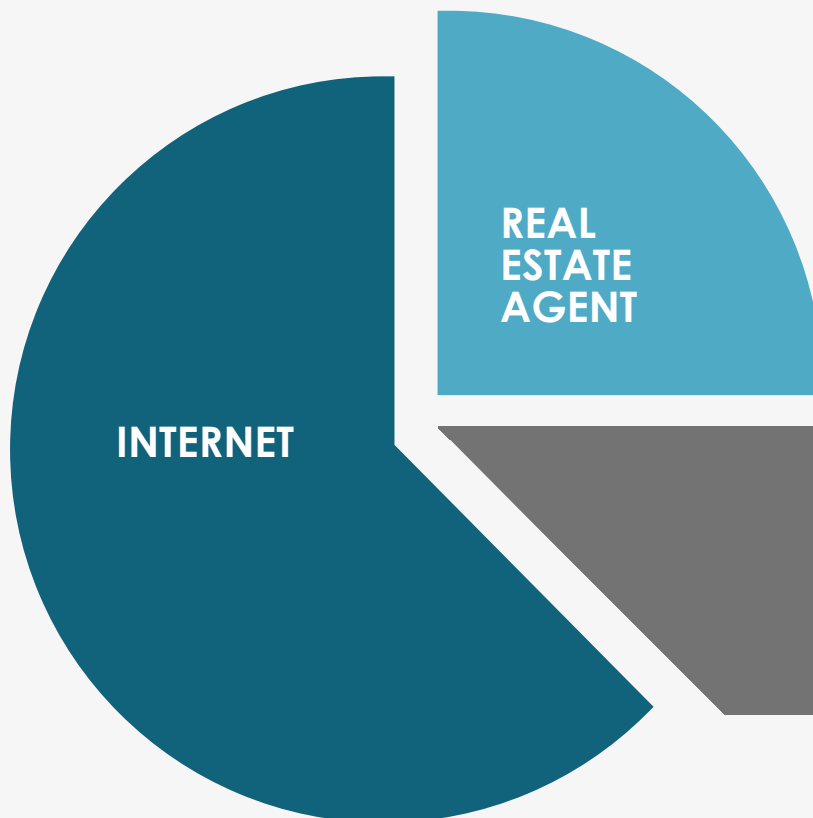


Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

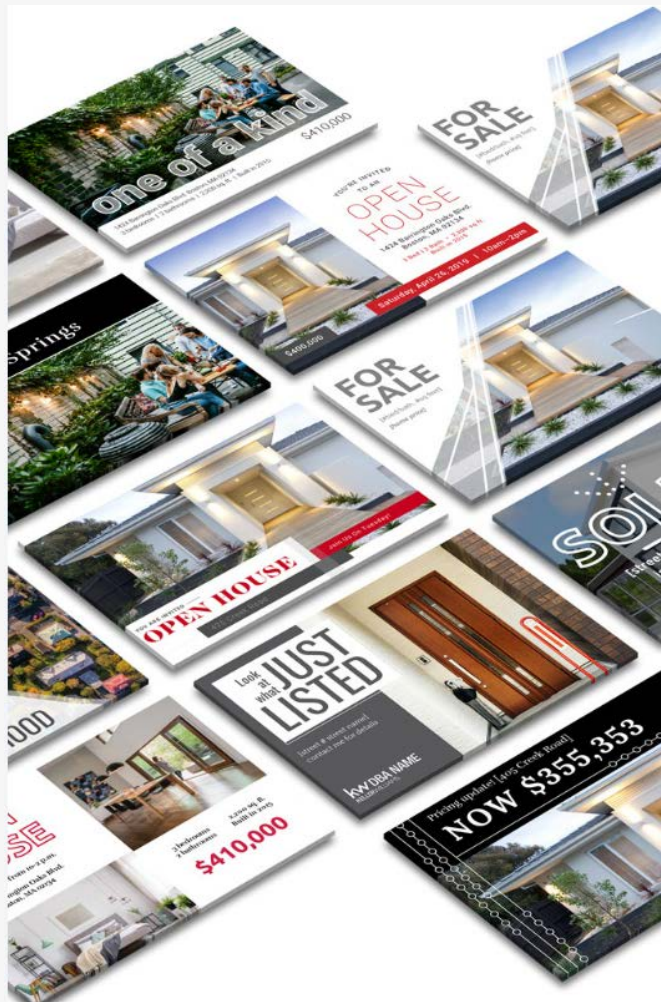
HOW BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2022



- Yard Sign/Open House Sign
- Friend, Relative or Neighbor
- Home Builder or Their Agent
- Directly from Sellers
- Print Newspaper Advertisement
- Home Book or Magazine

Best-in-Class Promotional Assets



Smart, Targeted Networking

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, or even 3D virtual walkthroughs, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

Your Media Plan

COMING SOON

stay tuned...



Homes OF COLORADO GROUP KW PARTNERS

1 Bedroom, 1 Bathroom
888 Total Sq. Ft.
Built in 1985

Homes OF COLORADO GROUP KW PARTNERS

\$406,000

Just Listed

6806 DALE RD, COLORADO SPRINGS, CO 80915
5 BED | 3 BATH | 1,862 TOTAL SQ. FT. | BUILT IN 1970

JUST LISTED

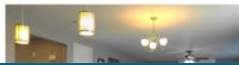
6765 Monterey Pine Loop
Colorado Springs, CO 80927

5 Bedrooms | 4 Bathrooms | 3,212 sq. ft. | Built in 2013

Do you know anyone who'd like to make this beautiful house their home? This home features 9 foot ceilings and wood flooring, a fireplace on the main level, and a 220 Volt outlet in the garage. Not to mention, a wet bar in the basement! The kitchen has a touch sink, granite countertops, and stainless steel appliances. The 5 piece master bathroom would be great for relaxing after a fun get-together in the formal living room. This home also has a finished basement and sits on a corner lot. Washer and dryer are included.

CONTACT ME FOR MORE DETAILS!

Melissa Bellows



Property Brochure

Develop a property brochure to be distributed during property showings

Just-Listed Postcard

Send a targeted just-listed digital postcards to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

Strategic Promotion:

Coming-soon campaign

- Walk-through and needs analysis
- Professional photography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on IG and FB
- "Coming soon" callout campaign to highly qualified buyers

Just-listed campaign

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign promoting open house
- "Just listed" social media video on IG and FB
- "Just listed" callout campaign to highly qualified buyers
- Open house 3-5 days after listing or as agreed upon

Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners, with balloons and riders (if allowable)
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends



Captivating Pre-Listing Tips

Pre-listing tips is what creates a “wow factor” when a buyer walks through the door of your property. It’s what creates an emotional response and can often influence whether or not an offer is made.

It's in the Details

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

3D VIRTUAL WALKTHROUGH AND VIDEOGRAPHY

3D virtual tours and/or video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market. We will discuss what is best for your home!

MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

Real Experience Real Expertise



ERIC ESTRADA

**OWNER/CEO, REALTOR®
BROKER ASSOCIATE**



Eric Estrada is a Colorado Springs native with 15+ years of real estate experience in the states of California, Colorado, Florida, Nevada, and Texas. Eric is currently a licensed Employing Level Broker in Colorado and Owner of KW Aspire at Keller Williams Clients' Choice. He is also a licensed Sales Agent in Texas at KW El Paso in El Paso, TX. He previously worked with a national real estate firm as Vice President, leading a team upwards of 1,000 real estate professionals throughout multiple regions across the U.S. He has a Bachelor's Degree in Business Management and a Masters in Business Administration both from Grand Canyon University.

Eric also leads an Expansion Team within Keller Williams which has been recognized not only within the franchise but nationally through multiple reporting agencies, awards and recognition as one of the leading real estate teams in the country. Homes of Expansion Network was founded in 2014 by Eric Estrada and has grown to multiple teams in the states of Colorado, Wyoming and Texas. As of 2024 there are 30 licensed professionals across the expansion network and combined have closed over \$161,000,000 million in sales volume, and nearly 500 transactions. They have consistently achieved Millionaire Real Estate Agent status since 2021 with Keller Williams.

Eric works well with others and works alongside his business colleagues to build culture, improve results and ultimately to help our community succeed. Eric's experience includes but is not limited to real estate, operations management, training, marketing, leadership and sales.

He has been recognized through multiple national awards throughout his career including community leadership awards, volunteerism, employee of the year and others. He has also been recognized as a Top Latino Business Professional by the Hispanic Arts Council in Colorado Springs and was Chair and now current board member of El Cinco de Mayo Inc, a Colorado non-profit that raises funds for underserved students in the area. He has been recognized as a Top Producer for several years and consistently achieves Top tier awards for production and growth.

OUR MISSION AND VISION

Our mission and vision as business professionals is to provide an experience that is not only fulfilling for our clients but one that focuses on the importance and idea that "everyone deserves a place to call home."

In addition, we will provide exemplary guidance for our business partners to achieve their financial goals, whether that means creating opportunities, finding opportunities, or creating financial freedom through real estate.

We will achieve this by putting ethics, professionalism, integrity and compassion behind every phone call, every email, every text, every smile. Our goal is to strive for excellence and achieve greatness.

Homes OF EXPANSION NETWORK

OUR TEAM

Leaders in the real estate industry since 2008, Homes of Colorado Group has built a collaborative, elite family of professionals, who are experts in Colorado and across the country. In the past few years our team has sold over 350 homes, specializing in residential/commercial real estate, luxury properties and worldwide relocation. Since 2019 our team closed a powerful 110+ million in sales volume, making us one of the most successful real estate firms in Colorado and the Nation. In 2021 and 2022 NAHREP (National Association of Hispanic Real Estate Professionals), a national group and reporting agency, ranked our team #2 in Colorado and #45 in the US. With offices in Colorado, and across the country, we are collectively making a difference in the lives of our local community.

OVER 350 HOMES SOLD	TOP KW BROKER IN AMERICA	ETHICS PROFESSIONALISM COMPASSION
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 kw PREFERRED REALTY KELLERWILLIAMS	 kw ASPIRE KELLERWILLIAMS	 kw KELLERWILLIAMS PERFORMANCE REALTY
 kw EL PASO KELLERWILLIAMS REALTY	 kw KELLERWILLIAMS PARTNERS LLC Littleton	 kw FRONTIER KELLERWILLIAMS REALTY

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Leading the Industry



When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple, yet revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

- WIN-WIN** or no deal
- INTEGRITY** do the right thing
- CUSTOMERS** always come first
- COMMITMENT** in all things
- COMMUNICATION** seek first to understand
- CREATIVITY** ideas before results
- TEAMWORK** together we achieve more
- TRUST** starts with honesty
- EQUITY** opportunities for all
- SUCCESS** results through people

CLIENT TESTIMONIALS

"I had such a pleasant and positive interaction with Eric, Shawn and Wendy while searching for my first home. Not only were all three of them willing to speak with me at all hours of the night, I am quite certain that there wasn't a single question or concern that I had that was addressed in less than 24 hours. The day I found a home go up on the MLS that I was interested in, I contacted Shawn and he got us in to see the home that evening, we put in an offer an hour later and our offer was accepted by 9pm - it all happened so quickly. I couldn't be more thankful for their help, their expertise and their overall caring nature about the importance of such a big new chapter for myself and my little one! I will be back when I'm ready for my next home, most certainly!"

-Samantha, Colorado Springs, CO

"In a competitive market, Eric and his team are the best team to buy a home! From tentatively looking to closing on a home, communication was quick and clear. As a first time homebuyer, Eric did a fantastic job of breaking down each step and setting me up for success! Would recommend to anyone looking to buy a home."

-Kate, Colorado Springs, CO

"Thanks to Eric Estrada and Shawn Gius, these two have been so patient and understanding and made selling our home a great experience. They are very knowledgeable in the real estate market and are very quick to respond to calls or messages. They know how negotiate to get you what you're looking for. Couldn't thank them enough or be more pleased with the whole process!!!"

-Felicia and Jose, Colorado Springs, CO

"I would highly recommend Eric and his team!!! He was very professional and responsive from start to finish!! He had an offer on my home in two days and sold it!!!"

-Rose, Pueblo, CO

A Promise



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on



Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.

The Bottom Line



Contact Me

Here's how you can
get in touch with me

ERIC ESTRADA

719.722.0009

eric@homesofco.com

www.HomesofCO.com

My app: app.kw.com/KW22HWMWL

Homes
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KWASPIRE
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