

RE/MAX
— ELITE —

RE/MAX Elite
1456 County Line Road
Huntindon Valley, PA 19006

**Are you
considering
selling your
home?**

**Allow me to
step you
through the
process from a
birds eye view!**


Ask Alena
Trusted Real Estate Services

SELLER MARKETING PLAN & CHECKLIST

ALENA STOLYAR

215-669-7658

Office: 215-328-4800

ASKALENA.COM

Alena@AskAlena.com



'SCAN' and TAP
for my
Linktr.ee!

Alena Stolyar



"When it comes to servicing my clients, I have the innate ability to inquire and follow through with every task and assignment that I encounter. My keen ability to simplify the process and put clients at ease insures that everyone involved stays informed with clear, concise communication. This is the cornerstone of my representation."

Alena Stolyar

Meet Alena !

An accomplished, dynamic, and driven Realtor with 21 years of experience representing buyers, sellers, and investors in Philadelphia and the Suburbs. Strong skill sets in negotiation, marketing and business development. Highly effective communicator, negotiator, and manager of strategic marketing plans. Talent for forging strong relationships with key decision makers, partners, and employees. Successfully generating sales through aggressive prospecting and networking. Fluent in Russian.

Professional strengths

- Client Development and Management
 - Client Relationships and Sales Growth
 - Value Added Solutions for Clients
 - Trusted by Industry Professionals
 - Target Marketing and Penetration
 - Sales and Revenue Increases
 - Promotional Events and Marketing
 - Selected by Court/Judge multiple times to represent homes and clients on the market
-

Professional Experience

Re/Max International Philadelphia, PA July 2002 – Present

Sales Executive / Realtor

- Produced marketing campaigns and advertisements to achieve maximum exposure in selling. Managed active listings, buyer clients, new prospects and enabled activity tracking for team members. Determined best financing scenarios for client based on their specific needs. Found housing for buyers within their desired price points.
 - Accumulated sales volume since 2002 - \$400M
-

Education:

BA, Marketing and MIS

Drexel University 2003 Philadelphia, PA

Meet The Bograd Team!



Alena Stolyar
Trusted Professional



Joseph Bograd
Assoc. Broker



Vladimir Bograd
Assoc. Broker



Amanda Aquaro
The Best Assistant



Nicoletta Los
Marketing Director



Marie Long
Admin Assistant



Loretta Starck
REALTOR®



Anthony DiCiccio
REALTOR®



Emilio DiCicco
REALTOR®



Linda Montebello
REALTOR®



Auri Rodriguez
REALTOR®



Amanda Spivack
REALTOR®



Lilly Chacker
REALTOR®



Joe Corsanico
REALTOR®



Anastasiya Golota
REALTOR®



Aziz Akilov
REALTOR®

BUCKS COUNTY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

AGENT ON FIRE

VOLKAN ANDIC
OPUS ELITE REAL ESTATE

BRITT AROUND TOWN

THE SQUARE AND THE STATION
AND MORE...

TOP PRODUCER COVER STORY

**LORETTA STARCK
& ALENA STOLYAR**

THE BOGRAD TEAM AT RE/MAX ELITE

SEPTEMBER 2022

OUR NETWORK AND PRESENCE

- Effective and Heavy Social Media Presence
- Billboards present in Bucks, Montgomery, and Philadelphia Counties
- Weekly E-Mail Blasts to a Database of 5,000+ Realtors and Brokers
- Weekly E-Mail Blasts to a Database of 15,000+ Past and Current Clients
- SEO Internet Optimization for our website



Google Maps



Philadelphia

MAGAZINE

PhillyMag

Featured listings published by Philadelphia Magazine for maximum exposure from the city to the burbs!

Social Media

Prominent accounts on Instagram, Facebook, Twitter, and more ensure maximum exposure of your home.

YouTube

HD Videos featuring your home ensure a comprehensive look at your home for potential buyers!

SPECIAL FEATURE IN

BUCKS COUNTY
REAL PRODUCERS
CONNECTING. ELEVATING. INSPIRING.



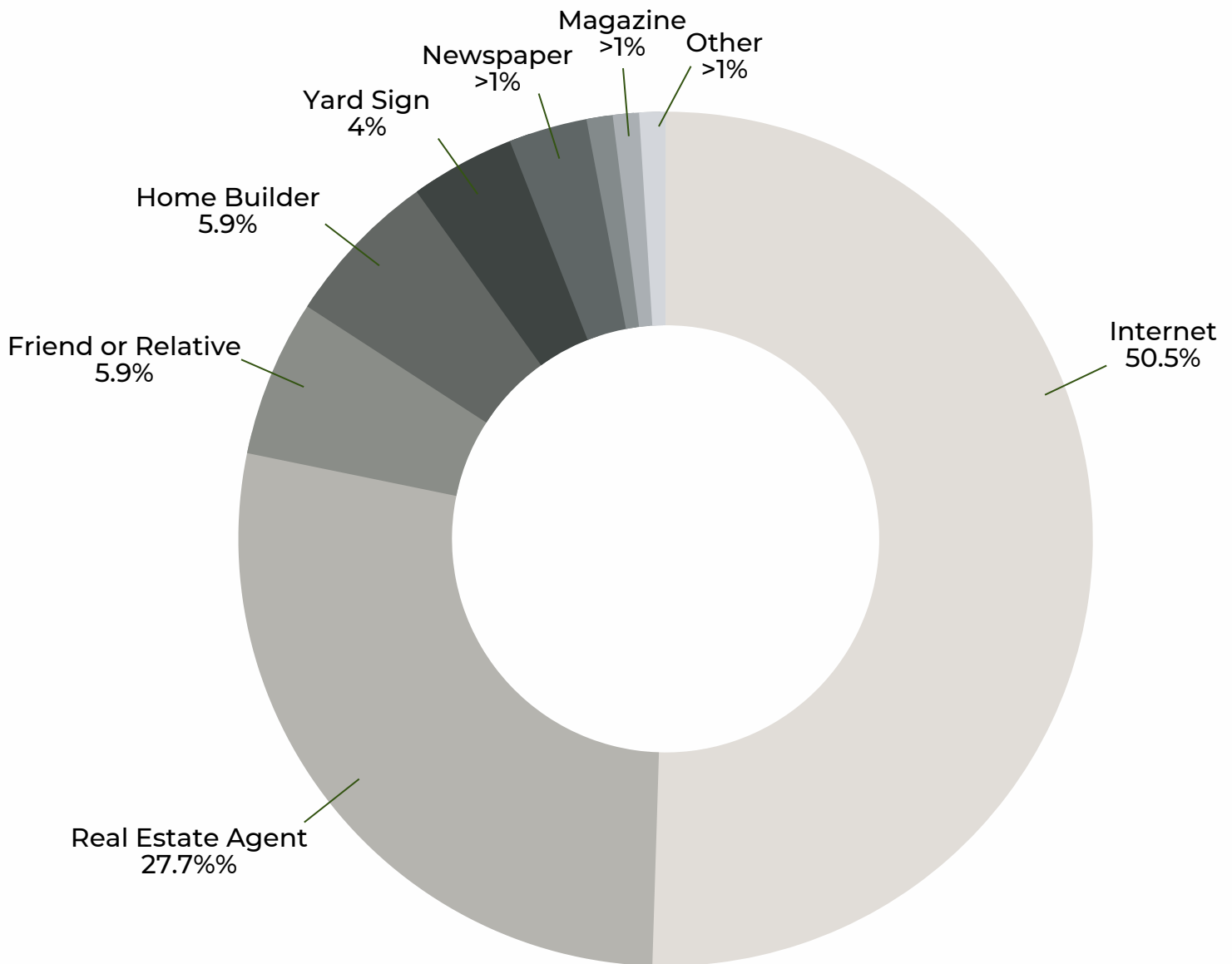
Marketing Checklist

- **MLS and detailed Description**
- **Professional HDR Listing Photos**
- **Facebook**
 - **Ongoing**
 - **Share to Groups and more exposure**
 - **Reach Ad**
- **Instagram**
 - **Ongoing**
 - **Reach Ad**
 - **Hashtag Expert**
- **Tiktok**
- **Newspaper /Magazine Ads**
- **Email Blast**
- **Vlog & Blog Post**
- **Open House Event**
- **Knock Doors & Bring Flyers**
- **Professional Video**
- **YouTube**
- **Google PPC**
- **Syndicated Sites**
 - **Zillow**
 - **Realtor.com**
 - **Many others**
- **Every Door Direct Mail**
- **Television / Public Relations Ads**

'SCAN' and TAP
for my social
media
accounts!



WHERE DO BUYERS find their home?



*2022 ONLINE HOME BUYER AND SELLER GENERATIONAL TRENDS

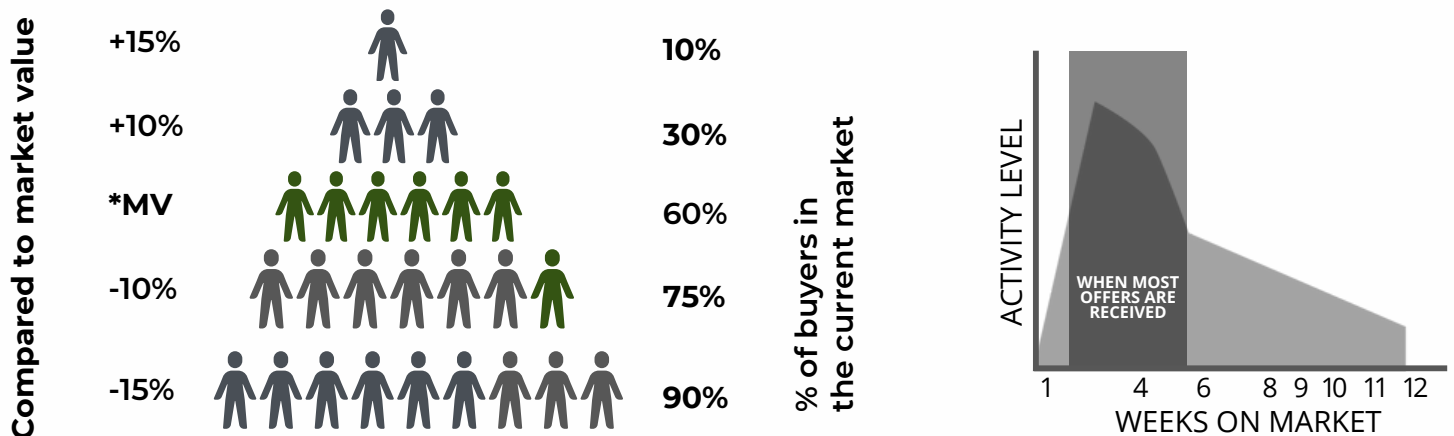
Listing Strategy

Pricing Strategy

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



Professional Staging

To make sure your home is shown in the best light to buyers, Joseph Bograd will provide a professional staging consultation to ensure your home is ready to go on the market.

The Art of Staging



Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

STAGED HOMES SPENT

90%

STAGED HOMES
INCREASED
SALE PRICE UP TO

5%



BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

Real Estate Photography



A PICTURE SAYS A THOUSAND WORDS.

Photos can make or break the potential sale of a listing. Most buyers are finding their homes online, and if your photos don't show your house in top condition, you may lose potential buyers before they ever even get to see it. Many times, a buyer has made up their mind about your home without ever stepping inside. Photos are the first step in convincing a potential homebuyer, so taking great care of them is essential.

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

Benefits

OF HAVING AERIAL PHOTOS:

✔ Provides views of the entire property & land

✔ The condition of the roof and other property features

✔ The neighborhood and surrounding area, including the home's proximity to schools & amenities

✔ Developments or local districts that are supported by the buyer's property taxes



Photographed: 1265 Grenoble, Ivyland, PA 18974

Real Estate Videography

VIDEO IS THE NUMBER ONE FORM OF
MEDIA FOR ENGAGEMENT.



Real estate listings with video receive
403%
more inquiries

Videos attract
300%
more traffic for nurturing leads.

70%
of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.

Virtual Touring

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a simulated experience of a place. Once created, the viewer can experience what it would be like to be somewhere they're not actually located. A virtual tour can be used to give people an idea of what a place looks like before actually visiting it.



THE BENEFITS

Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.

They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.

Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.

Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.

Printed Marketing



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades and features your home has to offer.

Safety First

A secure lockbox will be used

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

Stow away valuables

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

Don't allow anyone in without an appointment

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

Remove Prescription Drugs & Medication

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

Put Away Bills & Other Mail Pieces

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

Be extra vigilant on keeping doors locked

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

Keeping your home safe

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.



THE COMMUNITY

A few ways we give back.



GALA4ACURE

In February of 2019, the Joseph Bograd Team raised over \$140,000 for the American Cancer Society and Relay for Life at our Annual Black Tie Event.

CHILDREN'S HOSPITAL OF PHILADELPHIA

Participant in the Annual CHOP Holiday Toy Drive, collecting hundreds of toys in support of pediatric patients.



VOLUNTEERING

Consistent team volunteering efforts for Philadoptables and Family Services Food and Shelter

**We love to help and give,
if you know of an organization or person we can help, please let me know!**

The Feedback

A STAR! HIGHLY RECOMMENDED! From our first phone call to closing, my wife and I count ourselves lucky that we worked with Alena. Alena is smart, knowledgeable, attentive, energetic, a great listener, a great negotiator, and trustworthy. She showed us a lot of houses, and gave us many good choices, until we found the one we loved. She stayed close all the way through closing, ensuring the purchase went smoothly. Alena's a strong advocate to have on your side, and a pleasure to work with!

- Iain and Adrianna M.

Alena is very knowledgeable and professional. She knows the areas that she sells well and is proactive in her suggestions and managing the closing. I would recommend Alena to anyone especially first-time home buyers who would like a professional and knowledgeable person to guide them through the first home purchase.

-Richard M.

Alena and the entire Bograd team were so patient with us during our long house search in a very difficult housing market. We feel strongly that we had a huge advantage working with Alena as she brought us deals that were off market, giving us the opportunity to see inventory first and ultimately that is what we purchased! She also sold our home before it went on the market, full price cash offer! She is the ideal choice; patient resourceful and persistent to get exactly what you seek! So grateful to have worked with her and would highly highly recommend her!

-Milana B.

Alena is one of the few agents who is extremely professional, smart, and loyal to her clients. It has been an awesome experience from the first day. Will definitely recommend and use her services in the future. She was helping us to sell a property and her negotiation skills really worked in our favor. Not only she listed the property and finalized the deal, but also helped us with the maintenance of same until it was sold.

- Tatiana I.

Working with Alena was so easy and seamless. She made everything simple and easy to understand. She was always friendly and very prompt, also firm with negotiations. There was never a time when I had to call her, because she was always on top of everything. I thought that finding my home would take forever but she really honed in quickly to our personal needs and found the perfect house. She helped us buy our first home and we would definitely recommend and use her again!

- Lara F.



THE FAQs

A few of your questions answered!

RE/MAX[®]
— ELITE —

How long does the process usually take?

There are many factors which affect home sales, but our homes generally are under contract in less than 3 weeks on average.

What is a buyer vs seller market?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

What can I expect with open houses?

We have strict systems in place where an agent is always in your home at any given time. Usually it's best if the seller's aren't present during an open house so buyers can feel more comfortable looking around.



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