

ELEVATE YOUR EXPERIENCE

LISTING



PRESENTATION

About Me



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Ryan Ridley

Realtor

My name is Ryan, and I am a passionate realtor who loves to help clients find their dream home. With my experience in the industry, I have developed a deep understanding of the local market and pride myself on my ability to provide top-notch service to my clients. My approach is centered around building strong relationships with my clients and getting to know their unique needs and preferences. I am dedicated to providing personalized attention, excellent communication, and a commitment to ensuring a smooth and stress-free transaction. I am honored to be a part of your home buying or selling journey and look forward to working with you!



ABOUT RISE



RISE REAL ESTATE GROUP

Rise is the #1 Real Estate Group in Los Angeles with locations across Southern California and beyond. Our goal is to elevate your experience with unmatched client support, care, and expertise to help you achieve maximum success with the sale of your home. It's no doubt why we are one of the fastest growing groups and becoming a leader in the industry nationwide.

With over 500 homes sold in the past 12 months, a network of 300+ licensed professionals, and a skilled support staff, we stay up to date and informed on all matters regarding the ever changing real estate industry so you can be in good hands. All our trained professionals will go above and beyond with a focus on your needs above any other to gain your trust and business for life. Our team is here to build lifelong relationships with our clients and your satisfaction is ensured by providing the utmost level of care in all aspects of your real estate dealings.

With our satisfaction guaranteed, experience the difference for yourself and see why over 700 home owners have given us a 5 star review on Zillow today. Allow us to elevate your experience and guide you in the new era of real estate.

MY LISTING TEAM



IN-HOUSE LISTING OPERATIONS MANAGER

Manages all aspects of the listing process through the entirety of your transaction to ensure a smooth and seamless experience.



IN-HOUSE TRANSACTION COORDINATOR

Ensures all transactional contracts and paperwork are compliant in accordance with California state law throughout the escrow process.



MARKETING MANAGER

Creates a marketing package for your property to ensure maximum exposure for potential buyers.



PHOTOGRAPHER / VIDEOGRAPHER

High resolution photos for print and digital marketing

Takes daytime and/or twilight photos



PARTNERSHIPS



Showcase

Zillow Showcase is a premium listing marketing package on Zillow that helps agents create an elevated listing experience for their clients.

It's designed to help agents sell homes faster, and earn more money for their sellers.

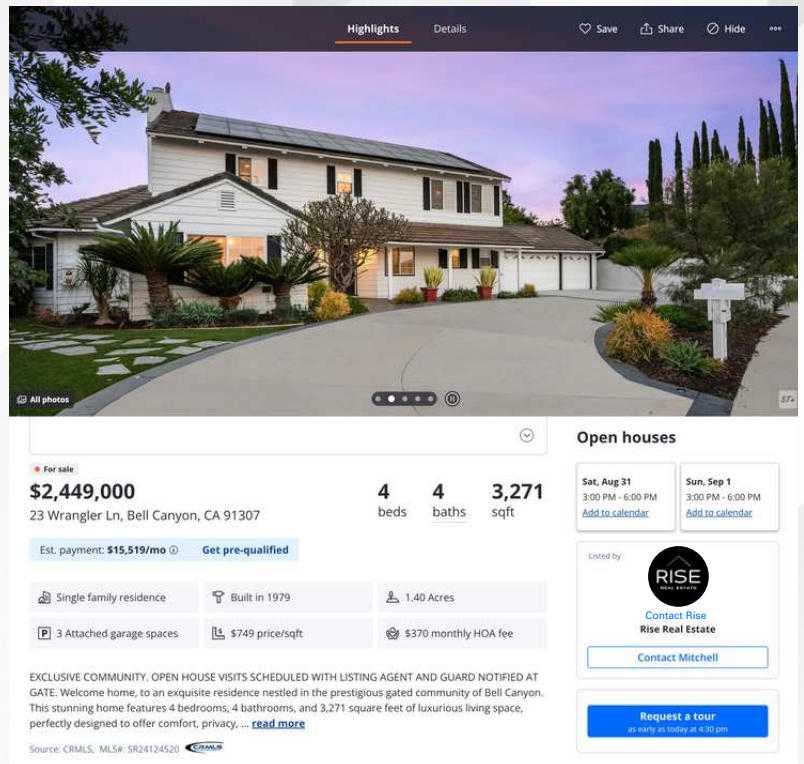
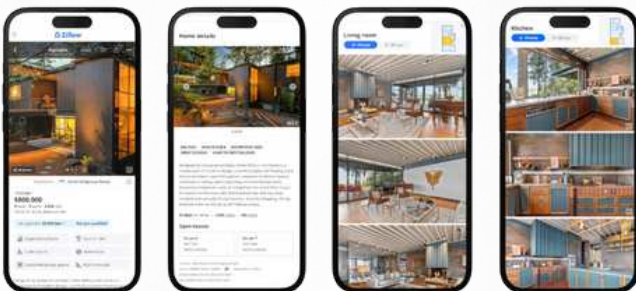
"The introduction of Showcase listings on Zillow has been a game changer for sellers — it represents the future of property listings on the most visited real estate website in the U.S.

Showcase listings stand out with high-quality 3D tours, interactive floor plans, a blend of high-resolution scrolling images, room-by-room photo organization, interactive floor plans, a floor plan on the map and other features into a beautiful, AI-powered listing that will give shoppers a deeper understanding of the home virtually before they ever step inside.

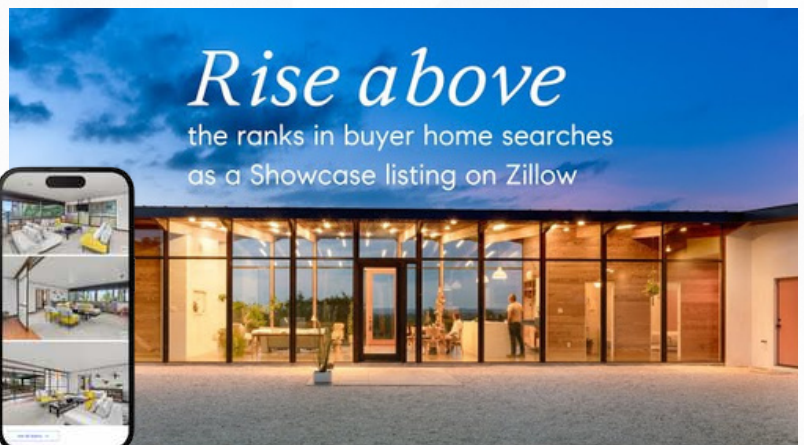
We use Zillow Showcase in connection with our partnership to get you...

70%

More Exposure on Zillow.com



FLOOR PLANS WITH A 3D WALKTHROUGH TOUR

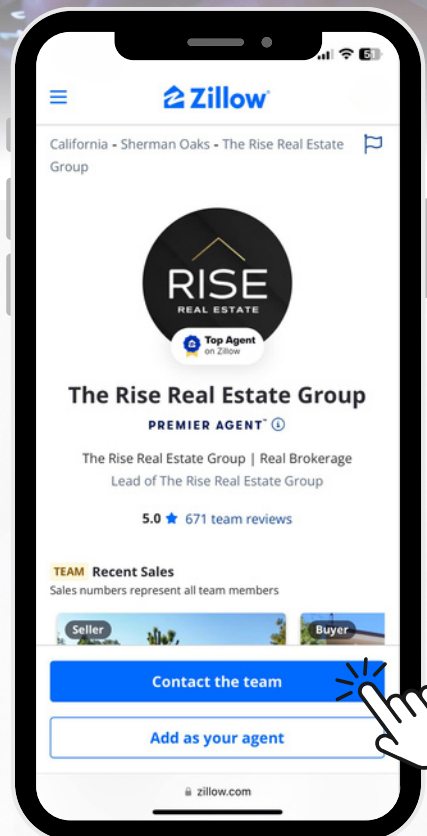


CLIENT TESTIMONIALS

scan
ME!



Don't just take our word for it, see what hundreds of happy home owners are saying about us on Zillow. Our strategic marketing, combined with the our network of over 300+ real estate professionals, we have helped so many families and individuals achieve success with their home sales and purchases. Honesty, transparency, and an unmatched level of client care at the forefront of our core values have helped us achieve great notoriety online and we cant wait to help you become another one of our success stories.





THE SELLING PROCESS

SELLING PROCESS

1

FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

2

SET A PRICE

Work with your agent to determine a price that's in line with the market value of your home.

3

STAGE YOUR HOME

Depersonalize and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

4

MARKET YOUR HOME

Your agent will also promote your home through advertising and networking.

5

LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area.

6

SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

7

REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

8

SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete inspections and secure financing.

9

FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10

CLOSE THE SALE

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.



THE RISE ADVANTAGE



ONLINE MARKETING

Custom Property Website

We create a dedicated website for your property to support our highly targeted marketing efforts and to maximize exposure. We see the value in your home just as much as you do so your home deserves a dedicated website.

Coming Soon and Just Listed Email

We send out a targeted announcement to my personal database, as well as thousands of local agents in your area to maximize our odds of finding a potential buyer.



Open house invitation email

Also, a targeted email goes out to the surrounding communities and prospective buyers.

PRINT MARKETING

Postcards

We send out a targeted announcement to my personal database, as well as thousands of local agents in your area to maximize our odds of finding a potential buyer.

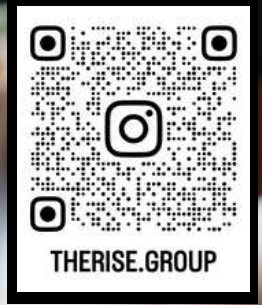
Also, a targeted email goes out to the surrounding communities and prospective buyers.

Flyers & Brochures

Our strategically designed property flyers and brochures are well designed to stand out when a potential buyer is viewing your home.

We want them to leave with something gorgeous that describes and showcases your home the way it deserves to be.





FOLLOW US

SOCIAL MEDIA

Instagram & Facebook Posts

We leverage social media to highlight your home to hundreds of thousands of people strategically as an advertising tool so there are more eyes on your home than any other.

Strategy, Execution, and Exposure

We highlight your home's best features and use strategic design tools to capture the attention of as many potential buyers as possible, getting you the most out of social media marketing.

Paid Ads

Our social media boosted ads reach nearby active and passive buyers to get your home in front of everyone. We spend the money to help you achieve your home selling goal.

VIDEO AND PHOTOGRAPHY



By utilizing the latest in video and photography, we can elevate your listing, boost exposure, and sell your home faster at higher prices.

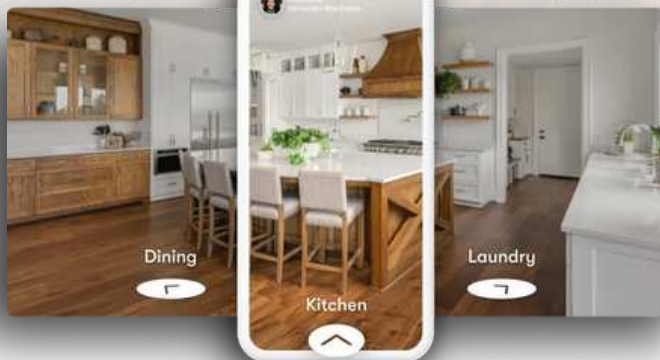
Video tours provide a dynamic, immersive experience, allowing buyers to explore every corner of the home from anywhere in the world.

Stunning visuals enhance the appeal of a property, increasing online engagement and attracting more qualified leads.

In today's competitive real estate market, high-quality video and photography have become essential tools for showcasing properties.

Professional images not only highlight a home's best features but also create an emotional connection with potential buyers.





MATTERPORT 3D & PROPERTY FLOORPLANS

3D Matterport floorplans offer a powerful way to market your home, providing buyers with an interactive, immersive experience. These detailed virtual tours allow potential buyers to explore the layout and flow of a property from any location, giving them a true sense of space and scale.

By offering this cutting-edge technology, sellers can stand out in a competitive market, attract more serious buyers, and sell their homes faster.

PROPERTY SIGNAGE



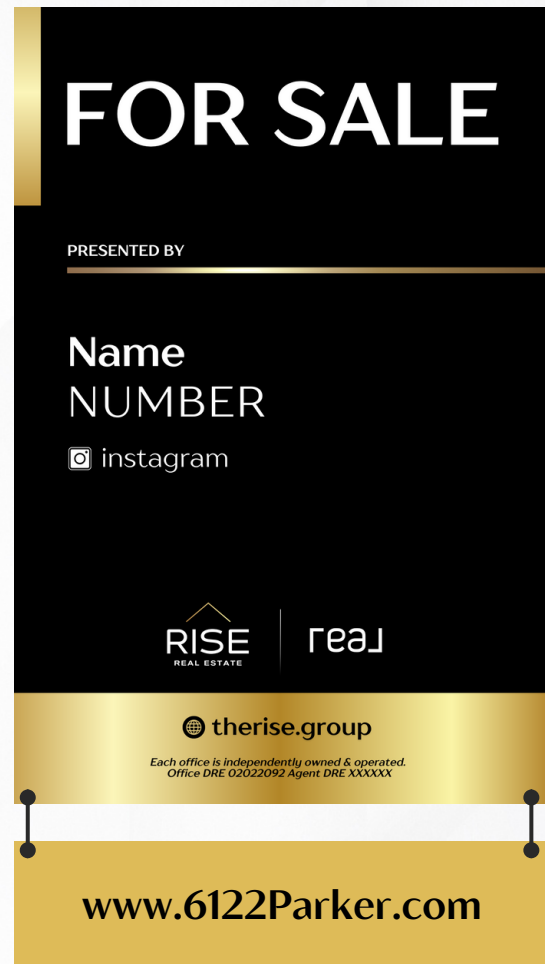
OPEN HOUSE & FOR SALE SIGN

Whether or not an open house is where your buyer comes from, they serve 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

PROFESSIONAL MLS WRITER

When you team up with us to sell your property, your listing description will be written by a professional real estate writer to create a compelling paragraph to maximize buyer interest. Your property description will be crafted to tap into the hearts and minds of readers to inspire action and help avoid your house linger on the market with little or no activity.

Every time a potential buyer looks at how your listing is presented and what the description portays, they have a one-sided conversation in their mind. We use this secret opportunity to lead to fewer days on the market so you can ultimately reach your end goal of moving to your new home with a higher net profit in your pocket.





ELEVATE YOUR
EXPERIENCE

TERMS TO KNOW

✓ LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

✓ EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

✓ APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

✓ HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

✓ CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection

✓ OFFER

A proposal to buy a property, including the price and terms of the sale.

✓ CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, attorney fees, and other expenses.

✓ DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

✓ TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

✓ DEED

The legal document that transfers ownership of the property from the seller to the buyer.

✓ UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

✓ CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.

OUR EXPERIENCE TOGETHER

Are you comfortable with our selling process?

What is our timeline to sell your home?

What is your why?

Is there anything that needs further explanation before we work together?

Are there any questions I haven't answered for you?

Are you ready to list your home with me?

