

MARIO FERNANDEZ



MARIO AYUDA
BIENES RAICES

EXPERIENCE ISN'T EXPENSIVE...IT IS PRICELESS!

MARIOAYUDA.COM

RESUME

SELLS 95% OF HOMES LISTED

AVERAGE 27 DAYS TO SELL HOMES LISTED

AVERAGE 98% OF ASKING PRICE

OVER 98% OF ASKING PRICE

OVER 50% OF CLOSED SALES COME FROM REFERRALS FROM SATISFIED CLIENTS





MARIO FERNANDEZ

Mario Fernandez has been an active member of his real community for over three years now, and is so excited to be turning that community focus toward real estate.

Mario's enthusiastic, can-do attitude and caring nature is ideal for identifying each client's desires and skillfully guiding them to fulfill their real estate goals. Raised in Cuba, Mario understands and appreciates the many unique benefits of living in Miami with its unmatched beauty, culture, and amazing restaurants!

With a passion for service in the Miami area, Mario is ready to help with your home buying and selling needs. As a proud member of the EXP Realty family, Mario carries the values of hard work, integrity, and outstanding client service into everything he does.

When Mario isn't making homeownership dreams come true for his clients, he enjoys spending time reading and traveling. Mario lives in Miami Beach with his family.

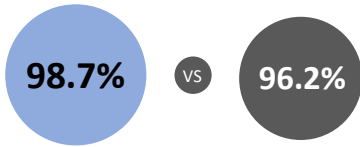


MISSION STATEMENT

It is my mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. I believe that working hard at something you love to do, with people you trust, is one of the greatest experiences in life. As a result, I provide some of the most professional, loyal, and dedicated service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships, and earning the referrals of the people my clients care most about.

Mario Fernandez VS. INDUSTRY AVERAGE

AVERAGE LIST PRICE TO SOLD PRICE RATIO



AVERAGE NUMBER OF DAYS TO SELL YOUR HOME



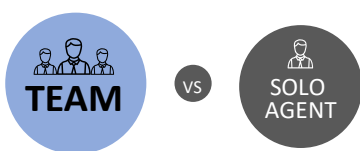
AVERAGE NUMBER OF HOMES SOLD PER YEAR



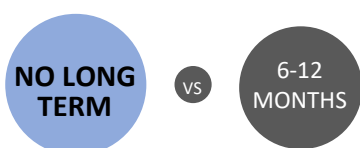
TOTAL YEARS EXPERIENCE



PEOPLE WORKING TO SELL YOUR HOME



LISTING CONTRACTS



LISTING CONTRACTS

Flexible Commission Options

VS

Expensive, rigid, commissions and fees

PHOTOGRAPHY

Professional

VS

Taken using Agent's phone

COMMUNICATION

Weekly Communication

VS

Being kept in the dark

MARKETING PLAN

27-Point Marketing Plan

VS

No marketing plan

COMMITMENT

Full Time Business Owner

VS

Part-Time Agent (Hobbyist)

EDUCATION AND EXPERT AUTHORITY

Real Estate Broker

VS

Real Estate Agent

MY COMMITMENTS TO YOU

1.

I will always provide you with expert advice and consulting so that you're able to make the best decision for yourself and your family.

6.

I will always use the most effective strategies to market your home.

2.

I will always be 100% forthcoming about the price of your home, it's condition and what it will take to get it sold.

7.

I will always communicate with you pro-actively.

3.

I will always give you the truth regardless of the situation.

8.

I will always return your phone calls, e-mails, and text messages with urgency.

4.

I will always do what is right for your best interest.

9.

I will pro-actively spend every day aggressively searching for qualified buyers for your home.

5.

I will fight to ensure you get the most for your home in the right amount of time.

10.

I will never lock you down to a long-term contract.

MARKETING PLAN OF ACTION

COMPLETE THE PRE-LISTING HOME FEATURE SHEET TOGETHER ALONG WITH THE LISTING PAPERWORK AND SELLER DISCLOSURES



INSTALL LOCK BOX WITH EXTRA KEYS



ORDER FOR SALE YARD SIGN



CREATE A FULL MLS LISTING AND GIVE YOU FULL ACCESS TO REVIEW BEFORE LISTING IS LIVE ON THE MARKET



CREATE & DEVELOP YOUR OWN PROPERTY WEBSITE



CREATE PROPERTY FLIERS



COORDINATE PROFESSIONAL PHOTO SHOOT

PREMIUM LISTING ADVERTISING ON ZOLLOW, TRULIA, AND REALTOR.COM



SYNDICATE YOUR LISTING TO ALL MAJOR REAL ESTATE WEBSITES INCLUDING ZILLOW, TRULIA, REALTOR.COM AND HUNDREDS MORE

CONDUCT A FULL ANALYSIS OF THE AGENTS WHO MAY BE WORKING WITH BUYERS THAT ARE INTERESTED IN HOMES LIKE YOURS

IDENTIFY AND CONTACT TOP LOCAL AGENTS IN THE AREA TO PROMOTE YOUR PROPERTY



MAKE CALLS EVERY MORNING FROM 8AM-12PM AROUND THE LOCAL AREA TO FIND QUALIFIED BUYERS

SEND OUT 'JUST LISTED' POSTCARDS TO THE NEIGHBORHOOD

TARGET FACEBOOK BUYER DATABASE & FULL SOCIAL MEDIA & INTERNET MARKETING CAMPAIGN



SEND OUT 'JUST LISTED' CAMPAIGN TO MY ENTIRE SOCIAL MEDIA AND DATABASE



SET UP SHOWING TIME TO PROVIDE SELLER WITH REAL TIME BUYER AND AGENT FEEDBACK



PRE-QUALIFY ALL BUYERS BEFORE PRIVATE SHOWINGS

PROMOTE OPEN HOUSE TO ATTRACT BUYERS

CREATE PROPERTY 'THANK YOU' CARDS FOR EVERY BUYER AND AGENT WHO SHOWS YOUR HOME



WEEKLY UPDATES TO TALK ABOUT ALL THAT IS GOING ON WITH YOUR LISTING AND THE SCALE OF YOUR HOME

PHOTOGRAPHY

In today's market, the first showing takes place online.

The better photos you have online, the more buyer interest you'll have. If an agent takes their own photos with their phone or their camera and doesn't have a professional photographer, that should throw up a red flag immediately.



POOR EXAMPLES

OUR EXAMPLES



STUDIES SHOW HOMES WITH
PROFESSIONAL PHOTOGRAPHS
SELL 32% FASTER AND
FOR MORE MONEY.

THE LISTING PROCESS



ORDER
YARD SIGN
(3-5 DAYS)

3.

4.

SCHEDULE AND
COORDINATE
PHOTOGRAPHER

SIGN THE LISTING
AGREEMENT AND
COMPLETE SELLER
HOMEOWRK

2.

5.

CREATE THE
MLS LISTING
AND REVIEW IT
WITH YOU
BEFORE WE HIT
THE MARKET



INSTALL
LOCKBOX WITH
SPARE KEY

1.

6.

GO LIVE!



REVIEW THE FINAL
NUMBERS BEFORE
CLOSING

13.

14.

BUYERS
FINAL WALK
THROUGH

7.

COORDINATE AND
PRE-QUALIFY ALL
SHOWINGS

12.

COORDINATE AND
SCHEDULE
CLOSING

15.

CLOSE DEAL!

8.

UPDATE YOU EVERY
FRIDAY WITH
FEEDBACK FROM
BUYERS AGENTS



11.

COORDINATE
WITH THE TITLE
COMPANY, LENDER,
INSPECTOR AND
APPRIASER

10.

OFFER CONSULTATION
PRESENT AND NEGOTIATE
ALL OFFERS

9.

PRE-QUALIFY ALL
BUYER OFFERS
BEFORE
PRESENTING AN
OFFER TO YOU



NO RISK LISTING PROGRAM



EASY EXIT AGREEMENT

Unlike most other agents, we don't lock you down to any long-term listing contracts. We believe that we need to earn your business every day that we are working for you. If there's ever a time where you're not happy with the service in which we provide, just let us know and we can shake hands as fiends and go our separate ways.



SMART SELLER PROGRAM

For a lot of people, they would still like the option of selling their own home and saving money or realtor commissions if they can. I believe they should be able to do that very thing even while listed with me. My Smart Seller Program allows you to market your own home to your friends, family and co-workers. If you find the buyer, you'll pay 2% to have me process the entire transaction for both you and the buyer. I believe this is a win-win scenario for you.

FLEXIBLE COMMISSION PROGRAM

2%

YOU FIND THE
BUYER & I
HANDLE
THE ENTIRE
TRANSACTION

5%

IF I FIND THE
BUYER

6%

IF ANOTHER
AGENT BRINGS
THE BUYER

PAST CLIENT TESTIMONIALS



Highly likely to recommend

10/20/2022 – ccollins11

Sold a Single Family Home in 2020 in Miami, FL

Local Knowledge: ★★★★★

Process Expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation Skills: ★★★★★

“Mario was my choice in Agent when he came to the initial meeting prepared, had information about the area, and was ready to work. He and the team did what they told us they would do every time. Our house was on the market for 5 days and sold! I was very anxious about what the process would be, but this team made it painless. I would absolutely recommend Mario and Jen as the right people to sell your home.”



Highly likely to recommend

04/28/2023 – lundbuerg357

Sold a Single Family Home in Hollywood, FL

Local Knowledge: ★★★★★

Process Expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation Skills: ★★★★★

“Originally, had home listed as FSBO. However, we did not have a lot of foot traffic and were also going to be out of town for a couple weeks during the holiday season so my wife and I decided to “interview” several real estate agents. After meeting with Mario we realized that he and his team would be the most qualified to represent us. Our assessment of was right – our house sold for asking price within two weeks (this was over the Christmas holiday season too.) Mario and his team kept us informed and updated throughout the sales process and was completely professional and a pleasure to work with. I would highly recommend Mario and his team to family and friends – even to those “do-it-yourselfers” like me!”



Highly likely to recommend

07/22/2022

Sold a Single Family Home in 2020 in Miami Gardens, FL

Local Knowledge: ★★★★★

Process Expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation Skills: ★★★★★

“There are two types of agents. Ones you have to stay on top of and ones you can trust. I don’t want to have to micro manage my agent because they don’t know what they’re doing or don’t care enough to do it. Sadly, I’ve had to in the past , which is why I was very careful when selecting Mario. Real estate agents aren’t free, which is why its important to get a good one. Mario was excellent. He knows what needs to be done and he does it well. It was so refreshing to sit back while he handled everything with mastery. Its hard to find somebody with such competence and so refreshing when you do. So, to Mario I say, “Bravo!” and “Thank You.”