



EXPERIENCE THE
DIFFERENCE
TEAM BOLD'S SELLING SYSTEM

De' Von sets a high standard of excellence for his real estate business. When recently interviewed about client service and helping people get their home sold, he said, "It is a privilege to help sell or buy a home with my clients. It will be one of their biggest investments and it is my obligation to give 110% of my efforts in achieving my clients goals and providing a world class experience they will never forget".

De' Von is a native New Yorker, that has served as a consultant for multi-national corporations, hedge funds, and investment banks for over a decade. His world-class experience has groomed him as a consummate professional and astute influencer who thoughtfully advocates for the best interest of his clients. His passion for delivering superior client experiences is inspiring as De'Von has grown his business exponentially by the referrals of past clients, friends, family, and everyone else in his orbit.

De' Von educates, informs and closes his clients' business with crucial guidance when considering buying or selling. He provides the information they need to make the best decisions for themselves and their families.



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CLIENT REVIEWS

S. Lewis



Devon was very professional and an excellent negotiator. He listed our home and within a week, we were under contract. Devon was extremely knowledgeable, communicative, and available to answer any questions we had. He made what we thought would be a stressful and difficult process, quick and seamless. Devon's negotiation skills got us a better price than what we had hoped for. I would highly recommend Devon for your next real estate endeavors.

Julian Cooks



I hired De' Von to sell an investment property that I owned, it was occupied by tenants. These were very long-term tenants that had lived in the property for over a decade and my main concern, it would be difficult to get them to cooperate in order to sell. To my surprise De' Von got the tenants to cooperate with the selling of the property, within a few days we had an offer which I accepted. I was very impressed by Devon's calm demeanor, his ability to communicate with my tenants and get them to allow showings, his skillful negotiation for getting the highest price and his persistence and hard work with trying to overcome any problems that arose during the transaction. If you need a hard working agent Devon will not disappoint!

Christian Valencia



Choosing the right real estate agent is equally as important as choosing the right home. I've known De' Von for most of my adult life and I can honestly say that his passion, industry knowledge, and genuine care for people is what sets him apart. He will go above and beyond to make sure he exceeds your expectation. De' Von is always up to date on real estate trends so he can confidently evaluate his client's homes relative to the overall market. I frequently use him as a trusted advisor before making any decisions and would recommend him to anyone who is looking to buy or sell their home. Highly recommend!

Marvin Gomez



De'von is fantastic at what he does. I cannot say enough good things about his professionalism, his attention to detail, and his genuine eagerness to be of service. He always delivered on his promises and working with him is a breeze. His words of wisdom and counsel always came at the right time. Masterful to say the least. Truly a talented professional.

Jared Sorhaindo



De'Von is extremely professional, courteous, and responsive. I would highly recommend him as a real estate agent.

TEAM BOLD'S HOME SELLING PYRAMID

TEAM BOLD'S SELLING STRATEGY INVOLVES FINDING OUT FIRST WHAT IS MOST IMPORTANT FOR THE CLIENTS ABOUT MAKING THE MOVE.

SELLING A HOME IS A BIG DECISION AND TEAM BOLD WANTS TO BE ALIGNED WITH THE CLIENTS GOALS SO THAT THEY ARE ON THE SAME PAGE THROUGHOUT THE SALE.

IN ADDITION, TEAM BOLD USE BASIC OLD SCHOOL TECHNIQUES AS WELL AS NEW INNOVATIVE MARKETING TO SELL EVERY HOME FOR THE HIGHEST PRICE POSSIBLE.





STRATEGY

UNDERSTANDING WHATS IMPORTANT TO YOU

EVERY HOME IS DIFFERENT AND EACH ONE REQUIRES A SPECIFIC MARKETING PLAN TO ACHIEVE THE HOMEOWNER'S GOAL WHILE PROVIDING THE SERVICE THEY DESERVE. THE ANSWERS TO QUESTIONS LIKE THESE GIVE ME THE BASE TO FORM A UNIQUE HOME-SELLING STRATEGY FOR YOU.

WHY DO YOU WANT TO MOVE?

WHERE DO YOU WANT TO MOVE TO?

WHAT IS YOUR IDEAL TIME FRAME?

WHY IS IT IMPORTANT FOR YOU TO MOVE IN THAT TIME FRAME?

WHAT IS YOUR "PLAN B" IN CASE YOUR HOME DOES NOT SELL?

SELLING

WHAT EVERY HOME SELLER SHOULD KNOW

YOU CAN CONTROL

CONDITION

LISTING PRICE

TERMS

AVAILABILITY

WE CONTROL

MARKETING

PROMOTION

LOCATING QUALIFIED

PROSPECTS

NO ONE CONTROLS

SELLING PRICE

THE MARKET

INTEREST RATES

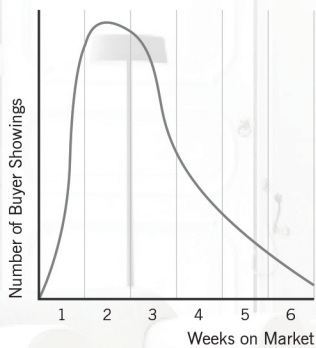
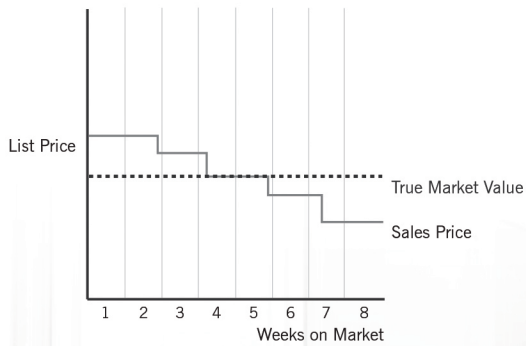
COMPETITION



THE ART OF HOME PRICING

The first two weeks a home is on the market is typically the most active. A seller should expect immediate showings and offers if the home is priced correctly. If the home is over priced a seller should expect the home to take longer to sell and for less as buyer activity decreases with time on the market.

EFFECT OF OVER-PRICING ON TIME AND SELLING PRICE

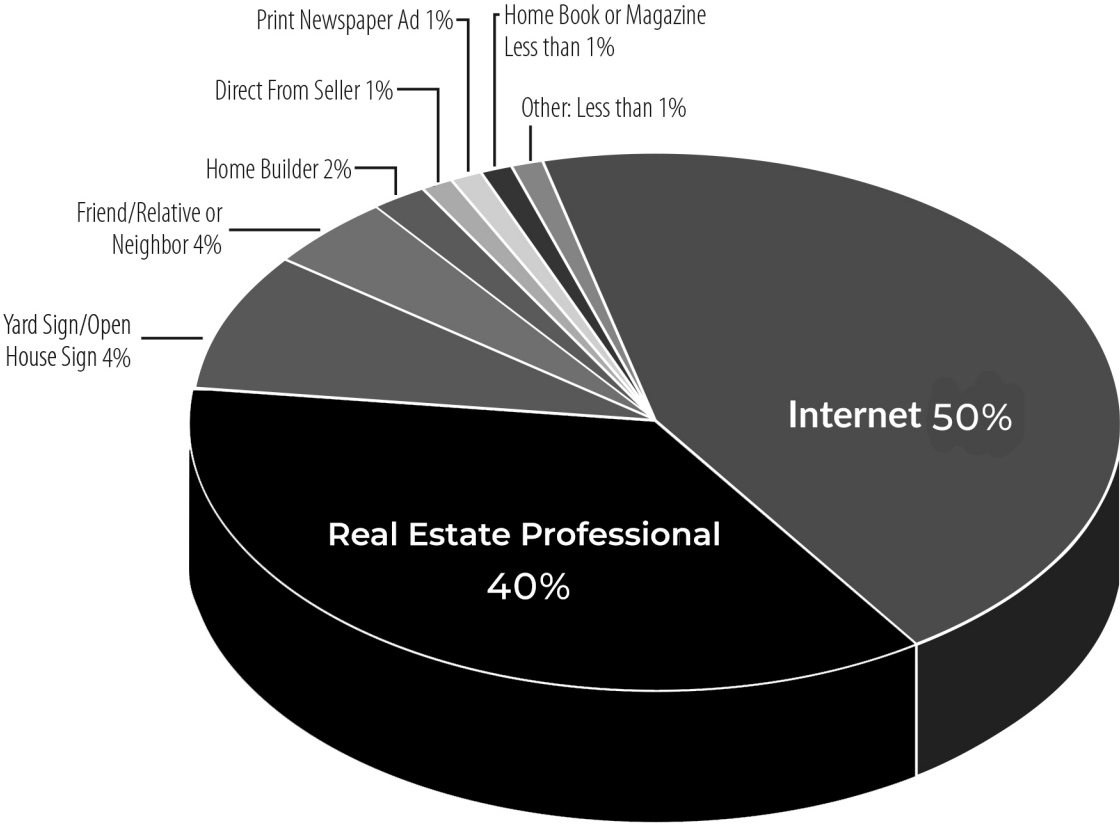


It's important to position your home at the best price during its first market exposure.



HOW BUYERS FIND THEIR HOME

According to the National Association of Realtors over 90% of Buyers start their search online or through a broker. Our home selling plan crafts a marketing plan that targets buyers where they are currently searching.



Percentages may not equal 100% because of rounding.

Source: The 2019 National Association of Realtors® Profile of Home Buyers and Sellers.



Matterport

Making virtual reality a reality

We have pioneered virtual tours as a way of bringing new meaning to the expression “open house”. Comprehensive photography is used to provide homebuyers with a virtual tour of the property at their convenience.

- Available mobile, computer, tablet or smart TV
- Easy navigation throughout the home
- Dollhouse views and virtual tours





Drone Photography

Going above and beyond

Bringing it's location to life, our airborne division provides a dynamic perspective on a property and its surroundings. .

- Bird's eye aerial views
- Static and video photographic sequences
- Up to 400ft elevations
- FAA-Licensed



Online Retargeting Campaign



Digital retargeting
advertising



Digital retargeting advertising Online
+ Social Media



Google behavioral
targeting

Digital ads are finely tuned to reach the right people. Our strategies are driven by a consumer-centric approach, targeting potential home-buyers and sellers at all stages of the real estate journey. Our robust digital strategy is aimed at driving traffic to the property and also targeting potential buyers who are moving to the area.

The Benefit to you: Your home is seen by people that are actively looking for a home and are open to discovery.



Gain Massive Exposure

Ninety-two percent of buyers search for a home on the Internet*. Most buyers will get their first impression of your home on a computer screen. We make sure that your home stands out from the crowd, that it is easy to find, and that your home captures a buyer's attention by giving them the most comprehensive representation of your home.



Professional Photography

The hallmark of our success to market your home is our ability to create an extraordinary real estate website experience. Professional photography is essential when attracting buyers to your listing.



Professional Staging

According to the Real Estate Staging Association, homes which are staged before going on the market sells 73% faster and 17% higher in price on average than their non-staged counter parts. Staging is not for every home We will guide you through decision of choosing staging vendors or virtual staging.

YOUR FULL SERVICE REALTOR

As a Full Service Realtor, I will handle the complexities of the transaction documents, inspections, marketing and the important art of skilled negotiation... so you enjoy the peace of mind that the sale of your home will be smooth, efficient and satisfying. Here is a look at the professional duties I

PRESALE ACTIVITIES

- Research and determine market value
- We will prepare all documentation for signatures
- Review agency relationships
- Sign listing agreement
- Oxford Property Group agents to get exclusive preview of your home prior to the listing

MARKETING PLAN

- Coordinate completion of any home improvements if needed
- Discuss and devise marketing plan
- Have property professionally photographed and have virtual floor-plans done
- Create a special feature list
- Create property brochure
- Create and distribute an open house Invitation
- Property to be featured on agents' personal website upon listing. [.com](#)
- Send out eBlast to local agents
- Promote the listing on all social media avenues
- Put lock box on your home
- Listing information to be submitted to the MLS
- Host: broker's open house & public open house
- Schedule showings and show property to potential buyers
- Set up property internet report.
- Communicate updates to sellers on a regular basis, and share activity feedback and comments
- Continuous tracking of market conditions and showing results
- Respond quickly to all buyer Inquiries

MY NO RISK LISTING PROGRAM

EASY-EXIT LISTING AGREEMENT

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

SAVVY SELLER PROGRAM: SELL TO YOUR FRIENDS AND FAMILY!

If you have a friend, family member or previous buyer interested in buying your property I will exclude them from the listings agreement for 2 weeks!

COMMUNICATION GUARANTEE!

Team Bold will communicate with you every Monday or Friday with an update of any activity on the home and provide recommendations for new activity.





10. Present and negotiate all offers – Offer Consultation

11. Coordinate with the title company, lender, inspector, appraiser

9. Pre-qualify All Buyer Offers before presenting an offer to you

11. Coordinate with the title company, lender, inspector, appraiser

8. Update you EVERY Friday with feedback from buyers and agents

12. Coordinate and schedule closing

15. CLOSE!



14. Buyers final walk through

13. Review the final numbers before closing

7. Coordinate and pre-qualify ALL showings



6. GO LIVE!

5. Create the MLS listing and review it with you before we hit the market

1. Install Lockbox with spare key



2. Sign the Listing Agreement and complete seller homework

3. Order the yard sign – (3-5 Days)

4. Schedule and coordinate photographer



THE LISTING PROCESS



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