

SERVICES OVERVIEW



The Mitlo Group

"BECAUSE A TEAM WILL ALWAYS OUTPERFORM AN INDIVIDUAL"



**“BECAUSE A TEAM WILL ALWAYS
OUTPERFORM AN INDIVIDUAL”**

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TheMitloGroup.com

WELCOME



“BECAUSE A TEAM WILL ALWAYS OUTPERFORM AN INDIVIDUAL”

Thank you for taking the time and allowing us the opportunity to introduce to you our services overview. It is with a fanatical dedication to customer service that has driven us to create a system designed to put your needs first. This manual is intended to illustrate exactly “why” and “how” we do just that. We hope to impress upon you how our professional team of experienced top performers are absolutely determined in bringing you the best possible results. We know you will be confident in us helping you achieve the best results possible.

After your review, please afford us the opportunity to sit down with you and discuss at a deeper level, our marketing plan, services solutions, customized sales strategies and comparative market analysis. We know we have a winning formula, which is backed by our many client testimonials. Thanks again!

Sincerely,

A handwritten signature in black ink, appearing to read 'Erik Mitlo', written over a white background.

Erik Mitlo

“Light is the task, where many share the toil.” - Homer

Performance Equals Credibility

Not all agents are the same, if they were we would all have similar results. So what separates agents? There are many ways to determine how good an agent is, one way is through their performance. If you compare our performance to that of the average agent you'll immediately notice what we mean.

From a seller's perspective, the key in understanding our value comes in with the **List vs. Sold Price** and **Average Days On Market** comparisons. We sell homes far faster and for significantly more over list price than the average agent.

This is what we mean by **Performance Equals Credibility**.

	<u>THE MITLO GROUP</u>	Average Agent
Sold Sales Volume (FY2015)	\$45,377,351	\$2,167,000
Numbers of Homes Sold	48	3
Average Days On Market	17	26.5
List vs. Sold Price	110.3%	105%

"The most important single ingredient in the formula of success is knowing how to get along with people." - Theodore Roosevelt

HOW WE ARE DIFFERENT



Not All Agents Are The Same

The fact that you're trying to understand how we are different demonstrates that you know not all agents are the same. To fully understand the following points and one of the critical major differences between us and the average agent, you must first understand the difference between passive and pro-active marketing.

- **Passive Marketing** - This is the process of marketing where an agent puts details of your property out to the public then sits back and waits for people to find it and contact them about it. **This is what most agents do, sit back and wait for somebody to call.**
- **Pro-Active Marketing** - This is the process of marketing where an agent actively seeks out buyers for your home. The key difference is that the agent does not sit back and wait. Instead, they are actively engaged in the market with the specific intention of finding qualified buyers for your home.

Passive Marketing

Here's what most agents do:

- Put a sign on your lawn
- Put on the MLS (the agent listing database)
- Make flyers
- Hold open houses
- **Hope it sells**

We're actually being generous in saying that ALL agents do the items above because most agents' marketing consists of putting the home on the MLS and letting it sit (while praying buyers or agents find it.)

Pro-Active Marketing

Here's what we do in addition

- Our staff will cold call all home owners 1/2 mile around your home up to 9 times if we don't connect to see if they know anybody interested moving into the area.
- Door knock all homes within 1/2 mile to see if they know anybody interested moving into the area.
- Mail "Just Listed" postcards to all homes 1 mile around home.
- Cold call HR Relocation Managers of the local top 50 companies to see if they have employees that need relocating to your area.
- Email HR Relocation Managers of the local top 50 companies to see if they have employees that need relocating to your area.

We spend our time, energy and resources into building an active marketing funnel, not hoping.

"The wise win before the fight, the ignorant fight to win." - Zhuge Liang

STAGING

MARKETING

Before

After

	THE MITLO GROUP	Average Agent
Pre-Marketing		
• Advise and facilitate proper touch ups and clean up	✓	✓
• Proper inspections completed and made available	✓	
• Paper work and disclosures finalized made available	✓	
• Professionally photographed, virtual tour	✓	✓
• Email blast all Bay Area Intero agents - 2500+	✓	
• Professionally staged (<i>optional</i>)	✓	
• Drone, website video and other media (<i>optional</i>)	✓	
Strategic Pricing/Value Based Market Positioning		
• Visit and understand comparable homes for sale in the market	✓	
• Walk your home to identify its "unique value propositions"	✓	
• Strategically price home to "steal" the buyers off the market	✓	
• Drive price through multiple counter offers	✓	✓
Passive Marketing		
• MLS input	✓	✓
• Put sign on lawn with flyer box and business cards	✓	✓
• Make flyers	✓	✓
• Highlight "unique value propositions" in all marketing material	✓	
• Hold open houses and invite neighbors to attend	✓	✓
Pro-Active Marketing		
• Cold call all homes within 1/2 mile around home	✓	
• Door Knock all homes 1/2 mile around home	✓	
• Send Mailers to all homes 1 mile around home	✓	
• Cold call Top 50 companies' HR departments	✓	
• Email blast Top 50 companies' HR dept and relocation reps.	✓	
Superior Online Marketing		
• Multiple online and mobile syndication services like Neybor.com	✓	
• Direct to over 50+ websites and mobile platforms	✓	
• SEO optimization through SEO Arbiter	✓	
• Google Adwords top page ad placement	✓	
• Targeted social media marketing ads like Facebook Boosts	✓	

"A man to carry on a successful business must have imagination. He must see things as in a vision, a dream of the whole thing." - Charles Schwab

WHY HIRE US ?



SO WHY HIRE US?

There are a lot of great agents out there, but what if you had a whole team of top performers working for you? What if you had a marketing specialist, a professional stager and magazine quality photographer? What if you had a team of inside sales professionals making cold calls and door knocking the neighborhoods around your house to find you potential buyers? What if you had a professional team of inspectors and contractors ready at the whim to get your home in tip-top shape to maximize your home's potential salability and sales price? Not to mention transaction coordination and support staff on the back end that insures a smooth and easy transaction. Ok, now imagine that same agent working on a couple other transactions at the same time. If you work with a single agent, how are they going to handle all this while handling the vast and complex legal paperwork and disclosures?

How well do you think you'll be protected when an individual agent is spread so thin trying to manage all that? As you can easily see, the odds are not in your favor for getting you the best results. What if the benefits of a top performing team came for the same cost as your single average agent?

They do with us!

Intero Real Estate Services - A wholly owned, independently operated subsidiary of Berkshire Hathaway, Interio now has the largest market share in both Santa Clara and San Mateo Counties. Interio has 1000's of agents working directly with buyers that potentially could be interested in YOUR home. These agents have direct access to view your property through our network!

A Team Will Always Outperform An Individual - It's a fact, teams outperform individuals. They just do, that's why we prefer to do it this way. We want the best experience possible for our clients and we have carefully selected the best people for each job to maximize your results. **"If you divvy the tasks, you'll multiply the results"**

Performance Equals Credibility - We have the track record and performance that insures you will achieve the absolute best results.

Pro-Active Marketing - A "Pro-Active" sales force working directly for you calling and door-knocking the neighbors to maximize on ANY potential buyers in the marketplace. This puts us leaps ahead of the competition.

Our Online Marketing - "100% of buyers begin their home search online," claims the National Association of Realtors. We use the latest online marketing techniques for both online and mobile platforms. From SEO optimization through SEO Arbitrator and Google Adwords top page ad placement. We post to multiple online listing syndication services and direct to over 50+ websites, including all major social media outlets like Facebook and Instagram. Without question, ANY potential buyers in the market will see your listed home online.

We Give Back - We truly enjoy the gift of giving and feel it's our duty to help others in need. By working with us, you're indirectly helping others too. That's Awesome.

Trust - We can't tell you to trust us, but our past clients can. Read their testimonials and/or ask us for a more detailed referral list. We're obliged to share.

"Trust and reputation are not discretionary. They are as necessary in business as the people in whom they reside." - Tony Alessandra

GIVING BACK



The Biggest Reward

Giving back is where you give, with no expectations in return. No benefits for you, no recognition, nothing tangible gets sent your way. **The biggest and sole reward is the realization that you've made it possible for a child in need to see one more day!** The way we look at it is like this; No matter how tough you think your life is, there's always someone who has to face challenges that are even tougher than yours. So why not give to help those less fortunate? Last year our we donated over \$20,000 to this worthy cause. We were honored to be able to walk through the hospital and meet some of the children most in need. It was very touching and there was no better feeling knowing that in some way we were able to help. For that we are thankful.

"Tenderness and kindness are not signs of weakness and despair, but manifestations of strength and resolutions." - Kahlil Gibran

CLIENT STORIES

To any potential seller,

Erik Mitlo is an amazing agent, please allow me to explain. Previous to trying to sell our home at 1221 Sierra Mar in San Jose, we purchased our retirement home in Fernley, Nevada. We needed to sell our home in San Jose to complete the move and pay off newly purchased home. We put our home on the market with a different agent in August 2014 and after over 3 months on the market and to our disappointment our home didn't sell. We couldn't understand why? At this point we were in desperate need of help because we had not planned on paying two mortgages for that long. Enter Erik!

After seeing his signs around the neighborhood and noticing his card at our house, we called him looking for an agent that was active in the area. We met with him at the home and he proceeded to tell us what he would do differently. The other agent insisted that we paint our house and do all kinds of work. Erik was honest with us and told us that we didn't need to do any of that and that he was confident he could sell our house the way it was. We trusted him and Erik had our home sold in 30 days and for \$5000 more than we wanted! He was a true professional and an expert in his craft.

Not everything about the transaction was smooth though. We had some work done on the home back in the 80's that we knew for sure was permitted and finalized at the time but for some reason the city records did not show the work had final sign offs. The people buying our home were very insistent in seeing the final sign off permits; we knew this was going to be a deal breaker if we couldn't show them we had it. We were so worried, it would have just been our luck. Erik took command of the situation, went down the San Jose Building and Development Department and was able to get a final inspection for the next day! We got our home signed off with the final inspection that day, 25 years after the original work was done. If Erik had not done this it would have prevented the home from selling.

Things will come up during your transaction your not even thinking can happen. You need somebody who knows how to take care of you. We were so happy, we cannot say enough about Erik he truly took care of us. We highly recommend you use him. We can now move on with our life.

Sincerely,

Richard Dyson
& Rosemary Dyson
Richard and Rosemary Dyson
1 (408) 646-4807



Terry L Christensen BOOM!!!! You ROCK Erik Mitlo. To add to your story my in-laws were the original owners of the home, my mother in law was a stay at home mom who raised her 4 children (my husband being the 3rd in line) in the 34 years I have been married into the Christensen family there has always been both a spring and winter huge garden in the back back of the house, not a summer went by without having some great home grown corn on the cob. Not to long ago I read a post on the SLZ community page saying that he doesn't understand why anyone would go with any other realtor besides the ones specifically knowledgeable in SLZ realty. My answer to him or anyone in this area is because they haven't met or worked with Erik Mitlo on a scale from 1- 10 on professionalism, knowledge of the village and just being a great guy I rate him a 100. San Lorenzo should be honored that he chooses to do business here, he truly has the community's best interest when selling a home here. And I thank him from the bottom of my heart. BOOM!!!!

Unlike · Reply · 7 · November 30, 2015 at 7:22pm

Amy Lazaro What a great story!!

Unlike · Reply · 1 · November 30, 2015 at 8:48pm

Sonia Medina-Ashby That's awesome Erik!!

Unlike · Reply · 1 · November 30, 2015 at 8:56pm

Ricardo Haro That's awesome...Congratulations

Unlike · Reply · 1 · November 30, 2015 at 9:05pm

Lisa Runde Congrats!!

Unlike · Reply · 1 · December 1, 2015 at 10:27pm

Alicia Muniz Thank you so much Eric and of course your sellers for giving my clients the opportunity to call this HOME! You were absolutely wonderful to work with and an agent I can now call a friend! Cheers 🍷 to many more years of success!! Have a blessed day 😊!!

Unlike · Reply · 1 · December 3, 2015 at 9:35am



Michelle Oliver · Erik Mitlo

December 4, 2015 · 🌐

What can I say about this guy??? My new place had closed transaction. All the papers are signed; money has changed hands and commissions were paid.

So what did my agent, Erik Mitlo spend his day doing????

He was at my new place helping coordinate electrician, painters, AND running to Home Depot (twice!!!) for supplies.

I know this is not typical -- but there is NOTHING typical about Erik!!

You are the BEST!!!!

BOOM 🌟



Like



Comment

You, Trisha Mitlo, Nicole Mitlo-Adams, David Carr and 51 others like this.



Erik Mitlo III always be there...

Like · Reply · December 4, 2015 at 7:07pm



Todd Towey That's how he rolls

Unlike · Reply · 2 · December 4, 2015 at 9:27pm



John Macedone he has been like that all his life all growing up

Unlike · Reply · 2 · December 5, 2015 at 8:14pm

"If you find it in your heart to care for somebody else, you will have succeeded."

- Maya Angelou

CLIENT STORIES

To whom it may concern,

Hello, my name is Mike Ortega. Previous owner of 373 Kenbrook Circle. It's with great sincerity that I write this letter to give my highest recommendation to my realtor Erik Mitlo. As a General Manager at a fortune 500 company, I understand how important it is to go above and beyond for my clients. I can honestly tell you that your choice of realtor will make a huge difference in your transaction. Please allow me to explain.

In selecting the realtor to sell my condo, I had many choices. Getting the most for my home was very important, but I also needed to feel I could completely trust the individual to take care of my home as I had moved away and would not be able to take care of many issues or needs. I could tell through my conversation with Erik that he knew what he was doing and I trusted him to handle it.

Erik made all the necessary recommendations to make my condo shine for the sale. He brought in the painters, handymen, cleaners, and inspectors to get it ready. To my dismay, during the inspection, it was discovered that my hot water heater was leaking and needed to be replaced ASAP. When Erik called me, he already had the pricing and installation for a water heater that met or exceeded my previous one. All of the work was done the next day by his handyman, all to code for half the price I found in the retail space. Unbelievable!

Erik negotiated and sold my condo, 3 bed 2 bath condo in 9 days for the highest price that I could find any similar unit like that had sold for in that complex. I was blown away when I learned that over 100 people had been to the open house over the weekend to look at it. I listed it at \$370,000 and it sold for \$405,000. \$35,000 over list! Comparable sales only showed I would get around \$380K or \$390K for my unit. To say the least, that exceeded my expectation.

I'm fortunate to have found Erik and his team. I do not feel I would have gotten such a high price for the condo or the unbelievable service if I had gone with somebody different! Your choice of realtor really will make a difference, if you decide to choose Erik, you won't be disappointed!

Sincerely,

Mike Ortega



*"Each friend represents a world in us, a world possibly not born until they arrive."
- Anais Nin*

OUR TEAM



Erik Mitlo - Listing Specialist - Erik worked in private equity at Red Fish Capital for 2 years before coming to Intero Lincoln in 2014. Erik is a “*Top 10 Producer*” and holds a Certified Distressed Property Expert Designation.

Mo Bani-Taba - Listing Assistant / Broker- Mo is franchise owner for the Intero office on Lincoln Avenue. He started his real estate career full-time in 1999. He has consistently been in top 5% of Realtors in Santa Clara County for the last decade. He holds a BS in Information Technology and a MBA.

Mike Orlando -Listing Assistant / Associate Broker / Inside Sales - Mike has been doing residential real estate for over 26 years. Mike fully understands all aspects of the building process. He has built, remodeled and renovated over 60 homes in the Bay Area as a Developer/ Builder. Mike is consistently listed in Intero's Top 30 and Top 5% productions circles. Mike holds an MBA.

Farah Bani-Taba - Broker/Legal Advisor - 27 years in Real Estate, Farah oversees all legal aspects of our transactions.

Mark Lee - Marketing Director - A 25 year Marketing and Business Advisor that gives insight and development on strategic marketing plans that reach defined targets. His specific messages resonate with those audiences and motivate them to continue the relationship with the product or brand.

Michelle Rubio - Office Manager - Michelle's main responsibility is team support. Her hands are filled with insuring the entire transaction process is running smoothly. Michelle also is the in-house expert in print media marketing including all flyer and mailer designs.

Adriana Lomelli - Transaction Coordinator - Adrianna began her TC work in 2014 overseeing all transaction coordinating activities to ensure a smooth and successful close of escrows. She has a vast understanding of the complicated legal paperwork process.

Teresa Espinosa - Escrow/Title Officer - Teresa has been an Escrow/Title Officer since 1984. She provides unparalleled expertise in the escrow/title process, which in turn mitigates potential issues during this critical phase of the transaction.

Barry Saugen - Property Inspector - Certified member of the International Association of Certified Home Inspectors. Between construction and inspections Barry has over 11,000 inspections completed in his 20 years.

Cliff Beton - Termite/Fungus Inspector - Cliff has been inspecting for wood destroying pests and organisms for 14 years and has also completed over 9000 inspections. He was an annual national award winner in his 12 years with Terminix.

Jason Foy - Professional Photography - Jason has been doing professional real estate photography since 2008. In addition, he has photographed the World Series of Poker, professional athletes such as UFC fighters, professional body builders, and models. He also photographs weddings, events, family and professional portraits.

Details & Twine Staging - Professional Staging - Danette Mashkooi and Tala Roohparvar offer several options to stage your home to fit your budget. Their attention to detail and incorporation of warmth in their staging plans ensure appeal to a broad variety of perspective buyers.

Chris Grindy - Tax EA - Chris has been an EA since 2006. EA's are the only tax practitioners who specialize in taxation and also have unlimited rights to represent taxpayers before the IRS.

Kim Pedersen - Premier Mortgage Planning - Kim has been doing mortgage planning for over 24 years, Kim has seen it all, and prides herself on exceeding her clients expectations.

Isabel Herrera - Deep Cleaning - Isabel and team have been deep cleaning homes for 15 years. They go through every nook and cranny and make sure your home is sparkling clean when we put it on the market.

Don McDonald - General Contractor - Referrals and Resume available upon request

Daniel Mitlo - Electrical Contractor - Referrals and Resume available upon request

Edgar Romero - Painter - Referrals and Resume available upon request

Elazar Cruz - Landscape - Referrals and Resume available upon request

“You have to have your heart in business, and the business in your heart.”

- Thomas J. Watson

We Need To Meet:

Walk your home - Both from a buyer's perspective and to determine from a marketing perspective the home's "unique value propositions".

Discuss your needs - We want to know what's important to you and what your goals are through the transaction. This way, we can do everything in our power to deliver on those expectations.

Discuss our pricing strategy - Like we mentioned earlier, "pricing your home is a strategy, not what it will sell for." We will be honest with you about what your home most likely will sell for and the best way to maximize on the current buyer market. **Never pick an agent based on what they tell you your home will sell for.**

Cover our tailored marketing strategy - Our marketing strategy is a proven system, but like any well run machine it needs to be fine tuned to your specific needs.

Discuss the timelines and process - Understanding the transaction timelines will better help you plan. Inspections, home prep, lengths of escrow and your move will all play a big factor in helping you achieve your objectives.

Discuss our guarantee - We are completely confident in our ability to sell your home that if we don't sell it within 90 days of marketing it, you won't owe us anything if we sell it after that. *(you would still pay the buyer side of course).*

Also If for any reason if you are not 100% satisfied with your experience with us, you can cancel any agreement between us at any time. *(before we enter into an escrow of course)*

Start the paper work - Are you comfortable and confident in the experience you will receive and our ability to sell your home? We're excited to start the paper work so we can start pre-marketing.



INTERO

REAL ESTATE SERVICES®



The Mitlo Group

"BECAUSE A TEAM WILL ALWAYS OUTPERFORM AN INDIVIDUAL"

TheMitloGroup.com