

# SUPRANO

GROUP

LISTING PRESENTATION



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# ABOUT SUPRANO GROUP

## Mission & Vision

Our philosophy is clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire selling process. We believe that if you're not left with an amazing experience, We haven't done our job. We don't measure success through achievements or awards, but through the satisfaction of our clients.

The Suprano Group delivers unmatched expertise and hands-on experience benefiting our clients. Each client is as unique as the home they are selling. We are focused on building lasting relationships with clients to continue to be a valuable resource long after the transaction process is over. We strive to have our clients consider us a complete resource in buying, selling, or investing in real estate.



## Objectives

1. To assist in getting as many qualified buyers as possible for your property until it is sold.
2. To communicate to you weekly the results of our activities.
3. To assist you in negotiating the highest dollar value between you and the buyer.

# Meet Elsa Suprano

REALTOR AND CO-FOUNDER



Elsa Suprano is known for her sharp business and financial acumen, strong knowledge of the Southern California real estate market and natural ability to connect with clients from around the globe. Elsa maximizes her years of real estate experience and expertise in serving buyers, sellers, investors and commercial clients.

Elsa's love for real estate took root at a young age. As a child, her father—a land developer in China—brought her along to active construction sites where he was overseeing the building schools, offices, municipal buildings and high-rise apartments. "Growing up in a real estate family helped me see things in a broader light and helped me develop an entrepreneurial mindset when facing challenges and difficult choices," says Elsa.

Prior to launching her real estate career, Elsa attained a degree in Business Administration from Raffles International College followed by a master's degree in Finance and Investment from Middlesex University in London. She then worked for HSBC Bank before relocating to Orange County, where she quickly fell for the sun-soaked California coastal lifestyle.

Fluent in English, Chinese and Korean, Elsa is an incredible resource for international buyers seeking real estate in the coveted Orange County region. "I have lived and worked in so many different metropolitan cities—including Singapore, Shanghai, London and Seoul—and am able to communicate amenably with just about anyone," says Elsa.

## CAREER HIGHLIGHTS

**TRILINGUAL**  
*ENGLISH, CHINESE  
AND KOREAN*

**5 YEARS**  
*IN RESIDENTIAL  
REAL ESTATE*

**IRVINE**  
*REALTOR*

**RESOURCES**  
*FOR INTERNATIONAL  
BUYERS*

# Meet Raffaele Suprano

FOUNDER AND BROKER

Raffaele Suprano brings more than a decade of real estate experience, professional insight and nuanced knowledge of the niche Orange County markets to serving buyers and sellers throughout Irvine and the surrounding communities. Raffaele applies his well-honed negotiating, investment analysis and problem-solving skills. With a true passion for architecture, history and design, Raffaele was drawn to residential real estate by his love of working with people and helping them reach their real estate goals.

For numerous years, Raffaele specialized in land acquisition projects and commercial investment analysis across a number of regions. He worked with a prominent Orange County developer for eight years, involved in many facets of the residential and commercial development process. He now applies his knowledge, expertise and creativity to negotiate on behalf of his clients.

Originally from Italy, Raffaele earned his MBA in Major Corporate Finance from Università degli Studi di Cassino. He relocated to California to begin work in real estate, starting as a construction superintendent for a family-related business in the South Bay area of Los Angeles. He then relocated to Orange County for work in the acquisition and disposition of company holdings. When not exploring the vast OC real estate landscape with his clients, Raffaele can be found reading, playing tennis, swimming and golfing along the coast's many lush, green fairways.



DUAL LINGUAL OVER 60 MILLION  
*ENGLISH AND ITALIAN*    *IN TRANSACTION*  
VOLUME

13 YEARS  
*IN LAND DEVELOPMENT*  
AND COMMERCIAL REAL  
ESTATE SALES

ENTITLEMENT  
OVER 1100 LOTS

CAREER HIGHLIGHTS



## About The



What sets Compass Land Advisors is we intertwine our goal with our clients' goal. We work with developers, investors, landlords, tenants, builders and foreign buyers. We provide forward-looking expertise that elevates value in the transaction. We bring in entrepreneurship in the real estate transaction that serves clients highest return. This unconventional business model serves our clients best interest, and that makes us a life long partner that enjoy success over and over again.

## Land Aquisition Advisory

With a deep passion and understanding of all facet of the industry, Compass takes you from Land Acquisition to Entitlement to pre-construction through build-out. Team provides accurate up-to-date date analysis, strategic analysis, and entitlement services for the land owners to maximize their highest and best use of the asset.



# Services that *compass land advisors provides*



## LAND ADVISORY

We dig up the dirt for you. Compass land advisors came together with strong group of experts that have perseverance and grit to get in front of land acquisition and disposition.



## 1031 EXCHANGE

We specialize in 1031 exchange for individuals or corporates that want to build real estate assets leveraging 1031 to defer taxes on capital gain.



## COMMERCIAL BROKERAGE

Build wealth together with Compass Land Advisors, we think about return on the investment as well as the family legacy.



## ENTITLEMENT

Complicated entitlement process comes with real estate transaction that helps real estate owner to get best and highest use.



## We Help International Clients







# Suprano Concierge

Suprano Group understands the current real estate buying market. Suprano Group helps home owners to turn their home into turn-key home at sellers choice and cost. Suprano

Group provide preferred vendors for home makeover including but not limit to flooring, deep cleaning, landscape, staging and more to maximize client return on investment.

## VENDOR MANAGEMENT



Throughout the process of selling your home, we want you to keep living your life. Taking time off work or rearranging your schedule to accommodate a stream of vendors who will work to get your home market-ready is the last thing we want you worrying about. With your permission, we'll gladly take on the role of coordinating projects, start and completion dates, overseeing work on-site and ensuring tasks are performed to the highest standards.

## STAGING



As part of our initial consultation, a well-considered plan for staging your home will help buyers love it for all the right reasons. We know how to make a property shine. Investing in good staging can significantly drive up your sales price.

## PHOTOGRAPHY



The importance of great pictures cannot be overestimated. When photography is done well, it conveys value, sets a desirable tone for your home and compels discerning buyers to come see the space for themselves. Our skilled professional photographers know how to bring your home to life while making a great first impression on buyers in order to drive interest and demand.

# More About Suprano Concierge



## Covered Services

### MAKE OVER

- Floor repair
- Carpet cleaning & replacement
- Deep-cleaning
- Decluttering
- Cosmetic renovations
- Landscaping
- Interior & exterior painting
- Kitchen improvements
- Many more home improvement services

### MARKETING

- Professional Photography
- Video tour
- TV advertisement
- Social Media
- juwai.com / homelink.com 居外网/链家
- Chineseinla.com 华人网
- Mailer/Printing
- Open House
- Neighborhood Event



### CLOSE

- Review Offers
- Moving & storage
- Pest control
- Seller-side inspections & evaluations
- Remediation
- Prequalify Buyers
- Negotiation
- Escrow Transaction Record
- Review Disclosure



# The *Staging*

Every effort to prepare your home for the market is designed to excite buyers and generate the highest possible price for your home. With this in mind, experience and statistics tell us that professionally staging your home is a must. Today's buyer uses online search engines to quickly scroll through listings and photos for the places that catch their eye. The reality is, if your home doesn't look amazing on a shopper's screen, it may be passed over. The numbers are clear:

Homes with staging spend 78%\* less time on the market. And if the upfront cost seems steep, consider this: Well-staged properties typically earn back nearly twenty dollars for every one dollar invested. It's the first and most important step you can take to ensure your listing gets the attention it deserves.

\*Survey of Southern California Area by Suprano Group.

# Our Photography

Good pictures should sell your home before a buyer ever steps foot in the door. We utilize a team of artistic photographers who understand how lighting, composition, framing, and details can bring a space to life. But the decision to purchase a home is almost always based on an emotional connection a buyer feels to the property.

If the photos don't make an impact from the moment your listing is featured online, we likely won't get a second chance. From staging to photos, it's all about helping your property stand out as something special.





# Your Marketing Suite

EVERY PIECE OF MARKETING REFLECTS OUR PASSIONATE ATTENTION TO DETAIL AND MAXIMIZES EXPOSURE IN WAYS THAT MAKE THE BIGGEST IMPACT ON BUYERS.



## PRINT

Your home's property statements will be professionally designed and printed with an exceptional attention to quality and detail that sets your property apart from the competition.



## ONLINE

Ninety percent of potential home buyers start their search online, both locally and abroad. Your home will be well-represented on every relevant online outlet including Zillow, MLS, and others. We feature the best photos and create enticing written listing descriptions.



## SYNDICATION

Listing syndication is a simple and efficient way to authorize distribution of listings to consumer-facing websites hosted by third parties.



## OPEN HOUSE / SHOWING

Busy open houses generate buzz and motivate buyers to jump quickly and aggressively on the home that everyone else seems to want. Our track record of successful open houses often contributes to a higher number of viable offers and boosts our strong sales statistics.

# Print Marketing

## DESIGNED WITH BUYERS IN MIND

Our postcards are designed with buyers' interests in mind. We know which features will pull people in with a desire to see more and we design the layout to reflect all the ways your home is exceptional.

## HIGH QUALITY PRINTING

Our brochures are professionally printed on high quality paper. Special properties deserve marketing materials that stand out and let buyers know your home is unlike other, more ordinary offerings on the market.

## A LASTING IMPRESSION

We print high-quality flyers in mass quantities to ensure that we have enough to display at open houses and mail to neighbors, past clients,

and potential buyers. At the end of a long day of touring properties, we want buyers to remember your property as something special. The statements we hand to every person who walks through an open house will ensure your home stands out from the competition. From the professional photos to highlights of your home's appealing features, our goal is to keep your property at the very top of buyers' minds.



# Online Marketing

## SINGLE PROPERTY WEBSITES

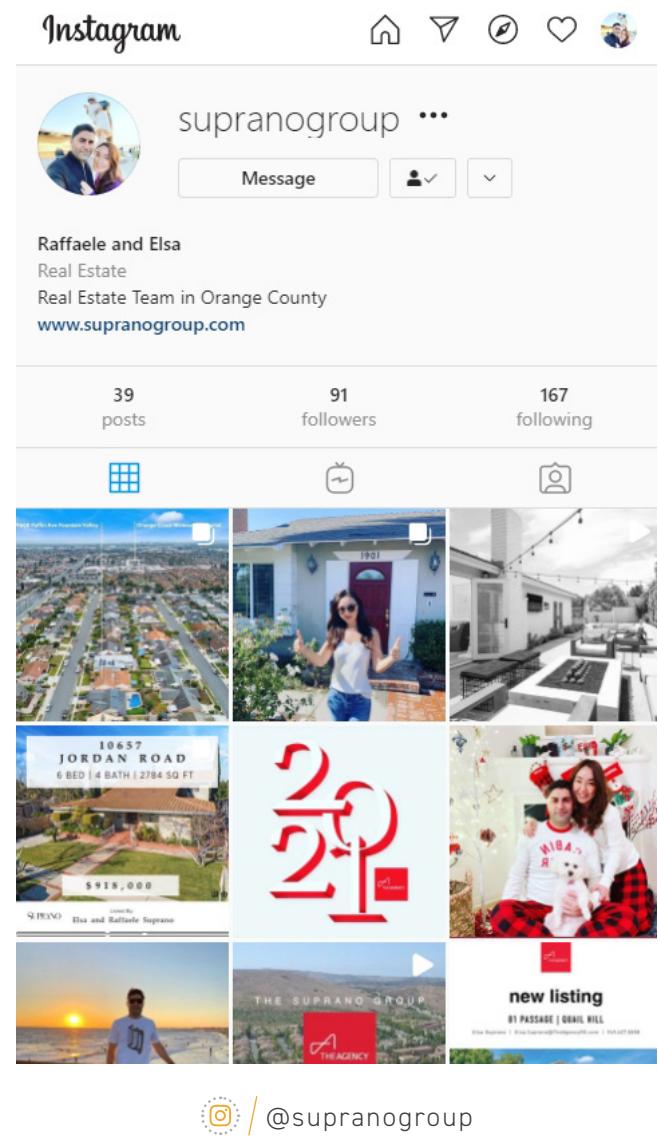
As we customize a marketing strategy for your home, we'll consider whether creating a unique website with property details and photo galleries is beneficial. In this fast-paced market, these sites are often unnecessary. But if we agree that a devoted website would help build momentum and bring local and international attention to your home, then we'll use our social media pages, network of past and potential buyers and links on marketing materials to generate site visitors.

## WEBSITE SYNDICATION

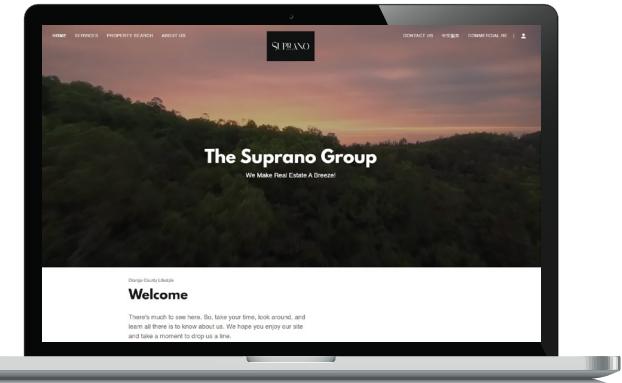
Your property listing will be syndicated on the most important real estate websites including Zillow, Trulia, Realtor.com and more. We'll make sure no one misses seeing your home, no matter where they're looking.

## EMAIL BLASTS

We'll send an email alerting top agents in our area to your listing. Buyers' agents jump to open these emails because they're all trying to stay on top of inventory and get their eager clients into competitive properties ahead of the competition. We sell a lot of our homes through buyer's agents we've known and working with for years and as a result they pay attention when we alert them to an exciting new home on the market.



@supranogroup



# Web Syndication

No matter how stylish, easy-to-use, and full of information a website is, the average real estate brokerage doesn't get 5 million visitors a month. Those millions of website visits are amassed on national portals and search engines, such as the ones listed below. By syndicating your listings to them they appear on those channels, your listings will get exposure to those consumers.

 **Zillow®** **REDFIN**

 **Homes.com**  **hotpads**  **Instagram**

 **HomeFinder**.com **facebook** **realtor.com®**



# Open house Showing

Much has been written about both the benefits and drawbacks of open houses, but here is a lot to be said for showing your home in this way. Here are just three reasons that an open house might result in a sale.

1. It draws potential buyers who might not take the time to book a showing through their agent. Some buyers feel they should find something they love first and then bring the agent in to lock down a deal. Open houses also mean casting the widest net possible in bringing people through the door. Your friends and family can mention the event to anyone they know who might be interested in taking a look at your home. Neighbors who drop by might just be angling to have someone they know move into your neighborhood. Add in advertising and signage and you're going to catch the eye of both casual and serious prospective buyers.

2. If you are still living there, you can set the scene- your way. When prospective homebuyers stop by your home for a traditional showing, they often do it with little notice, which is why it can be stressful keeping your home "show ready" for the entire duration that it is on the market. It can be very consuming to keep wastebaskets emptied and floors free of clutter, ensure that the laundry doesn't pile up, and make certain that floors are routinely swept and vacuumed. With an open house, you'll be able to prepare for an event that has the potential to bring in many prospective buyers with one fell swoop. It's much easier to do some deep cleaning that will leave your home spotless if you know exactly when people will be visiting.

3. You could lock in that interested buyer. There's likely a limit to the number of times even the most interested buyer is willing to ask for a private

showing. If your house has already caught the eye of a potential buyer, he or she might be more willing to come back for a second look in a less formal setting. An open house gives that buyer the opportunity to bring friends or family along for their opinions. And as a bonus, walking through an open house provides a visitor with plenty of time to look around without feeling rushed- during the hours that you choose.

By working strategically with your real estate agent to schedule and organize a successful open house, you may just get a jump start on that sale.





# Pricing Your Property

## YOUR PROPERTY IS UNIQUE

While it may be one of the first things you'll want to talk about, the final decision about where to price your home will ultimately become clearer after we've done the work to make it market-ready.

Yes, the comparable sales figures for other homes in the area are a factor, but they might not be everything.

We'll look at all the variables, the location, the features, and the demand. But your property is unique and we'll work with you to set a price that—

- Considers the best features of your home, as well as realistic drawbacks

- Gauges recent sales of comparable properties in your neighborhood
- Analyzes and reflects the price range that will attract the most qualified buyers
- Establishes your property's fair market value in relation to current conditions

It is important to price your property correctly as it comes to market. Overpricing can pose significant challenges. If a reduction is later required, it can send a negative signal to buyers, even if the home is everything they're seeking. When the circumstances warrant, we may consider an off-market period to test pricing which allows us to go public with a price we know will drive maximum interest.

Why  
Choose? us?

# FIVE STAR PROMISE





# Client Testimonials

*My husband and I had a terrific home buying experience with the dynamic duo that is "Elsa and Ralph". We met them at an open house and from the get go, they were extremely mindful of our budget, showed us properties that would meet our needs, and responded to our queries with promptness. There is no doubt that without their help we wouldn't have landed on our dream house in one of the best neighborhoods in Irvine. During escrow there were several hurdles (such as transferring solar lease from seller to us) which impacted the close. Elsa and Ralph worked tirelessly, working directly with the solar company to ensure that our house closed on time. Their understanding of our personal needs and desires made working with them so easy and without a doubt we know who we will be calling when we are back in the market. I highly recommend Elsa & Ralph - you are not just a client for them - you will become their friend!*



LISA MOHANTY

*Elsa is absolutely amazing! She was so helpful throughout the entire leasing process and really made it easy on me as a renter.*

*Elsa goes above and beyond to ensure all parties are happy!*



ANTHONY PUTERMAN

*Dear Elsa & Raffaele,*

*Sergio, and I can't thank you enough for all your hard work and dedication to help us to buy our house. You were committed to making sure Sergio and I understand every step, and you did all the work for us, we certainly appreciate it. You did a great job and stood up to your words, which was helping us to buy a house that accommodates all our needs. If anyone of my friends in Irvine ever needs a realtor, we highly recommend you. Elsa & Raffaele speak several languages such as Mandarin, which was helpful to communicate with the seller and Italian, which was a blessing to us since Raffaele was communicating every step with my husband, Sergio!*

*Elsa & Raffaele are an expert in their field, and we were lucky to have them as a Realtor.*

*Mahsheed & Sergio*



ANTHONY PUTERMAN

# Our Story



**“**  
Live where you love

**“**  
Family  
owned, locally operated



**“**  
We mean Business

# How To Reach Us

Call or text us

ELSA@SUPRANOGROUP.COM  
949.627.5888

2152 DUPONT DRIVE, IRVINE,  
CALIFORNIA 92612, UNITED STATES



/ @supranogroup    / @SUPRANOGROUP

WWW.SUPRANOGROUP.COM



SUPRANO  
GROUP

SINCE 2015

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LIVE WHERE YOU LOVE