

THE OMAR MURILLO REAL ESTATE TEAM

P R E S E N T S

816 PX

THE BLUEPRINT

THE STRATEGIC PLAN TO SELL YOUR HOME



SHEET INDEX

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OUR PROMISE TO YOU

SECTION 01

We promise to price precisely, present flawlessly, market aggressively, communicate proactively, and negotiate relentlessly, so your home sells for top value, in the shortest time possible.

1 PRICE PRECISELY Data-driven pricing from day one	2 PRESENT FLAWLESSLY Prep, staging & world- class visuals	3 MARKET AGGRESSIVELY Maximum exposure at launch	4 COMMUNICATE PROACTIVELY Consistent updates, zero surprises	5 NEGOTIATE RELENTLESSLY Every dollar defended at the table
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WE MEASURE OUR SUCCESS BY TRACKING

NO.	METRIC	WHAT IT TELLS US
01	DAILY LISTING VIEWS & SAVES	Monitoring online traffic and buyer engagement
02	INQUIRIES & SHOWINGS	Ensuring interest translates into real visits
03	OPEN HOUSE SIGN-INS	Capturing buyer leads and feedback
04	OFFERS RECEIVED	Evaluating quality and strength
05	DAYS ON MARKET VS. AREA MEDIAN	Selling faster than the competition

Every promise we make is backed by measurable results, so you can feel confident every step of the way.

MARKET SNAPSHOT & POSITIONING

SECTION 02

MICRO-MARKET STATS SAMPLE DATA – FOR ILLUSTRATION ONLY

MEDIAN LIST PRICE \$1,500,000	MEDIAN SALES PRICE \$1,650,000
DAYS ON MARKET 8 DAYS • MEDIAN	LIST-TO-SALE RATIO 110% OF ASK

NOTE: FIGURES SHOWN ARE AN EXAMPLE OF OUR MICRO-MARKET ANALYSIS – NOT SPECIFIC TO YOUR HOME. YOUR REPORT IS BUILT FROM YOUR NEIGHBORHOOD'S DATA.

COMPETING INVENTORY

ACTIVE LISTINGS 4	PENDING SALES 3
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WHY POSITIONING MATTERS

When it comes to selling your home, proper positioning is everything. Buyers look at comparable sales, active listings, and market trends to decide what feels like a fair value. If your home is priced too high, it risks sitting on the market and losing momentum. If it's priced competitively, it attracts more attention, brings in more showings, and creates stronger offers.

Every market condition is different, which is why we analyze the micro-market data like days on market, list-to-sale ratios, and competing inventory to give you the best possible recommendation. The goal is simple: position your home so it stands out, drives demand, and sells for top value.

TARGET BUYER PROFILE & MESSAGING

SECTION 03

Every home has a story, and every buyer has unique needs. Our job is to connect the two. By analyzing who is most likely to buy your home, whether it's families looking for great schools, professionals seeking convenience, or lifestyle buyers drawn to nearby parks and trails, we craft messaging that speaks directly to what they value most.

A FAMILIES + Strong schools + Safe neighborhoods + Space to grow	B PROFESSIONALS + Commute options + Modern amenities + Low-maintenance living	C LIFESTYLE + Walkability + Parks & trails + Dining & community
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HOW WE APPLY IT

We match the tone, channels, and imagery of your marketing to the buyer most likely to fall in love with your home, so it stands out, attracts more tours, and generates stronger offers.

LET'S TAILOR THIS TO YOUR HOME

DISCUSSED AT CONSULTATION →

PROPERTY AUDIT & VALUE PLAN

SECTION 04

Every home has a pricing range, from the least attractive in the neighborhood to the best. Our goal is to position your property at the top of that range by focusing on curb appeal and presentation. A little effort can go a long way. Whether it's a quick refresh or a full remodel, we guide you step by step to maximize your return, no matter your budget or your home's current condition.

PRESENTING YOUR HOME IN THE BEST POSSIBLE LIGHT

4.01 CURB APPEAL Landscaping refresh	4.02 PAINT Fresh, neutral paint	4.03 LIGHTING Modern, updated fixtures
4.04 KITCHEN Simple to complex updates	4.05 BATHROOMS Refinishing & improvements	4.06 YARD Clean and tidy outdoor spaces

HIGH-ROI PREP SCHEDULE

EXAMPLE RANGES – VARIES BY HOME

NO.	ITEM	EXAMPLE RANGE
01	Landscaping & exterior touch-ups	\$500 to \$2,000
02	Interior painting	\$2,000 to \$5,000
03	Lighting upgrades	\$500 to \$2,000
04	Kitchen improvements	\$3,000 to \$30,000
05	Bathroom updates	\$1,500 to \$15,000
06	Staging	\$2,000 to \$6,000

NOTE: RANGES SHOWN ARE EXAMPLES ONLY. ACTUAL COSTS VARY HOUSE TO HOUSE BASED ON SIZE, CONDITION, SCOPE, AND FINISHES.

A little goes a long way. We'll guide you in maximizing value at every budget.

PRICING STRATEGY

SECTION 05

Pricing a home is both an art and a science. A Comparative Market Analysis (CMA) allows us to identify the best comparable sales, active listings, and pending homes. This tells the real story of the market's pulse. By reviewing these facts together, we can make common-sense decisions that resonate with today's highly educated buyers.

CMA SNAPSHOT

RECENT SALES Closed homes that set the pricing baseline	PENDING SALES The strongest indicator of current demand	ACTIVE LISTINGS The competition your home will face today
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RECOMMENDED PRICING OPTIONS

- 1

MARKET COMPETITIVE PRICE
Positions your home directly against the strongest comps to drive solid activity
- 2

STRATEGIC AGGRESSIVE PRICE
Slightly below competition to maximize tours and encourage multiple offers
- 3

ASPIRATIONAL PRICE
Above comps, testing the market while monitoring response closely

DECISION GATES

WE MONITOR:

- + Showings per week
- + Online views & saves
- + Buyer feedback
- + Offers (or lack thereof)

If early activity misses these benchmarks, we pivot quickly to maintain momentum and protect your selling position.

FACTS + STRATEGY = POWER
WE PRICE TO ATTRACT DEMAND, NOT CHASE IT

Our pricing recommendations are always grounded in facts, designed to create strong demand, and backed by a proactive strategy that adapts in real time.

VISUAL ASSETS & STORYTELLING

SECTION 06

We don't skimp on the most important part of selling your home, how it looks to the market. Every listing receives a full suite of professional visuals and a lifestyle story that makes buyers imagine themselves living there. Presentation is everything, and we make sure your home puts its very best foot forward.

ASSET SCHEDULE, INCLUDED WITH EVERY LISTING

01 PROFESSIONAL PHOTOGRAPHY Magazine-grade stills of every key space	02 FLOOR PLAN / SCHEMATICS So buyers understand the layout at a glance
03 3D / VIRTUAL TOUR Immersive walkthroughs from anywhere	04 LISTING FILM A cinematic story of the home and its lifestyle
05 DRONE PHOTOGRAPHY *WHERE PERMITTED Site, lot, and neighborhood context from above	06 SOCIAL MEDIA REELS & STORIES Native content built to travel and get shared
07 HIGH-QUALITY BROCHURE Print collateral worth keeping	08 DEDICATED PROPERTY WEBSITE Your home's own address online

*DRONE / AERIAL COVERAGE IS SUBJECT TO FAA AIRSPACE RESTRICTIONS (E.G. NEAR AIRPORTS). WHERE A PERMIT ISN'T FEASIBLE, WE SUBSTITUTE ELEVATED-POLE OR OTHER AERIAL-STYLE IMAGERY.

EVERY HOME DESERVES WORLD-CLASS VISUALS.
THAT'S OUR STANDARD

DISTRIBUTION & LAUNCH PLAN

SECTION 07

The first week on the market is the most critical. Our goal is to create maximum exposure right out of the gate, ensuring your home is seen by the widest audience possible. We execute a proven launch plan that combines MLS syndication, targeted outreach, and high-impact marketing tools to generate momentum and early demand. And while we're a local boutique firm, our in-house relationship with the SIDE network gives your home pre-market exposure across hundreds of partner brands nationwide.

LAUNCH WEEK SEQUENCE

PRE-MKT	SIDE NETWORK EXPOSURE	Pre-market reach via our in-house SIDE network — hundreds of brands nationwide
STEP 1	MLS SYNDICATION	Instant distribution to every major portal
STEP 2	FOCUSED EMAIL BLASTS	Targeted buyer and agent databases
STEP 3	SOCIAL MEDIA CAMPAIGN	Reels, stories, and paid promotion
STEP 4	REAL ESTATE NETWORK	Direct outreach to top local agents
STEP 5	FIRST OPEN HOUSE	An event, not just a showing

WE MONITOR ACTIVITY DAILY

VIEWS & SAVES	INQUIRIES & SHOWINGS	OPEN HOUSE SIGN-INS	OFFERS RECEIVED
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THE FIRST WEEK IS EVERYTHING. WE LAUNCH STRONG TO CAPTURE MAXIMUM ATTENTION.

PROJECT THE BLUEPRINT	SHEET TITLE DISTRIBUTION & LAUNCH PLAN	PREPARED BY OMAR MURILLO · EVERHOME DRE #01244077 · BROKERAGE DRE #02014153	SCALE N.T.S.	SHEET 08 / 16
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COMMUNICATION & FEEDBACK LOOP

SECTION 08

Clear, proactive communication is the foundation of our service. We keep you fully informed with consistent updates on how your home is performing in the market, so there are never surprises, only smart decisions based on real data.

SERVICE CADENCE

8.01 SHOWING FEEDBACK Prompt updates after every showing	8.02 WEEKLY REPORTS Tracking online views, saves, and inquiries	8.03 OPEN HOUSE RECAPS Attendance and buyer feedback after every event
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DECISION TRIGGERS, IF THE DATA CALLS FOR IT, WE ACT

T1 PRICE ADJUSTMENT If activity or offers fall below benchmarks, we reposition quickly, before momentum is lost.
T2 MARKETING REFRESH Revamped photos, new ad copy, or additional exposure strategies to re-energize interest.
T3 SHOWING STRATEGY More frequency, targeted timing, or new engagement tools to put buyers in the door.

You'll always know what's happening, and what we're doing about it.

SHOWING, SECURITY & ACCESS

SECTION 09

We make sure your home is accessible to qualified buyers while keeping your comfort and security top of mind. Every showing is carefully monitored and managed to ensure your property is respected and secure.

ACCESS PROTOCOL

01 SMART LOCKBOX Board-approved, secure combo box accessible only by licensed Realtors®.	02 ID VERIFICATION Every agent must identify themselves before showing access is granted.
03 SHOWING WINDOWS Coordinated times to minimize disruption and ensure your comfort.	04 OPEN-HOUSE RULES Managed events with clear house rules, lights off, doors locked, shoes removed if requested.

Accessible to qualified buyers. Protected at all times.

NEGOTIATION STRATEGY

SECTION 10

The negotiation phase is where thousands of dollars can be gained, or lost. It takes an experienced Realtor® to maximize your sales price while protecting your interests.

THE FOUR INSTRUMENTS

10.01 OFFER COMPARISON MATRIX Every offer laid out side by side, price, terms, contingencies, financing strength, and your true net.	10.02 COUNTER-STRATEGY Structured counters that protect your price and terms while keeping strong buyers engaged.
10.03 APPRAISAL SUPPORT A comp package delivered directly to the appraiser to defend your contract price.	10.04 SCENARIO PLANNING Playbooks prepared in advance for multiple-offer, single-offer, and slower-market situations.

EXPERIENCE MATTERS. NEGOTIATION IS WHERE WE MAXIMIZE YOUR RESULTS.

COMPLIANCE & DISCLOSURES

SECTION 11

Disclosures are one of the most important parts of selling your home. As a seller, no one expects you to be a professional home inspector, but it is expected that you share what you know. The golden rule is simple: over-disclose rather than under-disclose. This protects you from future liability and builds trust with buyers.

REQUIRED CALIFORNIA DISCLOSURES

TDS	Transfer Disclosure Statement
SPQ / ESD	Seller Property Questionnaire / Exempt Seller Disclosure
NHD	Natural Hazard Disclosure, plus Lead-Based Paint Disclosure for homes built prior to 1978
WILDFIRE	Wildfire compliance disclosures (in applicable areas)

OUR PRACTICE

- 1 **Transparency first**, mention everything, from noisy pets or trains to leaky faucets.
- 2 **Order inspections early**, home, roof, and termite inspections ordered upfront to build confidence.
- 3 **Additional reports as needed**, structural, foundation, sewer, or others if red flags appear.
- 4 **Mitigate risk**, full disclosure prevents disputes, protects you legally, and ensures a smoother closing.

THE SAFEST DEAL IS A TRANSPARENT DEAL. OVER-DISCLOSE, NEVER UNDER-DISCLOSE.

HOME PREPARATION & REMODELING

SECTION 12

We specialize in home preparation services, with a full breadth of options to maximize the sale of your home. From minor touch-ups, maintenance, and repairs to complete house remodels, we manage the entire process so your home reaches the market at its full potential.

SCOPE OF WORK, THREE LEVELS

12.01 REFRESH + Touch-ups & repairs + Maintenance items + Deep cleaning	12.02 REVIVE + Paint & flooring + Lighting & fixtures + Landscaping & staging	12.03 REIMAGINE + Kitchen & bath remodels + Full-home renovation + Design & permits managed
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THE ZERO-COST OPTION

EVALUATED CASE BY CASE

In many cases, we can cover the full cost of preparing your home, so you maximize its value with no out-of-pocket expense. Here is how it works:

STEP 1	Walkthrough & scope. We assess your home's needs and define the work that will return the most value.
STEP 2	Bid & approval. We obtain a bid for the work. Nothing moves forward until you agree to the amount.
STEP 3	We cover the work. In many cases, the full extent of the remodel is covered by us, with zero finance charges.
STEP 4	Reimbursed at closing. Costs are simply repaid from seller proceeds once escrow closes. Nothing before, nothing extra.

MAXIMIZE YOUR HOME'S VALUE. ZERO OUT-OF-POCKET.

NO UPFRONT COST · NO FINANCE CHARGES · SETTLED AT CLOSE OF ESCROW

OLD SCHOOL × NEW SCHOOL

SECTION 13

I started this business young, mentored by my parents, real estate brokers for more than 40 years. I learned it the traditional way, in a family brokerage: hard work, phone calls, relentless follow-up, and the belief that if you treat people right, business follows. I am also a product of the modern era, and I use every tool available, from artificial intelligence to cinematic video and social media, to market my clients' homes.

SPEC A • TRAINED SINCE 1998

OLD SCHOOL

- + Raised in a family brokerage, mentored by brokers with 40+ years in the business
- + Hard work, phone calls & relentless follow-up
- + Customer-first service, in the tradition of "the customer is always right"
- + The discipline to grind, pivot, and go the extra mile when markets get tough

SPEC B • BUILT FOR TODAY

NEW SCHOOL

- + Early adopter of artificial intelligence & emerging technology
- + Cinematic video, reels & social-media marketing
- + Data-driven pricing & digital launch strategy
- + Every modern tool at my disposal, working for your home

WHY THE HYBRID MATTERS

When the market is hot, technology creates maximum exposure. When the market is tough, work ethic and follow-up win. Some agents only know one of those playbooks. You shouldn't have to choose between them, and with me, you don't.

THE HYBRID CHOICE

OLD-SCHOOL WORK ETHIC • NEW-SCHOOL REACH

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YOUR REALTOR & NEXT STEPS

SECTION 14



FIG. 15-A OMAR MURILLO

OMAR MURILLO

FOUNDER · EVERHOME REAL ESTATE · FREMONT, CALIFORNIA

01	Full-time Realtor® since 1998, more than 25 years of dedicated experience
02	Founder of Everhome Real Estate, an independent brokerage established in Fremont in 2020
03	Consistently ranked near the Top 250 Latino Realtors® in the nation
04	Top 1% of all Realtors® in the country
05	Over \$1 billion in personal career sales as an individual Realtor®
06	Everhome Real Estate sells over \$250 million per year in homes across the Bay Area

ONE POINT OF CONTACT, START TO FINISH

I have a strong team behind me, but the person you are hiring is me. You will not be passed off to an assistant or another agent. I am your main point of contact throughout this entire process, and this Blueprint is my complete, transparent plan of action to maximize the sale of your home.

AMONG THE MOST-REVIEWED REALTORS® IN THE BAY AREA

YELP ★★★★★	GOOGLE ★★★★★	ZILLOW ★★★★★
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FIND ME EVERYWHERE

WEBSITE OMARMURILLO.COM	BROKERAGE EVERHOMERE.COM	BLOG OMARSELLSTHEBAY.COM	YOUTUBE @JUSTASKOMAR
LINKEDIN @OMARMURILLO	TIKTOK @THEOMARMURILLO	INSTAGRAM @THEOMARMURILLO	FACEBOOK OMAR MURILLO

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PROJECT THE BLUEPRINT	SHEET TITLE YOUR REALTOR & NEXT STEPS	PREPARED BY OMAR MURILLO · EVERHOME DRE #01244077 · BROKERAGE DRE #02014153	SCALE N.T.S.	SHEET 15 / 16
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THE MURILLO REAL ESTATE TEAM

FREMONT, CALIFORNIA · ESTABLISHED 1998

THE BLUEPRINT · A COMPLETE & TRANSPARENT PLAN OF ACTION

🏠 OMAR MURILLO, BROKER ASSOCIATE · DRE #01244077 · EVERHOME REAL ESTATE · DRE #02014153 · EQUAL HOUSING OPPORTUNITY

PROJECT
THE BLUEPRINT

SHEET TITLE
BACK COVER

PREPARED BY
OMAR MURILLO · EVERHOME
DRE #01244077 · BROKERAGE DRE #02014153

SCALE
N.T.S.

SHEET
B.C.