



"ITZ" the Top 5 Reasons to Hire Ed!

Proven Results for Our Sellers!

Ed's Background and Experience

- A **top South Bay Realtor** since 1987, recognized in **top ½ of 1%** of agents nationwide
- Ed is the #2 agent at Shorewood Realtors out of over 400 agents - #1 or #2?...**#2 works harder!**
- Ed has an **extensive education** in Real Estate including special courses in: Effective Negotiating, Business Management, Real Estate Marketing, e-Marketing, Objection Handling, Financing & Appraisal, and Real Estate Law
- Ed is a respected guest speaker for the **Mike Ferry Organization**, North America's leading Real Estate training & coaching organization

Ed's Track Record

- Ed produces over **\$85 million** annually
- Ed **successfully negotiated** over 1100 transactions to date
- Ed is the South Bay's premiere pricing expert...truth in pricing is **guaranteed**

Ed's Commitment to Aggressive Marketing

- Ed works on a weekly basis with a **professional marketing coach** to ensure he is consistently marketing his listings to their best advantage
- Ed invests in state of the art marketing systems to ensure the **best exposure** for his clients
- Ed implements a **29.7 point marketing plan** of action on every listing

Ed Provides Superior Service

- Clients rely on Ed as a **Real Estate resource center** based on his unsurpassed knowledge of current real estate trends
- Ed has invested in specialized training systems to ensure that his team supports his commitment to **platinum level client services**
- Ed is dedicated to his clients and is **more accessible than most agents** in the industry. He delegates time consuming tasks to his highly talented team in order to free himself to be available for what his clients need most: **consultation, negotiation, and to sell properties**

Ed is Connected

- Ed represents hundreds of **high net worth clients** in the sports & entertainment industries and has been featured on ESPN, HGTV, The Fine Living Channel and in the popular L.A. Times column "*Hot Properties*"
- Ed participates in valuable weekly **networking meetings** of the South Bay's leading agents to promote your property to the best buyers.
- If Ed does not know someone who will buy your home, he knows someone...who knows someone...who **will** buy it!

The Ed Kaminsky Real Estate Team - Ph 310-798-1277 - www.ItzSold.com





"ITZ" Our Marketing That SELLS Your Home!

Exposure Creates Demand...Demand Creates Results!

Top Dollar in the Least Amount of Time!

- Ed's guaranteed **high profile marketing plan** creates the best offers for your consideration
- Your **best interests are protected** by our expert Real Estate negotiation
- **Pre-Marketing preparation** makes your home look like a model home. You will be introduced to our staging affiliate to help prepare your home for a quick, top dollar sale

Hundred of Thousands of Buyers Reached Daily!

- Your home benefits from a valuable **24 Hr Call Capture System** published on signs, flyers, the internet and all advertisements
- Your home is showcased with a beautiful **Virtual Tour** on the MLS and dozens of other websites
- A **full portfolio of photos** on the ItzSold website allows buyers to "virtually" experience your home
- Our interactive websites reach millions of qualified buyers nationwide because **we invest in website optimization** systems to ensure the highest number of buyers searching for your home
- Your home will be marketed through a unique **cross marketing** flyer system to generate even more inbound inquiries

Concentrated Lead Generation Delivers 23% More Showings!

- The South Bay's leading sales force of the **Top 100 Agents** receives an exciting invitation to preview your home first
- Coordinated e-mail campaigns reach over **8,000** L.A. based agents!
- A proven **neighborhood marketing campaign** promoting your property is executed by our Director of Business Development every week

You Are Connected to High Net Worth Buyers!

- Your home is marketed to the **best buyers**
- **You gain exposure** through our strong relationships within the film, television, entertainment & sports industries
- **High net-worth buyers** will know about your home first

Your Home is the Talk of the Town!

- Our team **prospects daily** to find qualified buyers for your home
- Your home is personally discussed and marketed to our large database of **thousands of past clients**
- **Surrounding neighborhoods are called** daily to get the word out that your home is the next great Real Estate opportunity
- You get personalized, **Nationwide Exposure** when our team contacts our network of over 2,100 of America's TOP agents to market your home

