

Listing Presentation

Want to get your home SOLD for
the *Highest Price*
in the *least amount of time*?

Call the Results Realtor today!

GREGORIO MAGAÑA

831.252.0007

gmagañacorp@gmail.com

REALTOR® DRE01383596

eXp Realty of CA

MEET GREGORIO MAGAÑA



Gregorio Magaña is the kind of veteran agent that sets the bar, and when you're talking about the professional handling your largest personal asset, you want nothing less. In 2004, his first year in business, he attained top-producing status, and he has maintained that standard ever since. Proud of a repeat clientele and a reputation founded on integrity, his hard work is guaranteed, and client satisfaction is simply a given.

His success is built on a strong foundation of self-made work ethic. Born in Guadalajara, Mexico, Gregorio has spent the last five decades making California home. After working twelve-hour days to pay his way through San Jose State University, Gregorio graduated with a Bachelor of Science in Marketing and Chemistry. He then entered the insurance industry as a professional consultant for some of the largest tech, hospitality, and agricultural companies in Silicon Valley and Santa Cruz, Monterey, and San Benito Counties where he built strong relationships with weighty business professionals. Since then, he has honed his interpersonal and negotiating abilities into a professional package that is truly his clients' asset.

Gregorio is committed to an ethical business model and is passionate about exceeding expectations and helping people attain real estate and financial success. His clients range from first-time home buyers to long-term investors and commercial sales, and he's fully equipped to handle any or all of your real estate needs. A zen-like demeanor and calm under pressure will put you at ease—even during the most intense negotiations.

Thankful to have lived in Santa Cruz since 1999, Gregorio enjoys every aspect of living near the ocean. He loves landscape and interior design and practices bodybuilding, hand-stand art, and Capoeira. Gregorio also speaks and understands several languages and is fluent in Spanish.

GREGORIO MAGAÑA

Hablo Español

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EXPERIENCE & ACCOMPLISHMENTS

To contribute to the success and closed sale of your home in the least amount of time for the most amount of money possible in the rapidly changing market. I am committed to applying my knowledge, professionally aggressive marketing plans, and Real Estate sales experience to get your home sold NOW!!! I have a team of professionals working with me to ensure that your transactions get the attention that they need and deserve!

Full Service Real Estate for optimum RESULTS!!

Professional Real Estate Career

eXp Realty of CA
2021 - PRESENT

Bailey Properties, Inc.
2003 - 2005

Residential Real Estate Sales & Property Management

- **Top Producing Team** out of 200 agents two years in a row in both dollar Sales and number of units Sold
- Closed over 100 transactions and over \$75,000,000 in dollar volume.

American Dream Realty/
David Lyng Real Estate
2005 - 2020??

Residential & Commercial Real Estate Sales

- **Top Producing Team** out of 210 agents for four years in a row in number of units Sold second in highest dollar volume
- Ranked the top among the top 3% in Santa Cruz County.

Education

- **2008-2011** Member of the Top Producers Master Mind Group
- **2007** Member of the Top Producers Organization
- **2005** Member of the Mike Ferry Organization
- **2001** Certified Safety Professional (CSP)
- **2000** Industrial Hygiene Certification – Fremont Comp Ins. Group, San Francisco, CA
- **1997** Certified Desk Top Professional – M2 Consulting Group – San Jose, CA
- **1992** BS Business Administration Marketing and Chemistry – San Jose State University

10 REASONS TO HIRE A MFO TRAINED AGENT

1. I will always tell you the truth regarding the market and pricing comparables.
2. I am an expert in our marketplace and I study the market statistics everyday.
3. I aggressively look for sellers and buyers for my listings 2-3 hours per day.
4. I deliver strong customer service and customer communication.
5. I follow a defined plan of action to get your home sold... I keep a rigorous schedule and track my results.
6. I have the power to protect your equity by negotiating the best price for your home.
7. I am in a network of the most highly trained Real Estate agents in North America to attract relocation buyers for your home.
8. I work with my Coach weekly strategizing how to sell your home for top market value in the shortest amount of time.
9. I constantly improve my skills by attending at least 4 intense training seminars each year taught by the #1 Real Estate Coaching Company, The Mike Ferry Organization.
10. I am committed to becoming a great salesperson... I invest \$12,000 each year for a Mike Ferry Coach to help me develop my skills and hold me accountable to selling your home.



Remember ... It costs the same to hire the best!

For more information about the Mike Ferry Organization Coaching Program:

Contact (800)448-8423 • www.MikeFerry.com

MARKETING PLAN OF ACTION

The following is my “Marketing Plan of Action” that illustrates the “Pro-Active Approach” I take to get a home sold in today’s market.



Marketing Objectives...

1. Assist in getting as many Qualified Buyers as possible into our home until it is **“SOLD”**.
2. Communicate with you weekly the results of my activities.
3. Assist you in negotiating the *highest price* in the *least amount of time*.

“Pro-Active Approach”, Steps I take to get your home **“SOLD”**...

1. Submit your home to the local Multiple Listing Service (MLS)
2. Price your home competitively...to open the market vs. narrowing the market.
3. Promote your home to eXp Realty of California, Inc., agents (5000+ agents throughout the US)
4. Develop a “Marketing Campaign” and hire a professional photographer and graphic designer for superior photographs and marketing material.
5. Prospect 3 hours per day and talk to 40-50 people daily to find potential Buyers in your area.
6. Contact my Buyer leads, sphere of influence, and past clients and/or their referrals, and prospective buyers (150-200 contacts)
7. Promote to over 6000 Brokers in Santa Cruz, Monterey, and Santa Clara Counties.
8. Suggest and advise you as to any changes that you may want to make in your property to make it more sale-able (ie: staging vacant properties, painting, landscaping, etc.)
9. Add additional exposure through professional signs placed in strategic locations and a lockbox.

MARKETING PLAN OF ACTION

10. When ever possible pre-qualify the perspective buyers.
11. Keep you aware of the various methods of financing that a buyer might want to use.
12. Have the Cooperating Brokers in the area tour your home.
13. Follow-up with the agents who have shown your home... for their feedback and re-
sponse.
14. Represent you on all offer presentations... to assist you in negotiating the best possible
price and terms.
15. Handle all the follow-up once a contract has been accepted... all mortgage details, title
issues, contingency release dates, and other closing procedures.

Please, note that we put the Best Team Available on your home to ensure that you get the best possible price in the least amount of time.

If there are any questions in reference to the information contained, please, feel free to contact me at anytime. I can be reached on my cellular phone during business hours (831) 252-0007.

Sincerely,

Gregorio Magaña
REALTOR® DRE 01383596



A TRULY BORDERLESS BROKERAGE

eXp Realty is a leading global real estate brokerage powered by 77,000+ agents and cutting-edge technology. eXp Realty offers every agent the unique opportunity to become a shareholder and to benefit from the company's financial success.

eXp has transformed the real estate experience through innovation and technology, offering some of the most powerful online marketing tools and virtual technology in order to create a world-leading real estate brokerage model.

eXp is one of the fastest-growing residential real estate brokerages in the world, with 100+ agents joining the company daily and with a presence in 19 countries.



**CUTTING-
EDGE
TECHNOLOGY**

**GLOBAL LISTING
EXPOSURE**

**60,000+
AGENTS IN 17
COUNTRIES**

*Powered by EXP = Agent EXPerience
and EXPertise, unparalleled marketing
EXPosure of your property & EXPedient results.*

exp[®]
REALTY

EXP LUXURY DIVISION

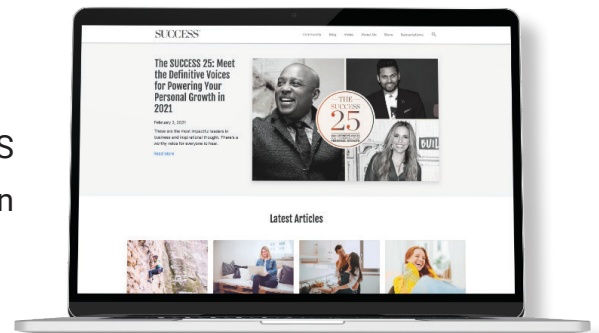
The eXp Luxury Division connects top selling agents around the world for the purpose of sharing listings and marketing ideas.



Success Magazine = 25 Years of Branding & Inspiration

SUCCESS Enterprises joined eXp World Holdings, Inc. when eXp purchased Success Enterprises to create an ecosystem of media channels and content enhanced with immersive technology that will make personal development more accessible and impactful.

SUCCESS.com shares the same mission as SUCCESS Magazine, but also addresses the needs of a generation who work, learn and leisure on the go.



SUCCESS Achievers Community cultivates some of the top thought-leaders in the world of personal development and is a network where members can meet people who share interests and care about the same things.

As a result of the acquisition of Success Enterprises, the eXp Luxury division is tied into Success Magazine, Success.com and the Success Achievers Community.

EXPONENTIAL GROWTH & RANKING

eXp Realty's spectacular growth and success continue to be recognized, landing in the top five of several categories of the elite 2020 REAL Trends 500 Report today, including being named the *No. 1 mover in transactions, the No. 1 independent in the country, and No. 3 in closed transaction sides*. eXp has also been ranked as Best Place To Work for the past 4 years.



WHAT CLIENTS SAY...

Christopher & Sands Palumbo
Watsonville, CA

3/9/2021

Gregorio Magana
EXP Realty of California, Inc.

Dear Gregorio,

We want to thank you so much for selling our lot for us. This was a very challenging sale and you never gave up. You did your research and were persistent throughout the whole sale.

We were so impressed at your ability to bring us so many qualified buyers in such a short time. Your marketing abilities are unsurpassed.

Even though you represented both us and the buyers, you remained very professional and never made us feel as though you were not giving us 100% of your loyalty and due diligence.

It was a pleasure doing business with you. Please feel free to use us as a future reference.

Sincerely,



Christopher Palumbo



Sands Palumbo

Click here to see more of what clients say about working with Gregorio Magaña...

[Testimonials](#)



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