



## **10 Reasons to hire Smith Souza & Associates For all your Real Estate needs**

- 1) We will always tell you the truth regarding the market and pricing comparables.
- 2) We are experts in our marketplace and study the market statistics everyday.
- 3) We aggressively look for sellers and buyers for our listings 2-3 hours per day.
- 4) We deliver strong customer service and customer communication.
- 5) Our exclusive integrated marketing campaign generates a large # of buyer interest & our state of the art automated lead generation system sets us above our competition.
- 6) We have the power to protect your equity by negotiating the best price for your home.
- 7) We are in a network of the most highly trained Real Estate agents in North America to attract relocation buyers for your home.
- 8) We coach weekly and share our techniques with strategizing on how to sell your home for Top Market value in the shortest amount of time.
- 9) We constantly improve our skills by attending at least 4 intense training seminars each year.
- 10) We are committed to being great sales agents.



Dean Souza & Crystal Smith  
Broker, Co-Owner  
(510) 888-3322  
[www.smithsouza.com](http://www.smithsouza.com)



**BETTER HOMES**  
REALTY

700 Hartz Way, Danville, CA 94526

00967442, 01448392



### Accomplishments:

- Over 35 years of combined experience; Over 400 million in sales; Dean served as Broker/Owner of **Dean Souza Real Estate Associates**; Crystal served as an asset manager for U.S. Dept of Housing & Urban Development.  
**Master and Grand Master** award winner, **Southern Alameda County Association of Realtors**; Member of **Southern Alameda County Board of Realtors**; Member of California Association of Realtors; Member of Southern Alameda County of **Professional Standards Committee, Ethics Committee**; **Adjudicator** of Arbitration Proceedings, Southern Alameda Association of Realtors; Member of **Mike Ferry Real Estate Superstar Organization**; Accredited **Relocation** Associate with **Relocation Resource International**; Mentor and Business Coach, **Bob McKinnon, Founding Group of Century 21 Real Estate Company, Business Coach** for the Mike Ferry Real Estate Resource Organization.

### Market Areas:

- Serving sellers and buyers in **San Mateo, San Francisco, San Joaquin, Alameda** and **Contra Costa Counties** since **1987**

### Qualifications:

- Resale of Residential **Single Family Homes, Town homes & Condominiums**; Sale, Acquisition and Exchange of **Multi-Unit** and **Investment** properties  
Specializing in Conservatorship, Estate, Probate, Short Sale and REO/ Bank Owned transactions.



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# DOES IT REALLY MATTER...

*...Whom I list My Home with?*

*Is One Realtor Really Any Different From Another?*

*Can A Top-Producing Real Estate Team make A Difference?*

**YES!**

*and it will put more money in your pocket!*

**Here's how...**

On this page are the East Bay figures for last year.

As you will see, the 5,305 Realtors in the East Bay sold 28,724 homes. Now... that's a lot of homes!! But... if you do the math, that means that your typical Realtor® sold only 5.4 homes. Maybe that doesn't sound too bad, but Smith Souza & Associates, Inc. sold 144 homes in that time. 10 times as many!! To put it another way, over the course of 20 years, the average Realtor would sell only 108 houses

*...less than what Smith Souza & Associates, Inc. does in just 1 year!*

**That means Smith Souza & Associates, Inc. racks up more experience in 2 years that the typical Realtor gets in an entire career!**

*More experience pricing!*

*More experience negotiating!*

*More experience getting the sale to close!*



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*The following are the steps I take to get a home sold... the “Pro-Active Approach”:*

- 1) Submit your home to our local Multiple Listing Service.
- 2) Price your home competitively... to open the market vs. narrowing the market.
- 3) Promote your home at the company sales meeting.
- 4) Develop a list of features of your home for the Brokers to use with their potential buyers.
- 5) Email a “features” sheet to the top 50 agents in the marketplace for their potential buyers.
- 6) Suggest & advise as to any changes you may want to make in your property to make is more saleable.
- 7) Constantly update you as to any changes in the marketplace.
- 8) Prospect 3.5 hours per day and talk to 75 people per day looking for potential buyers.
- 9) Contact over the next seven days... our buyer leads, sphere of influence and past clients for their referrals & prospective buyers.
- 10) Add additional exposure through a professional sign and lock-box.
- 11) Whenever possible pre-qualify the prospective buyers.
- 12) Keep you aware of the various methods of financing that a buyer might want to see.
- 13) When possible have the cooperating Broker in the area tour your home.
- 14) Follow-up on the salespeople who have shown your home... for their feedback and response.
- 15) Assist you in arranging interim financing... if necessary.
- 16) Represent you on all offer presentations, to assure you in negotiating the best possible price and terms.
- 17) Handle all the follow-up upon a contract being accepted... all mortgage, title and other closing procedures.
- 18) Deliver your check at the closing.



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## **WE ARE NOT JUST A TWO-PERSON SHOW . . .**

Our job as your realtors and listing agents is to SELL YOUR HOME, either by finding a buyer for your home or to facilitate the origination of an offer from the real estate community.

In order for us to have a 100% commitment to that . . . we have a full time staff of highly trained specialists.

### **Cyndie Gibson, Office Manager**

**(510) 931-7788      cgibson@smithsouza.com**

Handles all areas dealing with the business including sales, personnel, client relations, budgeting, marketing, training and negotiations.

### **Jennifer Muzzall, Listings & REO Manager**

**(510) 888-3322      reo@deansouza.com**

Directs and coordinates all pre-market listing activities. Manages property preservation of our entire REO portfolio. Conducts weekly inspections on all vacant properties to insure accuracy of our weekly status reports. Manages and maintains all MLS entries. Prepares photos, presentation and communicates with listing clients.

### **Marion Gasacao, Transaction Manager**

**(510) 931-7788      escrows@smithsouza.com**

Handles all escrows from start to finish. Ensures contracts are within compliance of the CA Dept of Real Estate. She has a strong background in risk management. Marion works very closely with Dean & Crystal to ensure smooth and successful transactions.

*We are ultimately responsible for all of the activities that occur during your real estate transaction, and calls will be returned within 24 hours. For the most current and up to date information and service, contact any of the above team members to allow us to fulfill our promise to you which is to bring you the best offers in the least amount of time, with the least amount of inconvenience.*

### **Associates**

**Nick Asturias** - Buyer and Listing Specialist - 510-407-5719

**Michelle Lopez** - Buyer Specialist – 925-482-4421

**Edwin Limpot** – Property Preservation Specialist - 510-888-3322

**Salve Sayajon** – Web Master, Marketing Coordinator, Lead Generation - 510-888-3322



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## Performance Guarantee

We will effectively and efficiently work our proven marketing plan and communicate with you every step of the way.

Our role throughout the transaction is threefold:

To be your,

- a) Trusted counselors
- b) Skilled negotiators
- c) Expert facilitators

Our professional commitment is to be “in your corner” and represent your best interests at all times.



**Dean Souza**  
Broker, Co-Owner



**Crystal Smith**  
Realtor, Co-Owner



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