



From Listed to *Sold*





PING DING

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Where Expertise Meets Exceptional Results

With over 30 years in the U.S., including 12+ years in high tech and 12+ in real estate, Ping Ding brings a rare blend of precision, professionalism, and deep Silicon Valley insight to every transaction. Having lived, worked, and volunteered in Silicon Valley for more than 25 years, she understands the unique character of each neighborhood and the fine points of preparing and selling a home.

Her track record includes over five years at Coldwell Banker Cupertino (top 5% of agents) and earning the prestigious Triple Gold Award at Keller Williams Thrive Cupertino. Clients praise her responsive communication, strong analytical skills, and masterful negotiation. She stays ahead of market trends and keeps a close watch on real estate tax laws and legal updates. With nearly two-thirds of her business coming from referrals and repeat clients, it's no surprise her reviews are all 5 stars.

Ping's results speak for themselves: every listing has sold on its first launch, averaging only about 10 days on market, including several record-breaking neighborhood sales. She has never had a listing cancellation or expiration. For buyers, Ping is disciplined and strategic: she recommends making an offer only when you're truly committed and the data supports the move. Because of this approach, once her buyers enter a contract, often with all contingencies waived in the competitive Bay Area market, their purchases close on time. When the situation warrants, she applies contingencies thoughtfully to protect her clients' interests.

Whether you're buying or selling, Ping's attention to detail and reputation for excellence ensure your goals are met with confidence.

Ping Ding

MEET MY TEAM

Real estate is never a one-person show. Behind every successful sale is a team working seamlessly to support you at every step. Here are four of the key people who help bring our process to life:

As our broker, Laura Welch plays a vital role in ensuring every transaction runs smoothly and successfully. With her extensive knowledge of contracts, compliance, and local real estate laws, Laura provides an extra layer of expertise and support that directly benefits you as our client. She's my go-to resource for navigating complex situations and ensuring we stay ahead of any potential challenges. With Laura's guidance and oversight, you can feel confident knowing every detail of your home sale or purchase is handled with the highest level of professionalism and care.

LAURA WELCH, BROKER OF RECORD



Kelsey ensures every home we represent is presented at its absolute best. From elegant, custom-designed brochures to strategic digital exposure, Kelsey knows how to make a property shine in today's market. Her work is tailored, polished, and purposeful, crafted to capture attention and spark interest.

KELSEY WALKER, MARKETING DIRECTOR



Eric is the behind-the-scenes coach who helps me stay sharp, organized, and fully focused on you. As our Office Manager, he's my go-to for business strategy, systems, and keeping everything running smoothly. With his support, I'm able to deliver a more seamless, thoughtful, and dialed-in experience, so nothing falls through the cracks and you always feel taken care of.

ERIC BRADLEY, OFFICE MANAGER



Kat Musto Lewis is our Business Consultant, and she's instrumental in helping us deliver an exceptional experience for every client. With her sharp business acumen and strategic mindset, Kat ensures we're always operating at the highest level, whether it's implementing cutting-edge marketing strategies, analyzing market trends, or refining our systems for maximum efficiency.

Her support allows me to stay focused on what matters most: you and your real estate goals. With Kat in our corner, we bring a powerful blend of innovation, strategy, and seamless execution to your transaction.

KAT MUSTO- LEWIS, BUSINESS CONSULTANT



kw
Where Entrepreneurs Thrive

Home to the
dreamers, the doers,
the entrepreneurs



OUR COMPANY VALUES AND COMMITMENT

Keller Williams, founded 40 years ago by Gary Keller, is now the world's largest real estate franchise by agent count, with a presence in over 55 regions, more than 1,100 offices, and over 191,000 agents globally. The franchise is also No. 1 in units and sales volume in the U.S.

At Keller Williams, we believe in building careers worth having, businesses worth owning, and lives worth living. Our mission is driven by a commitment to excellence, integrity, and a culture of collaboration that empowers agents to deliver exceptional service and achieve their highest potential. What sets us apart is our agent-centric model, innovative technology, and deep local expertise combined with unmatched global reach. We're not just about real estate; we're about creating opportunities, fostering communities, and changing lives—one home at a time.

#1	Keller Williams	Volume : \$439.6 Billion Transactions : 1,047,548 Agents : 169,266	\$439.6B
#2	Coldwell Banker	Volume : \$294.7 Billion Transactions : \$608,728 Agents : 94,863	\$294.7B
#3	Re/Max	Volume : \$291.6 Billion Transactions : 781,377 Agents : 58,719	\$291.6B
#4	Compass	Volume : \$228.0 Billion Transactions : 210,365 Agents : 28,232	\$228.0B
#5	Sotheby's	Volume : \$146.8 Billion Transactions : 132,230 Agents : 22,257	\$146.8B
#6	Berkshire Hathaway	Volume : \$146.8 Billion Transactions : 310,235 Agents : 22,257	\$146.8B
#7	EXP	Volume : 228.0 Billion Transactions : 397,138 Agents : 74,041	\$159.1B

HEADLINES & AWARDS

- 2024 Inman Innovator Award
- 2024 Real Trends Verified
- 2024 Top Franchise for Women
- 2023 Culture100 Award
- 2023 Tech Trendsetters
- Americas Best Employers for Diversity 2023
- Worlds Best Employer 2022
- America's Best Customer Service 2022
- America's Best Employers for Women 2021
- Top Global Franchises 2021
- Top Companies of 2021
- America's Best Employers for Diversity
- America's Best Employers for New Grads 2021
- T3 Sixty Real Estate Almanac Enterprise Rankings







CLIENT TESTIMONIALS

We are absolutely thrilled to have recently sold our townhome in Murphy Villa, a property we've cherished and maintained for over 20 years. After working with Ping as our buyer's agent late last year, we didn't hesitate to reach out to her again when it was time to sell. Ping handled the entire process with the dedication of a friend, the care of a neighbor, and the expertise of a true professional.

From the very start, Ping ensured everything was meticulously planned and executed. She provided invaluable advice on market trends and home preparation strategies. She also connected us with excellent professionals who helped transform our home, making it stand out in the market in record time. Thanks to Ping's strategic marketing and strong negotiation skills, our home received six offers within just one week, selling for a price that far exceeded our expectations.

Not only did Ping help us achieve a fantastic sale price and an excellent return on our home prep investment, but she also ensured the entire process was closed on time, in just over two weeks. While other homes listed around the same time are still on the market, our townhome was already sold. Throughout the entire process, Ping kept us well-informed and always acted in our best interest. She truly went above and beyond, and we are incredibly grateful for her unwavering dedication and support.

- Julie D.

Ping is the best agent I've ever worked with! She's kind and professional, and she could think from the customer's perspective. She helped us a lot during the offer negotiation and condition check of the house. She's always available when you need her. I would recommend her to all people who wants to buy a house or sell a house in the Bay Area!

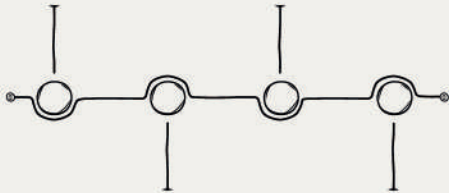
- Leo L.



OUR PROVEN HOME SELLING TIMELINE



OUR PROVEN HOME SELLING TIMELINE



Step 1 : Discovery Consultation & Property Walkthrough

We start with an in-depth conversation about your goals, timeline, and expectations. During our walkthrough, I'll identify your home's standout features and opportunities to enhance its market appeal.

Step 2 : Strategic Pricing & Market Positioning

I conduct a comprehensive market analysis and craft a pricing strategy that balances data, psychology, and timing- designed to drive demand and maximize your return.





Step 3 : Pre-Market Prep & Home Enhancements

We identify high-impact improvements, coordinate any necessary repairs, and elevate your home's presentation. From light touch-ups to full staging, every detail is handled with intention.

Step 4 : Professional Marketing Production

Your home is captured by top-tier photographers and videographers. I develop a marketing suite including digital ads, custom brochures, social media campaigns, and more- all tailored to captivate today's buyers.



**FROM LAUNCH DAY TO
CLOSE, I TREAT YOUR HOME
LIKE IT'S MY OWN- WITH
CARE, ATTENTION, AND A
CLEAR PLAN.**

Step 5 : Launch Day & Exposure

We go live on the MLS and activate a full-scale marketing launch across online platforms, targeted emails, social media, and my private agent network, putting your home in front of the right eyes, fast.

Step 6 : Showings & Open House Strategy

With showings and curated open houses, I showcase your home to qualified buyers while collecting feedback and adjusting strategy as needed. You'll always be informed and in control.



Step 7 : Offer Review & Negotiation Expertise

When offers roll in, I guide you through each one, highlighting key terms and potential pitfalls. I negotiate with clarity and confidence to secure the strongest deal possible for you.

Step 8 : Escrow Management Through Close

Once in contract, I oversee every step - inspections, disclosures, appraisals, and timelines - to ensure we close smoothly and on schedule, with no surprises.



HELP ME UNDERSTAND YOUR HOME



The details you share will guide us in highlighting the heart of your home and connecting it with buyers who will appreciate it just as much as you have.

- ◆◆ What drew you to this home when you bought it?
- ◆◆ What is your favorite feature of your home?
- ◆◆ What do you like most about your neighborhood?
- ◆◆ What are some nearby attractions and amenities?
- ◆◆ What don't you like about your home?

From the sunlight that pours into your kitchen to the memories made in the backyard, it's those little things that help us paint a picture of what it feels like to live here.





YOUR HOME DESERVES TO SHINE

Let's unlock its full potential, together.

You only get one shot at a first impression. Most buyers scroll through listings in seconds... and homes that look unpolished or underprepared can sit on the market, attract low offers, or leave money on the table.

That's where I come in.

As your Realtor, I help you:

Assess What Matters

- We walk through your home together, identifying small repairs, high-impact cosmetic upgrades, and staging opportunities to maximize buyer interest and your return.

Access My Expert Network

- Need a painter, landscaper, stager, or deep cleaner? I connect you with trusted vendors who deliver quality, speed, and value.

Coordinate Everything for You

- I take the stress off your plate by managing timelines, scheduling vendors, and keeping everything on track. You're updated- not overwhelmed.

THIS ISN'T JUST A SALE- IT'S YOUR BIGGEST INVESTMENT

For most homeowners, selling a house isn't just another transaction- it's the largest financial decision they'll ever make. And yet, many leave tens (sometimes hundreds) of thousands of dollars on the table simply by skipping the prep.

Did You Know?

Homes that are professionally prepped, staged, and properly presented can sell for 5-15% more than those that aren't. On a \$1.2M home, that's \$60,000 to \$180,000.. real money that could go toward your next down payment, retirement, or college savings.

My Promise to You:

I treat your home sale with intention and care, as if it were my own. That means:

Helping you make smart, strategic choices- not expensive ones
Connecting you with pros who deliver value- not just pretty finishes
Managing the process so you feel confident, clear, and in control

Because this isn't just about listing your home- it's about honoring the investment you've made and helping you walk away with the best possible result.



ABOUT YOUR SITUATION

Before we talk strategy, I want to understand you. What's driving your move? What's holding you back? The better I understand your goals, the more tailored and effective our plan can be.



Step 1 : Your Why

Why are you moving? What is the deadline for needing to move by?

Step 2 : Your Plan

What will you do if your home doesn't sell in the expected timeframe?

Step 3 : Your Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

Ping Ding.

Understanding your journey so we can move forward with intention.



STAGING & PHOTOGRAPHY

◆◆ Professional Photography

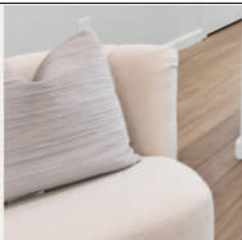
- Essential for creating a strong first impression.
- Showcases your home in its best light, attracting a larger pool of potential buyers.
- Accelerates the selling process and may result in higher selling prices.

◆◆ Professional Staging

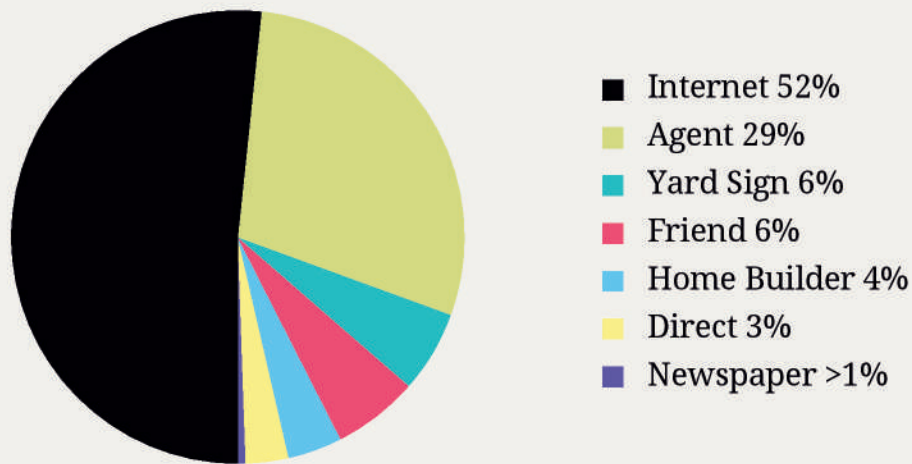
- Transforms your home into an inviting and functional space.
- Helps buyers visualize themselves living in the space.
- Highlights key features and minimizes flaws, turning them into selling points.

◆◆ The Combined Impact

- Creates a compelling narrative for your property.
- Enhances marketability, increasing the chances of a successful and lucrative sale.
- Forms a powerful synergy, ensuring your home stands out in a competitive real estate market.
- Leaves a lasting impression on prospective buyers.

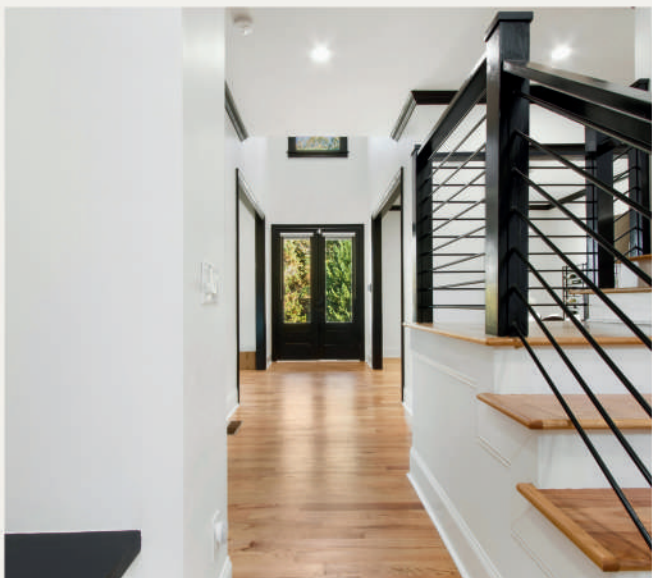


WHERE BUYERS COME FROM



In today's real estate market, that first impression is everything, especially online. With most buyers starting their home search on the internet, it's essential to capture their attention right away. When your home shines online, it opens the door to more opportunities.

With over 95% of buyers browsing online, we need to make sure your home stands out from the crowd. I'll bring my award-winning marketing tools and in-depth market knowledge to the table, crafting compelling online campaigns across search engines, social media, and email. My goal is to showcase your home in a way that not only catches the eye but also motivates the right buyers to act. Together, we'll make sure your home's first impression is a lasting one.



*The story we tell online will be
your home's first impression-
let's make it unforgettable.*

OUR PROVEN MARKETING PLAN

01

STRATEGIC PREPARATION

We begin by understanding your goals, identifying your home's standout features, and advising on improvements or staging that will maximize appeal and return.

02

STORYTELLING THROUGH DESIGN

I work with professional photographers, videographers, and copywriters to craft a compelling narrative- because your home isn't just four walls, it's a lifestyle. That story is brought to life with high-end visuals and thoughtfully written descriptions.

03

POLISHED PRINT & DIGITAL PRESENCE

From luxury brochures and signage to listing syndication on Zillow, Redfin, and the MLS, we ensure your property shines everywhere it shows up. Our branded collateral gives buyers something to remember.

04

TARGETED ONLINE MARKETING

We don't just post your home- we promote it with purpose. I showcase your listing across various social platforms, using strategic timing, engaging visuals, and targeted messaging to reach buyers who are actively looking in your area and price range.

05

AGENT TO AGENT LEVERAGE

With my network of top-performing agents and strong relationships across Bay Area brokerages, I proactively promote your home before it even hits the market- sparking interest and building buzz. Once listed, we promote your property with an exclusive email blast to over 6,000 agents across the region, maximizing exposure and attracting serious buyers.

06

DATA DRIVEN OPTIMIZATION

Once your home is live, I track showing feedback, online engagement, and traffic to adjust our approach if needed- ensuring we're always ahead of the market, not chasing it.



STRATEGIC PRICING

As a homeowner, it's natural to feel emotionally connected to your home's value. However, pricing it too low can leave money on the table, while pricing it too high can deter potential buyers. As your REALTOR®, you can count on me to approach pricing with an unbiased perspective. I'll leverage my expertise to set a fair and accurate price that positions your home for success in the market. Together, we'll develop a tailored pricing strategy that reflects your home's unique qualities and market conditions, ensuring we attract the right buyers and achieve the best possible outcome for you.

Imagine This :

Two nearly identical homes hit the market in your neighborhood.

- **Home A** is priced 10% too high. It gets a few views, but no offers. After three weeks, buyers assume something's wrong. Eventually, the seller drops the price- twice.
- **Home B** is priced strategically. It gets strong interest right away, multiple showings, and an offer in the first 10 days.

Guess which seller walked away happier- and with more in their pocket?

Pricing matters. Let's get it right from the start.



THE TOP 3 PRICING FACTORS TO CONSIDER

Buyers may see the square footage, but it's the feeling your home gives that makes them stay. Our job is to price it in a way that opens the door.



1 : The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

2 : The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

3 : Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.



VISIT US ONLINE



YOUR HOME MATTERS

Real estate isn't just my profession... it's my purpose, rooted in a lifetime of service and a deep love for this community. Whether you're buying your first home, selling a family property, or simply exploring what's next, I'm here with the experience, heart, and local insight to guide you every step of the way. My goal is to make the process feel personal, informed, and empowering. Let's navigate this chapter together- and build a future you feel proud of, right here in the place we both call home.

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