

# Your Home **SOLD** for the highest price.

**NO EXCEPTIONS. NO EXCUSES.**

**Ariella & Lukasz  
Boczniewicz**

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[Lukasz@ALrealtyGroup.com](mailto:Lukasz@ALrealtyGroup.com)



## *Ariella Boczniewicz*



Ariella comes from an entrepreneurial background and has previously owned a business for about ten years. Her ability to listen to Clients has truly propelled her. Her connections and relationships has helped provide Clients with the resources they need. One of her many strengths is thoroughly and effectively communicating with individuals to set realistic expectations. This high-level communication has gotten her clients exactly what they are looking for in each transaction.

Honesty, Integrity and Professionalism are the core of our philosophy of providing outstanding service through responsiveness and attention to detail.

## *Lukasz Boczniewicz*

Lukasz has a background 15+ years in entrepreneurship and residential construction. He offers an endless amount of knowledge and value to our Clients when deciphering which home projects are worth improving for the best return on their money. He's an active real estate Agent and Investor who eats, sleeps, and breathes all things real estate. As an Investor, one of his many strengths is being able to negotiate the deal for our Clients.



# MISSION STATEMENT

It is our mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. We believe that working hard at something you love to do, with people you trust, is one of the greatest experiences in life. As a result, we provide some of the most professional, loyal, and dedicated service in the industry. The best interest of our clients will always come first as we are dedicated to the development of long-term relationships, and earning the referrals of the people our clients care most about.

*- Ariella & Lukasz*

# OUR COMMITMENTS TO YOU

1. We will always provide you with expert advice and consulting so that you're able to make the best decision for yourself and your family.

6. We will always use the most effective strategies to market your home.

2. We will always be 100% forthcoming about the price of your home, it's condition and what it will take to get it sold.

7. We will always communicate with you pro-actively.

3. We will always give you the truth regardless of the situation.

8. We will always return your phone calls, e-mails, and text messages with urgency.

4. We will always do what is right for your best interest.

9. We will pro-actively spend every day aggressively searching for qualified buyers for your home.

5. We will fight to ensure you get the most for your home in the right amount of time.

10. We will never lock you down to a long-term contract.

# MARKETING PLAN OF ACTION

COMPLETE THE PRE-LISTING HOME FEATURE SHEET TOGETHER ALONG WITH THE LISTING PAPERWORK AND SELLER DISCLOSURES



INSTALL LOCK BOX WITH EXTRA KEYS



FOR SALE YARD SIGN



CREATE A FULL MLS LISTING AND GIVE YOU FULL ACCESS TO REVIEW BEFORE LISTING IS LIVE ON THE MARKET



CREATE & DEVELOP YOUR OWN PROPERTY WEBSITE



CREATE PROPERTY FLYERS



COORDINATE PROFESSIONAL PHOTO SHOOT



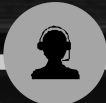
SYNDICATE YOUR LISTING TO ALL MAJOR REAL ESTATE WEBSITES INCLUDING ZILLOW, TRULIA, REALTOR.COM AND HUNDREDS MORE



CONDUCT A FULL ANALYSIS OF THE AGENTS WHO MAY BE WORKING WITH BUYERS THAT ARE INTERESTED IN HOMES LIKE YOURS



IDENTIFY AND CONTACT TOP LOCAL AGENTS IN THE AREA TO PROMOTE YOUR PROPERTY



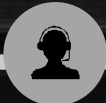
MAKE CALLS AROUND THE LOCAL AREA TO FIND QUALIFIED BUYERS



SEND OUT 'JUST LISTED' POSTCARDS TO THE NEIGHBORHOOD



TARGET FACEBOOK BUYER DATABASE & FULL SOCIAL MEDIA & INTERNET MARKETING CAMPAIGN



SEND OUT 'JUST LISTED' CAMPAIGN TO MY ENTIRE SOCIAL MEDIA AND DATABASE



SET UP SHOWING TIME TO PROVIDE SELLER WITH REAL TIME BUYER AND AGENT FEEDBACK



HOST OPEN HOUSE



PRE-QUALIFY ALL BUYERS BEFORE PRIVATE SHOWINGS



SEND OUT 'THANK YOU' CARDS FOR EVERY BUYER THAT ATTENDS THE OPEN HOUSE



UPDATES TO TALK ABOUT ALL THAT IS GOING ON WITH YOUR LISTING AND THE SALE OF YOUR HOME



# THE LISTING PROCESS



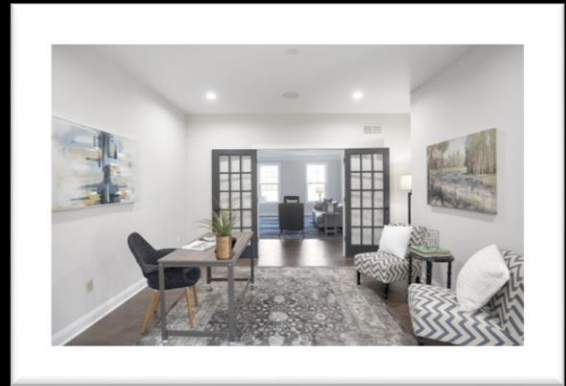


# PHOTOGRAPHY

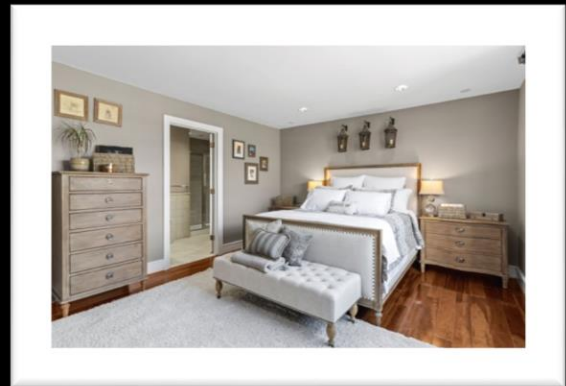
In today's market, the first showing takes place online. The better photos you have online, the more buyer interest you'll have. If an agent takes their own photos with their phone or their camera and doesn't have a professional photographer, that should throw up a red flag immediately.



VS



VS



**POOR EXAMPLES**

**OUR EXAMPLES**

STUDIES SHOW HOMES WITH  
PROFESSIONAL PHOTOGRAPHS  
SELL 32% FASTER AND  
FOR MORE MONEY.

# Ariella & Lukasz

# RESUME

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(215)971-4122

**WE ARE FULL-TIME REALTORS & LICENSED IN BOTH  
PENNSYLVANIA AND NEW JERSEY**

**WE SELL 96% OF HOMES LISTED**

**ON AVERAGE WE GET 98% OF ASKING PRICE**

**OVER 40% OF OUR CLOSED SALES COME FROM HOMES  
THAT FAILED TO SELL WITH ANOTHER AGENT OR OWNER**

**Possess an in-depth  
understanding of the market,  
local laws and regulations.**

**Highly skilled in market  
analysis**

**Effective communicators and  
exceptional and assertive  
negotiators**

**Social Media and Internet  
Marketing Experts**

**Proficient knowledge in  
construction and building  
technologies**

**Experienced real estate  
Investors and Landlords**

**Experienced in a variety of  
transactions and sales. We  
offer a tailored approach to  
your specific needs and/or  
requirements.**

**Creative solution-seekers  
problem solvers**

# PAST CLIENT TESTIMONIALS

★★★★★

Highly likely to recommend

**“Ariella was extremely responsive, professional and encouraging. She gave me tips and advice on what to do to sell my home quickly. After about 23 showings in one weekend, we accepted one of multiple offers and closed two weeks later! She walked me through the entire process of selling my home as well as finding somewhere to move. I highly recommend Ariella and can’t wait to work with her again to find my dream home in a few years!”**

*-Rachel Brown*

★★★★★

Highly likely to recommend

**“Ariella and Lukasz were very thorough and professional. They did a lot more for me and my family than I ever expected from a realtor. In fact, I remember saying to Ariella after a two hour meeting, “Wait! You have other clients!” She made me feel like I was the only one! She excels at communication and always makes time to answer your questions and makes sure you feel comfortable. I really appreciated how on top of things they were and how they kept me informed every step of the way. If you are even thinking about buying or selling a home, please give Ariella and Lukasz a call. You might not only gain a realtor but a friend!”**

*-Katie Murphy*

★★★★★

**I've known Ariella and Lukasz going on 8 years now, in various professional capacities. When my husband and I decided to look for a new home with very specific "wants" in mind, there was no question that my first call would be to them. In the midst of an absolutely insane housing market, they helped us secure the new house we needed and then helped us sell our existing house over the course of just one weekend. We had the further complication of having a new baby and a pet, and they were able to work with us so as to have as little disruption to our lives as possible.**

**This is a dynamic duo that goes above and beyond for their clients. They are professional, knowledgeable, and realistic. We felt thoroughly prepared for each step of what was a very complicated process. I can't say enough good things about these two.**

*-Kelly & Kevin Phillips*