



# HOME Selling GUIDE



Your home **SOLD** at a price acceptable to you,  
**GUARANTEED**, or I will sell it for **FREE!**\*

\*Some conditions apply



# Welcome!

Congratulations! You've taken the first step towards selling your home. Thank you for choosing GBCasas – Real Estate Experts to represent you during this process.

We are committed to providing you with an experience that is as positive and stress-free as possible.

This guide is designed to help you understand step-by-step through the selling process, describing what you can expect, and providing you with tips for showing your home in its best possible light.

If at any time in the process you have questions or would like additional information, please feel free to contact my team. We look forward to working with you and providing you with the service and personal attention our clients have come to expect.

A handwritten signature in blue ink that reads "Gus Bañuelos".

Gustavo (Gus) Bañuelos  
Owner, GBCasas – Real Estate Experts  
DRE# 0119636

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323-346-1500 (fax)  
myteam@gbcasas.com

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# Gustavo (Gus) Bañuelos

Gustavo began his real estate career in 1955. He was ready to make it his own after excelling in three major real estate companies like Century 21, Coldwell Banker and RE/MAX.

He received the RE/MAX Hall of Fame award, ranking him number 37 out of 10,400 agents. He was honored with this prestigious award given to only the top 100 individuals in the RE/MAX world network.

He used the knowledge that he acquired to start his own company in 2000.

Gustavo Bañuelos is motivated by the urge to provide value-added life experiences and promote home ownership across the LA County community. Gus set his goals high from the start and is never let them down.

As a leader in understanding and implementing the proper strategies needed to accomplish any goal set in the real estate, Gus has been able to help others succeed and achieve real estate dreams they never thought possible. His experience and knowledge have empowered Gus to overcome any obstacles or hurdle put in his path.

Gus has the ability to inspire and encourage anyone that wants more out of life.



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## Our Marketing Tools

- We **market your home** to every qualified buyer, including past clients, and every other buyer in our database to give your home maximum exposure in the marketplace.
- We install a high-security **computerized Supra** at your property so that agents and clients can show your home even when you're not there. This Supra automatically tracks the agents who show your home, and requests feedback from them once the showing is complete. Once feedback is received, we can access it directly via **supraweb.com** and review comments from the showing agents.
- We create a **full-color, flyer and postcard** complete with photos of your home, a link to the virtual tour, and pertinent details such as room sizes, features, inclusions, etc. This information is also available electronically, and can be sent to a prospective buyer via email within minutes.
- With the help of our **Agent Network**, we contact all of the top agents in your area and let them know that your home is for sale.



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## Our Marketing Tools

Our goal is to sell your home **fast** and for **top dollar**. Our marketing tools and systems help us achieve that goal, while our in-house sales and closing teams work to make sure that selling your home is a smooth and efficient process.

- We **pre-inspect** your home to help distinguish it from the competition. This shows potential buyers that your home has nothing to hide, and that you are confident in the integrity of your home.
- **We include a Home Warranty** to distinguish your property from a majority of homes currently on the market. This warranty is a comprehensive program that protects you prior to the sale of your home, and protects the buyer for one full year after the sale.
- We conduct a **thorough review** of your home, which allows us to highlight and market all of its most important features and updates.
- We provide you with **professional photos** and a **Virtual Tour** to ensure that your home is presented in its very best light!
- We **price your home competitively**, which helps open the market to the largest pool of potential buyers.
- We provide you with a **termite inspection** and evaluate any repairs that need to be done before time.



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## Our Additional Services

In addition our team now offers our clients (past & present) many additional added benefits.



### **Need notary services?**

Stop in our office with your picture ID and we will be more than happy to help you out free of charge.



### **No internet access?**

Come by our office and use ours!



### **Need copies made?**

Do not spend money at a print shop, stop in and we will make them for you!



### **Can't find an important paper regarding the sale or purchase of your home?**

Call us and we will send you an e-mail containing every document we have on file for your transaction. If we do not have what you need, chances are we can find it for you. We will e-mail you the information or you can stop in and pick it up.



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# Gustavo Bañuelos Selling Team

With Gustavo Bañuelos, you get an entire TEAM of professionals all working for you!

**Research Specialist**  
**Transaction Coordinator**  
**Client Development**  
**Operations Manager**  
**Buyer Specialist**  
**Listing Coordinator**  
**Client Care Coordinator**  
**Marketing Coordinator**  
**Listing Specialist**  
**Special Projects**  
**Accounting & Bookkeeping**



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Service is the lifeblood of any organization, everything flows from it and is nourished by it.

Customer service is not a department it's an attitude.

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myteam@gbcasas.com | 323.346.1500 | www.gbcasas.com

## Our Vision

The vision of GBCasas – Real Estate Experts is to provide home ownership and financial freedom through real estate!  
Helping individuals reach their real estate goals.

## Our Mission

The mission of GBCasas – Real Estate Experts is to provide Real Estate services that create lasting relationships by exceeding our client's expectations through honesty, integrity, dedication, innovation, service, and teamwork.

## Our Values

HONESTY

open and clear communication

INTEGRITY

doing the right thing

INNOVATION

using the latest in technology & marketing

TRADITION

good old-fashioned hard work

DEDICATION

a genuine commitment to excellence

SERVICE

to our clients & community

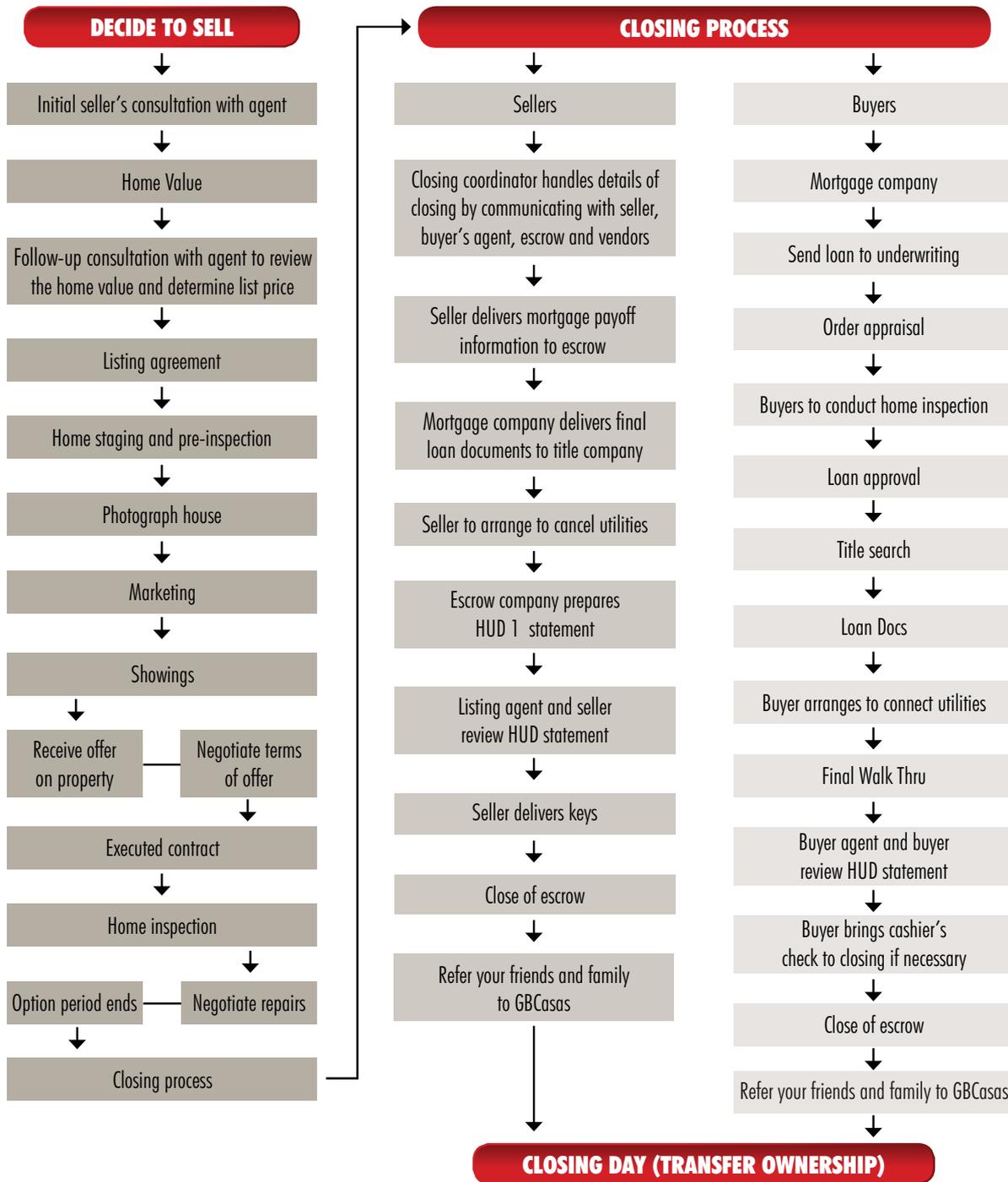
TEAMWORK

leveraging the skills of many to serve our clients & each other

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# Home Selling Steps



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# Nobody does the internet like we do!



realtor.com



google.com



yahoo.com



facebook.com



homes.com



redfin.com



trulia.com



gbcasas.com



ziprealty.com



craigslist.com



estately.com



homesnap

homesnap.com



movoto.com



fastemailflyers.com



crmls.com



zillow.com



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# Seller Testimonials

I really recommend Mr. Bañuelos for his expertise in negotiations. He is truly a smart person Mr. Bañuelos got us \$25,000 over appraised value. He is truly an asset to any seller.

– Mr. and Mrs. Lui, Montebello

Gus Bañuelos helped me sell my home and got me out of a financial mess. He has kept in touch with me, cleaned up my credit, and helped me buy a new home I can afford. Thanks so much Gus.

– Buddy, Whittier

Mr. Bañuelos has been a great help for our whole family in our time of need. We have all purchased and sold properties through him. His team has guided us in the right direction. Thank you so much!

– Dario Qsequeda, Southgate

I am happy to say that Gustavo Bañuelos has treated me fairly in the sale of my home. He was honest and to the point and delivered what he promised... no surprises.

– Mrs. Mary Helen Acosta, Los Angeles



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