

EXPERT, **5 STAR**
CUSTOM SERVICE
FOR SELLERS AND
BUYERS.

NO EXCEPTIONS. NO EXCUSES.

ISADORA SARTO

The logo for eRealty Advisors, featuring a white outline of a house roof above the text "eRealtyAdvisors" in a white sans-serif font, all set against a dark blue rectangular background.

eRealty Advisors

sadorasarto@gmail.com

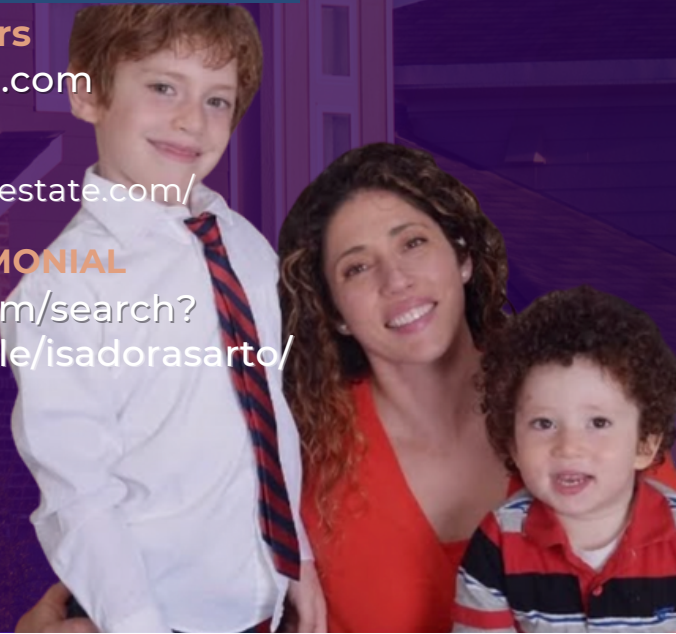
413-372-3128

<https://search.isadorasrealestate.com/>

REVIEWS AND TESTIMONIAL

<https://www.google.com/search?>

<https://www.zillow.com/profile/isadorasarto/>



ISADORA SARTO

I'm Your Real Estate Professional

For Isadora Sarto, it's all a matter of taste. For more than 20 years, she was a top chef in some of the hottest culinary cities in the country, including Boston, Los Angeles and New York. She was also a contestant on Food Network's competitive reality shows Chopped and Extreme Chef. But Isadora decided to put down her knife. She's gone from working in 5-star hotels to being rated as a 5-star agent on Zillow and Google.

The Johnson and Wales University graduate made the career switch in 2016 when she became a licensed Realtor® and agent. "I have been studying real estate investing for the past 10 years," she said. "I had a passion for all aspects of real estate marketing, investment, and trends. I also had the desire to uplift and energize the community through desirable housing."

Isadora really enjoys being able to help people find their dream home or investment, as well as building lasting relationships. "I like representing a client and helping them to the best of my abilities," she said. "I was recently able to assist an older client downsize, and it was very gratifying to ease the transition for them. I believe that a good Realtor® understands that this is ultimately a people business, we are not just selling houses"

This passion for helping others is evident in Isadora's role models. As a youngster she admired the revolutionary chef Julia Child, who brought French cuisine to the American public, and now she's interested in some of the most motivating and inspiring personalities of our time: Thich Nhat Hanh, Brian Tracy, and Jim Rohn just to name a few. Isadora is a mom of two and has a Zen approach to both work and play. Her favorite hobbies include topics on spirituality, meditation, and living life by design and with purpose which helps her focus and live in the moment so she can give her best to those around her.

ISADORA SARTO RESUME

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I sell 98% of the homes that I list

My average time to get a home under contract is 18 days

My average list price to sold price ratio is 108%



•PROVEN SUCCESS RECORD

7.+ YEARS OF INDUSTRY EXPERIENCE

•PROGRESS FOCUSED

COMMUNICATIONS SPECIALIST

WIFE, MOM, FORMER 5 STAR MANAGER RITZ

CARLTON & HOSPITALITY

CUSTOMER SERVICE EXPERT

“THE HARDEST WORKING REAL ESTATE AGENT IN WESTERN MA AND NORTHERN CT”

MY COMMITMENTS TO YOU

1. I will always provide you with expert advice and consulting so that you are able to make the best decision for yourself and your family.
2. I will always be 100% forthcoming about the price of your home, its condition, and what it will take to get it sold.
3. I will always give you the truth regardless of the situation.
4. I will always do what is right for your best interest.
5. I will fight to ensure you get the most for your home in the right amount of time.
6. I will always use the most effective strategies to market your home.
7. I will always communicate with you pro-actively.
8. I will always return your phone calls, e-mails, and text messages with urgency.
9. I will pro-actively spend every day aggressively searching for qualified buyers for your home.
10. I will never lock you down to a long-term contract.
11. For buyers I will search tirelessly to not only send you active listings but network with FSBO's, Expireds & other off market properties to find you the right home

MISSION STATEMENT

It is my 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. I 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, I provide some of the most professional, loyal, and dedicated service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships and earning the referrals of the people my clients care most about.

MARKETING PLAN OF ACTION

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

INSTALL LOCKBOX WITH EXTRA KEYSSELLER

ORDER '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 PHOTOSHOOT



PREMIUM LISTING ADVERTISING ON ZILLOW, TRULIA, AND REALTOR.COM



SYNDICATE YOUR LISTING TO ALL MAJOR REAL ESTATE WEBSITES INCLUDING ZILLOW, TRULIA, REALTOR.COM & THOUSANDS 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



PROVIDE SELLER WITH REAL TIME BUYER AND AGENT FEEDBACK



MAKE CALLS AROUND THE LOCAL AREA TO FIND QUALIFIED BUYER

TARGET FACEBOOK SEND OUT JUST LISTED BUYER DATABASE & POST CARDS TO FULL SOCIAL MEDIA & THE NEIGHBORHOOD INTERNET MARKETING CAMPAIGN



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



PRE-QUALIFY ALL BUYERS BEFORE PRIVATE SHOWINGS



CREATE PROPERTY CONDUCT MEGA OPEN THANK YOU CARDS HOUSE EVENT UPON FOR EVERY BUYER AND SELLER'S REQUEST AGENT WHO SHOWS YOUR HOME



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

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.



POOR EXAMPLES vs OUR EXAMPLES



STUDIES SHOW HOMES WITH
PROFESSIONAL PHOTOGRAPHS

**SELL 32% FASTER
& FOR MORE MONEY**

THE LISTING PROCESS



REVIEW THE FINAL
NUMBERS BEFORE
CLOSING

13

14

BUYERS FINAL
WALK THROUGH

07

COORDINATE
AND PRE-
QUALIFY ALL
SHOWINGS

12

COORDINATE
AND SCHEDULE
CLOSING

15

CLOSING!

08

UPDATE YOU
EVERY WEEK
WITH FEEDBACK
FROM BUYERS'
AGENTS



1

COORDINATE WITH THE
TITLE COMPANY, LENDER,
INSPECTOR AND
APPRAISER

10

OFFER
CONSULTATION
AND NEGOTIATE ALL
OFFERS

09

PRE-QUALIFY ALL
BUYER OFFERS
BEFORE
PRESENTING AN
OFFER TO YOU



MY NO-RISK LISTING PROGRAM



Easy EXIT Agreement

Unlike most other agents, I don't lock you down to any long-term listing contracts. I believe that I need to earn your business every day that I am working for you. If there's ever a time where you're not happy with the service in which I provide, just let me know and we can shake hands as friends and go our separate ways.



SMART SELLER PROGRAM

For a lot of people, they would still like the option of selling their own home and saving money or realtor commissions if they can. I believe they should be able to do that very thing even while listed with me. My Smart Seller Program allows you to market your own home to your friends, family and co-workers. If you find the buyer, you'll pay 2% to have me process the entire transaction for both you and the buyer. I believe this is a win-win scenario for you.

FLEXIBLE COMMISSION PROGRAM

2%

YOU FIND THE
BUYER & I HANDLE
THE ENTIRE
TRANSACTION

4%

IF I FIND THE
BUYER

5%

IF ANOTHER AGENT
FINDS THE BUYER

***All Inclusive-Commission rates include all realtor fees, marketing budget, and buyer agent. (if applicable) Clients will have full access to the resources.*