



The Marinelli Group



I am very excited to announce that I have joined Keller Williams Preferred Properties, Luxury.

There are many reasons why I decided to join KWPP as I continue to build a best-in-class real estate group. I will continue to strive to provide my clients with the best possible experience with my new team behind me.

I have personally experienced how real estate can be used in one's portfolio to diversify assets and better control your family's long-term financial security. I purchased my first two investment properties shortly after college and obtained my NJ real estate license while working full time as an Aerospace Engineer. I have been particularly active as a real estate investor in the past decade with considerable experience with rental properties, flips, new mortgage products, jersey shore market, foreclosures, commercial properties, note buying, auction sites, wholesaling, consulting and have learned from several experienced real estate mentors and formal master minds training along the way.

I decided to leave Wall Street, where I championed global strategy, oversight, vendor relationships and contract negotiations for several billion dollars of annual technology acquisition spend. Now I can focus full time with real estate clients and to help others with their real estate journey. Let my passion and knowledge work for you!

I bring a unique set of skills, experience, analytical thinking and business acumen that will put you in a position of strength and cognizance for important decisions on some of your most valuable assets. I look forward to continuing to help families make informed and intelligent choices regarding their real estate goals.

Please call, text or email me if you require assistance for any of the following:

- Home purchase or investment property search
- Preparing your home for sale (regardless of whether you are thinking of using an agent or not)
- Deciding whether to rent or buy
- Wanting to know the market value of your home or investment property
- Require data on near and long term market outlook on your street, city or county
- At the end of an unsuccessful real estate listing experience
- Attempting to sell your home yourself and need some advice and support
- Making a major renovation decision
- Have any friends or family who need assistance with a real estate decision

Please take note on the next page about some of the services and best practices that separate us from other agents.

If there are any questions you have, please do not hesitate to contact me. I would love to continue the conversation.

Best Regards,

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- **Your Agent for Life** - My pledge is to listen to you and understand your needs and ensure we build a relationship before and after each transaction. I want to be your life time agent sharing the journey with you and your family.
- **Valuation of Your Home** – Factors affecting your home value are location, size, condition and amenities of the home along with local market conditions and recently sold properties. I focus on those factors in your control.
- **Pricing Your Home** – I go beyond the typical Comparative Market Analysis (CMA), utilizing advanced strategies and develop both an advanced CMA along and an advanced factor market criterion.
 - **Advanced CMA** – Instead of just taking 3 recent sales and plugging them into the CMA tool, I will analyze the full market of homes in the area, both active/pending and closed. Utilizing a larger number of homes allows for a more quantifiable and valuable and less subjective CMA.
 - **Advanced Factor Market Criterion** – I offer a home evaluation that you will participate in. You assist in outlining the major factors such as condition, amenities and other factors that bring uniqueness to the property.
- **Custom Marketing Plan** – In today’s age of instant gratification and information overload, its challenging to stand out from the crowd. I am relentless and aggressive in getting your home the proper exposure to showcase its features and obtain the necessary traffic and buyer flow to receive the maximum number of qualified offers.
 - **Home Preparation Program** – I offer advice and referrals of home service professionals and DIY ideas to get your home in the optimal and most cost-effective condition to get noticed and sell to serious buyers
 - **3D Virtual Tour** – I provide a virtual tour that uses a 3D camera to map the entire home and allow for virtual walkthroughs from anywhere. Listings with 3D video tours go to the top of the search list on syndicated sites.
 - **Aerial Photography and Video** – An overhead view of the home from several angles and distance showcases your neighborhood. The goal is to have potential buyers spend the most time viewing your property.
 - **Broker and Buyer Open House** – I will agree up front to the number of open houses to be conducted. Early broker open houses are key to get early feedback. I promote open houses through MLS and sites on the community and national level. Through feature lists and brochures, I direct buyers to the home.
 - **Single Property Page Websites** – I build a full display page with a portion of the address as the domain name providing your own branded section of cyber space to advertise your home without distraction.
 - **Multiple MLS System** – I list your home in multiple MLS sites for maximum exposure.
 - **Digital Marketing** – My process is to get the most traffic both in person and on the web by leveraging social media, Google ad words and links to syndicated sites and 175+ million BHG Meredith subscriber data base
 - **Local Market and Community Reach** – Leveraging broker caravans, local print media advertising, craigslist and other local market pages, door knocking and local community meetings I get the word out on your property
- **Real Estate Project Manager** - Buying and selling real estate is a complicated process that requires organization and management of several parallel and serial tasks and deliverables.
 - **Preparation, Pre-Marketing and Staging** - I offer best practices and will work with you to bring the most value, including: de-cluttering, staging, organizing, curb appeal, depersonalize décor, renovations, access to home, etc.
 - **Marketing for Maximizing Exposure** – I list your home in multiple Realtor® MLS sites and offer professional virtual 3D tours with floor plan, drone photography and video, custom single property websites, social media boost campaigns, print media and exposure through syndicated sites such as Zillow, Realtor.com, Trulia, etc.
 - **Open Houses / Showings / Communications** – I provide broker and buyer open houses, print media mailings, broker and buyer feedback and exclusive access to BHG Meredith (print and online) customers (175 million+).
 - **Offers / Contract Negotiations / Attorney Review / Inspection / Closing** – I have decades of complex contract negotiations experience on Wall Street and other companies. I have negotiated dozens of complex real estate deals and will guide you in price negotiations and in ensuring proper terms and contingencies.