

GISELLE BARTOLO REALTOR



April 25, 2019

John Smith
123 Main Street
Anytown, PA 12345

Re: Sale and Marketing of 123 Main Street

Dear John,

Thank you very much for the opportunity to meet with you on today and discuss the renting of your lovely and lovingly-maintained home. A home in this location is always very appealing to real estate agents!

We have spent the last few days compiling our "to do" list to maximize exposure to renters near and far who may be in the market for a home of your caliber, price range and location. You will find our plan attached.

We have also spent a good deal of time analyzing sales of like properties that have closed within the last 360 days. MLS sheets for these homes have been attached. Also, we will email these listings to you so that you are able to see all of the photos, maps, and other details.

We believe that we are the right agents to list and rent your house and hope you feel the same.

Thank you again for the opportunity to meet with you and please do not hesitate to contact us with questions and comments. We look forward to hearing from you.

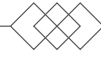
Sincerely,

Giselle Bartolo
Realtor

Juli Lange
Team Leader



JULI LANGE REALTOR



- biography -

A graduate from Georgetown University, Juli has been a licensed REALTOR® for more than 26 years. Juli is committed to helping her clients achieve their goals by providing them with a superior level of service including all the expertise and tools they need to get the job done.

- career achievements -

- ◆ Consistent Multi-Million Dollar Producer
- ◆ Breakfast of Champions Honoree 1999-2015
- ◆ Leading Edge Society - Recognized for Outstanding Performance
- ◆ Productivity and Dedicated Service 1999, 2000
- ◆ Sales Leadership Award 1997
- ◆ President's Circle Award 1999, 2006, 2009, 2011, 2012
- ◆ Sales Achievement Award 1997, 1998
- ◆ Chairman's Circle Platinum Award 2002, 2010, 2013, 2014, 2015
- ◆ Chairman's Circle Diamond Award 2016
- ◆ Legends Award- 5 year of perseverance, expertise and consistency
- ◆ Master's Conference Invitee 2006, 2007
- ◆ Top of the Rock Award 2008
- ◆ Philadelphia Magazine "2010-2015 Five Star Realtor"
- ◆ 2015 Volume \$22,000,000
- ◆ 2016 Volume \$32,300,000

GISELLE BARTOLO REALTOR



- biography -

Growing up in King of Prussia and attending school on the Main Line, Giselle discovered her passion for real estate at a young age with the purchase of her mother's first investment property. Giselle went on to attend Emory University and gain experience working in commercial real estate and marketing before becoming a part of Berkshire Hathaway's Rosemont Office, where she has helped clients find dream homes, profitable investment properties as well as residential rentals across the Main Line, Philadelphia, and beyond.

- testimonials -

CRISTINA & GABRIEL K.

NEW HOME // EAST FALLS

In our recent search and purchase of a new house, Giselle Bartolo exceeded all our expectations. She is patient, knowledgeable and professional. She quickly understood what we were looking for, and guided us from the beginning to the time we got our keys, making the whole process simple and pleasant. Giselle showed that she cared about us and went the extra mile to accommodate all our requests and accomplished everything we asked.

ANDY K.

INVESTMENT PROPERTY // PHOENIXVILLE

Giselle and her entire team were an absolute pleasure to work with. They made the entire process of purchasing a home seamless and easy with no bumps or surprises. Giselle was extremely organized and was continuously in contact with me via text, e-mail and phone to keep me updated and informed of each step in the search and purchase. I wouldn't hesitate to contact Giselle again on my next home purchase.

ANNE MARIE V.

RENTAL // PAOLI

I have met many Realtors in my lengthy search, and Giselle stands out brightly because she has the best combination of qualities. She is consistently positive, never condescending or rude, she is an outstanding communicator, she pays attention to details, she anticipates the needs of everyone involved and acts in a timely matter to address what needs addressing! She is someone who just genuinely wants to help, and she makes sure that anyone around you is comfortable and feels well informed.

GISELLE BARTOLO REALTOR



- meet the team -

The Juliann Lange Team recently received the Legends Award, a prize given for 5 straight years of being a top 1% earner for our company, Berkshire Hathaway Fox & Roach.

JULIANN LANGE

A graduate of Georgetown University, Juli has been a licensed REALTOR® for more than 26 years. Juli's expertise lies in her commitment to her clients. She helps them achieve their goals by providing a superior level of knowledge and service that goes above and beyond her competitors. A longtime resident of the Main Line, Juli's passion for real estate has made her a consistent multi-million dollar producer. Juli is the team leader and has led the way for the group achieving awards such as President's Circle, Breakfast of Champions Honoree, Leading Edge Society, Top of the Rock, Philadelphia Magazine's Five Star Realtor and Chairman's Circle Diamond Award.

MELANIE LANGE

Melanie is a graduate of St Joseph's University and has been part of our team as a licensed REALTOR® for three years. She lives on the Main Line and has established herself in both the downtown and the suburban markets. Providing great customer service and working diligently to find her clients just the right home is her specialty.

GISELLE BARTOLO

Giselle is a graduate of Emory University. Giselle provides her clients with a top level of service. Prior to her work as a licensed REALTOR®, Giselle worked for three years in social media and marketing. Giselle also heads up the team's graphic design department, creating materials that will highlight the best features of your home.

JENNIFER LANGE HOEPER

Jenn is the newest member of the team and is a graduate of the University of Michigan. With her prior experience working for the Philadelphia Eagles digital media team, Jenn utilizes her marketing and communications background to ensure that her clients are always up to date on the latest market happenings.

GISELLE BARTOLO REALTOR



- our marketing services -

OUR MARKETING SERVICES

We strive to provide our clients with the very best service available in order to showcase their home. Below, we have included a summary of the services we provide for our listings.

DIGITAL MARKETING

- Create and distribute an e-flyer to be distributed to all offices announcing events such as new listing, brokers open, and public open if any
- Web Presence: Company Websites, Agent Websites, Realtor.com, Zillow, Trulia
- Social Media: Facebook (Agent, Company, Paid Advertisement), Instagram, Twitter

PRINT MARKETING

- Brochures
- Direct Mail to Local Market
- Direct Mail to Agent Spheres

AGENT SERVICES

- Listing appointment to see the home, review comps, and determine strategic listing price
- Make recommendations regarding staging, decluttering or any repairs needed
- Schedule professional photos
- Create and produce brochures including photos and details about the property
- Create, produce and distribute direct mail pieces.
- List property on the MLS and oversee distribution to all digital media and social media
- Create a timeline with the seller for showings
- Monitor feedback from showings and provide seller with "sellers report"

GISELLE BARTOLO REALTOR



- recent rentals -

Explore a sampling of our transactions from this past year.

<i>Address</i>	<i>City</i>	<i>Sq Ft</i>	<i>Price</i>
3255 Cresson St ##3	Philadelphia	1000	\$1,275
1019 Christian St #3	Philadelphia	901	\$1,450
5150 Ridge Ave #Apt #2	Philadelphia	800	\$1,450
4925 Catharine St	Philadelphia	2,888	\$1,500
329 Dundee Pl	Devon	2,100	\$3,150
90 Spruce Aly	West Chester	2,676	\$3,200
12 Clwyd Rd #5	Bala Cynwyd	2,067	\$3,600
638 Lancaster Avenue	Berwyn	1,500	\$1,595
4311 Boone St	Philadelphia	1,280	\$2,100
27 Eagle Ln	Malvern	2,400	\$2,400

GISELLE BARTOLO REALTOR



- recent sales -

Explore a sampling of our transactions from this past year.

<i>Address</i>	<i>City</i>	<i>Sq Ft</i>	<i>Price</i>
512 Groat Alley	Phoenixville	2,020	\$303,000
943 Railway Square Unit#10	West Chester	828	\$155,000
143 Exeter Rd	Devon	5,037	\$1,500,000
515 Bair Rd	Berwyn	3,392	\$995,000
10 Chowning Dr	Malvern	3,596	\$744,500
3000 Bainbridge Dr	Lansdale	3,247	\$427,000
110 Wilton Woods Ln	Media	3,358	\$550,000
207 Clermont Dr	Newtown Square	2,080	\$435,000
669 Brooke Rd	Wayne	2,076	\$699,900
13 Bryan Ave	Malvern	1,462	\$400,000
821 Colony Road	Bryn Mawr	4,680	\$980,000
922 W Montgomery Ave #M2	Bryn Mawr	531	\$97,000