



# PRE-LISTING PACKET

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[www.sasfre.com](http://www.sasfre.com)



Our team, **Something About Santa Fe Realtors** is comprised of highly talented real estate professionals from multiple generations. As a top-performing team in New Mexico, we have a proven track record of success in both selling properties and assisting buyers. We have been members of Keller Williams Santa Fe since 2018. As the largest real estate company in the United States, Keller Williams boasts the most agents in the world, all working tirelessly to ensure that buying and selling homes is an excellent experience. When you choose to work with us, you can rest assured that you are working with trained real estate professionals who have the backing of a global network of over 180,000 associates. This means that your property will be listed within the largest real estate network with the greatest reach.

As long-term residents and professionals who have been active in New Mexico for many years, we possess an intimate understanding of the unique qualities of this community and the individuals who reside here. This is what distinguishes us as a genuine local real estate specialist. Our team has developed expertise in negotiation, outstanding marketing techniques, and access to up-to-date market information.

# ABOUT US



## OUR MISSION

Something About Santa Fe Realtors conducts business in the highest ethical standards, demonstrating honesty and fairness in every decision that we make and act in the best interests of our clients.

We treat our clients, Broker Associates, and others with dignity and respect at all times.

We connect people to their homes and to their communities and we don't just sell home, we sell SANTA FE.

## OUR VISION

To be the leading and preferred Real Estate Broker in New Mexico by consistently providing best service and market-leading expertise to our clients to reach their real estate goals.

# MISSION & VISION





# MEET OUR TEAM

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## **Francesco Crisafulli**

Associate Broker/ Owner/ Team Leader

✉ [francesco@sasfrealtors.com](mailto:francesco@sasfrealtors.com)

📱 719-243-1845

Francesco's remarkable journey began with his service to the US ARMY, which paved the way for his 20 years of exceptional experience in the automotive industry. His expertise spans across various aspects of the industry, including sales, finance, management, inventory control, and training, where he helped numerous clients achieve their goals. Since early 2019, he has been a successful Realtor, delivering excellent results for his clients through his hard work and dedication. Francesco currently serves as a Board Director for the Santa Fe Association of Realtors and volunteers his time with the Housing Trust to teach first-time home buyers about the home-buying process. Additionally, as the Chair for the Tech Committee with SFAR, he shares his knowledge of technology to help others improve their real estate abilities. Francesco's commitment to his clients is second to none, and he is extremely attentive to their needs and desires, making him one of the most motivated and detail-oriented individuals you will ever meet.




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## Nohelia Crisafulli

Associate Broker/ Owner/ Marketing & Lead Generation Expert

nohelia@sasfrealtors.com 

505-204-5311 




Experiencing "Santa Fe Living" from an artist's perspective is a wonderful way to uncover the myriad offerings of The City Different. As an artist at heart, with a deep love for family, friends, animals, and all things Santa Fe, Nohelia Crisafulli, an associate broker, has an unwavering passion for helping buyers and sellers maximize their investment in the Santa Fe market. This same passion guided her successful 14-year career as a bilingual singer, musician, and actress, where she was equally comfortable in front and behind the camera. According to Nohelia, "Buying a home in The City Different is truly a creative pursuit," and she takes great joy in using her artistic talents to inspire her clients to realize their dreams of living in this amazing city.



## Tatiana Volsung

Associate Broker/ Listing Expert

 sfrealestateforsale@gmail.com

 505-557-5455

**Tatiana Volsung** is an experienced real estate professional with more than 17 years of expertise. Tatiana is an expert in the local market, specializing in residential properties such as single-family homes and condominiums. She possesses excellent organizational and negotiation skills, and her approach is highly effective.

Clients choose Tatiana because they know that who they work with makes a significant difference. She understands that her clients' satisfaction is paramount, and she strives to provide the highest level of service. Tatiana is committed to guiding her clients through every step of the home buying and selling process, and beyond.

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## Eve Phillips

Associate Broker

evephillips@kw.com



505-204-2545



For the past 33 years, Eve has been blessed to call The City Different her home. She has raised and continues to raise her 5 amazing children, allowing her to understand firsthand the importance of finding a home, not just a house. Eve's passion for becoming a real estate broker is to help others discover that place they can call home themselves. Always willing to go above and beyond to help her clients in any way possible, Eve understands that each client is different, and every situation is unique. This is why she will take the time upfront to fully understand how she can best assist each person she works with. Eve seeks to educate, coach, and help her clients reach their goals, treating every client like family.

## Rafael Garcia

Associate Broker



garciarafael@kw.com



505-310-0268



Rafael Garcia, born and raised in Santa Fe NM. Growing up in Santa Fe has been captivating for Rafael and has allowed him to appreciate all the little things Santa Fe has to offer. After attending a local high school and community college, Rafael continued to work with his family in the restaurant industry for 16 years. Rafael is continuously motivated and ambitious with a passion for real estate and the journey it brings in meeting new people and helping in obtaining what his clients seek. Thrilled to answer any of your questions and join you in the process of obtaining your new home, investment property or anything real estate related. Rafael works diligently to overcome any obstacle that comes his way and will do the same for his clients. His resourcefulness and enthusiasm along with his connections and ability to problem solve puts your life at ease during the process and seeks to build long term relationships by exceeding your expectations and dedicating his time and efforts to his clients.

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**Melina Del Rio**  
Associate Broker/ Buying Specialist

✉ melinadelrio@kw.com

📱 505-690-7141



**Melina**, a native of Santa Fe, has a deep-rooted affection for her community, which fuels her desire to assist families in realizing their dream of owning a home in this enchanting city. Whether you're looking to buy or sell your property, Melina understands that these transactions are highly personal and will work tirelessly to ensure an exceptional and tailored experience for you. She believes that communication is the key to putting your mind at ease and creating a stress-free process, as purchasing or selling a home should be a joyful and exciting event. Melina values honesty and compassion, instilled in her by her loving family, and recognizes the importance of providing exceptional customer service. With Melina, you can rest assured that you will be kept informed and up-to-date every step of the way.

Visit our Website today!



**SCAN ME**





# OUR VALUE PROPOSITION

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01

## **Effective Marketing Strategies.**

Our exclusive technology tools and powerful marketing strategies will optimize the exposure of your property to potential buyers who are actively seeking information about your home.

02

## **Least amount of hassle.**

We will utilize our expertise to handle the intricacies of your real estate transactions, ensuring a smooth and seamless experience for you.

03

## **More Money.**

By attracting a high volume of interested buyers, we can ensure that your property sells for the highest market price possible.

04

## **Our Experience and Expertise.**

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will capably remove many potential challenges before they have the opportunity to appear.



# WHAT OUR CLIENTS SAY ABOUT US

“  
*As a first time homebuyer, Francesco was great and walked me through a process that I knew nothing about. It took about a year to find my perfect home. In the year I considered many different options like building and also buying new builds and resale homes. He was able to explain each scenario to me. Ultimately, I bought a resale home, and the purchasing process was made very easy because of his help.*



Jessica Serrano  
via Google

“  
*Working with Francesco and Nohelia with Something About Santa Fe Realtors was an amazing experience from beginning to end. The property that we owned in NM was being rented and it became difficult to manage due to living out of state and we knew it was time to sell. Francesco and Nohelia helped us list our property quickly and gave us solid advice on what to list it for in order to get it sold in a timely manner. We had a full price offer the day it went on the market and the quickest sale I've ever experienced in a real estate transaction. Their communication and follow up have been unmatched!*

Lacey Lockhart  
via Google



“  
*Tatiana and Francesco both will work for you they are flexible and willing to work with you one on one. If you have questions they will get hold of you with answers right away thank you Tatiana and Francisco Great Job!!!*



Jason Sparks  
via Google





# AWARDS & RECOGNITIONS

Keller Williams North Texas | New Mexico | Memphis Region

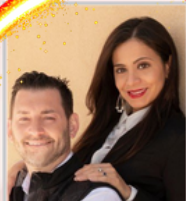
*Congratulates our*  
**Top 5 Teams in the Region for  
Closed Volume**



June 2022



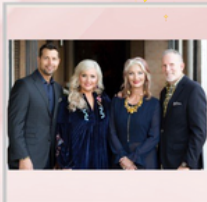
HuitfeldtX2  
Santa Fe



Something About Santa  
Fe Realtors  
Santa Fe



Herbert Group  
Abilene



The Gaskill Group  
Dallas Metro North



The Losey Team  
Dallas Preston Road



KELLERWILLIAMS.  
North Texas | New Mexico | Memphis

Each Office is Independently Owned and Operated.

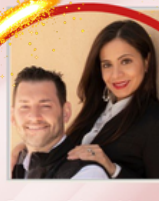
All data is pulled from the mykw reports as of June 2022.

Keller Williams North Texas | New Mexico | Memphis Region

*Congratulates our*  
**Top 7 Teams in the Region for  
Closed Units**



June 2022



Something About  
Santa Fe Realtors  
Santa Fe



Lisa Harris  
Home Team  
Amarillo



Rex Andrews  
Real Estate Group  
Lubbock



Sarah Griffin Real  
Estate Group  
Albuquerque



The Gaskill Group  
Dallas Metro North



Rexrode Team  
Rockwall



Howard Legacy  
Group  
Brazos West



KELLERWILLIAMS.  
North Texas | New Mexico | Memphis





PRO  
BRAND  
MARKETING

PRICE

STRATEGY

ADVERTISING

SALES

PK

# YOUR CUSTOM MARKETING PLAN

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We recognize that each client has unique goals for home ownership, a distinct vision of the home they wish to possess, and a special connection to it. By utilizing innovative marketing channels, we can establish the client's desires and intentions and encourage potential buyers to act while preserving the charm of the property until the sale is finalized. This is why we employ various marketing tactics to give your property the appropriate exposure and attract interested parties.

Our commitment to your success is founded on a combination of exceptional work ethic, hard-earned experience, extensive knowledge, proficiency, valuable relationships, and unwavering drive. We strive to demonstrate genuine professionalism in every aspect of the selling process, starting with robust marketing strategies for your property.

## Professional Photography and Videos



With the expertise of our team of diverse professionals, we create all the essential content in-house, ensuring your property garners the necessary attention it deserves at all times. From high-resolution photography, exhilarating videos to aerial drone shots, we are capable of accurately capturing and representing the splendor of your property to showcase its true beauty.



## Digital Marketing : Social Media Exposures



To create an effective marketing strategy for selling homes, it is essential to focus on the channels that potential buyers are already using. As a vast majority of homebuyers (95%) turn to the internet at some point during their search, it is crucial to establish a strong digital presence. We are dedicated to finding your buyer as quickly and efficiently as possible by leveraging various tactics such as optimizing internet exposure and networking with local agents. Additionally, our cross-promotional social media marketing program utilizes popular platforms like Facebook, LinkedIn, Instagram, and YouTube to showcase your property through different mediums like photos, videos, and direct response marketing. With our comprehensive approach, we are committed to maximizing the reach and impact of your property listing.



Follow us on  
**Instagram**



**SUBSCRIBE**

Subscribe on our  
YouTube Channel



Like us on



## Website Placement



Our website offers round-the-clock availability, enabling clients to access our listings from anywhere at any time. In fact, approximately 90% of prospective buyers initiate their property search online, underscoring the importance of establishing a strong virtual presence. With our website, your property can gain visibility among a vast audience of potential clients. Moreover, your property will be featured more to ensure that your listing is seen by as many potential buyers as possible.



## Multiple Listing Service



With the rise of the digital age, prospective homebuyers have access to a vast array of real estate and brokerage websites to browse through. If a homebuyer chooses to work with a broker who is a member of a Multiple Listing Service (MLS), the broker can easily and efficiently search for all available properties for sale listed by participating agents. The MLS listing often includes private contact information and details about showing times, providing convenience to both parties. The use of an MLS system offers increased exposure to the selling broker and a wider selection of options for the buyer's representative. By choosing to list with us, you will benefit from the Keller Williams Listing System (KWLS), a proprietary and exclusive system that ensures your property is marketed online 24/7 on popular search sites such as **ZILLOW** and **REALTOR.COM**. The primary goal of an MLS is to facilitate connections between homebuyers and sellers by allowing brokers to view each other's listings of properties for sale.

## Direct Mail Marketing

One effective method for attracting potential clients and increasing brand recognition in the real estate industry is through the use of postcards. By sending targeted postcard mailings to potential buyers within the desired sales area, real estate agents can generate interest in their listed properties. Recipients of the postcards may also choose to keep them as a physical reminder of available properties, making them more likely to take action and make a purchase in the future. Additionally, postcards can be used to inform neighborhoods of newly listed properties and invite them to open house events, further increasing exposure and interest. Our team has a comprehensive database of clients, buyers, and brokers to whom we send direct mailings, ensuring that your property receives maximum exposure and prompt attention.







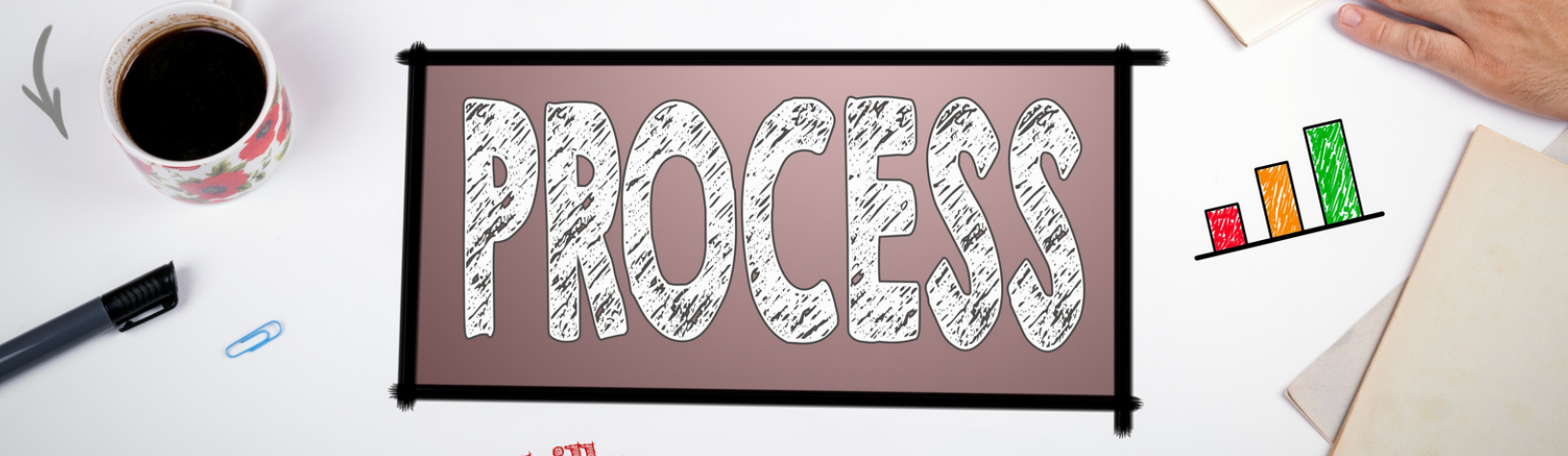
## Email & SMS Marketing

Email and SMS marketing are effective strategies for reaching out to potential customers. Our approach involves using email and SMS blasts to promote your property and raise awareness among our extensive email list. These marketing methods play a crucial role in our overall strategy for lead generation, increasing listing visibility, building relationships, and keeping customers engaged between purchases through various marketing emails. SMS marketing, in particular, offers a more direct route to customers, as recipients receive instant notifications and text messages are more likely to be seen. SMS messages are typically opened within 90 seconds of delivery and have a 9.8% higher click-through rate compared to other digital communication channels due to their shorter format. These benefits are further enhanced by the widespread adoption of smartphones, making it easier than ever to connect with customers and expand your audience.

## Open House Events

An open house event is a powerful and effective tool used in the real estate industry to sell homes. We will invite potential buyers to visit a property that is on the market through farming & creating neighborhood lists for email and sms blast. During the open house, interested buyers can tour the house and get a firsthand experience of the property's features and layout. We as your brokers will have a direct interactions with these potential buyers to address questions, provide additional information, and understand their needs better. This will help us gauge the immediate feedback from visitors during an open house to make necessary adjustments to the pricing or presentation of the property, if required. This event may also attract real estate agents with potential buyers in their client roster. Networking with other agents can lead to more opportunities for finding the right buyer.





# THE PROCESS

The real estate transaction is complex, and navigating you through every step of the sale is our expertise.

- 1 Initial meeting , walk-through, and need analysis
- 2 Sign Listing Agreement
- 3 Prepare your property for sale; cleaning, staging, photo and video shoot.
- 4 Establish competitive price and strategy.
- 5 Officially list your property.
- 6 Launched "JUST LISTED" campaign.
- 7 Start showing your house and hold open house event.
- 8 Filed and handle all call, text, and email traffics
- 9 Received and present offers.
- 10 Negotiate contracts.
- 11 Go under contract.
- 12 Facilitate inspection requests.
- 13 Negotiate any issues.
- 14 Oversee appraisal.
- 15 Coordinate and prepare for any further inspections.
- 16 Final walk-through.
- 17 CLOSING!

## Home Selling Process: Our Respective Duties

### AGENT

- Input your listing in MLS.
- Install nationally recognized sign.
- Provide Information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Hold Open House.
- Give Feedback on Showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property

### CLIENT

- Fill out the **Property disclosure form & Residential Data Form.**
- Complete all repairs and cleaning.
- "Stage" your home to be appealing.
- Keep marketing information out for prospective buyers.
- Call me if information is depleted.
- Call me with any questions.
- Refer friends and acquaintances who might be interested in your property.
- Refuse to discuss terms with prospective buyers or their agent.

## Home Selling Process: Staging your Home

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging".

### **3 Things to remember:**

- You don't get a second chance to make a first impression.
- A review of over 2,800 properties in 8 cities found that staged homes, on average, sold **in half the time** than non-staged homes did.
- Most buyers make decisions about the property they see **within the first 15 seconds** of entering the home.

## Home Selling Process: Closing and Beyond

### **Coordinating your Sale to a Successful Closing**

- All potential buyers will be pre-qualified, so valuable time isn't wasted.
- Each offer will be presented and discussed with you.
- We will negotiate the details of your transactions with other agent.
- We have a Transaction Coordinator who will ensure that your closing will be prepared, coordinated and finalized for you.

### **Beyond the Sale**

Do you Need an agent to assist your in your relocation?

Need a recommendation for a moving company?

We are happy to refer you to great providers of other real estate-related services.

We are here to make the sale of your Home as smooth and stress-free as possible.





# THE BOTTOM LINE

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Real Estate is complicated.

That's where **WE** come in.

At the closing table, our goal is for you to feel that the experience of selling your property exceeded all your expectations, so through out all of our interactions - from listing to closing - we will work hard to achieve that GOAL.

When you choose us as your partner, you are not just getting a trusted, respected agent - your are getting a local expert who are passionate about serving the community and those who call it their HOME.

**Let's get started.**

## **SOMETHING ABOUT SANTA FE REALTORS**

Keller Williams

130 Lincoln Ave, Ste K

Santa Fe New Mexico 87501

Office Ph: (505) 983-5151

Cell # : (719) 243-1845

Email: [francesco@sasfrealtors.com](mailto:francesco@sasfrealtors.com)

