

Luis Alejandro Lopez

Smart Selling System

*Sell smart. Protect your equity. Move forward with
confidence.*

luissellsatlanta.com



Meet Luis Alejandro Lopez

Trusted Real Estate Advisor

- 16+ years in residential real estate
- 300+ successful closings
- 150+ remodeled properties, 20% average profit
- 98.6% of asking price achieved
- 95% of listings sold
- Expert in pricing strategy, marketing, and negotiation.
- Licensed in Florida and Georgia
- Bilingual: English and Spanish



I help you sell for top dollar, protect your equity, and move forward on your terms.



What We'll Cover Together

- How I price your home to attract top offers
- My full marketing plan
- Your estimated costs and net proceeds
- The selling process from start to close
- Making sure we are the right fit

Let's Get Aligned First

- Have you sold a home before?
- What concerns you most about selling?
- What would make this a five-star experience for you?

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Reasons Why Homes Don't Sell



OVERPRICING

Too high from the start. Buyers move on.



POOR PHOTOS

Bad photos kill showings before they start



WRONG AGENT

Low effort, slow follow-up, no strategy.



WEAK MARKETING

If buyers can't find it, they can't buy it.



BAD CONDITION

Buyers discount heavily for deferred maintenance.

How Pricing Really Works

Price is not what you want. It is what the market will pay.

What actually determines value:

- Location: The neighborhood, school district, and local demand set the ceiling.
- Size & layout: How a home lives matters as much as how big it is
- Condition & features: Updated homes attract more buyers and stronger offers.
- Market trends: Recent sales tell us exactly what buyers are willing to pay right now.

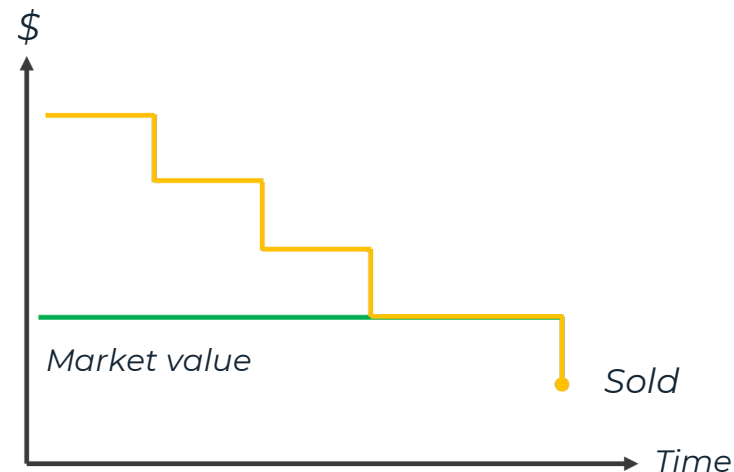
Buyers move fast when price and value line up. I use data, not emotion, to find the number that drives offers.

The Cost of Overpricing

Overpricing does not get you more money. It costs you time and leverage.

- Fewer showings, no offers
- Price cuts signal weakness to buyers
- The longer it sits, the more buyers wonder what is wrong
- You end up negotiating from a weaker position

Buyers don't ask, "How great is this home?"
They ask, "Why hasn't it sold yet"



How we price with Confidence

We do not guess. We analyze.

I run two reports before we set a number:

- *Comparative Market Analysis (CMA)*

What similar homes near yours have actually sold for recently. This tells us where the market is, not where we hope it is.

- *Active Listing Analysis (ALA)*

What your competition looks like right now. This tells us how to position your home to stand out.

Together, we find the price that is competitive, realistic, and backed by data. Not too high to sit. Not too low to leave money on the table.

What Happens When We Go Live

The market gives us feedback fast. Here is how I read it.

High Activity and Strong Offers

The price is right. Buyers see the value and move quickly. We stay the course and negotiate from strength.

Activity but No Offers

We are close, but slightly high. A small adjustment now protects your bottom line later.

Little to No Activity

Price or presentation needs a fresh look. I will tell you straight and we will fix it fast.

The market speaks through activity. We listen.

Your Home's First Showing Happens Online

Buyers decide in seconds based on photos.

If the photos do not stop the scroll, they never walk through the door.

- I work with a professional real estate photographer on every listing
- We walk the home together before the shoot to maximize presentation
- Professional photography plus drone video means more views and stronger offers

Most agents use their phone. I use a professional. That difference shows up in your final sale price.



Quality photos drive real results.



Side-by-side Comparison

Poor agent photos: Cluttered. Dark. Tilted. Shot on a phone.



Bright. Clean. Staged. Shot by a professional.



What the Wrong Agent Really Costs You

Most sellers do not realize what a poor agent costs until the listing expires.

Watch out for these warning signs:

- Weak marketing with no clear plan
- Overpromising on price to win the listing
- Slow or unclear communication
- Long contracts with no accountability
- Avoiding tough conversations when the market pushes back

The result: your home sits, showings dry up, and buyers lowball.

Client Experience and Technology

Client Experience

- Clear guidance from the very first call
- Fast, honest communication throughout the process
- Weekly updates so you always know where we stand

Technology and Strategy

- AI-optimized marketing and targeted social media ads
- Geo-targeted exposure reaching buyers actively searching in your area
- Automated lead response
- Custom property website and full digital marketing suite

Modern tools and proven strategies deliver results.



How I Market Your Home

Two things sell homes faster and for more money:
the right agent and the right technology. I bring both.

What I Do

- Hyperlocal pricing strategy backed by real MLS data
- Professional photography and staging consultation on every listing
- Personalized negotiation and advocacy from list to close
- Weekly updates and honest communication throughout the process

What the Technology Does

- Targeted digital ads that reach qualified buyers in your price range
- SEO-optimized listing pages that show up at the top of search results
- Automated follow-up so no buyer inquiry goes unanswered
- Custom property website and full digital marketing suite

*Modern tools. Local expertise.
Real results.*



Marketing Plan of Action

This isn't just a listing. It's a launch

Every home I list gets a full marketing plan built around one goal: attracting the right buyer fast, at the right price.

- **Preparation** – Walkthrough, staging consultation, and professional photography. Your home goes live looking its best.
- **Launch** – MLS, Zillow, Realtor.com, and all major platforms. Targeted paid ads go live the same day.
- **Exposure** – Social media campaigns, reverse prospecting, and direct agent outreach to buyers already in the market.
- **Management** – Showing coordination, buyer feedback, and weekly strategy updates. You are never left wondering what is happening.



The Listing Process

Phase 1 - Prep

- Professional photos and staging consultation.
- Yard sign, lockbox, and MLS setup.
- Your home is ready before it goes live.

Phase 2 - Market

- Listing goes live across all platforms.
- Showings are managed and coordinated.
- You get weekly updates on activity and feedback.

Phase 3 - Offer to Close

- I negotiate every offer to protect your equity.
- I coordinate the appraisal, inspection, and title
- We close on time and you walk away with your money.

My No-Risk Listing Program

You stay in control. Always.

Easy exit listing agreement

- Not happy with the results? You can cancel anytime. No fees. No pressure. No lock-in.

Smart Seller Program

- If you find your own buyer while we are listed together, you pay only 1% for full professional support from contract to close.

Most agents lock you in and go quiet. I earn your business every week with results and communication.

You get full professional service without the typical restrictions.



Flexible terms. Full service.



My Commitments to You

When you list with me, here is exactly what you can count on:

Communication: Fast responses to your calls, texts, and emails. Honest updates at every stage, even when the news is hard.

Expertise & Strategy: Data-driven pricing and marketing decisions. Skilled negotiation that protects your equity on every offer.

Results You Can Trust: Your goals come first. Every action I take is focused on getting you the best possible outcome.

This is not just a listing. It is your financial future. I take that seriously.

What Clients Are Saying

*You do not have to figure this out alone.
I am here to guide you every step of the way.
Real Results, Real Reviews.*

I take pride in delivering results and experiences that clients trust and recommend and you can see more online.

70+ 5-star reviews
on Google

Scan to read full stories and see how real buyers reached their goals

You can see more at:
luissellsatlanta.com



Let's Get Your Home Sold

Ready to move? Let's get your home listed, marketed, and sold with a clear plan and a proven strategy.

When you are ready, reach out and let's talk!

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SCAN ME

