



# BERTONE REALTY

When Selling your Home, Don't Go Bare... Go Bertone

## Angelina Perez, Owner / REO Broker

### Featured In:

- Entrepreneur
- Wall Street Journal
- Managing REO's
- REOMac

### Speaking Engagements:

- REOMac
- FiveStar

### Clients:

- Aurora
- Bank of America
- Brighton REO
- Carrington Asset Management
- Chase
- EMC
- Fannie Mae
- Green River Capital
- Iberia
- Keystone
- Kondur
- Lender Processing Services
- M&I Bank
- Owen REO

Bertone International Realty

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Website: [www.BertoneRealty.com](http://www.BertoneRealty.com)

Bertone Realty works exclusively with Banks and Asset Management Companies to successfully list and sell REO's. On average our listings go to contract in 10 days at 13% over asking. Bertone Realty stages its properties at no cost to the client as an integral part of our marketing plan. Broker, Angelina Perez has combined the expertise of home staging with REO sales. Giving Bertone a competitive edge when it comes to listing and selling REO properties at an exceptional pace. With this approach we are able to greatly reduce the average time on market and the number of price reductions.

### Professional Associations

- Five Star (Certified)
- REOMAC (Certified)
- REO Network
- Florida Association of Realtors
- National Association of BPO Professionals
- Realtor Association of Miami-Dade Count
- Realtor Association of the Palm Beaches
- Manatee County Real Estate Association
- Equator
- Res.net
- Certified Home Stager
- NAR
- HAFA Shortsale Certified
- CRES

### Our Team

Bertone Realty has a trained team of REO Professionals handling each and every property we manage. Bertone finds it important to hold each department accountable for its responsibilities. This is why each step in the REO process has a department with an Expert that specializes in this area. This is how Bertone ensures that each property is under constant surveillance and is always being maintained and managed for a quick and seamless close.

### Services

- **Home Staging:** NO COST, Enhances Best Features, Minimizes Flaws, Staged Homes Sell 50% Faster
- **Service Area:** Miami-Dade, Fort Lauderdale, Palm Beaches, and Tampa
- **Pre-Marketing:** Occupancy Check, HOA Documentation, Establish Services, Lockbox Installation, BPO
- **Property Preservation:** Trash Out, Pool Securing, Cash for Keys, Lawn Maintenance
- **Marketing:** 24 Hour Live Service, Email distribution to local Investors and Realtors, High resolution pictures placed on Real Estate Websites, Property featured on MLS & other Portals



REOTrans.com





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## Staging Statistics:

- Only 10% of home buyers can visualize the potential of a home. This is why staging a home is critical!
- In 2008, un-staged vacant homes previously on the market as unsold for an average of 190 days, taken off the market, staged and relisted. These homes sold in 28 days – 85% less time on the market.
- Vacant Homes staged BEFROE Listing for the first time sold on average after 15 days following staging.

## Testimonials:

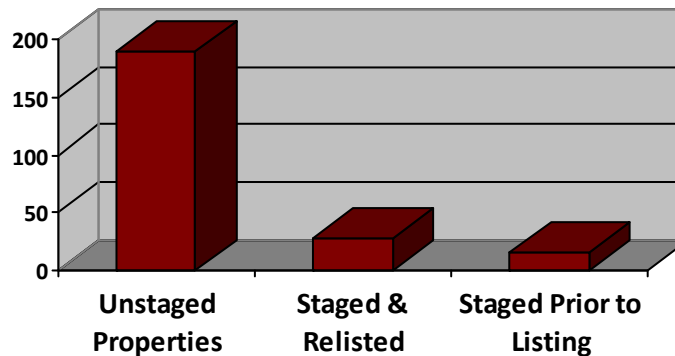
- “Thanks for being on top of this, you have been very responsive and I look forward to doing more transactions with you in the future.”  
*J.H., Asset Manager*
- Bertone has been instrumental in the success of our Sales.”  
*H.T. Salt Lake City, UT  
Asset Management Co.*
- “Our only regret is that we didn't call Bertone sooner.”  
*Dennis S., Miami, FL*

"Staging speeds up sales in a sluggish market, and can bump up prices 2% to 10% in a moderate market. The biggest advantage occurs with luxury homes or in a market with bidding wars over properties, where effective staging can boost prices by 30% to 50%."

-Wall Street Journal,

Bertone's Complimentary Home staging is an integral part of our marketing plan, at no cost to the client. On average Our listings go to contract in 10 days at 13% over asking.

## Average Days on Market



## Before & After

