

PRE-LISTING MARKETING PRESENTATION

Your Home. *Positioned to Win.*

A complete strategy to sell your West LA home faster,
for more money, with less stress.

68+

HOMES SOLD

20+

YEARS EXPERIENCE

West LA

SPECIALIST

Anthony Galeano

Realtor | Real

(310) 437-3343 | anthonygaleano.com | CA DRE #01249041

8549 Wilshire Blvd Suite 535, Beverly Hills, CA 90211

THE OPPORTUNITY

Most Agents List Your Home. *Anthony Launches It.*

The difference between listing and launching is everything.

THE STANDARD AGENT

- ✗ Put it on the MLS. Wait for offers.
- ✗ Post a few photos on Instagram.
- ✗ Sends you a Zestimate.
- ✗ No follow-up system after listing.
- ✗ You compete with every other listing.

THE ANTHONY APPROACH

- ✓ Builds a full marketing campaign before it goes live.
- ✓ Professional photography, drone video, and property website.
- ✓ Generates a real CMA with live comparable sales — instantly.
- ✓ Weekly seller report. You always know what's happening.
- ✓ Pre-market buyer outreach to Anthony's network first.

MARKETING STRATEGY

Your Home. Every Platform. *Every Serious Buyer.*

Six channels working simultaneously to put your home in front of the right buyer.

01**Dedicated Property Website**

Your home gets its own branded webpage — professional photos, video, floor plans, and a direct inquiry form.

02**Professional Photography + Video**

Drone footage, interior walkthrough video, and HDR photography that stops buyers mid-scroll.

03**AI Buyer Qualification**

24/7 AI assistant pre-qualifies buyers visiting your property website so only serious prospects reach you.

04**MLS + Syndication**

Listed on the MLS and syndicated to Zillow, Realtor.com, Redfin, and 200+ real estate platforms.

05**Targeted Digital Advertising**

Paid social ads targeting buyers actively searching in your neighborhood and price range.

06**Anthony's Network**

Direct outreach to Anthony's buyer list and agent network before the property hits the market.

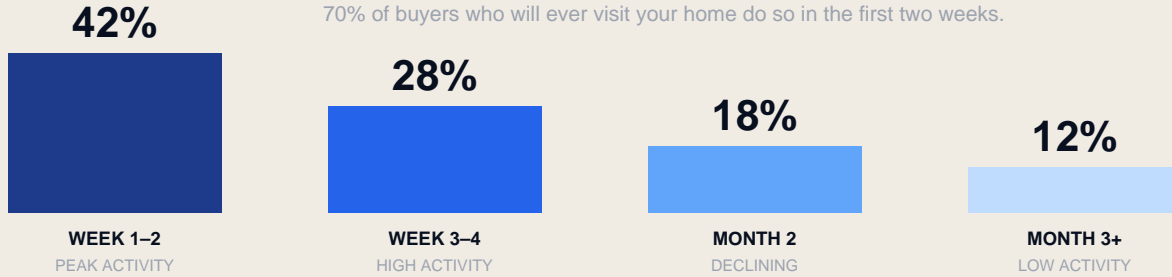
PRICING STRATEGY

Price It Right. *Sell It Fast.*

Pricing is the single most important factor in maximizing your net proceeds.

BUYER ACTIVITY BY TIME ON MARKET

70% of buyers who will ever visit your home do so in the first two weeks.



Anthony's Approach: AI-Powered CMA + Human Expertise

- Real-time comparable sales analysis — not a Zestimate
- Neighborhood price trends and market velocity
- Strategic pricing to generate multiple offers in Week 1
- Anthony reviews every CMA personally before presenting

WEST LA MARKET INTELLIGENCE

The Market Anthony Knows Better Than Anyone.

\$2.4M

WEST LA MEDIAN

23 Days

AVG DAYS ON MARKET

8.2%

YOY APPRECIATION

847

ACTIVE LISTINGS

NEIGHBORHOOD MEDIAN PRICES — 2026

Beverly Hills	\$4,500,000+	Ultra-luxury, celebrity clientele
Bel Air	\$5,200,000+	Gated estates, maximum privacy
Brentwood	\$3,200,000	Top schools, family compound estates
Santa Monica	\$2,800,000	Beach premium, ADU opportunities
Venice	\$2,100,000	Most dynamic investment market
Culver City	\$1,700,000	Fastest-appreciating, Silicon Beach
Mar Vista	\$1,500,000	Best value play, West LA
West Hollywood	\$1,400,000	High walkability, creative corridor

THE PROCESS

From Listing to Closing.

Every Step, Anthony's There.

WEEK 1**Strategy Session**

Anthony reviews your home, analyzes comps, and builds a custom pricing and marketing plan.

WEEK 1-2**Prepare & Stage**

Professional photography, video, and staging recommendations.

WEEK 2**Launch Day**

MLS listing goes live simultaneously with your property website and targeted ad campaigns.

WEEK 2-4**Active Marketing**

Open houses every weekend, AI buyer qualification running 24/7, direct agent outreach.

ONGOING**Weekly Reports**

You receive a weekly update on showings, feedback, and market activity.

CLOSE**Negotiate & Close**

Anthony handles all offers, counteroffers, inspections, and coordinates a smooth closing.

READY TO GET STARTED?

Your Home Deserves *a Real Launch.*

Most sellers leave money on the table because their agent treated their home like a listing, not an asset.

"You don't get a listing. You get a launch."

Every seller receives a custom marketing plan, weekly reports, and Anthony's direct attention from day one.

BOOK FREE STRATEGY CALL

calendly.com/anthonygaleano

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