

The Ripple Effect

How to Turn One Listing into Three Listings



THE BARRON TEAM

Ranked in the **Top 10** of all Realtors (currently 20,000) in San Diego County with over 150-200 transactions per year exceeding \$200M in sales annually. Our team has unique strategies and cutting-edge proven systems in place that allow them to navigate the entire San Diego real estate market successfully!



The Blueprint



TECH STACK

- Google Suite
- Slack
- Lofty
- Slydial
- Workplace
- Facebook
- Instagram



OFF-MARKET OPPORTUNITY (Pre-Marketing Buzz)

- Share with Team in Slack as an "Off Market" opportunity
- Add to "Off Market" Spreadsheet
- Share with Brokerage in Workplace Groups
- Reach out individually to any specific buyers

off-market-opportunities

Offmarket Listings



Friday, March 15th

OFF MARKET!!

Property Location: 14039 Arbolitos Dr
Fully remodeled, pool, corner oversize lot, amazing views, Single Story, Circle driveway. Walking distance to Arbolitos, swim and racquet club.

Price (\$): \$2,200,000
Bed/Bath Count: 3/3.5
Square Footage: 2,795 sqft
Garage: 3 / attached
Contact Information: Emma Lefkowitz

2 files

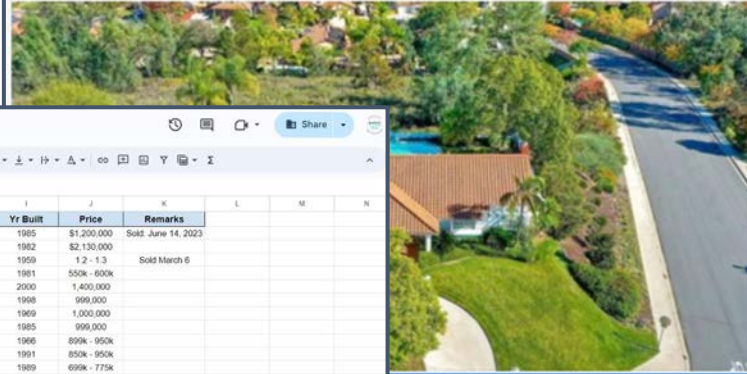



Brian Tague
March 15

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Square Footage: 2,795 sqft
Garage: 3 cars / Attached
DM for more information





Offmarket Listings												
File Edit View Insert Format Data Tools Extensions Help												
Address												
	A	B	C	D	E	F	G	H	I	J	K	L
	Address	City	ZIP Code	Type	BR	BA	Sqft	Lot Sqft	Yr Built	Price	Remarks	
1	11855 Samillon Blvd	San Diego	92131	SFR	3	2	1,540	7,181	1985	\$1,200,000	Sold June 14, 2023	
2	12597 Fairbrook Rd	San Diego	92131	SFR	5	3	3,868	14,374	1982	\$2,130,000		
3	6140 Samuel St	La Mesa	91942	SFR	4	3	2,099	12,058	1959	12 - 13	Sold March 6	
4	542 Telegraph Canyon A	Chula Vista	91910	Condo	3	2	1,186		1981	550k - 600k		
5	3420-22 Cherokee Ave	San Diego	92104	Multifamily	5	3	1,899	5,387	2000	1,400,000		
6	11857 Spruce Run Dr C	San Diego	92131	Condo	3	2.5	1,355	25,576	1998	999,000		
7	3095 L St	San Diego	92102	SFR	3	2	1,058	3,735	1969	1,000,000		
8	9525 Cedar Hill Ct	San Diego	92129	SFR	3	2.5	1,480	4,558	1985	999,000		
9	9726 Prospect Ave	Lakeside	92040	SFR	4	2	2,032	10,678	1986	899k - 950k		
10	971 Rose Arbor Dr	San Marcos	92078	SFR	3	2	1,535	4,093	1991	850k - 950k		
11	1231 Entrada Gln	Escondido	92027	SFR	3	2	1,437	4,691	1989	699k - 775k		
12	11305 Affinity Ct 216	San Diego	92131	Condo	2	2	1,248	86,651	1993	689K - 750K		
13	11265 Forestview Ln	San Diego	92131	SFR	4	2.5	2,682	11,722	1985	1,995,000		
14	6044 Chase St	San Diego	92122	SFR	5	2	2,526	6,000	1969	1,800,000		
15	11256 Sherman Way	San Diego	92131	SFR	5	4	3,498	14,681	1997			
16	6140 Samuel St	La Mesa	91942	SFR	4	3	2,099	12,058	1959	12 - 13		
17	10625 Aristocrat Ct	Santee	92071	Condo	3	1.5	1,190	1,424	1978	599,000		
18												
19												
20												
21												
22												
23												
24												
25												

THE FOUNDATION

(6-30 days before MLS)

- Purchase Leads for 200-500 Neighbors and speak to your Title Rep about neighborhood data
- Upload Leads to CRM
- Introduce ourselves to neighbors
 - Mail letter
 - Send email
 - Circle dial
 - Door knock

**BARRON** | **real**
TEAM
SAN DIEGO REAL ESTATE

10085 Carroll Canyon Rd Suite 100,
San Diego, CA 92131
(858) 880-5989
(619) 647-1739

Dear Neighbor,

We hope this letter finds you well!


We're excited to announce that we have a new listing coming up in your area within the next month. This lovely property is a 3 BD, 3.5 BA, 2,795 sq ft. As your local real estate experts, The Barron Team believes in keeping our community informed and involved throughout the entire process. Here's what you can expect:

- **Updates:** If we have your contact information, we'll keep you updated with voicemails, texts, and/or emails. You'll receive timely information about the listing's progress and key dates.
- **Neighbor Preview:** With the seller's permission, we plan to host a special "neighbor preview" event with wine and cheese just for you. This will take place before the official open house weekend, giving you an exclusive first look at the property.
- **Community and Education:** We have a strong commitment to building community and providing educational insights. Over the last 20 years, we have refined our systems based on feedback from neighbors like you, and we are proud of the positive results this collaboration has brought.


We are eager to meet all of you, learn more about our wonderful neighborhood, and hear your thoughts. Your feedback and opinions on pricing are invaluable to us. If you know someone who might be interested in the property, this is your chance to help them become your neighbor!


Thank you for being a part of this community. Please feel free to contact us if you need more information.

Warm regards,
Dina Wessell & Mei-Lee Friedrich
The Barron Team



Emma Barron Lefkowitz
Team Lead
Brian Tague
Director of Operations

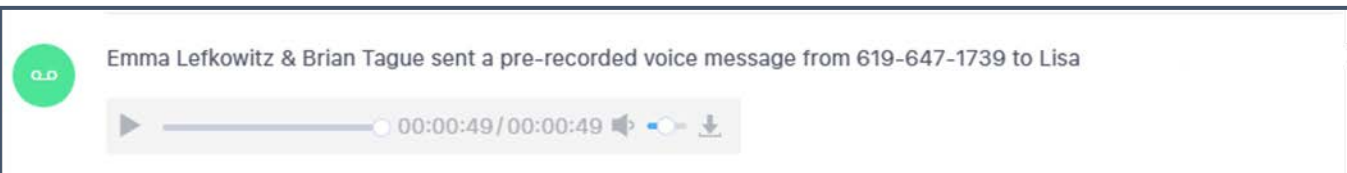
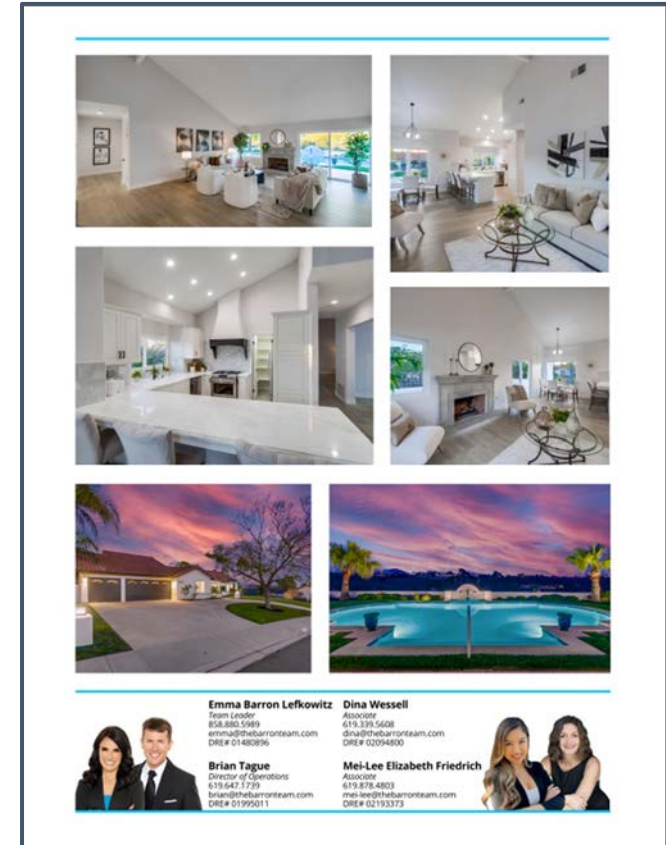
 thebarronteam.com

 info@thebarronteam.com

THE INVITATION

(2-5 days before MLS)

- Plan for Wine & Cheese Open House
- Circle dial neighbors
- Door knock neighbors
- Custom audience Facebook Ads



PRE-LAUNCH

(1 day before MLS)

- Send coming soon email (per MLS guidelines)
- Sign and flyers in front yard
- Post on social media
 - IG, FB, X, Google, Yelp, etc.

Hi there!

Exciting news! We have an upcoming gorgeous new listing at 14039 Arbolitos Dr, and we wanted you to be the first to get a sneak peek through this short video. This property offers something truly special and we can't wait to show you what makes it unique. Stay tuned for more details coming soon and please don't hesitate to reach out if you'd like to learn more or want to schedule a tour.



COMING SOON
14039 Arbolitos Dr, Poway, CA 92064

Coming Soon
14039 Arbolitos Dr, Poway, CA 92064
3 BD | 3.5 BA | 2,795 SQFT | \$1,995,000

Emma Lefkowitz
DRE# 01480896

Brian Tague
DRE# 01995011

619.647.1739

Best,
The Barron Team

Emma Lefkowitz
858.880.5989
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BARRON TEAM
SAN DIEGO REAL ESTATE

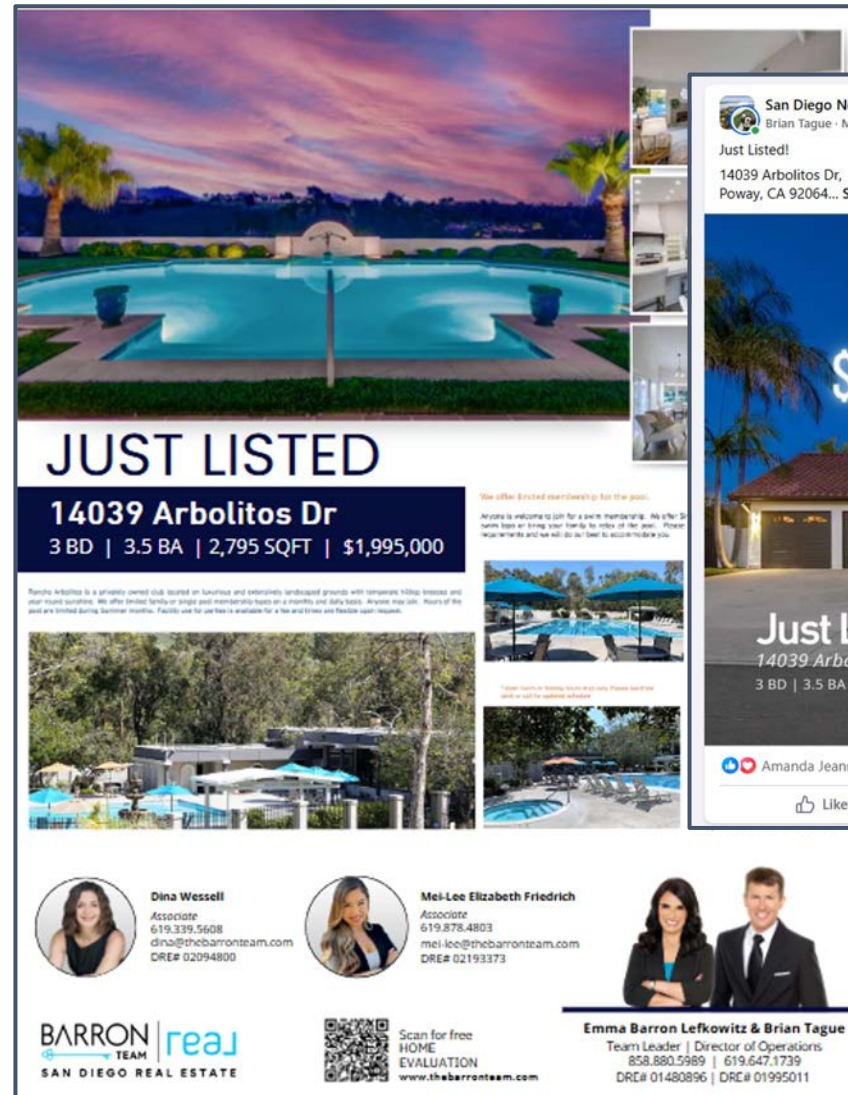
WHO YOU WORK WITH MATTERS
WWW.THEBARRONTEAM.COM

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SHOUT IT FROM THE ROOFTOPS

(Live in MLS)

- Reach out individually to any specific buyers with link & photos
- Post on social channels and neighborhood FB groups
- Text to Neighbors



JUST LISTED

14039 Arbolitos Dr
3 BD | 3.5 BA | 2,795 SQFT | \$1,995,000

See the linked membership to the pool.
Arbolitos is welcome to join for a pool membership. No after 5pm hours or bring your family to enjoy the pool. Please see requirements and we will do our best to accommodate you.

14039 Arbolitos Dr, Poway, CA 92064
3 BD | 3.5 BA | 2,795 SQFT

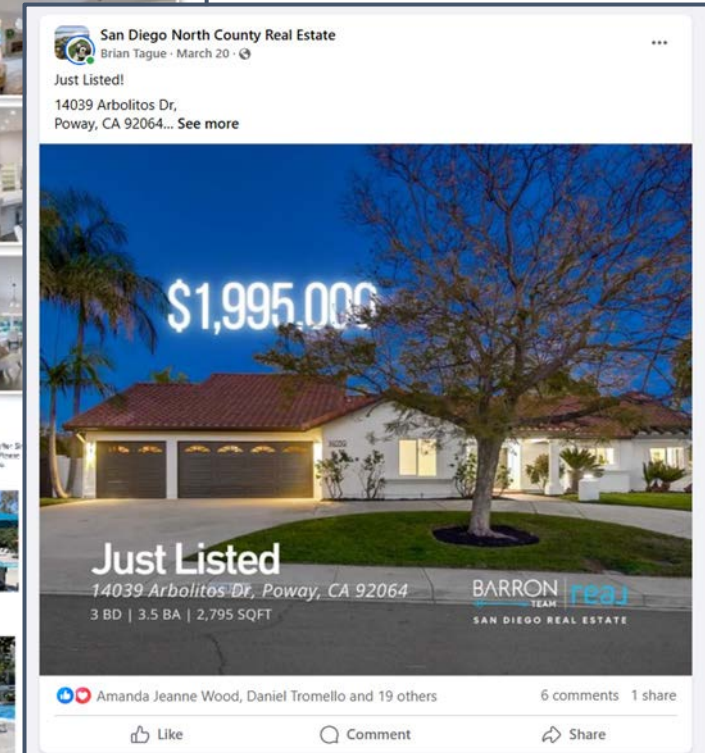
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SAN DIEGO REAL ESTATE

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Scan for free HOME EVALUATION
www.thebarronteam.com



San Diego North County Real Estate
Brian Tague · March 20 · 🌐

Just Listed!
14039 Arbolitos Dr,
Poway, CA 92064... See more

\$1,995,000

Just Listed
14039 Arbolitos Dr, Poway, CA 92064
3 BD | 3.5 BA | 2,795 SQFT

BARRON TEAM real
SAN DIEGO REAL ESTATE

👍❤️ Amanda Jeanne Wood, Daniel Tromello and 19 others 6 comments 1 share

👍 Like 🗨 Comment ➦ Share



[Manual Text] Emma Lefkowitz & Brian Tague (+1 8582210445) texted Lisa (Carrier Rejected Message)

with virtual number

🍷🏠 Neighbor's Exclusive: Join our Wine & Cheese Open House at 14039 Arbolitos Dr on Friday 3/22 from 4pm-6pm! Priced to sell at \$1,995,000 | 3 BD | 3.5 BA | 2,795 sqft. Preview our new listing, enjoy community chats & insights. Bring friends! See you there! - Emma, Brian, Mei-Lee & Dina / The Barron Team

Mar 20, 2024 at 01:18:39 PM

THE OPEN HOUSE

(Time to Shine)

- Tons of signs and get them out early
- Be the neighborhood expert
- Food and drink
- Follow up protocols



Open House Checklist

- ☐ Sign in sheet:
- ☐ Flyers
- ☐ Speaker
- ☐ Candle
- ☐ Papertowel
- ☐ Sanitizer
- ☐ Ipad Stand
- ☐ Ipad
- ☐ Pens
- ☐ Swag
- ☐ Snacks
- ☐ Water bottles



Post Open House Checklist

Within 1 hour of open house Agent must:

- ☐ Send slack update to admin
- ☐ Follow up with all leads by text, phone or email
- ☐ Enter leads into CRM with notes
- ☐ Pick up open house signs
- ☐ Return signs and open house kit to office
- ☐ Follow up with leads throughout the week
- ☐ Once house goes pending follow up again and door knock the neighborhood
- ☐ Once house closes follow up again and door knock the neighborhood



Wine & Cheese Open House Set-up



KNOWLEDGE IS POWER

(After Accepting an Offer)

- 30 days to share secret information
- Send emails and texts to neighbors
- Circle dial neighbors
- Door knock neighbors
- Share on social channels and FB groups



IN ESCROW

14039 Arbolitos Dr
3 BD | 3.5 BA | 2,795 SQFT

BARRON | real TEAM
SAN DIEGO REAL ESTATE

- **SOLD** in 1 weekend
- **150+** people through to Open Houses
- **\$90k+** over list price

We have many buyers still looking for a home in your neighborhood!

Call us anytime for more information.

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Emma Barron Lefkowitz & Brian Tague
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Brian Tague
March 26 · 🌐

This hot home received multiple offers and went into escrow significantly over list price-all in its first weekend!
Ever wonder what makes a property irresistible to buyers? Let's discuss!
#sandiegorealestate #inescrow

In Escrow

14039 Arbolitos Dr
Poway, CA 92064

BARRON | real TEAM
SAN DIEGO REAL ESTATE

3 3.5 2,795

Received multiple offers
Significantly over list price
Sold in 1st weekend
Short escrow



[Manual Text] Emma Lefkowitz & Brian Tague (+1 8582210445) texted Lisa (+1 6194858930) with virtual number : Undelivered (Carrier Rejected Message)

🎉 Big news for our neighborhood! 🏡 The sale of 14039 Arbolitos Dr is official! We received multiple offers above asking price, in escrow under 1 weekend, and now closed at \$2,095,000 which is \$100k over list price! It's an epic win for the seller and our community! 🚀
Excited to share this and help anyone thinking of selling. Reach out anytime! – Emma, Brian, Mei-Lee & Dina / The Barron Team

Apr 12, 2024 at 11:31:36 AM

WHO YOU WORK WITH MATTERS

(1-5 days after SOLD)

- Send In Escrow email
- In Escrow text to neighbors
- Circle dial neighbors
- Door knock neighbors
- Tell stories on social channels

Who You Work With Matters!

Apr 17, 2024 01:53 PM

From: <thebarronteam@chime.house>

To: <abableangel16@yahoo.com>

Hi there! We'd love for you to watch this short video and see how we helped our clients give their house the love it needs; selling it for \$100k over list price and earning them significant profit! We can absolutely do the same for you, for the house you live in or for a future investment! Please reach out anytime.



PURCHASED FOR \$1.750M

BEFORE

AFTER

SOLD FOR \$2.095M!

*****MANAGED REMODEL FOR CLIENTS WITH A MODEST BUDGET**

BARRON | real
SAN DIEGO REAL ESTATE

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Best,
The Barron Team



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WHO YOU WORK WITH MATTERS

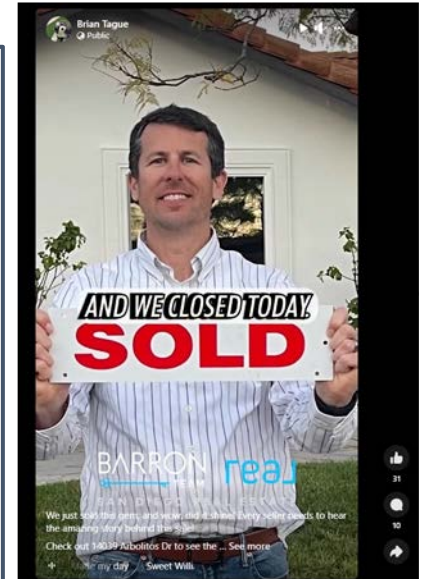
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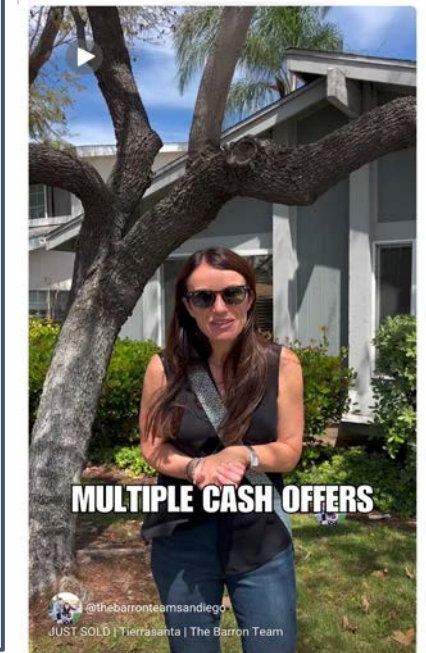
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QR code

Reels



Shorts



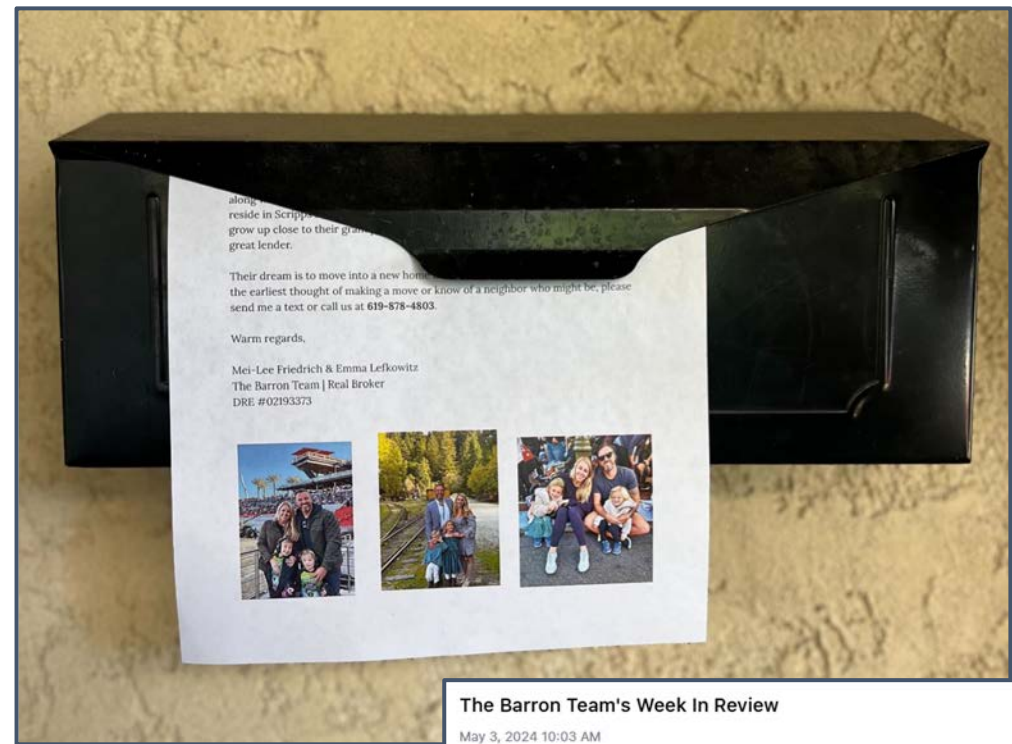
JUST SOLD VIDEO EMBEDDED IN THE EMAIL



THE \$\$\$ IS IN THE FOLLOW UP

(6-30 days after SOLD)

- Thank the neighbors with gratitude and sincerity
 - Send email
 - Circle dial
 - Door knock
- Set up Monthly Seller Email Campaign
- Mail Personalized Letters saying that we still have buyers looking in their neighborhood



The Barron Team's Week In Review

May 3, 2024 10:03 AM

From: <thebarronteam@chime.house>

To:

Happy Friday!

Hope your week has been fantastic! We're excited to share our listings with you. If you have any questions or want more info, just shoot us an email or a text. Plus, we offer both in-person and virtual tours to fit your schedule.

Let's make your real estate goals happen!

Active Listings



5 THINGS I WILL START DOING TOMORROW

- ✓ Pre-Marketing Coming Soon Listings
- ✓ Door Knocking and Circle Dialing Neighbors
- ✓ Organize a Wine & Cheese Event
- ✓ Create a Custom Audience on FB
- ✓ Tell stories on social channels

Sharing is Caring!

Scan this QR Code to get your copies.



The Barron Team - San Diego Realtors



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