



# DREAM HOME

YOUR HOME DESERVES THE BEST SELLING PLAN

**PRESENTED:** *ALEJANDRO GAMBOA*

[Sandstonerealestateteam.com](http://Sandstonerealestateteam.com)



# OUR MISSION

TO SELL YOUR HOME

To sell your home at the **highest possible price** in the **shortest time**, using advanced marketing strategies, multichannel exposure, and a seamless, stress-free experience for you as the homeowner.

# STRATEGIC OPEN HOUSES

MORE VISIBILITY, MORE OFFERS



“We organize Open Houses to attract qualified buyers, create urgency, and position your property as one of the most active on the market.”



## Estimated Dates

Saturdays or Sundays /  
11 am – 3pm



## Physical Signage

Signs on main avenues and key  
directions



## Promotions

Giveaways with tickets  
for attendees



## Beverages & Snacks

Water, coffee, cookies



## Digital Promotion

AdS on Meta, SMS &  
Email



## Lead Capture

QR code or registration  
form at the entrance



# REALTOR TOURS

WE MULTIPLY YOUR  
PROFESSIONAL VISIBILITY



## Locally Invited Agents:

We collaborate with active realtors in the area who have qualified buyers



## Personalized Guided Tour

We highlight the most attractive features of your property in a professional way.



## Cross-Promotion:

These agents recommend your home to their clients, amplifying the promotion



## More Exposure, More Opportunities

The more agents that see your property, the greater the chances of receiving qualified offers.

# PROFESSIONAL REAL ESTATE PLATFORMS



Your listing will appear with priority on:

- ✓ FlexMLS
- ✓ HOMES.COM
- ✓ REALTOR.COM
- ✓ ZILLOW.COM
- ✓ MARKETPLACE

Listing optimization includes:

- ✓ Persuasive and professional copywriting
- ✓ Strategic keywords targeting active buyers
- ✓ Custom listing page on our website: [sandstone.homes](https://sandstone.homes)

# PREMIUM CONTENT PRODUCTION

FIRST IMPRESSIONS SELL. WE INCLUDE:

3D Virtual Tour  
(Matterport)

01



02

HDR Professional  
Photography



Cinematic  
Video tour

04



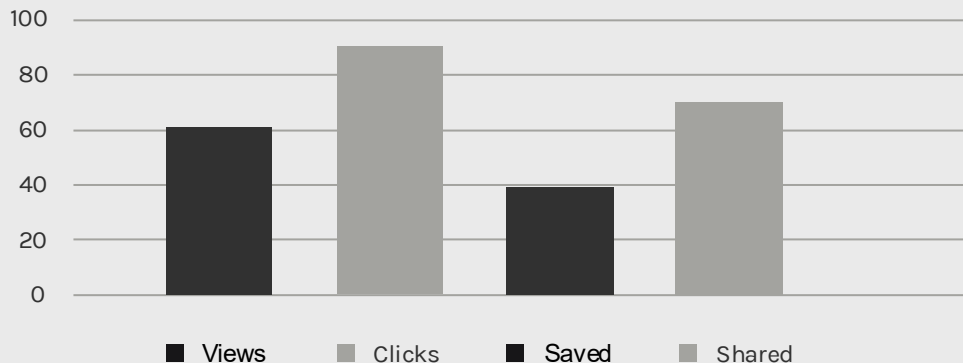
03

Drone shots  
and video

# MARKET INTELLIGENCE & ANALYTICS

## Smart data for smart decisions:




- Weekly activity reports (views, saves, clicks, etc.)
- Updated CMA: Comparative Market Analysis with similar properties
- Data-driven pricing strategy based on market trends



*We know when to hold, when to adjust, and how to position your home for success.*

# MULTICHANNEL PROMOTION CAMPAIGNS

**WE RUN CAMPAIGNS TARGETING READY-TO-BUY AUDIENCES:**

-  **Segmented Email Marketing** to our buyer and agent network
-  **Automated SMS follow-ups** for interested leads
-  **Voicemail drop campaigns**  
(optional, pre-recorded voice messages)



# TARGETED DIGITAL ADVERTISING

**YOUR HOME GETS IN FRONT OF THE RIGHT BUYERS:**

- **Meta Ads** (Facebook & Instagram) targeting area, interests & income
- **Google Ads** for real-time buyer searches like: *"4-bedroom homes for sale in El Paso"*
- **Reels and professional social posts** from our official accounts





# NATIONWIDE STRATEGIC EXPOSURE

**We attract out-of-state buyers from:**

California, Arizona, Nevada, Colorado

Better value for money

We also collaborate with referral agents who have relocation clients.

*28% of recent homebuyers in El Paso moved from out of state.*

# EXTRAS THAT MAKE A DIFFERENCE

## **BUYER SEGMENTATION ANALYSIS**

We define your ideal buyer and target them directly

## **OPEN HOUSE PLAN**

With giveaways and Lender presence and ready to approve buyers

## **DIGITAL OR PHYSICAL STAGING**

To increase appeal

## **CLIENT SUCCESS TESTIMONIALS**

From recent sales

## **GUARANTEED WEEKLY FEEDBACK**

And check-ins throughout the process



# WHY CHOOSE US?

TOP REAL ESTATE MARKETING AGENCY IN EL PASO  
OVER X **PROPERTIES SOLD** IN RECENT MONTHS  
BILINGUAL TEAM WITH STRONG NEGOTIATION EXPERIENCE  
HIGH-TECH SYSTEMS (CRM + AUTOMATED FOLLOW-UP)  
100% COMMITTED FROM LISTING TO CLOSING



+8,885,864

Views in Homes.com, Zillow  
and FlexMLS.

3,384,538

Impressions generated by  
personalized digital  
campaigns.

358,045

Interactions from  
potential buyers on  
social media and ads.



# PLATFORMS WHERE WE'VE EXCELLED





# Alejandro Gamboa

TEXAS REALTOR, NEW MEXICO BROKER

I am Alejandro Gamboa, Team Leader of Sandstone Real Estate Team under Keller Williams.

I am a U.S. Navy veteran, a retired El Paso police officer, and a home builder — so serving and protecting people is part of who I am.

Whether you are buying, selling, or building, my team and I are here to guide you every step of the way with honesty, experience, and true local expertise.

I have dedicated my life to service; now I am here to serve you and help you find the place you can proudly call home.

# MEET THE TEAM THAT WILL SELL YOUR HOME



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**Alexa Gamboa**  
Administrative Assistant



**Adrian Rodriguez**  
Marketing Director  
915 317-8065



**Celeste Palacios**  
Licensed Transaction  
Coordinator®




**Martin Gomez**  
Event Coordinator  
915 243-2119



# READY TO SELL YOUR HOME

## Next Step:

 We schedule a professional photo session and have your home live on the market in less than 48 hours.



## CONTACT ME

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