

The Del Rio-Mendez Team







MEET

Alicia

Del Rio-Mendez

Alicia Del Rio-Mendez is Realtor of Intero Real Estate Services East Bay. She is a native bay area resident, raised on the Peninsula. Alicia is a resident of the east bay since 1987. In Alicia's off time you may see her on the soccer field, she loves dancing, traveling and exercising.

Her passion for success and helping others to succeed and accomplish their goals is one of her top characteristics. Alicia embodies an extensive dedication to the real estate community. She possesses a passion and determination to assist her clients accomplishes their short term and long-term goals. Within the first meeting with Alicia you will feel comfortable with her, as she will relate to your situation on a personal basis and tap into what your wants and needs are. You will experience her confidence, knowledge and compassion.

Alicia is known for her negotiation skills that result in the best possible outcome for her clients. If you are looking for an exceptional Real Estate Professional, Alicia is the one you want on your team.

Alicia is fluent in Spanish and has helped many families obtain their dream homes. She is compassionate and extremely hard working.

INTERO

MEET ALICIA'S TEAM



Anna Pylypets
Transaction Coordinator

REDEFINING REAL ESTATE
ONE CLIENT AT A TIME

We are a team of passionate real estate experts who are dedicated to providing an amazing experience every step of the way. Whether you're buying, selling, or considering your next investment, we promise to deliver nothing short of amazing results!

READY FOR YOUR NEXT REAL
ESTATE ADVENTURE?

GIVE US A CALL!



Lucy Grezdo
Marketing Sales Representative



Elaine Luong
Staging & Design Specialist



Tony Garcia
Contractor



Richa Bakshi
Photo-Video-Drone Specialist

510-358-1275

adelriomendez@intero.com

aliciadelrio.com

DRE# 01483894



INTERO

WHAT OUR CLIENTS ARE SAYING

As a first time home buyer this was a scary yet exciting experience for me. Scary, because I knew nothing about the home buying process and I needed to feel comfort in being able to work with a realtor who was knowledgeable, patient, and a strong client advocate and that is what I found in working with Alicia. With Alicia by my side, she made this journey and vision of purchasing a home much more clearer, she was always readily available and flexible with her time, and she worked tirelessly to ensure the process was transparent and smooth. What I enjoyed most about working with Alicia was that she took the time to sit down and answer any and EVERY question that I had to ensure that I was informed, which helped me gain clarity in order to move forward with the next step and decision. Thanks to Alicia I am now a home owner and living in a place that I'm happy to call home. I would highly recommend Alicia, she is well- experienced and will be there with you every step of the way.

Marilyn Chao

Alicia Del Rio-Mendez is attentive and supportive throughout the buying process. She is in constant communication and provides information and reports in a timely manner. She takes her time getting to know her clients and narrows down potential homes based on your needs and preferences. Alicia follows your direction and provides feedback and support when needed. We are now the happy owners of our first family home, and we owe that to Alicia's hard work and dedication. We are recommending her to our friends and family.

The Martinez-Ayon Family

This letter is my recommendation for Real Estate Agent Alicia Del Rio-Mendez. She assisted my parents and me with the purchase of my first multiplex property in San Leandro. I have worked with other real estate agents in the past and Alicia is the best agent I have ever used.

Alicia has many qualities that make her a successful agent. She is professional and has a lot of knowledge about the industry. She is tenacious and has high integrity, always keeping her clients best interests in mind. She does a great job of listening to her client's needs and is extremely responsive to any questions I had. Alicia made our purchase go as smoothly as possible and made me feel comfortable every step of the way. I would not hesitate to use her as my agent in the future and I highly recommend her.

Erica Jasso

I didn't start out choosing Alicia to represent me in selling the home I grew up in from 1961. From a neighbor who recommended another realtor. That team lasted less than a week when I spoke what I was seeking as a listing price and the gentleman gave me his top dollar that was \$300K less than my bottom dollar.

A dear friend of mine suggested Alicia to me as my friend had retained Alicia in selling her house. From the 1st day we met, (Alicia brought donuts), I felt very relaxed and at ease in what can be a stressful situation. She listened to me talk about my wants and needs. We talked for awhile and I was sold that this was going to be the realtor for me to lead me to the promised land... and she did! She scheduled everything, keeping my odd work schedule in mind: from having the house cleaned, getting new flooring at a great price, to having the house staged. At this point, I almost wanted to stay at the house. Paperwork, paperwork, paperwork! Thank goodness for E-sign. At my request, Alicia always gave me hard copies of receipts and of the process one must go through to list the house, schedule viewings, accepting or not accepting offers. Her knowledge and advice Alicia has gained throughout her career was shared with me and much of the time I simply agreed to let her control this process. Alicia even lent me a sign to put on the for sale sign so I could have my picture taken next to the sign. She gained my trust 100%. SOLD! What a beautiful thing to see on top of that sign in the front yard. During this process, I would bombard Alicia with question after question (when I look back, many questions appeared way out there); yet she always and promptly answered them to my satisfaction.

We then embarked on the voyage to purchase a home for myself. I gave Alicia a basic location and a ballpark estimate on what I was willing to spend. She worked tirelessly sending me homes for sale. We traveled to several towns to view prospects. Again, she grabbed my hand and walked me through the entire process: successfully finding the home I was looking for. More paperwork, ugh! We got through it unscathed and I am over the moon at where I landed. I would recommend to anyone to seek out Alicia to represent them in selling or buying a home. I know I have found a friend who will help me with any questions that I have, going forward.

Kevin Finch

Alicia Del Rio-Mendez
REALTOR

510.358.1275

adelriomendez@intero.com
www.aliciadelrio.com
DRE# 01483894



PRODUCTION PROFILE

CLOSED TRANSACTIONS

INTERO



**215 Saint Nicholas Ct
Fremont, CA 94539**

2 Bath, 4 Bed
1,356 SQ FT

\$1,475,000



**25042 Plum Tree St
Hayward CA 94544**

3 Bath, 3 Bed
1,440 SQ FT

\$810,000



**8001 Hillside St
Oakland CA 94605**

1 Bath, 2 Bed
1,036 SQ FT

\$540,000



**3312 E. 16th St
Oakland CA 94601**

2 Bath, 2 Bed
1,034 SQ FT

\$640,000



**1347 Grang
Oakland CA 94606**

1 Bath, 1 Bed
685 SQ FT

\$420,000



**834 W. Washington St
Lodi, CA 95240**

3 Bath, 5 Bed
2,143 SQ FT

\$460,000



Alicia Del Rio-Mendez
REALTOR

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DRE# 01483894

TRACK RECORD

What's the difference between selling your home or failing to do so? The details. Whether it's a proven sales approach, effective marketing campaigns, or utilizing our existing network of qualified agents, at Intero Real Estate Services no detail is overlooked.

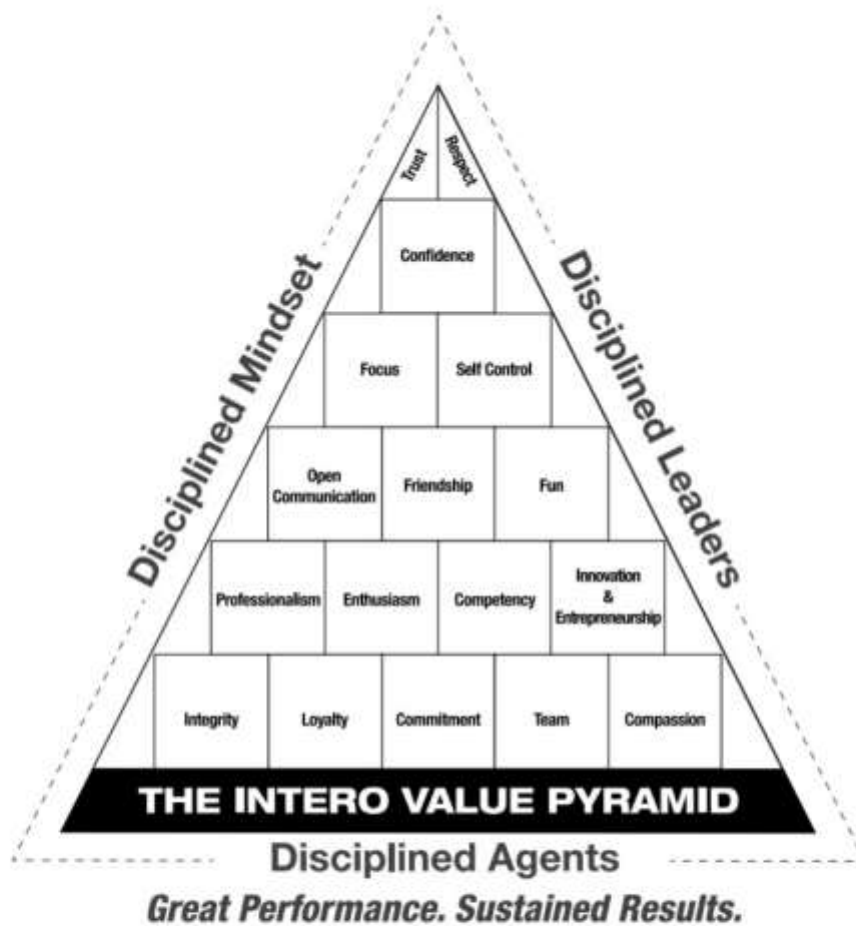
Who you work with in today's market matters. With a proven track record, the right skill set and years of experience, Intero Real Estate Services has all the tools to sell your home. If you're serious about selling your home, we're serious about getting the job done.



REALTrends
The Trusted Source

Inc.
500

INTERO



VISION & VALUES

- Integrity
- Compassion
- Loyalty
- Commitment
- Team
- Professionalism
- Enthusiasm
- Competency
- Innovation & Entrepreneurship
- Open Communication
- Friendship
- Fun
- Focus
- Self-Control
- Confidence

INTERO

Tools We Use

OUR TEAM OF MARKETING PROFESSIONALS **MAKE YOUR HOME STAND OUT!**



- | | |
|--|---|
| 01/ TEAM APPROACH | 09/ VIDEO TOUR MARKETING |
| 02/ PROFESSIONAL PHOTOGRAPHY | 10/ JUST LISTED MAILING |
| 03/ LUXURY YARD SIGN AND POST | 11/ JUST LISTED MEGA OPEN HOUSE |
| 04/ 24/7 INFORMATION SIGN RIDER & FLYER FOR POST SIGN | 12/ TOP LOCAL AGENT PREVIEW E-MAIL |
| 05/ DISTINCTIVE BROCHURES PROFESSIONALLY PRINTED | 13/ LOCAL BROKERAGE NETWORK |
| 06/ CUSTOM WEBSITE SPECIFIC TO THE PROPERTY | 14/ NATIONAL BROKERAGE NETWORK |
| 07/ SOCIAL CAMPAIGN <ul style="list-style-type: none">» facebook» instagram | 15/ PRE-MARKETING E-MAIL BLAST TO OUR DATABASE |
| 08/ EXPOSURE ON: <ul style="list-style-type: none">» zillow.com» realtor.com» trulia.com» homes.com» and more | 16/ PROSPECTING TO OUR BUYER DATABASE |
| | 17/ STAGING FOR TOP DOLLAR |
| | 18/ HOME WARRANTY COVERAGE DURING LISTING PERIOD |
| | 19/ BROKER TOURS |
| | 20/ ACCURATE FEEDBACK / SELLER PROGRESS REPORT |
| | 21/ FOLLOW UP |



TEAM APPROACH / 01

We know that you can get more done as a team that you can as an individual, so we have aligned ourselves with a team of professionals (i.e. Lenders, Title Companies, Inspectors, Appraisers, Contractors, etc.) To assure a successful outcome to your transaction!



PHOTOGRAPHY / 02

We provide professional photography to make sure all of your property's benefits and unique features are properly captured and highlighted to consumers.



SIGN & POST / 03

One of the benefits of being the number one real estate company in Silicon Valley, as well as, the East Bay Area, is not only having one of the most recognizable signs in the industry, but also having the largest number of signs throughout our communities generating more potential client leads for your property!!



SIGN RIDER / 04

Utilized to highlight a specific feature of the property, as well as, to provide information to consumers via QR Code technology and web links making the information accessible at all times.



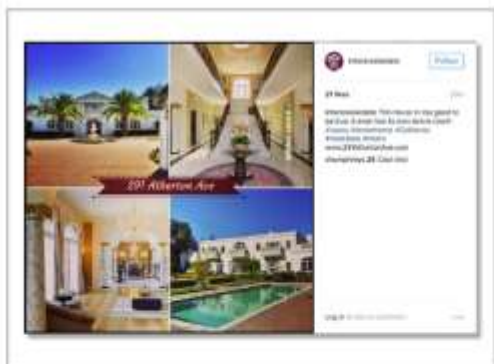
BROCHURES / 05

Professionally designed property brochures to give a detailed description of the property and to highlight all of its unique features and benefits in a clear and concise manner.



ITS OWN WEBSITE / 06

Every property is unique in its own way, so Intero Real Estate Services has created its own unique and individualized consumer website which creates more exposure and to highlight each of its individual listings. Allowing more specific and detailed information to be expounded upon in depth.



SOCIAL / 07

We utilize social media to maximize the exposure to our listings by "Boosting" our posts and therefore creating more awareness to a specifically targeted consumer.



EXPOSURE / 08

Intero Real Estate Services uses the power of the internet through its Listing Syndication, which syndicates all of its listings out to over 75 of the top search engines making sure it gets the maximum exposure possible.



VIDEO / 09

Technology today has allowed us the opportunity to market properties on a whole new platform. Utilizing video, we can distribute content on properties through different mediums, such as, YouTube, Virtual Tours, Drone Photography, social media channels, etc.



JUST LISTED MAIL / 10

Although print media has been declining, the need for push marketing has not. At Intero Real Estate Services we create some of the highest quality marketing pieces in the industry to direct mail to target audiences that are specific to the individual property.



OPEN HOUSE / 11

Used to create better accessibility to potential buyers, Open Houses are a great way to meet a potential client and have a chance to discuss their personal needs. Open houses create the opportunity to point out and demonstrate all of the unique features and benefits of the property.



TOP AGENTS / 12

To insure success, it is important that you work with the best agents in the business. Other companies may use a "Shot Gun" approach to marketing, but we at Intero Real Estate Services concentrate our resources on the most productive and active agents in the market place. This allows our message to be finely tuned and specifically targeted to the agents that are more likely to have a client for that particular property.



LOCAL OFFICES / 13

To better serve our communities, it is important that we not only sell properties in their community, but that we are part of that community as well. Intero Real Estate Services has offices locations throughout the Greater Bay Area to serve our local communities.



NATIONAL NETWORK / 14

Intero Real Estate Services belongs to the "Leading Real Estate Companies of the World," which is the largest Relocation Network in the world, with nearly 700 firms with 5,000 offices and 145,000 sales associates.



E-MAIL BLASTS / 15

EMAIL is a fast and effective way to disperse information to large numbers of potential clients, as well as, REALTORS and Investors alike. We distribute market updates, home improvement information, real estate trends, as well as, property information to help keep consumers up to date on the most recent market changes.

PHONE	LEAD NAME	CATEGORY	LATEST COMMUNICATION	TASK ACTION	LAST VISIT
<input type="checkbox"/>	Walter Burger w.burger@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Charlotte Levy levy@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Heather Schultz hschultz@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Charlotte Casey ccasey@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Mary Price mprice@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Timothy Ray tray@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Doug Wilson dwilson@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Kimberly Taylor ktaylor@intero.com	Buyer	Email Sent: 10 days ago		45 days ago
<input type="checkbox"/>	Heidi Heston heston@intero.com	Buyer	Email Sent: 10 days ago		45 days ago

BUYER DATABASE / 16

Also commonly referred to as our "Match & Sell" network. Thousands of potential clients and investors register on our website to create a personal account. As soon as properties become available, these potential clients and investors are immediately notified and receive an alert of the properties that match their specific search criteria.



STAGING / 17

We have professional stagers available to assist in evaluating the specific needs a property might benefit from to make sure it is presented and shown in the best light. To do this, we utilize staging to create the property feel, mood and look to insure that all of the features and benefits of a property are presented in its best light.



HOME WARRANTY / 18

Home warranties are available to cover a home to assure that any unexpected issues that may occur after the sale of the home are covered to create peace of mind for both the buyer and the seller. Seller's coverage is also available to cover the seller during the time the property is being marketed.



BROKER TOURS / 19

Utilized as a tool to mobilize the entire real estate community to create additional exposure and awareness, REALTORS from all brokerages invited to preview the subject property for any of their potential clients that may be looking for that specific type of property and to notify their client immediately of the properties availability.



FEEDBACK / 20

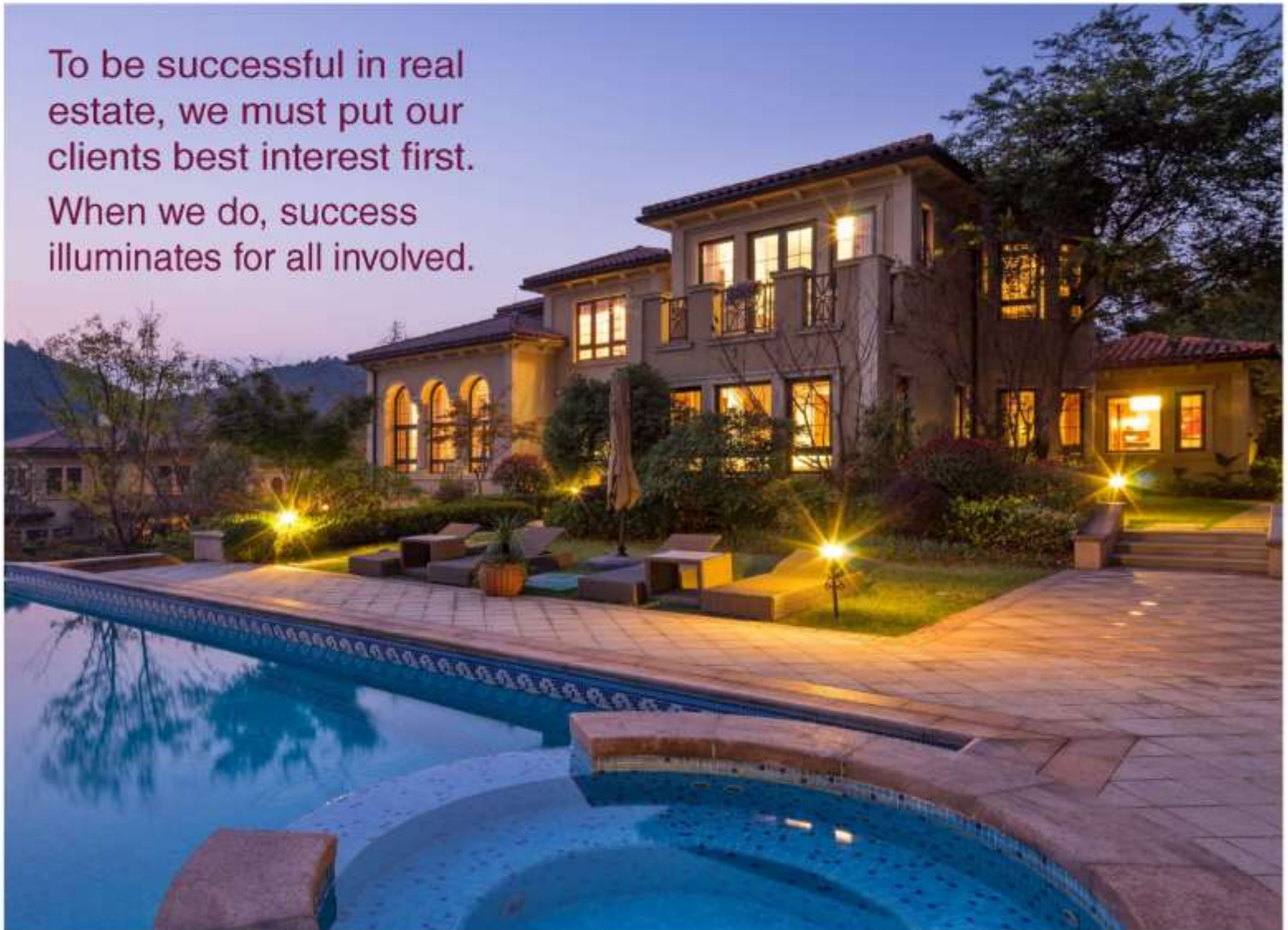
Communication is vital for a successful working relationship. At Intero Real Estate Services, we believe that selling a property is a team effort between both the REALTOR and client. It is important to be in alignment with each other in order to insure a successful outcome. If either party feels that something needs to be addressed, it is important to have a channel of open communication in which to provide honest feedback and share information in which to make educated decisions and forge marketing and negotiating strategies.



FOLLOW UP / 21

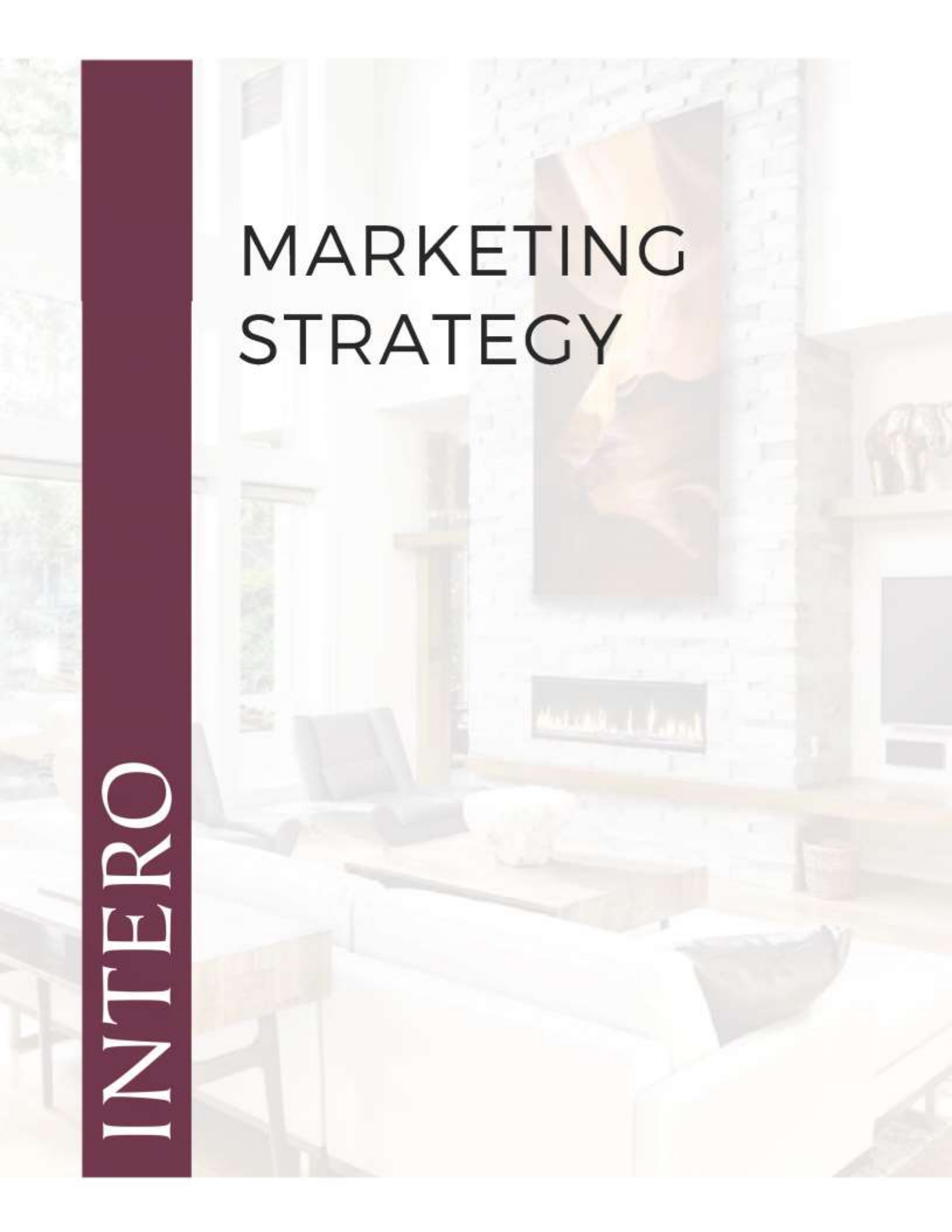
Once a transaction has been successfully completed, it is our hope to have not only earned your business, but to have forged a professional relationship for life! The transaction may have ended, but the professional relationship has just begun. Your REALTOR will remain in contact with you and hopes to continue to be a real estate resource that you can call upon for anything you may need pertaining to real estate. Intero Real Estate Services welcomes the opportunity to help any friends, family, co-workers or anyone in your sphere of influence that may be in need of our services.

To be successful in real estate, we must put our clients best interest first. When we do, success illuminates for all involved.



INTERO

MARKETING STRATEGY





STAGING

Creating Great First Impressions.

We want your home to be on the market for as short a time as possible. For that to happen, it needs to look its best - so it will appeal to the broadest range of people.

Practical Advice.

We can provide specific recommendations to help you highlight your home's important areas, decorative appeal, amenities, and focal points.

At the same time, we'll also suggest ways to establish clear traffic patterns that may help potential buyers get the most from their viewing.

For buyers it is easier to visualize the property as a future home (81%), buyers are more willing to walk through a home they viewed online (46%), will positively impact the value of the home if it is decorated to the buyer tastes (45%), and buyers are more willing to overlook other property faults (28%).



INTERO

PRINT

Although we are in the digital age, print media is still an important aspect of getting the word out about your property. Strategically using local and national print advertising pushes more interested buyers to the online marketing we set up for you. It simplifies the buyer's search by providing the information right in front of them.

Property Brochure

Leave a lasting impression. Custom property brochures will be created for home tours and open houses.

Direct Mail

Customized direct mail pieces will be sent out over the lifetime of the listing to a geographically targeted list of affluent prospective buyers.

Local Market Print Advertising

Local weekly or monthly newspapers and magazines are still read by a majority of home buyers and sellers. Therefore, it is extremely important to be listed in these publications. Your home will be featured in one of the many local community newspapers.

INTERIO





DIGITAL

We're Easy To Find.

In 2013, 92% of consumers used the Internet during the home buying process and 42% first looked online for properties to purchase*. Intero markets your property to a worldwide audience at some of the top internet sites.



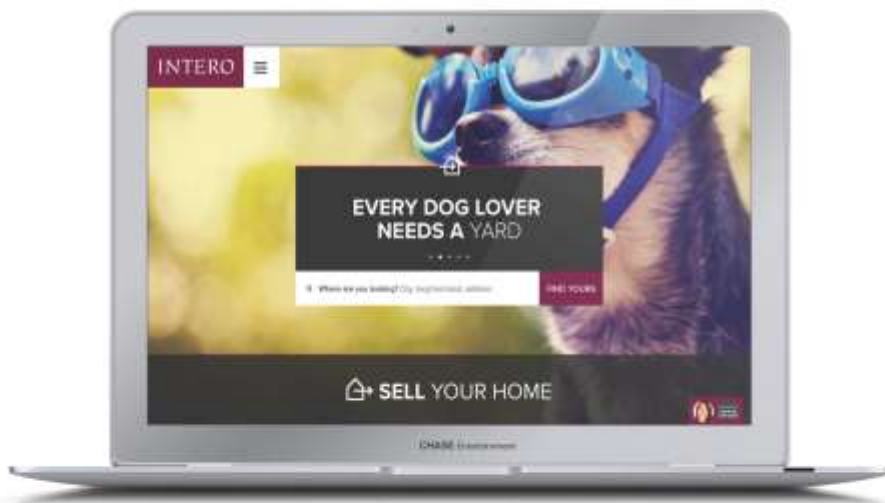
Aol Real Estate.



PropGoLuxury.com

YAHOO!
REAL ESTATE

PropGO



INTERO





PRICING STRATEGY

Our integrity, supported by widespread market knowledge and experience, will help you price your home as competitively as possible.



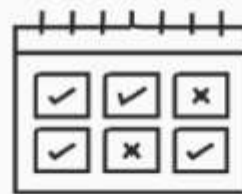
Market Dynamics:
Supply & Demand



INTERO



Analysis of Active, Pending,
& Sold Transactions



Personal Timing &
Seasonal Considerations

THE SELLING PROCESS

Review Offers

- Review offers with seller
- Prepare counter offers
- Verify contingency periods
- Verify loan rates with lender

Marketing

- Enter on MLS
- Send out office email notice
- Schedule open house
- Put property on broker tour
- Order property flyers
- Initiate internet marketing plan

Report / Disclosure Review

- Read and review all reports and disclosures to prepare for review with client
- Review reports and disclosures with client

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THE SELLING PROCESS

3

Initial Escrow Period

- Submit contract to escrow officer
- Report pending sale to MLS
- Confirm that buyer has received all disclosures
- Place sale pending sign on property
- Record contingency dates
- Coordinate buyer inspections

Transaction Review

- Ensure all disclosures docs are signed properly
- Ensure buyer has received all pertinent document/reports
- Confirm loan approval conditions and document delivery timelines

Contingency Removal

- Review repair requests
- Negotiate/confirm repairs
- Remove contingencies
- Confirm move in date with buyer's agent
- Schedule final walkthrough
- Change MLS status to DNS

Record / Transfer Title & Close Escrow

- Review docs with seller
- Confirm sign off date
- Key exchange
- Sign off
- Escrow closed

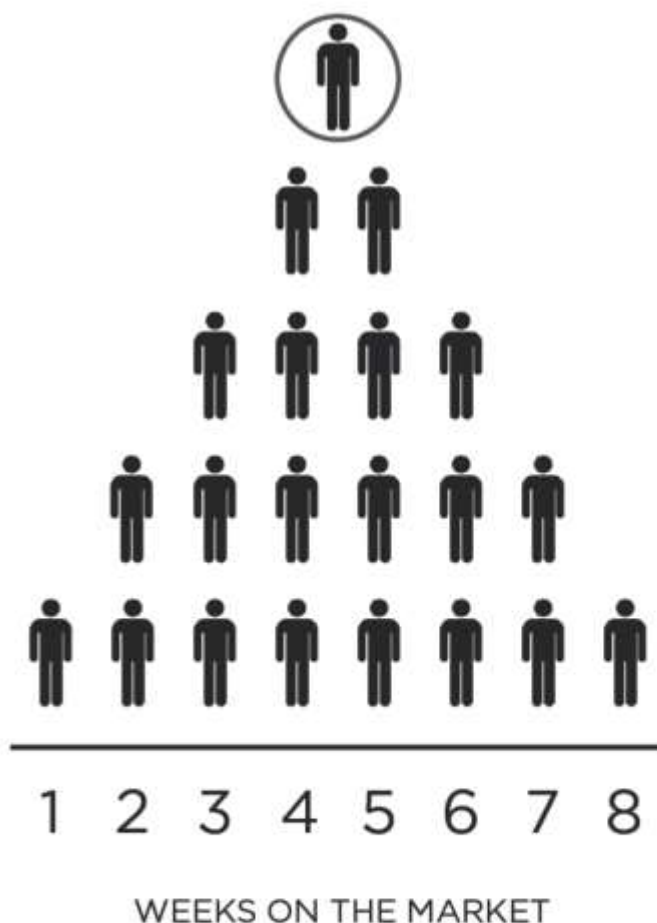


MAXIMIZE ACTIVITY & INTEREST

Interest in your home peaks when it first goes on the market. Pricing your property realistically from the beginning, can generate the greatest interest among buyers and brokers.

INTERO

PEAK INTEREST



NEGOTIATING

We're on your side.

Intero is a company you can rely on and trust to remain totally focused on representing you and your best interests when it comes time to negotiate the sale of your home. Our agents are trained and coached by some of real estate's most well known negotiators.



INTERO

MORE ABOUT INTERO REAL ESTATE

A home is given an elevated level of exposure through its carefully crafted marketing portfolio set up to showcase your home to relevant markets locally, nationally and globally. Customized to the unique style of each property, Intero will expose your home through the most influential mediums reaching the greatest number of qualified buyers wherever they may be in the world.



PRESTIGIO LUXURY: LIVE EXTRAORDINARY

Why Prestigio International?

Intero Prestigio International is a luxury collection from Intero Real Estate Services of the finest and most exclusive homes. A Prestigio International home is given an elevated level of exposure through its carefully crafted marketing portfolio set up to showcase your home to relevant markets locally, nationally and globally. Customized to the unique style of each luxury property, Prestigio International will expose your home through the most influential mediums reaching the greatest number of qualified buyers wherever they may be in the world.

INTERO

BERKSHIRE & NETWORK

INTERO

Proud to be part of Berkshire Hathaway,
Fortune Magazine's

4th Most Admired Company in the World!

We know, day in and day out, that we work for a
company with integrity. It always feels good when
other people recognize it, too!



