



Frank Abbadessa

SELLING HOMES FOR MORE IN LESS TIME

#1 Re/Max Agent for 2021



Frank Abbadessa

SERVING THE GREATER ORANGE & LOS ANGELES COUNTIES



Welcome

As a Best of Zillow Agent and Nominee of the Re/Max Hall of Fame Award, I know what it takes to sell your home quickly and for more money.

I get it, selling a home can be stressful and challenging. However, hundreds of homes are sold weekly in your community alone. With the right sales approach, a strategic marketing campaign, and an extensive network, there's no reason why your home shouldn't sell as well.

As your agent, there are several services you can expect me to provide, including:

- Accurate & competitive pricing.
- Empowering you to command a higher asking price by enhancing the perceived – and real – value of your home.
- Superior marketing, including, but not limited to: A Custom Property Website, Social Media, Email Marketing, Professional Photography, & Videography.
- Ensuring the sale of your home by keeping you informed.

In addition to strategy, to provide you with peace of mind, I'm all about service. From answering all your questions, to striving to satisfy your real estate needs, I pride myself on providing superior service that you'll confidently refer me to your family and friends. If you're considering selling your home, put me to work for you!

With Integrity,

Frank Abbadessa

About Frank

Frank Abbadessa is a professional real estate agent with over 12 years of experience with Re/Max College Park, where he could not have found a better or more honorable company to work for.

Born in La Verne, CA, Frank later relocated to Seal Beach where he resides today. Besides helping people buy and sell real estate, he also enjoys surfing, golfing, playing the guitar, cooking, camping, and attending Church.

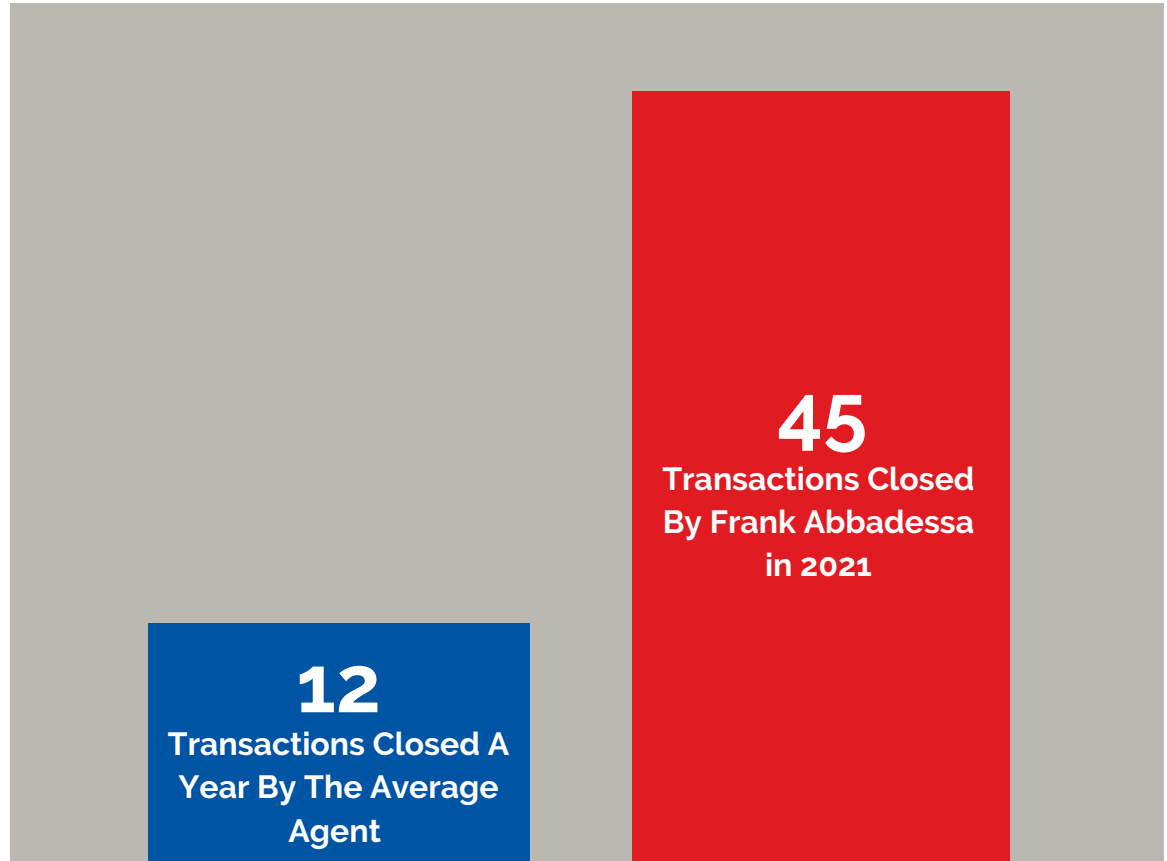
With family members in the real estate industry, he has grown up to enjoy everything about the business, making real estate his true passion. As a Realtor specializing in residential properties, Frank has always brought abundant energy, creativity, dedication, experience, and personal knowledge to work.

He has worked as a Realtor extensively in Cypress, Garden Grove, Long Beach, Seal Beach, Buena Park, Lakewood, Huntington Beach, and all surrounding cities. His commitment to his clients has always been the key to his success.

Frank further keeps himself updated with all real estate trends affecting the real estate industry, such as distressed homeowners. In fact, he has been certified by the California Association of Realtors as a SFR (Short-Sale and Foreclosure Resource) and has helped many homeowners with their distressed homes.

When you choose Frank as your Realtor, you will always be glad you did!





Frank's Proven Success

Frank sells 3.5 Times More Homes Than The Average Real Estate Agent





3928 Hayvenhurst Dr | Encino | \$5,000,000
8 Beds, 10 Baths | 10,325 s/f, 44,851 s/f lot



8092 Acacia St | Cypress | \$1,075,000
4 Beds, 5 Baths | 2,466 s/f, 7,475 s/f lot



9375 Gregory Street | Cypress | \$965,000
3 Beds, 3 Baths | 1,780 s/f, 6,240 s/f lot

2021 Sales

45 Homes Sold | \$33,865,000 in Total Sales



9860 Anzio Ct | Cypress | \$1,200,000
4 Beds, 3 Baths | 3,486 s/f, 8,867 s/f lot



9591 Imperial Ave | Garden Grove | \$950,000
5 Beds, 3 Baths | 3,074 s/f, 9,729 s/f lot

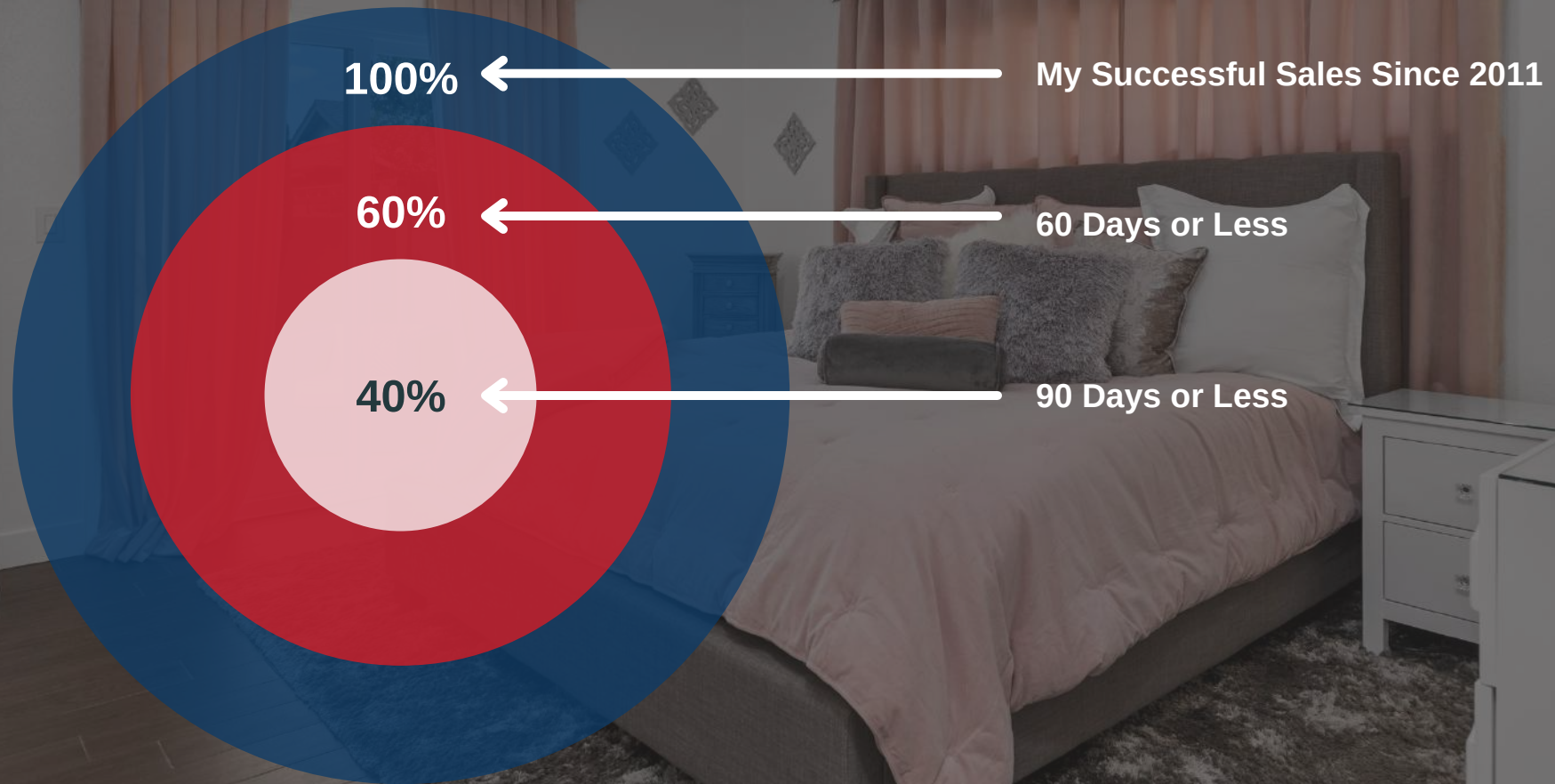


8110 Coral Bell Way | Buena Park | \$850,000
4 Beds, 3 Baths | 2,125 s/f, 6,000 s/f lot

Frank's Proven Success

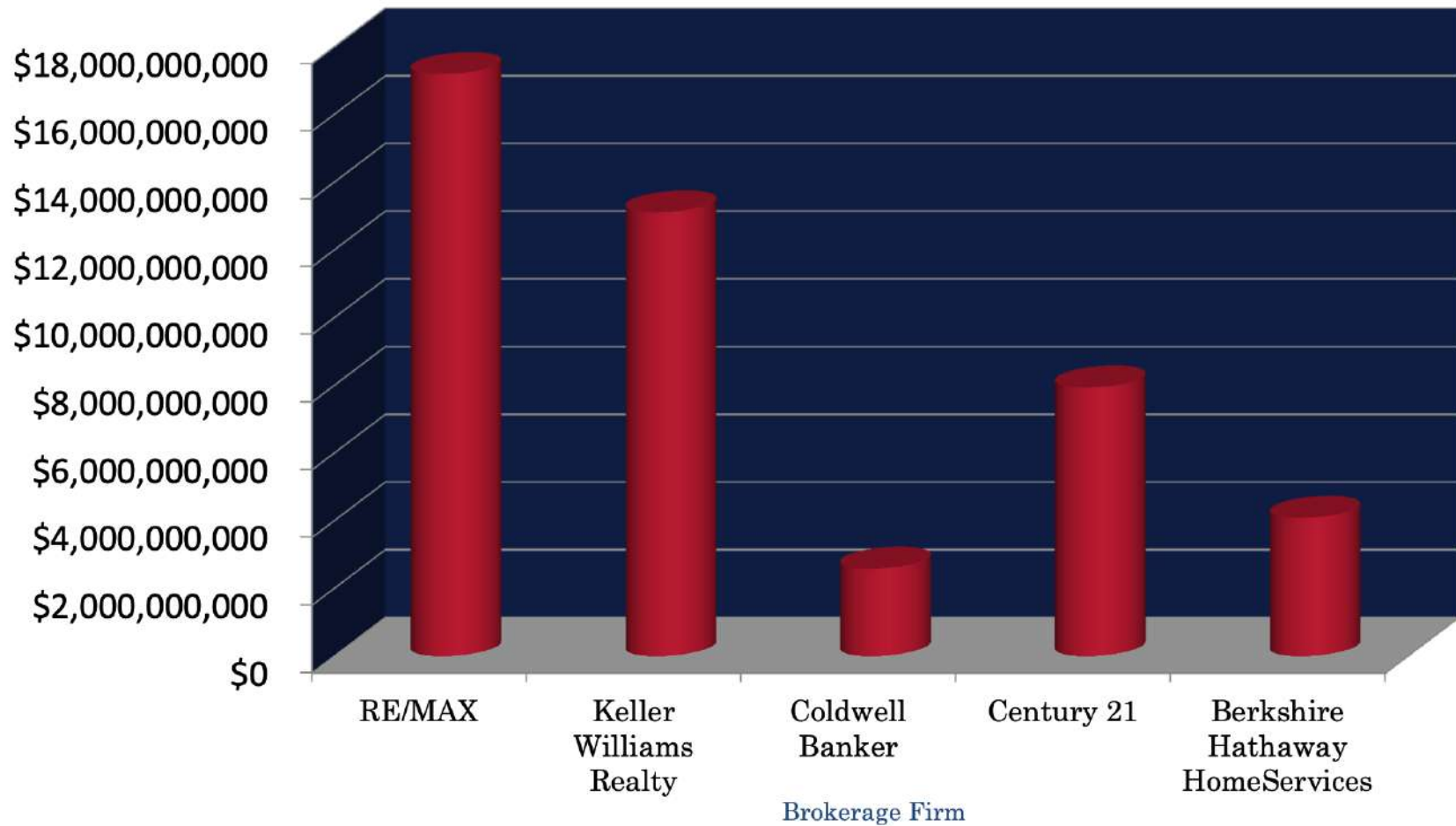
100% OF FRANK'S LISTINGS SELL WITHIN THE ORIGINAL LISTING PERIOD

Frank has NEVER had a listing expire.



Frank's Proven Success

2021 BROKERAGE SALES BY VOLUME

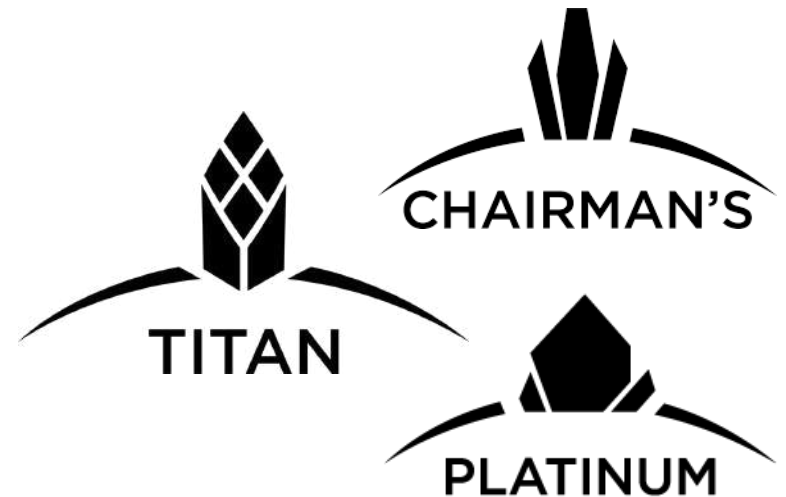


Source: Real Trends





Awards



106+ Positive Reviews.

#1 Re/Max Agent for 2021.

Consistently ranked in the Top 3 Agents out of 250 agents in his brokerage.



TESTIMONIALS



Sold in 1 Week - For More Than Listing Price

Where do I start?! My experience with Frank Abbadessa was beyond extraordinary, and he far exceeded my expectations. Frank went above and beyond for me! He made the entire process of selling my home seamless...it was all so easy! His listing blew everything else that was on the market out of the water, and consistently had more views per day than any other local listing. The number of, and quality of his photos, far surpassed every listing that I viewed on-line. Frank and I agreed on a listing price that we thought was fair for both myself and any potential buyers. The price he chose, along with his extraordinary listing, sparked an intense bidding war amongst would be buyers. We had numerous offers the day after the home was officially listed and Frank held the open house. It was off the market after only 1 week and escrow closed in only 3 weeks! Oh, and I can't leave out the best part.... the home ended up closing at 3% higher than our original asking price! The end result was a bunch of extra, unexpected cash in my pocket, and a huge smile on my face. Needless to say, I will definitely use Frank for any and all of my real estate needs in the future, and I highly recommend that you use him for yours!

Bradley E Cermak



Sold Above Asking Price

Frank is a beyond professional and experienced. We were brand new home buyers in 2017, and he helped guide us in buying our first home. He was patient with our questions, and always available to show us any homes we were interested in viewing. He helped make the home buying process so simple and seamless, and his recommendations were equally as professional and kind as him. We sold our home in 2020, and he was our agent again, and as before he was kind, professional and patient. He helped sell our home above its value, and made recommendations on what would make our home more attractive to buyers. We could not recommend him enough, and we look forward to working with him again in the future. We've recommended him to our family and friends as well. Thank you, Frank for all of your help, guidance and advice! Regards, JD and family.

Gurdeepak Bandesha



Only 19 Days

We met Frank as the showing agent on a previous property where we rented, and were impressed with his service. After we later purchased a new home and then decided to sell after two years, we knew we wanted to work with Frank. He worked diligently to help us prepare our home for sale, and to get it listed on as many platforms as possible, using multiple marketing techniques and tools. It only took 19 days before we accepted an offer ... above our asking price! We would strongly recommend him to anyone looking for a trustworthy and hardworking realtor in Orange County.

Dennis Alexander



3 Offers Within 72 Hours

I am a retired Real Estate Agent and was going to sell a rental home by owner. I contacted a few agents that work in the neighborhood and asked them to bring their buyers and I would pay their commission. Over the following 6 weeks, while I prepared the home for selling, Frank was the only agent that impressed me with his honest efforts to try and help me with this sale. He maintained regular communication and brought his clients to see the home. By the time it was ready to market to the public, I was so impressed with Frank and his professionalism and knowledge of the area and the market. So I listed the home with Frank. With his marketing skills, he was able to get 3 offers for us to chose from within the first 72 hours and we closed escrow in less than 30 days. I am so happy I allowed Frank to help us, he was prompt, professional and so very helpful to get the best price as well. Thank you Frank!

Kramer Construction Inc.



Service, Knowledge, & Expertise

We use other agents in the past, and this is our first time working with Frank, and I'm very please with his service, knowledge and expertise. From start to closing, he's was there to answer our questions, and help us on the way, and after closing, he still check on us if we needed any repair referral for our new place. I will definitely use Frank again, on any of our real estate needs. Thank you

Lolagi Lavatai



Coordinated Seamless Sale & Purchase

I am very pleased to write a review on Frank Abbadessa because I truly had a positive experience working with him to sell my home and purchase a new home. Frank is very personable and took that time to get an understanding on what my expectations where to sell my home and what I was looking for in a purchase. Frank is very responsive to all communications; phone, text and email. No matter how you communicate to Frank he will respond back very quickly. Frank did an excellent job marketing my home and had a very successful open house. Frank also showed me many homes I was interested in and ones that he picked out that he thought would fit my needs. Come to find out, Frank found the home I purchased which he was right, this home was exactly what I was looking for. Frank coordinated the selling of my home and the purchasing of the new home seamlessly (from my point of view). I don't believe I will be in the market to purchase a new home in a long time because Frank found my dream home but if I was, I would most definitely use Frank Abbadessa has my Agent and would most definitely refer Frank to my family and friends.

Mrs. Marano





How Homes Sell

UNDERSTANDING HOW BUYERS EVALUATE HOMES

The marketing I do to promote your home has only one purpose – to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, your home must then compete with other homes in two areas:

- (1) Features AND
- (2) Price

If your home has more appealing features OR it's priced lower than comparable homes, your home will stand out as the better value.

Conversely, if your home lacks the features potential homebuyers desire, you must then compete based on price.

To be effective, your home should stand out as one of the top two or three best values in your immediate market place.



Price

PRICING YOUR HOME FOR A SUCCESSFUL SALE

Pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price. The strategy of overpricing your home when you list, knowing you can reduce it later, might seem to make sense at first, however, it seldom works. In fact, sellers who overprice their homes – even 10% above market value – then reduce the price often end up receiving less than they would have if they'd priced it accurately from the start.

Here's Why:

- Fewer buyers – even if they're attracted to your home – will respond to marketing efforts when they know your home is overpriced.
- Fewer agents will show your home to their buyers if they know your home is overpriced.
- The right buyers may never even view your home because they'll confine their search to a lesser price range where yours should be.

Please keep in mind, neither an agent nor a seller sets the price – the market sets the price or value of your home.



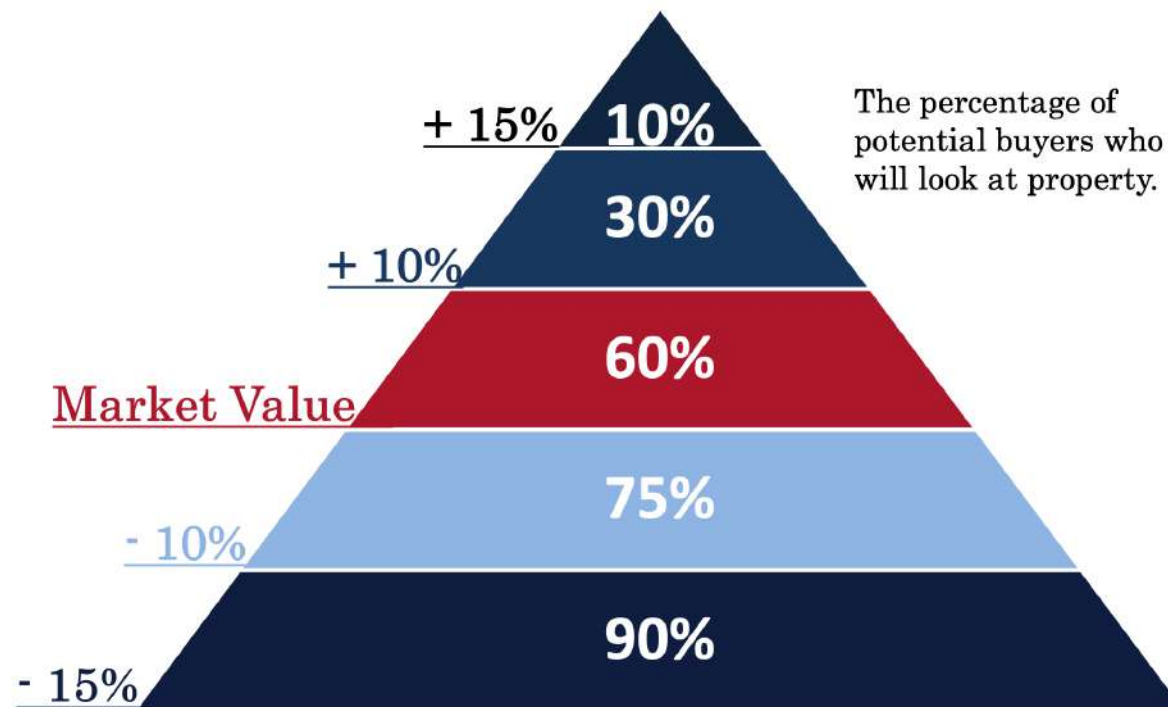
Factors That Influence Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- Buyer's Perception of Your Home

Factors with Little or No Influence Market Value

- The Price the Seller Paid for the Home
- The Seller's Expected Net Proceeds
- The Amount Spent on Improvements

Impact of Price on Visibility



A difference of just 10% can make or break a deal. Pricing is part strategy & part powerful negotiation on your behalf.

PREPARING YOUR HOME FOR A SUCCESSFUL SALE

In a Maritz Research Poll, 63% of buyers responded they would pay more for a house that is move-in ready.

Most home defects likely exist prior to the home being listed. With the typical agent, however, such defects generally are not discovered until it's too late - when the home inspector is scrutinizing every aspect of the property. This can lead to stressful, deal-killing situations.

When you list with Frank, however, he will walk through your house during a pre-listing appointment and thoroughly examine your property - identifying concerns and offering recommendations.

Discovering and repairing problems early in the marketing process places you in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents, and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home - not what they would have to repair.

Additionally, your house will stand out from the competition as a better value and allow you to command a higher price.

I will also recommend trustworthy, professional contractors to address any necessary repairs. When your home is in top condition, you can command a higher asking price.



**A staged home will sell
for 17% more on
average than a non-
staged homes.**

-Forbes-

Condition
HOMESTAGING

Once your home is inspected and the necessary repairs are made, we will focus on presentation. You will only have one opportunity to make a positive first impression to potential homebuyers. Well staged homes look better, photograph better, show better, and sell faster than non-staged homes.

When you list with Frank, he will offer a complimentary home staging consult that will provide a highly detailed outline of how you should prepare each room of your house prior to photos and listing. For example, his professional stagers will recommend what to remove, rearrange, etc...

Note, home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home.





Marketing

MARKETING YOUR HOME FOR A SUCCESSFUL SALE

Your home is now priced accurately and looks great.

Let's show it off!

The marketing of your home will reflect a proven history of how homebuyers search for, are attracted to, and purchase homes.

- 95% of buyers use the Internet during their home search.
- Most homes in California are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors is our most productive activity.
- The most effective way to get the attention of agents and buyers is through accurate pricing and great photography.



Professional Photography

After your home is staged, we will professionally photograph your home to showcase it in its best light.

With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it personally. Capturing and holding their attention online with professional photography is one way to increase the probability of an in-person showing.

"Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price...Listings of homes with photos taken by professionals have about 61% more views than listings without professional photos."

-The Wall Street Journal



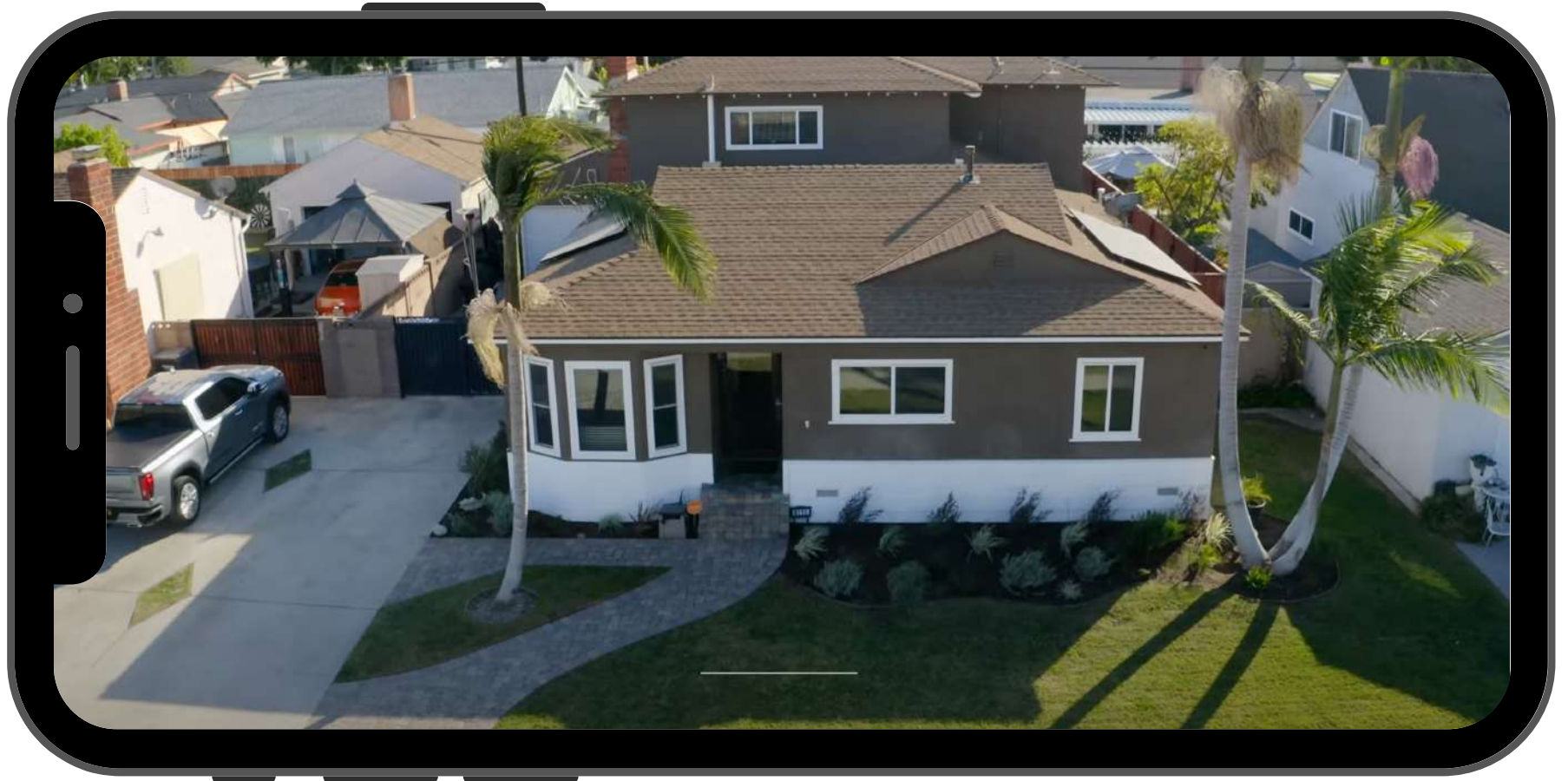


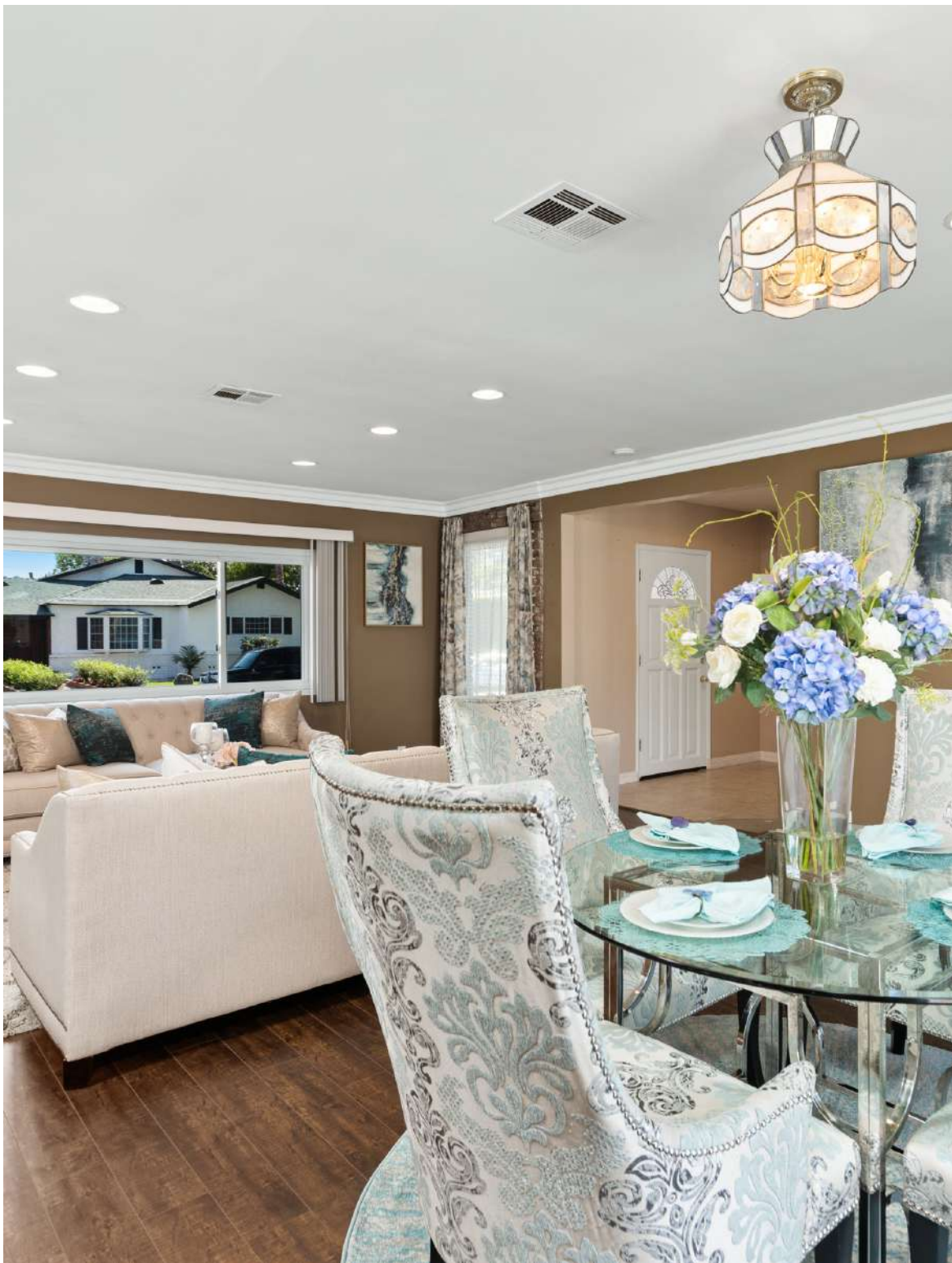
Professional Videography

In addition to professional photography, a high-definition video of your home will be produced. Videos offer buyers a feel for what living in the house could be like – long before they make a personal visit.

Videos “tell a story” about your home and why you loved living there, creating an emotional connection for buyers. With professional videography, buyers’ emotional needs for comfort, family, relaxation, and more can be addressed in a manner that photos alone cannot communicate.

Professional Videography





Custom, Seo Website, & Internet Marketing

Your home will be featured on a customized, search engine optimized, website to leverage online searches.

Features of your showcase listing include:

- High-quality, oversized, professional photos.
- High-definition video tour.
- Detailed description of your home.
- Interactive maps.
- Lead generation tools.
- Open house notices.

Website

RE/MAX
COLLEGE PARK REALTY

12555 EUCLID ST APT 109
GARDEN GROVE, CA 92840

OVERVIEW

DETAILS

VIRTUAL TOUR

PENDING



1
BEDROOMS

1
TOTAL BATHS

1
FULL BATHS

752
SQUARE FEET

I'm Interested

FIRST NAME

LAST NAME



Internet & Internal Marketing

In addition to a search engine optimized website, your property will be syndicated on the MLS, Zillow, Trulia, Homes.com, Realtor.com, and 900+ other sites.

Our extensive database of buyers actively searching for homes in your community will be leveraged via reverse prospecting.

Furthermore, notice of the listing will be extended to 100s of active, local agents for maximum exposure.

Syndication

YOUR PROPERTY WILL RECEIVE POWERFUL DIGITAL MARKETING



Other sites include:
New York Times
ESPN
YouTube
Washington Post
CNN
Yahoo
Forbes
Huffington Post
CBS
USA Today
and more!

*AdwareMark is the property of the website owners. Adware, Inc. is not affiliated with the website owners.



Sample Online Ad

- ✓ Adware uses anonymous online data to target ads for your home toward local people who are potential buyers. This includes local people who have searched for homes, used mortgage calculators, searched for moving companies, etc.
- ✓ Ads for your home follow potential buyers everywhere they go on the web.
- ✓ Adware provides daily marketing reports on the ad campaign for your home.

POWERED BY ADWERX

ADWERX™

MLS
MULTIPLE LISTING SERVICE®

Homes.com

Zillow®

realtor.com®

trulia®

RE/MAX®



Social Media Marketing

Your home will also be marketed extensively on social media, via channels like Facebook, Instagram, Google Business, Yelp, and more.

Your home will be marketed using several proven methods, including highly targeted ads, sponsored posts, and campaigns delivering a "reach" to thousands more potential buyers.



Instagram

Search

Log In

Sign Up



soldbyfrank

Message



705 posts

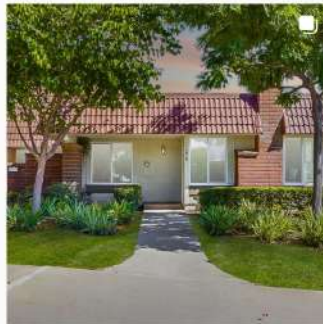
1,470 followers

3,801 following

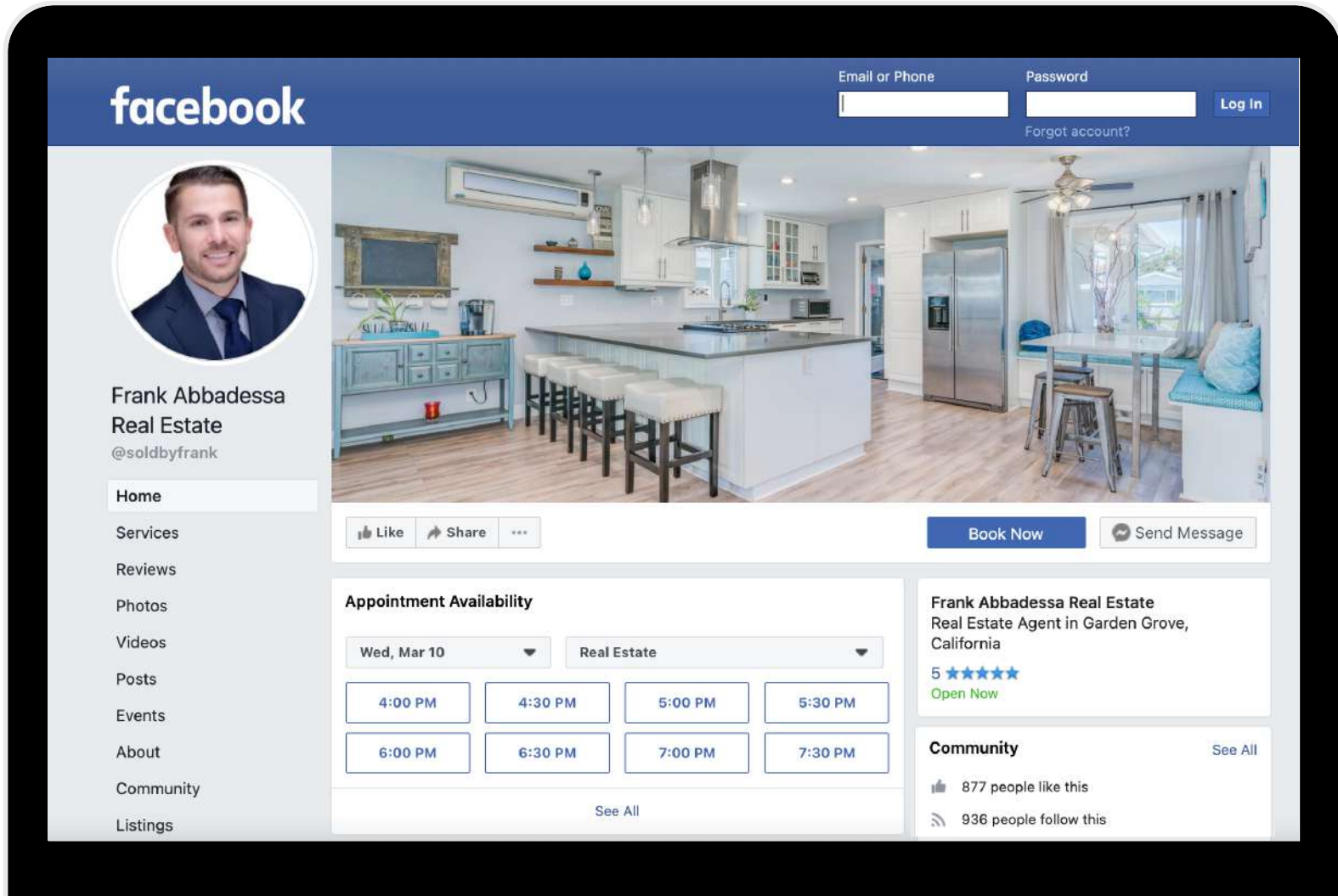
Frank Abbadessa

#2 RE/MAX College Park Agent in 2020. Who Represents You Matters!

www.zillow.com/profile/SoldByFrank



Facebook





Email & Direct Marketing

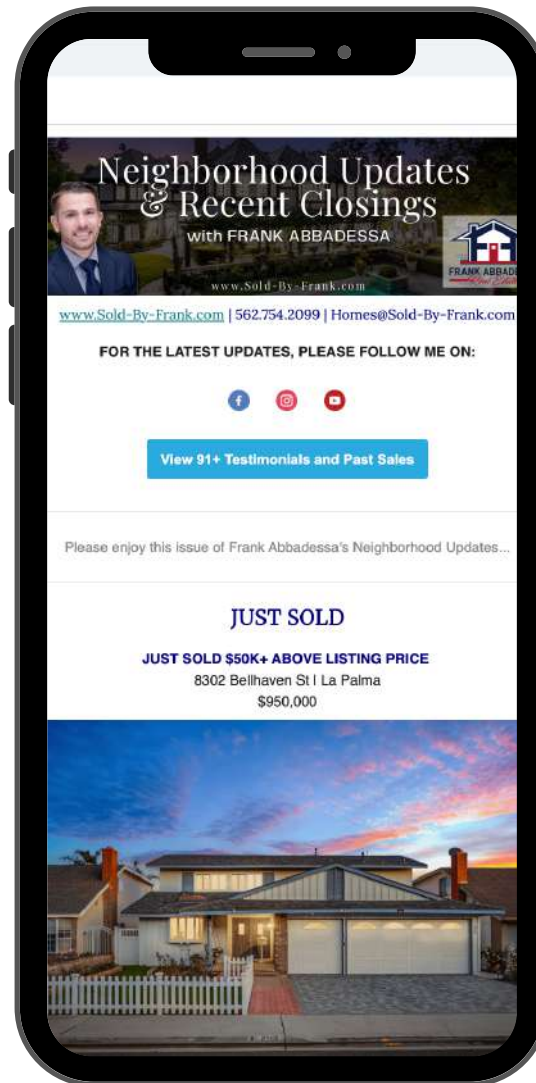
Your home will also be listed on and distributed via Frank's Email blasts to a targeted sphere of influence, active real estate agents, local residents, homebuyers, past clients, and lead sources reaching thousands of potential buyers.

These emails have generated great responses for clients – leading to increased awareness and showings!

Furthermore, Property Flyers and Direct Mail Campaigns will be sent out to your local audience.

Up to 5,000 Just Listed and Just Sold postcards will be mailed to your community alone.

Email Marketing



Postcards



FRANK ABBADESSA
Real Estate

📞 562.754.2099
✉ Homes@Sold-By-Frank.com
🌐 Sold-By-Frank.com



 **RE/MAX**
COLLEGE PARK REALTY
DRE #01883955

JUST LISTED



11535 JAVA STREET • CYPRESS • OFFERED AT \$759,000
4 BEDROOMS | 2 BATHROOMS | 1,593 SQUARE FEET | BUILT IN 1971 | COMPLETELY REMODELED





Ongoing Activities

- Present property to potential buyers/agents and organize showings.
- Follow-up on Internet leads.
- Monitor market conditions and properties for sale.
- Monitor foreclosures and short sales in market.
- Pre-qualify all potential buyers.
- Reverse prospect through the MLS.
- Coordinate with escrow.
- Manage inspections & negotiate requests for repairs.
- Meet appraiser.
- Assist with relocation.
- Answer questions clearly and assist you throughout the selling process.
- Adwerx Digital ads on major websites.



MARKETING YOUR HOME FOR A SUCCESSFUL SALE

In addition to the service covered, you can expect the following:

- Attentive personalized service. The responsibility of managing the sale of your home is never passed off to other agents. Frank Abbadessa coordinates every showing to ensure your home is presented properly and to gather valuable feedback.
- Regular communications regarding every aspect of the sale's efforts, the results of those efforts, as well as any changes in the market, including new listings, price changes of competing homes, sales, and how your property should be re-positioned to remain competitive.
- Negotiating offers and preparing contracts.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.



Thank You

Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions. I look forward to meeting with you and helping you achieve a successful sale.

Frank Abbadessa
Homes@Sold-By-Frank.com
Cell: 562.754.2099

RE/MAX College Park Realty
www.Sold-By-Frank.com
[Zillow.com/profile/SoldByFrank](https://www.zillow.com/profile/SoldByFrank)

