



Sacramento Real Estate Broker Offers Alternative To Franchise

November 02, 2018

November 02, 2018 - PRESSADVANTAGE -

Cali Dreamz Real Estate of Sacramento, CA, and surrounding suburbs has created a marketing strategy redefining the word "discount" in the real estate industry. In an effort to satisfy more home buyers and sellers in the Sacramento real estate market, Cali Dreamz is promoting a line up of incentives for both buyers and sellers. For those seeking an alternative to corporate, franchise real estate culture, the company has a plan to exceed expectations for those who ask them to 'sell my house' or want to purchase a home.

"People are going to ask why they should list their home with Cali Dreamz Real Estate instead of a franchise," says a Cali Dreamz spokesperson. "Cali Dreamz Real Estate is a full-service discount broker. Don't let the word 'discount' fool you. We provide even more services than what you would get with a traditional real estate agent, at greater speed. Our goal is to be the best real estate partner one can have in Sacramento and the surrounding areas. We've got pretty much something for everyone."

The Sacramento real estate broker firm have strived to differentiate themselves from the competition by creating a marketing plan for maximum visibility and engagement. Sellers can expect their property to reach deep into the market with extensive, detailed listings. Among them are "The national MLS, Realtor.com,

Zillow.com, Trulia.com, Redfin.com, Homes.com, Google, plus over 100 additional home buyer websites and relocation networks." The spokesperson states, "Other brokerages won't go as deep as us. We market differently, and dynamically."

Cali Dreamz's reach spans from mass to niche markets. The spokesperson says, "We are extremely social, with wide and deep market participation. We specialize in being socially-tech savvy. It's a point of pride. Sellers can expect a lot of exposure. We use all of our social media connections 100% of the time including our @RealEstate_Life Instagram with tens of thousands of followers. Anyone searching for 'homes for sale' is going to run into us."

The Cali Dreamz marketing strategy uses high levels of engagement both on and offline to build a relationship with their audience. They point out that their level of engagement boasts of a lot of presence and intimacy for those looking to sell a home. They use professional property photos, brochures, and a yard sign. They also do open houses, with call to action and lead capture campaigns.

The spokesperson says, "We offer 4D, video, and drone marketing services. Sellers can expect their homes to be seen everywhere, with detail and perspective. We are working with the technology of today knowing that homeownership is a dream. People can't shop for their dream if the presence is weak. As the bridge between someone and their dream, we've got to offer them a way to feel the potential environment up close and accurately, and we've got to command attention in a fast-paced market. We are strong in both of these areas."

The Cali Dreamz client relationship model is a hassle-free step by step approach. A licensed broker will help to price, market, negotiate and close the deal without hassle for the home buyer or seller. They understand how big a project selling a home is. That is why they make it a priority to offset the stress with their efficient process. That way people can continue to enjoy their life during the selling or buying process. They use a realtor lock box, digital tracking system, and streamlined technology to handle a lot behind the scenes.

The company goes further by giving sellers something extra. With a 4% limit on commissions, sellers are positioned to retain equity working with Cali Dreamz. The spokesperson explains, "If the seller already has a buyer, the commission drops to 1%. This way, we can help people keep more of their equity while receiving the services of traditional agents. This a great part about redefining the word discount."

Fueled by inspiration to make the homeownership dream come true more effortlessly, the real estate company offers the same level of service to those seeking to buy a new home in the Sacramento and surrounding areas. The company's homebuyer rebate program gives buyers the option to buy down their rate, pay closing costs, afford repairs, negotiate better terms or keep more money in their pocket. Again, the client relationship model is based on a hassle-free, step-by-step process. The spokesperson says, "Both our

homebuyer rebate program and seller savings program run on a no catch no gimmick policy. We aren't kidding about making people feel like they came out on top every time. Whatever the situation, they are going to win with us."

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Cali Dreamz Real Estate

As a full time professional real estate Broker, I pride myself on offering superior personal service before, during and after your transaction. Knowledge, commitment, honesty, expertise, and professionalism are the cornerstone of my business.

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