Redfin
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Selling with Redfin.

Prepared by Lenny Zbinden



LENNY ZBINDEN

Senior Real Estate Advisor | Redfin
REALTOR® | U.S. Marine Corps Veteran

★★★★★

“Lenny is the best realtor I’ve ever worked with… He handles the intricacies of real estate with ease making the process more fun and less stressful.”

NICE TO MEET YOU

Who you sell with matters.

The right agent. The right marketing. The right team.

Selling your home is a big decision. You deserve an experienced local advisor, a modern marketing plan, and a full Redfin team working to get your home in front of the right buyers.

YOUR MARKETING PLAN: THE REDFIN MODERN ADVANTAGE

Maximum exposure
Showcased on Redfin.com, the #1 most-visited real estate brokerage site

Facebook & Instagram ads
Targeted social ads that put your home in front of local buyers

AI-powered search
Smart tools like Ask Redfin help connect your home with the right buyers

Private listing option
Private listings available only to Redfin agents and their buyers

Email campaigns
Listing alerts sent to buyers searching for homes like yours

A full team behind you
Marketing, coordination, and support from listing day to closing

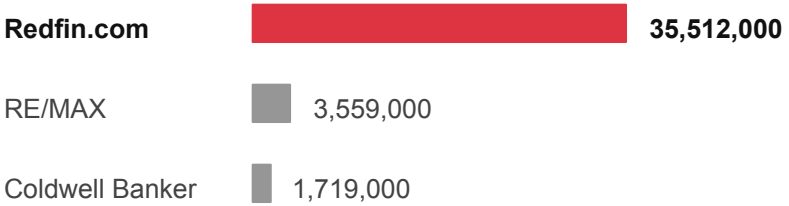
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MAXIMUM EXPOSURE

The #1 most visited brokerage site.*

Buyers start their search online. Marketing your home with Redfin puts it in front of more of them, right where they are looking.

MONTHLY USERS*



LAS VEGAS RESULTS*

150% more views

on Redfin.com for homes marketed by Redfin than homes with other brokerages.

9,000+ emails

average emails sent per Redfin-marketed home.

4,500+ times

average times a Redfin-marketed home is shown on Facebook and Instagram.

*Source: Redfin marketing plan; see Redfin for methodology.

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YOUR TEAM

The right team behind you.

Lenny Zbinden
Your Redfin agent and main point of contact, from first conversation to closing day.

Teresa Bersano
Listing Coordinator: keeps your home's marketing and preparation on track.

Jenelle Iuliucci
Transaction Coordinator: guides the paperwork and details from contract to close.

Redfin associate agents host open houses and showings, and can check in on vacant homes

Anthony Zanoria
Devon Brown
Hanna Kruse
Jun Kim
Kelli McCrimmon
Lauren Hines
Leo Derwin Dy
Michael McCullough
Michelle Cook
Monalisa Quismundo
Oleksandra Gorbachenko
Rachel Debenedetto
Taylor Renzi
Timothy Dicroce
Violeta Vaicekonis

*All mortgage lending products and information are provided by Rocket Mortgage, LLC | NMLS #3030; www.NMLSConsumerAccess.org. Licensed in 50 states. For additional information, please visit RocketMortgage.com. Rocket Mortgage is an affiliate of Redfin. You aren't required to use its lending services. Learn more at Redfin.com/Afba.

Lending and closing support.

Rocket Mortgage
Gregory Cook, Loan Officer | NMLS #358766
(702) 324-6229
Our local lender, who helps pre-qualify buyers.*

Rocket Close – title & closing
Amanda Vonbulin, Ivonne Machado, Rita Garcia-Larraga
8329 W. Sunset Rd., Ste #280, Las Vegas, NV 89113
(702) 337-3879

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What we do:

My marketing plan: more eyes on your home, more potential buyers, and the best possible outcome.

01

Choose your exposure

Start with early access: Coming Soon on Redfin, or private listings available only to Redfin agents and their buyers. Opportunities the general public won't see.

02

Professional photography

High-quality photos, Matterport 3D tours and virtual staging that help your home stand out online.

03

Social media campaigns

Facebook and Instagram ads that reach local buyers.

04

Targeted online ads

Ads placed where active buyers are searching.

05

Spotlight + premium placement

Featured on Redfin.com, with premium placement on Zillow, Trulia, and Realtor.com.

06

Email campaigns

Your home sent to buyers searching in your area.

07

Open houses and tours

Open houses, on-demand tours, and home check-ins for vacant homes.

08

Owner Dashboard updates

Track buyer interest, campaign results, and next steps.

NEXT STEPS

Let’s build your custom plan.

Let’s schedule a time to discuss a plan customized to you and your home.

Buying and selling? We’ll discuss options and incentives for both.

Schedule a time to talk:
https://calendar.app.google/ECU9ZRjWC4xEyKtT8

See the full plan online:
https://lennyzbindenrealtor.com/sell/

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lennyzbindenrealtor.com

CUSTOMIZED TO YOU

01

Your goals

Sell for the best outcome, on the timeline that fits your life.

02

Your timeline

When to list, when to move, and what to do first.

03

Your marketing mix

The exposure and ads that fit your home and your buyers.

04

Your next move

Buying too? We’ll plan both sides together.

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