



SOLD IN 30

Your Equity Advantage

TOP DOLLAR
THE MOST MONEY

RECORD TIME
THE LEAST TIME

SMOOTH CLOSING
THE LEAST HASSLE

A COMPLETE GUIDE FOR LAS VEGAS VALLEY HOME SELLERS

Building Relationships with Outstanding Results

FIRST MUTUAL REALTY GROUP • LAS VEGAS, NEVADA • NEVADA BROKER LIC. B.0024180

— THE SOLD IN 30 PROGRAM

YOUR EQUITY ADVANTAGE

Every seller wants the same three things: **the most money, the least time, and the least hassle.** Our Sold in 30 program is built around delivering all three — through a deliberate, three-phase process backed by written guarantees and thousands of dollars in seller bonuses covered by us.

**THE MOST MONEY**

Priced right & marketed hard.

**THE LEAST TIME**

Sold in record time.

**THE LEAST HASSLE**

Every detail handled.

— THREE DELIBERATE PHASES

HOW WE SELL YOUR HOME

01 PREPARE FOR MARKET

We get your home showcase-ready and priced to win. Pre-listing inspection, cleaning, staging, and pricing strategy — every detail set up before we go live.

02 MAXIMIZE EXPOSURE

We launch it everywhere buyers are looking — fast. MLS, syndication to hundreds of sites, targeted social campaigns, email blasts, and a dedicated property website.

03 SMOOTH CLOSING

We handle the details so your sale closes stress-free. Vetted buyers, coordinated vendors, weekly updates, and professional negotiation from offer to keys.

THE 30-DAY RHYTHM

What a deliberate launch looks like, day by day.

DAY 1

Launch everywhere at once

WEEK 1

Showings surge

WEEKS 2-3

Offers & negotiation

DAY 30

Under contract

WHAT'S INCLUDED

SERVICES THAT WORK HARDER

Every service below is built into our Sold in 30 program and tied to one of your three seller goals — the most money, the least time, or the least hassle. Below each, we explain **why it matters** for your sale.



STRATEGIC HOME PRICING MORE MONEY

Data-driven pricing analysis — 98% of our homes sell at list price or above.

WHY IT MATTERS Pricing is the single biggest lever on your final number. Price it right and you spark urgency and competing offers from day one; price it wrong and the home sits on the market, then sells for less. We use current comparable sales, active competition, and buyer-demand data to position your home to attract maximum interest in the shortest time.



PHOTOGRAPHY & VIRTUAL STAGING MORE MONEY

Stunning visuals earn 43% more views. Professional photography and free virtual staging included.

WHY IT MATTERS Buyers decide in seconds online whether to book a showing. Scroll-stopping photos and thoughtful staging mean more showings, more offers, and a higher final sale price. Our marketing package includes professional photography, virtual staging where needed, and property videography.



ONLINE MARKETING BLITZ MAX EXPOSURE

MLS, hundreds of syndication sites, social media, email blasts, and a dedicated single-property website.

WHY IT MATTERS The more qualified buyers who see your home in week one, the more competition for it — and competition is exactly what drives the price up and days-on-market down. We saturate every major channel simultaneously so your listing arrives with maximum visibility.

THE EXPOSURE ENGINE

One listing. Six channels. Total week-one saturation.



SERVICES (CONTINUED)

EVERY DETAIL, HANDLED

Beyond marketing and pricing, we protect your sale on the back end — from communication rhythm through closing. Weekly updates and full vendor coordination are standard.



CONTINUOUS COMMUNICATION LESS HASSLE

Weekly updates — you'll never wonder what's happening with your sale.

WHY IT MATTERS Silence is sellers' number-one complaint about agents. Always knowing where things stand removes stress and lets us make fast, confident decisions that keep your sale on track. We commit to proactive weekly updates and full availability throughout your listing.



PROFESSIONAL NEGOTIATION MORE MONEY

We fight for every dollar and coordinate every vendor for you.

WHY IT MATTERS The gap between a good result and a great result almost always shows up at the negotiating table. Skilled negotiation protects your equity, manages inspection responses, and keeps fragile deals from falling apart at the worst possible time. Over 20 years of experience means we've seen — and solved — nearly every situation.



BUYER & LENDER QUESTIONNAIRES SMOOTH CLOSING

We vet buyers and lenders in advance so your sale closes without surprises.

WHY IT MATTERS A buyer who can't actually close costs you weeks of time and leverage. Vetting every buyer and lender up front protects your timeline, keeps qualified buyers moving forward, and prevents a late-stage collapse that would put your home back on the market.

A PROTECTED CLOSING

Five checkpoints between accepted offer and keys — each one managed for you.



OFFER VETTED

Buyer & lender verified



INSPECTION MANAGED

Responses negotiated



VENDORS COORDINATED

Title, escrow, repairs



WEEKLY UPDATES

You always know



CLOSE AS SCHEDULED

Keys in hand, on time

THE EQUITY ADVANTAGE EXTRAS

BONUSES MOST AGENTS DON'T OFFER

Every one is **covered by us** — chosen to help you net more money, sell faster, and move with less hassle. Thousands of dollars in real value, added to your sale at no cost.



★ FEATURED BONUS

FREE LISTING COVERAGE LESS HASSLE

✓ COVERED BY US

A home warranty that protects your home the entire time it's listed — if a covered system or appliance fails while you're on the market, it's handled. Covered by us.



✓ COVERED BY US

1-YEAR HOME WARRANTY SELLS FASTER

Buyers write stronger offers when the home is protected against unexpected repairs during their first year.



✓ COVERED BY US

PRE-LISTING INSPECTION SELLS FASTER

We identify and address issues before they become buyer objections, keeping deals on track.



✓ COVERED BY US

PRE-LISTING CLEANING MORE MONEY

A spotless, photo-ready home earns higher offers and stronger first impressions.



✓ COVERED BY US

MOVE-OUT CLEANING LESS HASSLE

We cover a full professional clean after you sell — one less thing to worry about.



✓ COVERED BY US

MOVING SUPPORT LESS HASSLE

Two hours of professional movers, covered by us — because moving day should not add stress.



✓ COVERED BY US

STAGING KIT ACCESS MORE MONEY

Curated staging pieces so your home shows beautifully and photographs even better.

THOUSANDS IN VALUE — \$0 ADDED TO YOUR COST.

MORE MONEY

SELLS FASTER

LESS HASSLE

— RISK, REVERSED

OUR GUARANTEES, IN WRITING

We back our program with real, written guarantees. Each one puts our own money and reputation on the line — because when you win, we win.

**EASY-EXIT LISTING**

Cancel any time — no penalties, no questions.

WHY IT MATTERS We earn your business every day instead of locking you in. If we're not performing you're free to walk — a promise we can only make because we know we deliver. Our goal is a partnership built on results and trust, not on a signed contract.

**COMMUNICATION GUARANTEE**

No weekly update? **\$500 off our fee.**

WHY IT MATTERS We put our own pay on the line so you're never left in the dark. That's how seriously we take keeping you informed and in control throughout the process.

**PRICE HONESTY GUARANTEE**

Final price 5%+ below target? We reduce our fee.

WHY IT MATTERS We'd rather tell you the truth about value than win your listing with an inflated number. Tying our fee directly to honest pricing keeps our advice firmly on your side of the table.

These guarantees exist because we're confident in our process — they put our commitment in writing and keep our incentives aligned with yours.

— WHY FIRST MUTUAL REALTY GROUP

A TRACK RECORD YOU TRUST

Over two decades in the valley, hundreds of families served, and a business built almost entirely on referrals.

20+

YEARS IN THE VALLEY

98%

SELL AT LIST OR ABOVE

85%

REFERRAL-BASED

43%

MORE VIEWS / LISTING

— WHAT OUR CLIENTS SAY

VERIFIED GOOGLE REVIEWS

★ ★ ★ ★ ★ 5.0 ON GOOGLE

★ ★ ★ ★ ★

Working with Edgar was an absolute pleasure from start to finish — knowledgeable and genuinely committed to making the process smooth and stress-free. The professionalism, integrity, and dedication really set them apart.

— THE HADDAD FAMILY

★ ★ ★ ★ ★

Edgar and his team were amazing — professional, supportive, and always available. He made my dream come true in the easiest way possible and gave us the best experience buying our first home.

— THE ENRIQUEZ FAMILY

★ ★ ★ ★ ★

Edgar and Fernando went above and beyond to help us find our home. They made it an unforgettable experience — we'll definitely use them again and refer our friends and family!

— THE MIZE FAMILY

— CASE STUDIES

REAL RESULTS. REAL FAMILIES. REAL SOLUTIONS.

"Every property presents unique challenges. Our job is to identify obstacles before they become problems, create solutions that inspire buyer confidence, and deliver outstanding results with the least amount of hassle possible."

CASE STUDY #1: ESTATE SALE SUCCESS WITH MAXIMUM VALUE

Property: 5048 Bid Island Ct, North Las Vegas, NV

SOLD ~\$10K OVER COMPS

CHALLENGE

The Coker family entrusted us with selling a loved one's home after their passing. Their biggest concern was whether the property could generate enough proceeds to meet the family's financial goals. An additional obstacle was a solar panel system installed by a company that was no longer in business, creating uncertainty for potential buyers.

OUR SOLUTION

We conducted a detailed Features & Benefits Analysis to identify the property's strongest selling points and position it effectively in the marketplace. To address concerns regarding the solar system, we coordinated a third-party inspection and secured a reliable service provider who could maintain the system in the future. We also arranged professional cleaning, staging, and strategic property preparation to showcase the home's full potential.

RESULTS

- ✓ Sold for approximately \$10,000 more than comparable neighborhood listings
- ✓ Increased buyer confidence through third-party solar verification
- ✓ Created stronger market appeal through staging and presentation
- ✓ Delivered a smooth transaction during a difficult time for the family

CLIENT OUTCOME: The family achieved their financial objectives and gained peace of mind knowing every detail had been handled professionally.



~\$10K OVER COMPS
vs. neighborhood listings



SOLAR VERIFIED
Third-party inspection secured



STRESS-FREE CLOSE
During a difficult season

CASE STUDIES (CONTINUED)

MORE REAL SOLUTIONS

CASE STUDY #2: COORDINATING A COMPLEX SALE & PURCHASE SIMULTANEOUSLY

Property: 5611 Vineyard Ln, Las Vegas, NV

SALE + PURCHASE IN SYNC

CHALLENGE

After learning about our Sold in 30 Program, the sellers hired us to navigate a highly complex situation: selling their current home while simultaneously purchasing another. The challenge became even greater because the condominium was difficult to finance due to insurance-related issues that limited the pool of qualified buyers.

OUR SOLUTION

We developed a carefully coordinated strategy that balanced both transactions without creating uncertainty for buyers. We provided staging recommendations, scheduled strategic showings, and collaborated with our preferred lending and industry partners to overcome financing obstacles. Through proactive communication and problem-solving, we positioned the property as one of the most desirable opportunities in the community.

RESULTS

- ✓ Achieved one of the highest sale prices in the neighborhood
- ✓ Successfully sold a condominium many agents considered difficult to market
- ✓ Secured a replacement home for the sellers
- ✓ Negotiated favorable purchase terms and closing cost assistance
- ✓ Completed both transactions with minimal stress and disruption

CLIENT OUTCOME: The sellers transitioned seamlessly from one home to another while maximizing their equity and minimizing out-of-pocket expenses.



TOP OF NEIGHBORHOOD

One of the highest sale prices



TWO DEALS, ONE TIMELINE

Sale & purchase in sync



TERMS NEGOTIATED

Closing cost assistance won

"Hard-to-finance, hard-to-market, and hard-to-time — the listings other agents avoid are the ones our process was built for."

CASE STUDIES (CONTINUED)

TURNAROUND STORY

CASE STUDY #3: FROM 90 DAYS UNSOLD TO UNDER CONTRACT IN 6 DAYS

Property: 3151 Soaring Gulls Dr, Las Vegas, NV

UNDER CONTRACT IN 6 DAYS

CHALLENGE

The estate representative contacted us after the property had been listed with another brokerage for more than 90 days. Despite being competitively priced, the home generated little interest, no meaningful activity, and no offers.

OUR SOLUTION

Rather than reducing the price, we identified the true issue: presentation and marketing. Within five days, we repositioned the property with professional photography, virtual staging, updated marketing materials, a targeted social media campaign, and direct outreach to our network of buyers and agents. We effectively reintroduced the property to the market as a fresh opportunity.

RESULTS

- ✓ Generated an offer within 6 days of relaunching the property
- ✓ Maintained the original asking price
- ✓ Negotiated terms that produced a financial gain for the estate
- ✓ Eliminated the need for the sellers to bring money to closing
- ✓ Transformed a previously stagnant listing into a successful sale

CLIENT OUTCOME: Instead of losing money on the sale, the estate walked away with a profit and a successful closing after months of frustration with the previous listing.



90 DAYS → 6 DAYS

Relunched & under contract



FULL ASKING PRICE

No reduction required



PROFIT, NOT LOSS

Estate walked away ahead



READ MORE VERIFIED REVIEWS

Scan to see all our Google reviews from happy clients across the Las Vegas Valley.

CREDENTIALS

AWARDS & RECOGNITIONS

Twenty-plus years of professional standing, industry recognition, and civic engagement.

**TOP 40 UNDER 40**

Realtor award winner, 2016.

**CITY OF LAS VEGAS OFFICIAL BROKER**

1 of only 5 official real estate brokers representing the City of Las Vegas.

**CLARK COUNTY NV REAL ESTATE SERVICES**

Providing official real estate services for Clark County, Nevada.

**SOUTHERN NEVADA REGIONAL HOUSING AUTHORITY**

Trusted real estate services partner of the SNRHA.

**NATIONAL ASSOCIATION OF REALTORS®**

Proud member for over 20 years.

**NEVADA ASSOCIATION OF REALTORS®**

Active member in good standing.

COMMUNITY

WE LOVE TO GIVE BACK

Real estate is about people, and our roots in this community run deep.

**TEEN FINANCIAL LITERACY & GUIDANCE**

Teaching local teens real-world money skills and mentorship that last a lifetime.

**FREE HOME EDUCATION COURSES**

Free classes that prepare our community to buy, sell, and own with confidence.

**ANNUAL PHOTOS WITH SANTA**

A free community holiday tradition bringing valley families together every year.

**SUPPORT LOCAL CHARITIES**

Active, hands-on support for charitable causes across the Las Vegas Valley.

**YOUTH SPORTS SPONSORSHIPS**

Sponsoring local teams and youth-focused organizations year after year.



LET'S GET YOUR HOME **SOLD IN 30**

Your home has its own story – let's write a great ending together.



SCAN TO GET STARTED

Watch our video intro, see full case studies, and request your free consultation.

CALL OR TEXT

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