



CIRAFICI
REAL ESTATE

OUR COMPANY



YOUR GOALS, OUR PRIORITY

THIS. IS.
CIRAFICI
REAL
ESTATE



Our company was born and raised in the Chicagoland real estate landscape. In 2006, the principal broker and owner envisioned a world where home buyers and sellers could trust and rely on their real estate agent completely to accomplish their goals. Today, we fulfill this vision by adopting the highest of ethical standards, providing professional representation, and placing the prosperity and success of our clients as our number one priority.

The real estate economy is constantly evolving. That's why we're dedicated to researching and implementing the latest tools and marketing techniques in order to get your home sold in the shortest amount of time and for top-dollar. We custom-tailor property marketing strategies to target where buyers are looking while making your listing shine. When you choose Cirafici Real Estate, you're teaming up with experienced, top-notch professionals and getting transparency and constant communication throughout the entire process. So sit back and relax while every detail is taken care of.



CIRAFICI
REAL ESTATE

ABOUT THE TEAM

JOE CIRAFICI - BROKER/OWNER

With over 17 years of real estate sales experience, Joe Cirafoi serves as the owner and managing broker of Cirafoi Real Estate and the team leader of The Cirafoi Team. In addition to his ventures in real estate sales, he is the owner of Cirafoi Homes by Joe & Jen, a luxury home building company. Joe's past experience includes working as a Carpenter, Professional Actor, Singer-Songwriter, and Executive Pastor. With a passion for leadership and business, Joe's wide array of knowledge and experience culminate to create real estate companies that view life, people, and the marketplace through a unique lens. With a wife and four children, Joe is a devout husband and father. His love for life and people has him continually looking out for the prosperity and success of others including his clients and those who work within his companies.



JANET PELUSO - EXECUTIVE ASSISTANT

Janet brings a wealth of administrative experience to the Cirafoi Real Estate team. Having served at director and executive levels for many years, Janet continues to invest her gifts in supporting those she works with, so they can focus on what they do best. Janet is a British transplant living in the Wheaton, IL area. She enjoys a healthy lifestyle, orchids, and kitties of all sizes!

GLORY JOY BARLOW - GRAPHIC DESIGNER

With 7+ years of professional work experience in the areas of media, graphic design, administration, customer service, and product development, Glory Joy's drive for excellence has lead her to her current position as On-boarding Success Manager and in-house Graphic Designer for Cirafici Real Estate. Glory Joy's knowledge, adaptability, and ability to quickly learn new things quickly has also guided her in starting her own media company. Glory Joy and her husband love to travel, spend quality time with friends and family, host gatherings, and dote on their 4 nieces and nephew.



MICHELE NUCCIO - HOME STAGER

Michele is an Accredited Staging Professional, passionate about providing her clients with the professional partnership, expertise and quality service required for staging a house in its best light. She will tailor the staging to your home and sincerely wants to help you sell quickly and for top dollar. She understands the selling process can be stressful and an overwhelming experience, so her professional and empathetic nature are invaluable in the process of selling a home. When she's not rearranging furniture you can find her in a yoga studio, curled up with a good book or in her urban garden.



SEAN TLAPEK - PRO PHOTOGRAPHER

Sean Tlappek is a professional photographer and editor. His calm yet focused mentality makes getting photos a breeze. The Cirafici team takes pride in the marketing portfolios we create for all our customers and Sean is the hands and feet to getting your house on the market. He also owns and operate ClearSky Imagery, a real estate photography business. He brings his real estate photography expertise to every listing. He is a licensed drone pilot and captures a diverse range of perspectives to give clients a unique and transparent view of a home. Sean is excited to help you get the best photos for your home!



JOE CIRAFICI

THE CIRAFICI TEAM

PHONE: 708.308.8677 | EMAIL: joe@cirafici.com

FEATURED ON:



FOX

**USA
TODAY**

**DIGITAL
JOURNAL**



**Market
Watch**



AND OVER 450 NEWS SITES

Verified by BrandPush.co

RESUME

SELLS

95%

OF HOMES LISTED

AVERAGE

20

DAY SALE TIME

NEGOTIATES

98%

OF SALE PRICE ON AVERAGE

OVER

50%

OF SALES COME FROM
REFERRALS/SATISFIED
CLIENTS

- ✓ Over 17 Years Experience
- ✓ Top 1% Real Estate Team in the US
- ✓ Certified Real Estate Negotiation Expert (RENE)
- ✓ Certified Pricing Strategy Advisor (PSA)
- ✓ Top Real Estate Coach & Trainer
- ✓ Chicagoland Luxury Home Builder

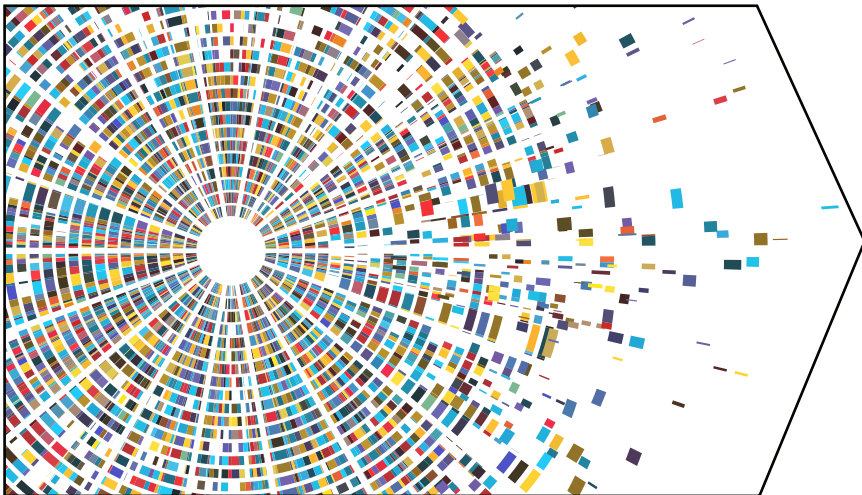
THE CIRAFCI TEAM DIFFERENCE

Unlike other brokerages where every agent is out there for themselves, the Cirafici Real Estate brokerage model represents one of unity, strength, and wisdom. Together we represent decades of real estate experience and professionalism. Our expert team members work cohesively to complete more than 180 individual tasks per transaction to create a smooth and seamless process. We manage every aspect of the sale through proprietary systems and processes that we have developed over the last 14 years. Most importantly, we work collaboratively to bring you the highest standards of ethics, communication, customer service, and professionalism. We're dedicated to being the most trusted, innovative, and effective real estate team in existence!



"No matter how brilliant your mind or strategy, if you are playing a solo game, you'll always lose out to a team."

- Reid Hoffman



ANALYSIS & INSIGHT

- Market Area Analysis
 - Strategic Pricing
 - Home Staging Consultation
 - Daily Progress Updates
 - Showing Feedback
 - Counsel & Coaching
-



NEGOTIATION

- Receive & Present All Offers
 - Handle Buyer Objections
 - Negotiate Price & Contract Terms
 - Understand Contingency Options
 - Give Inspection Counsel
 - Navigate Post-Inspection Issues
 - Give Pre & Post Closing Guidance
-



MARKETING

- Provide Professional Photos
- Create a Home Description
- Manage Your MLS Listing
- Boost Social Media Marketing
- Host Open Houses
- Send Local Marketing Mailers
- Create Listing Brochures
- Produce a 3D Virtual Video



MARKETING AND EXPOSURE

DIGITAL & SOCIAL MEDIA ADVERTISING

Cirafici Real Estate enhances its listings and data streams on the most popular **real estate web pages** and **social media platforms**. With our strategic approach to social media and our online advertising partnerships, your home will appear on popular news, information, and social media sites as well as across a vast brokerage network through the multiple listing service (MLS). Because of this, we're guaranteed to reach a unique audience and ensure that your home receives maximum exposure.

Reach 100 million digital viewers each month
with 500+ real estate websites that work for you!

realtor.com®

trulia®

HomeFinder.com

homesnap



Zillow®

hotpads®

Homes.com

YAHOO!
REAL ESTATE

connectMLS

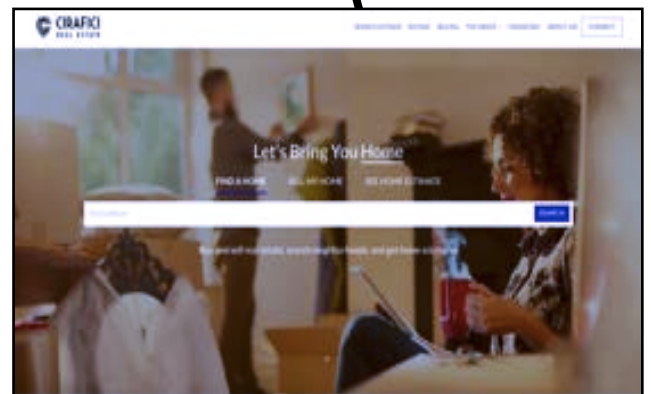
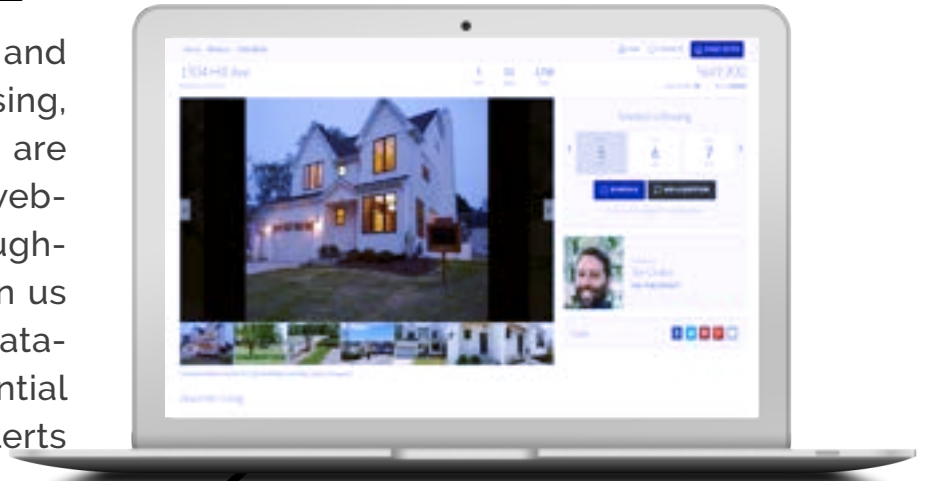


YouTube

AND MORE!

OUR PREMIER WEBSITE

Through the use of Google Ads and strong social media advertising, hundreds of buyers per month are visiting our state-of-the-art websites to search for homes throughout Chicagoland. This has given us the opportunity to grow our database with thousands of potential buyers that receive listing alerts every day.



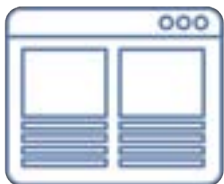
REAL ESTATE ON THE GO

Through targeted ads, we shuttle potential buyers straight to your listing while they are on their phone, making it easy for them to navigate your listing photos and info. With our mobile-friendly site, we'll never miss an opportunity to market your home while buyers are on the go.



STUNNING MARKETING

At Cirafici Real Estate, we take pride in the presentation of all of our listings. From a hand-held brochure to yard signs, to our digital media marketing, we present your home with excellence and professionalism to make an immediate and lasting impression on every buyer that comes across your listing. It's almost impossible to replace the feeling buyers get when they first experience your home. At Cirafici Real Estate, we understand the vital importance of getting our marketing right, from beginning to end.



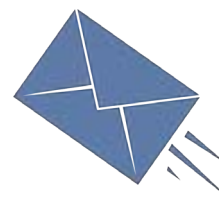
PERSONALIZED LISTING PAGE

We make your listing come to life by creating a property website for you. Every Cirafici Real Estate listing gets its own personalized and shareable web page where buyers can find specific information about your home, calculate a mortgage, and instantly schedule a showing with your listing agent.



YARD SIGNS

The right sign speaks volumes about the choices you make. You can be confident that a sign bearing the Cirafici Real Estate name will represent you exceptionally well. Our elegant and distinctive signs are sure to capture the attention of prospective buyers.



E-BLAST

Because of our internet marketing strengths, your listing will be emailed to potentially hundreds of prospective buyers living within our database. We make sure that your listing never gets overlooked by a buyer who is looking to purchase a home like yours!

**"Make it simple. Make it memorable.
Make it inviting to look at"**

– Leo Burnett



POSTCARDS

We'll distribute direct mail to reach a highly targeted audience, your neighbors! Beautiful property postcards will be distributed throughout your community. This is a great way for your neighbors to tell their friends and family that there is a home near them for sale.



BROCHURES

The story of your home unfolds in beautiful four-page property brochures. These full-color marketing pieces make a lasting impression on buyers as they view your listing and gives them something to take home and remember you by.



OPEN HOUSES

Open houses are a great way to capture an untapped audience, especially those who are on-the-go and driving through the area. Through creating a warm and inviting atmosphere, we strive to impress each visitor and have them talking about your home to their friends.



CAPTIVATING PHOTO & VIDEO

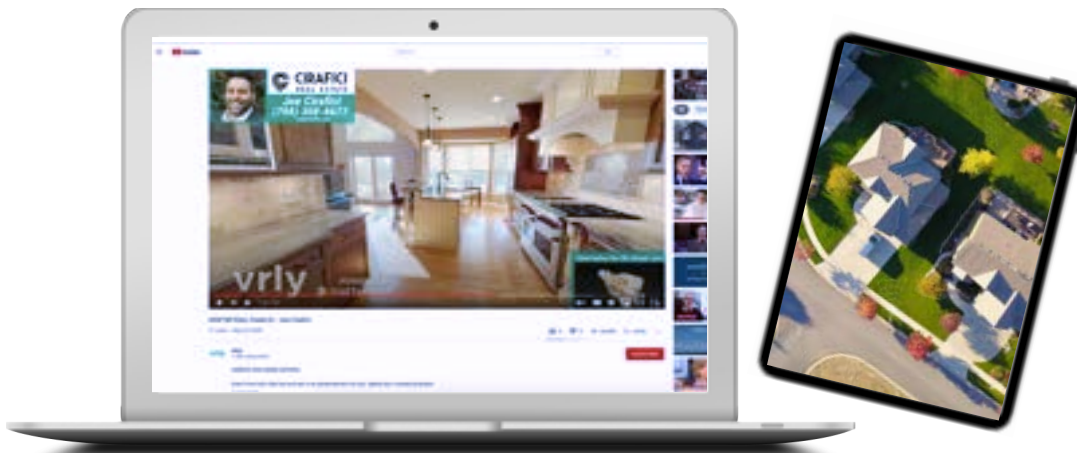
PHOTOGRAPHY

In our modern market, it's more important than ever to stand out amongst your competition. Our professional photographers provide beautiful images that will captivate and intrigue even the most "hard to impress" buyers. Whether online or in a printed brochure, stunning visuals are your home's avenue to a lasting first impression. Great care is taken to provide the best photos and we pay attention to every detail to shape the unique story of your home.



4K HD DRONE FOOTAGE

Cirafici Real Estate has partnered with Nestview Media, and VRLY to provide a powerhouse of digital marketing tools to get your home sold for top-dollar! Our exclusive marketing package includes MLS & Zillow approved video tours, Matterport 3D video scans, enhanced HDR exterior and aerial photos, and 4K HD drone video footage! On top of that, your listing will also receive a Facebook marketing campaign and a custom listing website to put your home in front of the maximum number of potential buyers.



TECHNOLOGY

VIRTUAL REALITY

3D TECHNOLOGY

Cirafici Real Estate proudly utilizes 3D virtual technology via Matterport. With our process, buyers can digitally walk from room-to-room via virtual reality. We also create a 2D floor plan of your home to present a simplified look at your living space. With the Matterport system, we're sure to target and capture only the most serious buyers for your home, leaving you with less showing inconvenience and more selling power!



VR STUDIO

Cirafici Real Estate is committed to using the latest technology to help our clients sell faster, for more money, and with less effort. That's why we've equipped our studio with virtual reality technology where buyers can walk through every one of our listings using a virtual reality headset before ever having to step foot in your home.



SECURITY

SENTRILOCK BOXES

We care about your security and peace of mind while your home is on the market, so our company has invested in the most secure and high-tech lockbox that money can buy. This key box is virtually indestructible and only real estate professionals with an appointment and an exclusive computer-chip key card are allowed access. With Sentrilock's bluetooth and web-based capabilities, we control who gets access to your home and who doesn't, as well as what time they access the key.



AGENTS

Real Estate Professionals are the only people who have access to open the lockboxes.

CUSTOM SECURITY/ TEMPORARY ACCESS

We grant temporary and secure access codes through our SentiKey real estate app and receive notifications upon access use.

DIGITAL DOCUMENT HANDLING

The Cirafici Team simplifies paperwork with the latest and most secure electronic signature platform on the market today. Built specifically for real estate transactions, Dotloop allows you and your real estate agent to edit, complete, sign, and share documents without ever needing to print, fax, or email. Dotloop also serves as a secure document storage service that will give you lifetime access to all of your real estate sale documents. At Cirafici Real Estate, we put the right tools in place to make selling easy and stress-free.



INSTANT COMMUNICATION

CAPTURING BUYER ATTENTION

With Kwkly technology, our team conveniently captures the attention of buyers as they pass by your home. Every one of our real estate signs contains a rider at the top that draws people in to text CRE to 59559. When they do, our automated system immediately sends them information about your home. Then, we get their phone number and follow up right away to schedule a showing with them. We are capitalizing on the growth of mobile to instantly connect home buyers and to our sellers.



PERSONALIZED CLIENT DASHBOARD

The Cirafici Team utilizes an advanced customer relationship management system called Brivity. We believe in transparency and constant communication, so we give you access to your own portal where you can check to see what the team is doing to sell your home. In addition to that, you will receive automatic updates via email to notify you of the team's progress. In a competitive market, you can't afford to miss a single detail on the sale of your property.



REAL-TIME UPDATES UNTIL IT'S SOLD

SHOWINGTIME

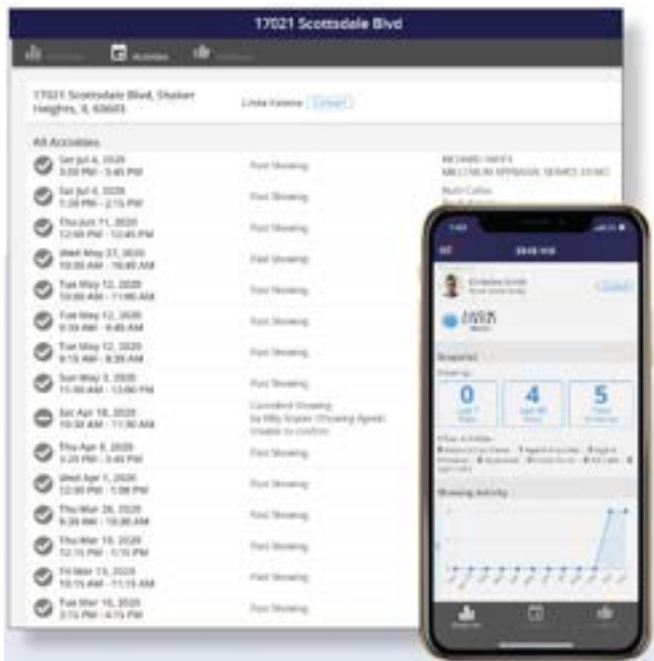
The Home App

Home by ShowingTime is a simple way for you to stay involved in the home selling experience with your agent. As a seller, you can automatically receive showing requests, confirm them, see feedback from potential buyers and view all activity on your home throughout the sale process.



Listing Activity Report

The Listing Activity Report allows you to keep track of all showings on your home. Each email notification includes a quick link button that leads directly to your personalized Listing Activity Report. The report includes all activity on your home, including a list of all scheduled and completed showings. Feedback is listed with each showing (if provided) and can be broken down to show trends to help you identify items that should be addressed to sell your home faster.

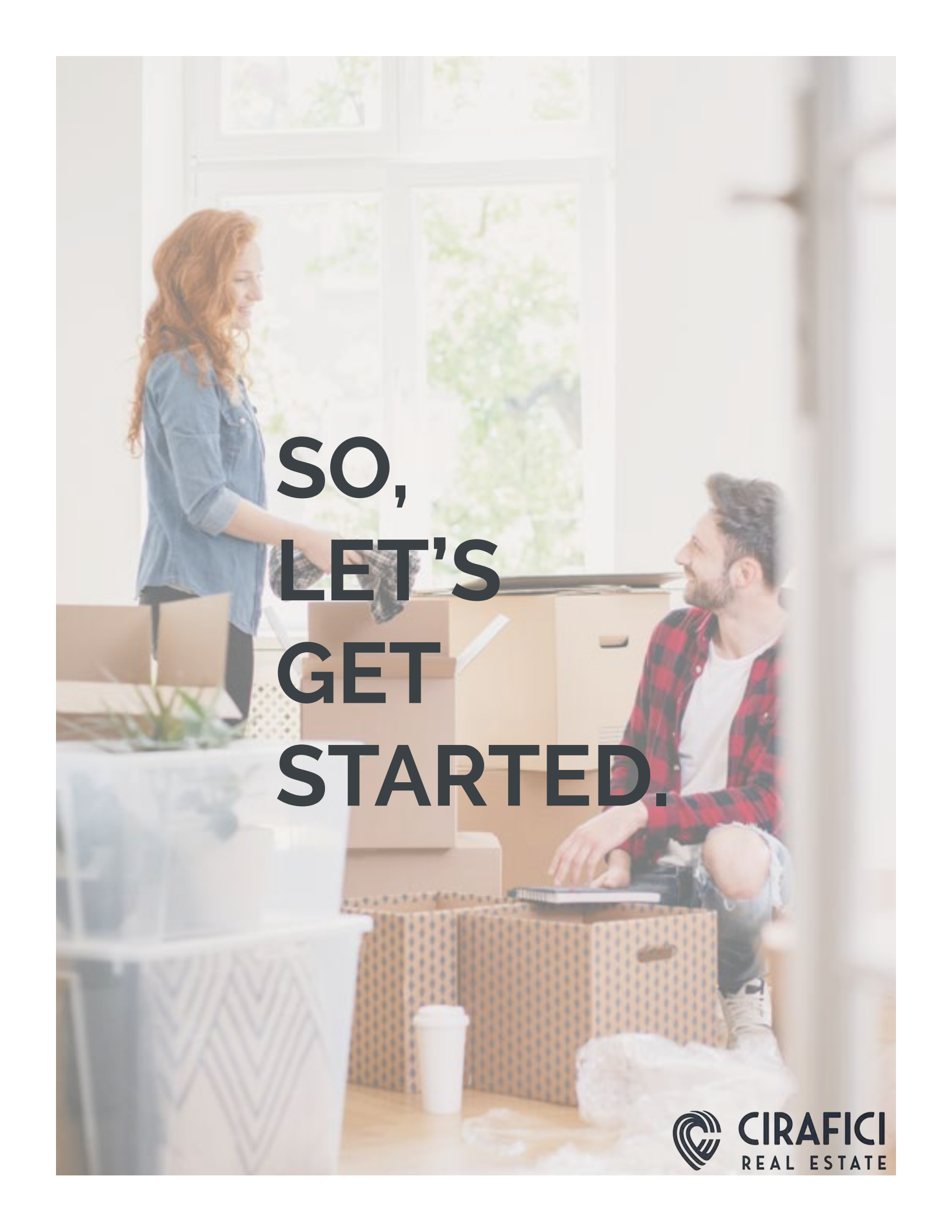


CIRAFCI
REAL ESTATE

SUMMARY OF OUR SERVICES

- Management of Your MLS Listing
- MLS Home Description
- Custom Marketing Strategies
- Personalized Property Webpage
- Listing Syndication on all Major Real Estate Websites
- Social Media Advertising
- Client Dashboard with Daily Sale Progress Updates
- Home Staging Consultation
- Professional Photography
- 4k HD Drone Footage
- 3D Virtual Reality Tour
- Local Marketing Mailers
- High-Quality Listing Brochures
- Listing Yard Sign with Texting Feature
- High Tech Security Lockbox
- Secure Electronic Signature Platform
- Online Document Management
- Open Houses
- Manage Showing Schedule and Feedback
- Receive & Present All Offers
- Handle Buyer Objections
- Negotiate Price & Contract Terms
- Contract Contingency Counsel
- Inspection Guidance
- Navigate Post-Inspection Issues
- Provide Professional Counsel Through the Entire Process
- And much more!

YOUR GOALS, OUR PRIORITY

A photograph of a young couple in a room filled with cardboard boxes, suggesting they are moving. A woman with long red hair, wearing a blue denim shirt, stands on the left, smiling and looking towards the man. The man, with a beard and wearing a red and black plaid shirt over a white t-shirt, sits on the floor on the right, looking back at her. They are surrounded by several stacked cardboard boxes of various sizes. In the foreground, a white disposable coffee cup sits on the floor. The background shows a large window with a view of green trees outside. The overall atmosphere is bright and positive.

**SO,
LET'S
GET
STARTED.**



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REAL ESTATE

