

## How I can work for you and YOUR best interest.



Richard Guerrero

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- ▶ **Over 30 yrs. in Advertising/Marketing and 7 yrs. in Real Estate business**
- ▶ **Coldwell Banker International Diamond Award Winner 2014**
- ▶ **Certification as Pricing Strategy Advisor = PSA**
- ▶ **Accredited Buyers Representative = ABR**
- ▶ **Senior Real Estate Specialist = SRES**

### My Personal Business Goal

*Whether you're buying or selling, LISTENING to what my clients needs are is the KEY to a successful close.*

### Why use an Accredited Buyers Representative ABR

*Not all Buyers Agents are equal, the ABR designation means the REALTOR has gone a step further by completing specialized education training. My job is representing the best interest of my clients - and help guide you through the buying process. Negotiating a deal that works for you. The PSA designation means I have recived additional training to help buyer or seller develop an effective market oriented pricing strategy. The SRES allows me to help seniors downsize with better guidance, planning and understanding.*

### Experience on your side when selling.

*There are a lot of things that have to be done when listing your home. As your agent I would provide a full suite of services to help you move forward:*

*\* Professional HDR Photography \* Professional Brochures \* Property Signage \* Mobile Identification number \* You Tube Video \* Sunday TV show on news \* Real Estate Guide Magazine \*staging guidance if needed, negotiation and closing updates. All of this to make your home sale a more seamless process. Marketing on mulitple web sites such as Zillow, Trulia, Realtor.com\* Negotiating after offer up to closing.*

### Buying or selling I will work for you

*I am a Real Estate Professional who delivers the absolute best experience possible to you in the real estate transaction. Trust and communication are the cornerstone of my business, when representing you. As a full time REALTOR®, I demonstrate exceptional focus and ethics on every transaction, never forgetting that you and your family are my utmost priority. I utilize innovative marketing strategies and cutting edge technology to exceed your professional expectations.*

USAF Veteran

VP of Marketing for Universal City Toastmasaters

BS in Psychology form Sam Houston University

Masters of Science in HRD - UT Tyler

Member of San Antonio Board of REALTORS®

Preferred Agent with the VLB (Veterans Land Board)

Former Board Member of Harlingen Literacy Center/ESL

Former Bryan ROTARY member and Rotarian of Year

Former Board President of Brazos Voices for Children/CASA

Currently Volunteer Board for Prospera housing NB/seguin

Member of Texas Association of REALTORS®

USAA Real Estate Certified Agent