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Step 1 Personal Information

Name	Kathy Seuylemezian
Domain Name	www.lmuragent.com
Company Name	Imuragent, LLC
Brokerage Name	Coldwell Banker Residential Brokerage
Business Address	466A Foothill Blvd., 315
Contact Phone	8183787928
Contact Email Address	Kathy@imuragent.com
Use Same Email Address for Leads?	Yes

Step 2 Business Details

How would you describe your business and your company?	Dominant agent in the La Canada Flintridge marketplace Personal client attention Not a team, individual attention given by me Luxury marketing Coldwell Banker Residential Brokerage luxury agent
What would you type in Google to find yourself or your company?	La Canada Real Estate, luxury homes in La Canada, La Canada Flintridge houses for sale
What property types do you specialize in?	Home / Single Family Home / Residential Luxury
Which areas and/or communities do you do the most business in?	La Canada Flintridge, Pasadena, Glendale, La Crescenta, Altadena
Out of all the areas you specialize in, list your top 3 priority/focus.	La Canada Flintridge
Out of all the areas you specialize in, list your top 3 priority/focus. -2	Pasadena
Out of all the areas you specialize in, list your top 3 priority/focus. -3	La Crescenta
What is the usual price range for your listings?	\$1m-\$2.5m

In order for us to know more about your current clientele, please provide information on your last 5 transactions.

Transaction #1

Age Bracket	45-54
Property Value	\$1M to \$5M
Property Type	Single Family Residential
Client Type	Buyer
Client Status	Married with Kids

Transaction #2

Age Bracket	55-64
Property Value	\$1M to \$5M
Property Type	Single Family Residential
Client Type	Seller
Client Status	Married with Kids

Transaction #3

Age Bracket	55-64
Property Value	\$1M to \$5M
Property Type	Single Family Residential
Client Type	Seller
Client Status	Married with Kids

Transaction #4

Age Bracket	35-44
Property Value	\$1M to \$5M
Property Type	Single Family Residential
Client Type	Seller
Client Status	Single

Transaction #5

Age Bracket	65+
Property Value	\$1M to \$5M
Property Type	Single Family Residential
Client Type	Seller
Client Status	Single

How would you describe your ideal client?

Age Bracket	55-64
Budget Range	\$1M to \$5M
Property Type	Single Family Residential
Client Type	Seller
Do you prefer "seasonal" clients?	No
Do your clients have special hobbies or lifestyle interests?	No

What are the different marketing strategies you have tried?

What are the different marketing strategies you have tried?	Flyers Print Media Social Media Zillow
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Allow us to learn what your goals and expectations are by ranking the following statements.

Brand Awareness	1
Get Leads	2
Search Engine Visibility	3
More Site Visitors	4
Stay In Contact With Clients	5
Be More Active On Social Media	6

Step 3 Competitor Information

To help you stand out, we'd like to know more about your competitors. Please supply us with as much information as you can.

Competitor #1

Name of Competitor / Business	Janice McGlashan
Website	janicemcglashan.com
What type of marketing are they currently doing?	Print, social media and ?

Competitor #2

Name of Competitor / Business	Carey Haynes
Website	Haynesgrouprealestate.com
What type of marketing are they currently doing?	print, billboard, social media and ?

Competitor #3

Name of Competitor / Business	Mike Kobeissi
Website	Mikekobeissi.com
What type of marketing are they currently doing?	print, and ?

What is your unique selling point?

What differentiates you and your company from your competitors?	I am not a team, my clients get my services directly, I raised my children in the community and know the ins and outs of this small community that is known for it's amazing school district. People move here for the schools.
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Your Goals

What do you hope to gain from this campaign?	Get more leads/clients, better brand recognition, top of mind if anyone needs real estate services in La Canada Flintridge
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Step 4 CONTENT WRITING

Please answer the following section if you have purchased a Content Writing package.

What tone of voice do you prefer?	Conversational
What point of view would you like to adopt?	First Person
What would you like your brand to focus on?	Personal
What do you do and how long have you been doing it?	I'm a realtor (sales) full time since 2004
Describe your brand's/company's definitive values in five words.	luxury, ethical, long standing, global, and dependable
What's your brand's personality?	personal touch
Which specific topics would you like us to talk about?	real estate market, keeping home values, economy and how it effects housing market, do's and don't of selling or buying real estate, remodeling project that bring value
Do you have any achievements that you would like to highlight?	Top 100 in Coldwell Banker Residential Brokerage Southern California, Top 1% internationally, top 2 locally for Coldwell Banker, Top 5 of all of La Canada Flintridge
Which designations do you want mentioned?	Global Luxury Specialist
What challenges do your clients face, and in response, how do you help them?	Strategies on best times to sell and how to best strategies on pricing, preparing and marketing their homes, then negotiating best terms and price

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