



Real Estate Facebook Campaign

Ad
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Nilsa Martinez - Realtor
Sponsored

Hey Elizabeth,

Are you or anyone you know looking to buy a home in Elizabeth?

I've compiled a FREE list of this weeks inventory in the Elizabeth area!

Click Learn More to get priority access to the list of homes UNDER \$299,000

Have a great day! - Nilsa Martinez

Homes in Elizabeth under \$299,000 [Learn More](#)

Homes in Elizabeth under \$299,000

!! Attention Home Buyers !!

Are you in the market for a NEW Home?

You've Got To See This!! 🏡🏡
Spectacular Homes With Unbeatable Prices!

We have created a Exclusive Insiders List Of Homes For Sale in (Place City or County Here)

Click below, get your Insiders List, Floor Plans, Pricing and Pics🏡

Key Features:

- Stunning Finishes
- Granite Countertops
- Breath-Taking Views
- Top Of The Line Appliances
- Island Kitchen and so much more

Click below, get your Insiders List, Pricing and Pics🏡🏡

Hurry Now, take advantage of all the perks of getting into your new home today.

Get Into Your Dream Home Today!

Special Financing Incentives Available!

See You Soon!

Hey Elizabeth,

Are you a first time home buyer looking in the Elizabeth area?

I've compiled a FREE list of this weeks inventory in the Elizabeth area to help with your search!

Click 🏡 Learn More 🏡 to get priority access to the list of homes UNDER \$299,000

Have a great day! - Nilsa Martinez

Are you looking for a luxury home in Union County?


I've compiled a list of this weeks inventory in Union County!


Click Learn More to get priority access to the list.

Have a great day! - Nilsa Martinez



Lead Form



 Nilsa Martinez - Realtor

Submit Below for Priority Access

It will be my pleasure helping you find your dream home!

I've helped so many clients find a home and I am sure I can help you too!

Click below so we can get started right away!


Sign up by providing your info below.


Full name
Enter your answer.

Phone number
Enter your answer.

Email
Enter your answer.

Have you been preapproved for a mortgage?



 Nilsa Martinez - Realtor

Thanks, you're all set.

Press "Priority Access Link" to get immediate access to all the new homes!

[Priority Access Link](#)

Interest Targeting

Detailed Targeting ⓘ Include people who match ⓘ

Interests > Additional Interests
Zillow
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

and must also match ⓘ

Interests > Additional Interests
Real estate
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

and must also match ⓘ

Interests > Additional Interests
Trulia
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

and must also match ⓘ

Interests > Additional Interests
Mortgage loans
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

Campaign Results

Real Estate (719269204947777) Updated just now Discard Drafts Review and Publish

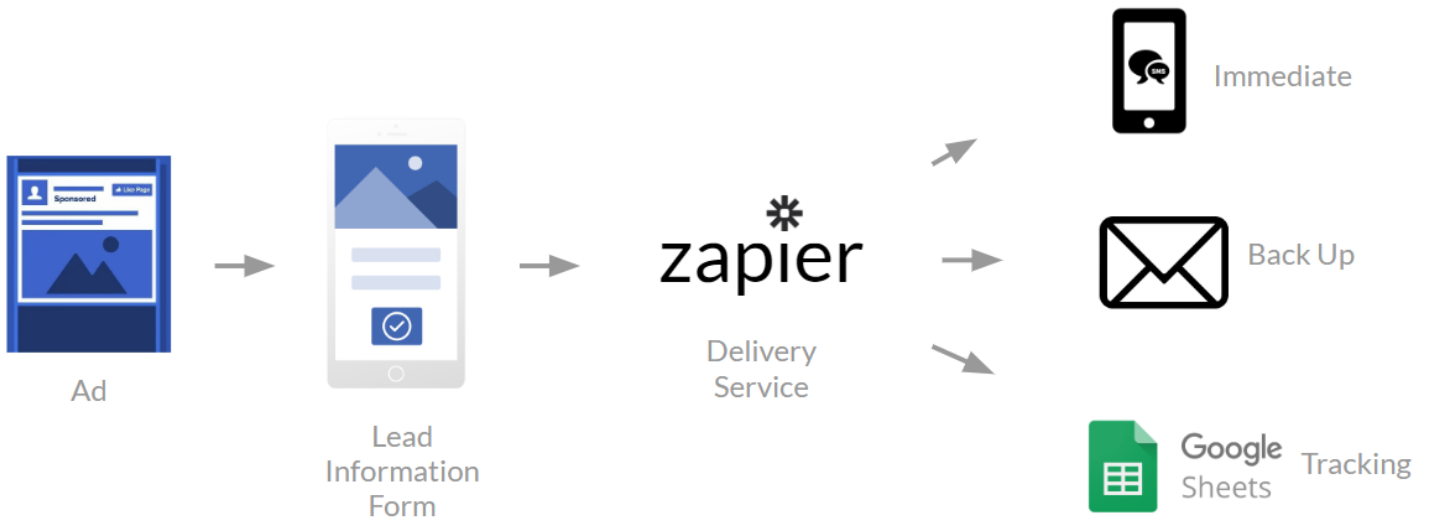
Search Filters + Add filters to narrow the data you are seeing Lifetime: Jan 6, 2018 - Dec 17, 2

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports

	Ad Set Name	Bid Strategy	Budget	Results	Leads (Form)	Reach	Impressions	Cost per Result	Amount Spent	Frequency	CPM (Cost per 1,000 Impressions)	Cost per 1,000 People Reached	Unique Link Clicks	Link Clicks	CPC (Cost per Link Click)
<input checked="" type="checkbox"/>	Carousels	Lowest cost Leads	\$1.00 Daily	48	48	4,182	6,394	\$2.15	\$102.08	1.51	\$16.34	\$24.62	212	275	\$0.13
<input type="checkbox"/>	ca - opened distri submit	Lowest cost Ad Recall Lift	Using camp...	40	—	240	499	\$0.38	\$15.15	2.04	\$30.98	\$63.13	31	33	\$1.03
<input type="checkbox"/>	mortgage - carousel - 270k	Lowest cost Leads	Using camp...	29	29	1,817	2,954	\$2.26	\$65.66	1.63	\$22.23	\$36.14	136	183	\$0.16
<input checked="" type="checkbox"/>	Under \$299 V.3	Lowest cost Leads	\$1.00 Daily	23	23	2,170	3,227	\$2.87	\$61.43	1.49	\$19.04	\$28.31	127	174	\$0.16
<input type="checkbox"/>	real estate - carousel - 270k	Lowest cost Leads	Using camp...	20	20	987	1,697	\$2.57	\$51.41	1.72	\$30.29	\$52.09	84	116	\$0.14
<input checked="" type="checkbox"/>	Carousels - Zillow	Lowest cost Leads	\$10.00 Daily	19	19	2,675	5,525	\$7.87	\$149.50	2.06	\$27.05	\$55.80	157	215	\$0.14
<input checked="" type="checkbox"/>	mortgage - carousel - 270k	Lowest cost Leads	Using camp...	16	16	675	990	\$2.02	\$32.39	1.42	\$33.70	\$47.93	55	63	\$0.14
<input type="checkbox"/>	mortgage - uc - B - 150k	Lowest cost Leads	Using camp...	16	16	691	831	\$2.24	\$35.89	1.20	\$43.19	\$51.94	39	45	\$0.14
<input type="checkbox"/>	Carousels - Luxury Real Estate	Lowest cost Leads	\$10.00 Daily	15	15	2,650	6,500	\$8.95	\$149.22	2.46	\$22.93	\$56.31	156	216	\$0.14
<input type="checkbox"/>	real estate - carousel - 270k	Lowest cost Leads	Using camp...	14	14	471	727	\$1.61	\$22.53	1.54	\$30.99	\$47.83	32	45	\$0.14
<input type="checkbox"/>	Broad - US - 0	Lowest cost Conversions	\$10.00 Daily	11	—	480	454	\$1.17	\$12.84 of \$12.84	1.01	\$27.67	\$27.91	11	11	\$1.00
<input type="checkbox"/>	first time - carousel - 270k	Lowest cost Leads	Using camp...	11	11	437	587	\$1.02	\$11.21	1.34	\$19.10	\$25.65	31	41	\$0.14
Results from 96 ad sets Excludes deleted items				—	287 Total	22,880 People	45,859 Total	—	\$1,176.27 Total Spent	2.00 Per Person	\$25.52 Per 1,000 im...	\$51.15 Per 1,000 Pe...	1,263 Total	1,847 Total	\$0.14 Per Ad

Delivery



Email Campaign



Thank you for taking the time to contact me regarding your home buying needs. I enjoyed speaking with you and it is my sincere hope that I can help you find just the right property.

As you are searching for your new home, please remember that I can help you set appointments and gather pertinent information on the properties you select, no matter how you find them or who they are currently listed with. If you will keep me updated on the properties that are of interest to you, I will be happy to do the homework for you.

Now that I have a little information on what you are looking for, I will continue to search the Multiple Listing Service® and provide you with the most current listings and information on homes that may interest you.

Buying a new home is an exciting venture, and I'm privileged to assist you with this important decision. Please feel free to call me at any time.

Send to: 2641_@hotmail.com

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Home Buyer Checklist

Once you've made the decision to buy a home, it's time to start thinking about what comes next. Every buyer needs a checklist that will guide them through the process of searching for the perfect home, evaluating their choices and making a purchase. When you set out to buy a new home, you will need to investigate several key areas: mortgage rates, current market conditions and the market value of homes in the area in which you intend to buy and learn the art of negotiation. This information will help you choose a home, talk with REALTORS® and act further into the buying process.

Get a Free Credit Report

Every 12 months, you are entitled to request a free copy of your credit report from each of the three major credit reporting agencies - Equifax, TransUnion and Experian. You should make this request before you begin looking at homes in order to allow yourself enough time to identify and dispute any inaccuracies in your credit file(s). When you approach a lender, you will need to make sure that everything is correct and up-to-date.

Get Pre-qualified

Pre-qualification is different than pre-approval in that it gives you a possible price range that you can afford, but does not guarantee you the loan. Pre-qualification is important because it will help you narrow your search to include only homes that you can afford. Knowing what you can pay for beforehand will save you both time and disappointment in looking at homes that are out of your budget.

Speak With A REALTOR®

Not only does the real estate business like a REALTOR®, so let them help you to find your new home. Based on your specific requirements, a REALTOR® can locate a home that will suit you at a price that's within your budget. When he/she finds one or more possible candidates, you will be invited to see the home. At this point, you should take a moment for the purpose of labor negotiating with the seller with realistic instead of inflexible offers on necessary.

Make an Offer

Once you find the perfect home, make an offer that's less than you can actually willing to pay. This way, the seller can make a counteroffer that would hopefully still be within your budget. It's important to familiarize yourself with the art of negotiation so that you have the best shot without insulting the seller. If you have not yet been pre-approved, make sure that your offer is contingent upon your being able to obtain the necessary financing.

Closing a Home

Once you and the seller agree on a purchase price, you may be required to provide an earnest money deposit that will secure the home as you obtain a loan (if applicable). A lender will require a home inspection and appraisal of the property in connection with your loan application. In most cases, you will have within 14 days whether or not your application is approved, but the actual closing will not occur until the inspection and appraisal are complete.

Get Moving

Now that the papers are signed and you have the keys to your new home, it's time to get moving - literally. Remember to deactivate your home phone and all of those special services that reflect your personality. After all, a home is only a home until you make it a home.

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Send to: 2641_@hotmail.com

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Home Buying Secrets

We'll say a word...

Get a Survey

so don't want to be reintroduced when you go to put up a fence

Don't Wait for the Perfect Market

you find a house you like, make a bid. The right time to buy is when you find your perfect fit

Don't Move Your Money

your credit history is a pleasure for lenders

Bigger Doesn't Mean Better

it's this big house have a better resale value!

The Mortgage Isn't the Only Bill

people tend to forget about utilities, insurance and other charges that a home comes along with

Make the Correct Bid

so if you bid really with a bid. If you are serious about the house, give a serious offer

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Mortgage Loans

Types of Home Loans

If you are in the market for a new home, it's important that you know what type of loans are available to you. Whether you have perfect credit, a few financial blemishes or are just starting out in life and need to own a home, understanding your options will prove to be invaluable during your home buying process.

Fixed Rate Mortgage

A fixed rate mortgage is one of the most popular home loans and is consistently available on a 15 or 30 year term. Because it offers the borrower an amount that locks the principal and interest will remain the same throughout the term of the loan, a fixed rate mortgage is ideal for many.

Adjustable Rate Mortgage (ARM)

An adjustable rate mortgage, also referred to as an ARM loan, is one in which the interest rates adjust according to the current market. This means that interest rates can either increase or decrease at regular intervals, based on established market indexes.

Interest-Only Mortgage

An interest-only mortgage is one that requires the borrower to pay interest only payments for a period number of years during the loan term. After that initial period, the monthly payments will then adjust to include both the principal and interest remaining on the loan.

Reverse Mortgage

A reverse mortgage is a loan that requires monthly payments that do not completely cover the loan. At the conclusion of the loan term, a large lump-sum payment is due to pay off the balance of the loan.

FHA/VA Loan

An FHA and/or VA loan are mortgages that are guaranteed by the government. An FHA loan is easier to qualify for than a conventional mortgage, requires a lower down payment and is guaranteed by the Federal Housing Authority. A VA loan, which is for veterans only, is guaranteed by the Veterans Administration.

Construction Loan

Construction loans are available for borrowers who are purchasing or building a newly constructed home. These loans, which are offered at either fixed or adjustable rates, require slightly more paperwork and inspections than a conventional mortgage.

Downer Financing

Many home buyers, especially those with a limited or poor credit history, prefer to work around financing when purchasing a new home. Because there is no credit check, lenders will not be required for good credit problems. In addition, downer financing may offer a low down payment requirement and competitive interest rates.

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Finding Your Perfect Home

As the old saying goes, real estate is all about location, location, location. But, there is a lot more to it than just plain geography when it comes to finding your perfect home. There are a lot of things to consider during the search process, but most of a home is the most important ones that will set you apart.

Choose A Good Area

When searching for your perfect home, the obvious place to start is with the location of a home. If you have children, you may want to choose a home that is close to good schools and is also located in a family-oriented neighborhood. Many people also look for a home that offers a short commute to and from work. If you are shopping within a specific price range, you can also narrow the choice by finding an area that offers the best value for your dollar.

Select A Style

The perfect home for you is one that has all of the elements that you want, whether it's a garage, basement, extra bathroom or bath, a large kitchen, fireplace or open floor plan, choosing the style of home that you want is an important first step in finding the perfect place to buy your new home. You may also want to consider whether you prefer a single-level or two-story home. Many home buyers also factor in their plans when searching for a home, including those that offer an open and flowing design.

Get Pre-qualified

Now that you know what you want and where you want it, it's important to find out how much of a home you can afford. Pre-qualification is not the same as pre-approval. With pre-qualification, your lender will request specific information relating to your income and expenditures and will offer a possible price range for you to help in your home shopping. Pre-qualification does not guarantee that you will receive an approval, but it does give you a good indication of how much you can afford based on your current situation.

Take A REALTOR®

Not only does the real estate business like a REALTOR®, so let them help you to find your new home. Based on your specific requirements, a REALTOR® can locate a home that will suit you at a price that's within your budget. When he/she finds one or more possible candidates, you will be invited to see the home. At this point, you should take a moment for the purpose of labor negotiating with the seller with realistic instead of inflexible offers on necessary.

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Tips For Figuring Out Your Price Range

As you know, one of the most important things to figure out at the start of your home search is your price range.

While there isn't one foolproof method, figuring out your debt-to-income ratio is generally a good start.

The debt-to-income (DTI) ratio is the percentage of your monthly gross income that goes toward paying off your home and your other debts. A typical DTI required by a lender is 28/36.

If you have any questions or want help figuring out your price range, I'm happy to help - please feel free to contact me.

No matter what your price range is, I'm confident that we can find the right home for you.

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Email Campaign



Things to Remember

Some people forget these things but luckily you read email!

- Budget for Closing Costs**
Can be between 2%-5% of loan amount but can vary
- Budget for After You Move In**
You will need a lot of curtains
- There ARE Mortgage Options**
There is more than 1 kind of loan
- Stay UNDER Your Preapproval Amount**
Keep some space for wiggle room
- Buy a Home for Tomorrow**
You may need that third bedroom for a yoga room one day
- And there you have it, things you won't forget!!!

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Negotiating Tips

When it comes to buying a home, the ability and willingness to negotiate is a must for both the buyer and seller. In general, sellers ask for more than they are actually willing to accept and buyers offer less than they are willing to pay. The trick is to find the perfect balance so that as a buyer, you find great deals on the purchase price and the seller feels they have gotten a fair price for their home.

Know Your Market

As the buyer, you will have the best chance at a successful negotiation if you research the price of other comparable homes in the area before making an offer.

Make It Personal

When you make an offer, the seller will see nothing more than a piece of paper with some numbers on it that represent the price you are willing to pay. If you really want the seller to take your offer to heart, let them know why you want to buy the home. You can do this by preparing a handwritten letter expressing your interest and the reasons you fell in love with their home. If you know a family, tell them about everyone who will be living in the home. Let them get to know you and allow them to picture the happiness that you can bring to their home. Believe it or not, some sellers actually look at the process like finding a good home for a lost puppy. They want quality people to buy their home, so do your best to show them that you are sincere.

Know Your Redirections

Not every offer is accepted, so don't be disappointed if your first offer isn't a success. In some cases, the seller will make a counteroffer. Have you ever heard the old saying, "never take the first offer"? The same is true in real estate, and almost every seller knows it. Your first offer is likely to be less than you are actually willing to pay, which leaves you some bargaining room.

Why Your Offer May Not Be Accepted

There are a number of reasons why a seller may choose to reject an offer, including believing that the offer was too low, the house is more listed on the market or another offer may be higher. In some cases, sellers may also reject an offer that includes fewer financing or other requests that are impossible to meet. One example may be an offer that requires the house be available within a certain amount of time. Most contracts require that the seller move out within 30 days, but anything less would require negotiation.

Read the Fine Print

Before you sign anything relating to a real estate transaction, make sure that you read over every detail of the agreement. If you have any questions, ask your REALTOR®. Ask all real estate in their business and they are there to help you through every step.

As a real estate professional, I can assist you with any or all of the items above. Please contact me at any time for assistance.

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Things to Ask Your Agent

Make sure your licensed professional is capable of achieving your goals!

- How often is your initial offer different from your final sales price? What is the average variation?
- Can you recommend other home service providers? A good agent works with other providers
- Can you give me a few referrals? Only work with service providers who can give you referrals
- How long have you been doing residential real estate?
- Why should I work with you?

If you don't like the answers then find someone more suitable for you!

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Things You MUST Do

You don't have to but these actions are HIGHLY encouraged.

- See the house during or directly after a rain storm. Are there leaks?
- Run the water in every room. Is the water brown?
- Run the hot water. How long does it take to get hot?
- Look in the closets. Is it packed with items because there is something to hide?
- Ask your agent for referrals

If you have any questions, just reach out!

Check Us Out



What to Know About Home Hazards

Radon

A colorless, odorless gas that can seep into your home from the ground, radon is often referred to as the second most common cause of lung cancer related smoking.

What to Ask For: Radon tests or any one with radon detectors into the general offer entry points for radon. The Environmental Protection Agency publishes a map of high-radon areas. A radon test can determine if high levels are present.

Asbestos

A fibrous material once popular as fire resistant insulation, asbestos was banned in 1970. However, its use based on the building materials, floor tiles, roof coverings, and siding of older homes. If disturbed or damaged, it can enter the air and irritate people's lungs.

What to Ask For: Homes built prior to 1970 are at risk of having asbestos in their construction materials. Home owners should be careful when remodeling because disturbing insulation and other materials may cause the asbestos to become airborne.

Lead

This toxic metal found in home products for decades can contribute to several health problems, especially among children. Exposure can occur from deteriorating lead-based paint, pipes, or lead-contaminated dust or soil.

What to Ask For: Homes built prior to 1970 may have lead present. Look for peeling paint and check old pipes. You get a full lead-based lead, buyers must also a certificate that these other homes in lead safe.

Other Hazardous Products

Stockpiles of hazardous items – such as paint solvents, pesticides, fertilizers, or other tools – can create a dangerous situation if not properly stored. They can easily spill over and use water tables or even drain if tipped, even in small amounts.

What to Ask For: Check all the contracts, crawl spaces, garages, or garden sheds in the home. If these products are found, make sure you ask for their removal and get a disposal certificate prior to closing.

Environmental Contaminations

When hazardous chemicals are disposed of improperly, they can seep through the soil and enter water supplies. A building's water supply and septic system can contribute to this.

What to Ask For: Homes near light industrial areas or facilities may be at risk, so an area site visit for industry that use some chemicals.

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What to Know About Homeowners Insurance

A homeowners insurance policy will protect you against certain losses and damage to your home items and is generally required by lenders prior to a closing. Home lenders will collect the money you owe for homeowners insurance as part of your monthly mortgage payment and place it in an escrow account, paying the insurer on your behalf when the bill is due.

Coverage Exclusions

Most insurance policies do not cover flood or earthquake damage as a standard item. You may want to buy these types of coverage separately.

Collar Limitations on Claims

Even if you are covered for a risk, there may be a limit on how much the insurer will pay. For example, many policies limit the amount paid for stolen jewelry unless there is an optional upgrade.

Replacement Cost

If your home is destroyed, you'll receive money to replace it only to the maximum of your coverage, not the true replacement cost. This means that if your home is insured for \$100,000 and it costs \$120,000 to replace it, you'll still receive only \$100,000.

Actual Cash Value

If you choose not to replace your home when it's destroyed, you'll receive replacement cost minus the depreciation. This is what's referred to as actual cash value.

Your Liability

Generally, your homeowner's insurance covers your liability for accidents that happen to other people on your property, including medical care, court costs, and awards by the court. However, there is usually an upper limit to the amount of coverage provided. The more that amount is sufficient, especially if you have significant assets.

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Moving Checklist

It's time to move! Luckily, you're prepared.

- Update your mailing address
- Change your address with service providers
- Make a list of people who will need your new address
- Contact utility companies
- Clean all the appliances
- Pack an "Open This Box First" box-include all the essentials like toilet paper, soap, trash bags, toothbrush, deodorant, cups and plates, paper towel, water, chargers, basic tools

Going far?

- Get copies of important records from all medical practitioners for you, family and pets.

Lastly, empty the safe!!!

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Things to Know About Title Insurance

Title insurance protects your ownership right in your home, both from fraudulent claims against its ownership and from mistakes made in the earlier sales, such as misspellings of a person's name or inaccurate description of the property. In some states it is customary for the seller to purchase the policy on your behalf.

Your Mortgage Lender Will Require It

This insurance protects the lender (and the secondary markets to which they sell loans) from debts in the title - which could include mistakes made in the local property office, forged documents, and claims from the unknown parties. It ensures the validity and enforceability of the mortgage document. The amount of the policy is equal to the amount of your mortgage at its inception. The fee is typically a one-time payment rolled into closing costs.

Two Types of Policies

The first policy, the one your lender will require, protects the lender's investment. You may also purchase an owner's policy that provides coverage up to the purchase price of the home you are buying.

You Have the Right to Choose Your Provider

You can shop around for a lower insurance premium rate at a wide variety of sites online. You also request a few quotes and sometimes you are eligible for discounts. Discounts are available sometimes when the last purchase wasn't too long ago and not much work is required to check. Make sure the title insurance company has a favorable Financial Stability Rating with Demotech Inc.

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Home Warranty

When buying a home, having a home warranty on the property will help ease the stress if something goes wrong.

Buy a home in confidence with a Coldwell Banker® Home Protection Plan. Your warranty will cover the major systems and appliances for a year after closing and you can rest easy knowing that the home you are buying is as good as you think it is.

Call me for further information or to take the next step toward a successful real estate transaction.

[Check Us Out](#)



Tips for the Moving Day!

Moving can be a stressful time. However, there are several things that you can do to make your move a smooth one. If you know that you're moving ahead of time, it's a great idea to start packing as early as possible. Remember, it's not a good idea to start packing on the day itself, unless you have to be out in a hurry. It's better to take your time and remember every little detail now than to find yourself with the moving boxes later.

A Little Goes A Long Way

If at all possible, give yourself a few weeks. It's better to pack a little at a time and make sure that nothing is forgotten than to hurry and try to get everything done within a day or two. It's easy to forget to have your address changed, turn off your phone, internet, water and/or cable service, so take the time to make sure every little detail is covered so you can enjoy your new home later.

Have A Moving Scale

Get rid of everything that you don't need by having a moving sale. If you haven't used it within a year, sell it. Otherwise, you will just end up with the same clutter in your new home as you've had in the one you're leaving behind. Plus, the more you sell, the less you will have to pack and move. Pick the location, making it convenient and there's nothing wrong with earning a few extra bucks whenever possible.

Create A Packing List

It will help you to remember things much easier by writing them down on paper as they come to mind. A good thing to use as a shopping list, which will remind you of the things that you need to remember.

Pack Lightly

Moving day is hard enough, so don't make it any worse by loading down your car with too much weight. If you pack lightly, it may cost you a little more. However, but your body will thank you at the end of the day.

Pack Smart

Because of their shape, boxes are easier to carry and provide an effective way to keep everything stored safely in the place. Whether they are getting everything into the car or the local moving truck, take the time to pack everything carefully (especially breakable items) in a box. What will not fit, such as furniture and other household essentials, should be disassembled and placed in a moving truck. Furniture parts are also a good idea to prevent damage during the move. Make sure you label each box with the contents of each box along with the name it will go to, at the new home. This will make unpacking more efficient and save you time.

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Pack Like a Pro

- Don't keep everything, if you haven't used it in over a year, discard it
- Pack similar items together
- Decide what you will move and what a company will move. You should handle as much fragile items as possible
- Wrap fragile items separately
- Put heavy items in small boxes. Try and keep boxes to under 40 lbs
- Don't over pack boxes
- Label each box. Color coding labels with rooms can be tremendously helpful
- Inspect all boxes and furniture as soon as it arrives

Packing just became easier!

[Check Us Out](#)