

**Nydia Marrero, REALTOR® | LIC# BK3136386 | Direct 407.620.6221**

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Principal broker and founder of Zen Living Realty, delivering a real estate experience that combines positivity, empowerment, guidance, and education. Believe in creating a better space for you to achieve your goals physically and spiritually! Offer unwavering support and guidance throughout your buying and selling journey, striving to remove stress, fears and negativity from your experience! Honor and represent diversity, inclusion and fair housing. The entire Zen Living Realty team serves from a place of love and kindness for all our clients. Based in Orlando and proudly serving all of Central Florida, including Lake, Orange, Seminole, Polk, Osceola, and Volusia counties.

### **BUYER SERVICES:**

- Personalized guidance to determine your priorities

- Property valuation and pricing
- Guidance searching and selecting properties
- Market analysis and insights
- Networking and vendor connections
- Real estate investment consultation
- New construction representation and advocacy
- Negotiating requests and offers
- Coordinating contracts and documentation
- Property management services
- Offer energy work, removing negative energy from properties

- Delivering support after the sale

## **SELLER SERVICES:**

- Researching the local real estate market
- Preparing and staging home to sell
- Deciding accurate asking price for maximum profit in shortest timeframe
- Identifying the key selling points
- Comprehensive, strategic marketing of your home to potential buyers
- Utilize social media and email campaigns with over 2,500+ people in database and 7,000+ social media followers

- Provide feedback from potential buyers, making changes to fit market needs
- Negotiating with buyers on your behalf

### **MARKETING STRATEGIES:**

- Sourcing leads from expansive network
- High-resolution video tours and photography
- Open houses
- Comprehensive social media marketing campaign
- Individual property website

- Direct mailers and door hangers/flyers
- Utilizing the Multiple Listing Service (MLS)
- Syndicated listing on 350 high-visibility websites

#### **EDUCATION:**

- REALTORS® License
- Graduate, REALTOR® Institute (GRI)
- Seller Representative Specialist (SRS)
- REBI Institute

- Certified Distressed Property Expert (CDPE), Real Estate Advancement Institute
- Thought Leader, Speaking Your Brand
- Certified Platinum Key Broker, Orland Regional REALTORS® Association (ORRA)
- Mediation and Ombudsman Training, ORRA
- Bachelor's in Business Administration, Major in Finance, University of Puerto Rico

**MEMBERSHIPS:**

- Orlando Regional REALTORS® Association (ORRA)
- Florida REALTORS® Association

- National Association of REALTORS®

- Million Dollar Club, ORRA

**COMMUNITY SERVICE:**

- Secretary, Board of Directors, HANDS of Central Florida, 2018-Present

- Member, Professional Standards Committee, ORRA, Jan. 2023-Present