

 *Betty & Liz*
REAL ESTATE TEAM



Selling your Home

WITH THE BETTY & LIZ TEAM





Betty & Liz

REAL ESTATE TEAM

Your Partners

Betty Gonzalez is passionate about helping others. This passion is evident in the 5-star service she provides clients. Betty has over 15 years experience in real estate and offers strong negotiation skills along with marketing expertise. Betty's personal motto is: *if there is a will, there is a way*. She applies it to business too. She enjoys interior design, meeting new people, traveling the world, and is a proud breast cancer survivor of 15+ years.

REALTOR DRE 01727743

Liz Gonzalez-Fasone enjoys empowering people with the resources to achieve their goals. She genuinely cares for people and is a natural problem solver. Liz obtained her real estate broker's license in 2013 after graduating from Mount St. Mary's University. She also did post graduated studies at UCLA's Anderson school of business. In 2021, Liz received her NMLS license (mortgage loan originator) to better serve clients. She believes in staying positive, being strategic, doing the right thing and focusing on solutions.

REALTOR, BROKER DRE 01939774, NMLS 20862888

We just closed on our dream home. Betty and Liz were amazing. They not only found us a home but sold our home...It was difficult to find a home that measured up to our home but they found it. If you are looking to buy or sell, they are the team that will make it happen.

-Julie P, Hacienda Heights



Our Commitment

When we say it's All about YOUR Mission, we mean it.

We understand the importance of being your trusted advisor and we don't take that responsibility lightly. With over 20 years of combined experience and having an excellent reputation throughout our industry, our guidance remains invaluable to leading our clients to success every time.

We customize a plan with your partnership and stay in communication with you throughout the entire process.

We've created this book to give a general overview of our selling process. Not every realtor implements the same systems, and our unique way of working produces unparalleled results.

We consistently sell homes at the highest price, in the shortest amount of time, and with the least amount of stress possible.

While the process is outlined for you here, we will discuss each stage in detail and keep the lines of communication open throughout our time together.

No Sale is the same, and we will adjust our service according to your wants and needs.



 Betty & Liz
REAL ESTATE TEAM

Serving You

Key Factors to know

- It's our fiduciary duty and our commitment to always act with your best interest in mind.
- We believe the selling experience is just as important than the end result, which is why we serve you with a smile and guide you with the right resources & professionals in place from the very start.
- We offer peace of mind! Our actions are in alignment with your specific goals. You will know what is going on every step of the way and if you have a question or concern, a prompt response is just a call or text away. You have our cellphone numbers.
- Our 20+ years of combined experience makes the process smoother by knowing how to navigate the complexities and uniqueness of every transaction.

To state that Liz is an industry professional is an understatement. She is extremely knowledgeable, assertive, and patient. She has great communication skills and has built a strong network of industry professional contacts. She also has the ability to tackle issues with a level head, even during times of stress. Liz is a Whittier area expert but has also helped us with property sales in the greater Los Angeles area. She truly cares about her work and goes above and beyond for her clients. We are very grateful to know Liz and have her support in all real estate matters and strongly recommend her to anyone looking to buy or purchase a home.

- Zillow Review



Home Sale Summary



Before Listing The Home

- Execute listing agreement
- Discuss the best strategy for selling your home
- Complete a full market analysis
- Property condition evaluation including any needed repairs
- Staging & accessorizing consultation
- Establish sales price
- Tentative schedule for the sale process including photography, video, vendors, staging, and open houses.
- Pre-sale Inspection
- Preliminary title report
- Clear any liens on title
- 1031 exchange, if applicable
- Trust/Probate Attorney, if applicable

Home Is Listed

- Marketing campaign
- Professional photography & Video taken
- Signs installed
- Submitted to multiple listing service database
- Showing times selected
- Broker's Preview
- Property brochure delivered
- Direct mail campaigns
- E-mail campaigns
- Open house(s)
- Disclosures completed

Home Is In Escrow

- Offer(s) received
- Cross Qualified with our lender
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Buyer inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Escrow closes
- Proceeds sent to you

The Proof is in the Numbers



We Sell Homes Faster and For More Money

OUR TEAM
DAYS ON MARKET

14 DAYS

Market Average
35 Days



40%
Faster

LIST-TO-SALES %
Market Average
.89%

OUR TEAM
AVERAGE % ABOVE LIST

2.98%

AVERAGE OF \$24,000 OVER LIST PRICE

Quality Images are Everything!

You only get one chance to make the first impression



Actual Betty & Liz Listing Photos

Professional Photos *VS.* iPhone Photos

Over 95% of home buyers start their search online.

Beautiful & Professional photography is imperative to selling a home!

We hire a professional to come take the best pictures and participate in moving items to make sure the home is showcased in the best way possible.

Pictures are also edited to make sure your home is shown perfectly!

Did you know homes with professional photography...

- Receive an average of 87% more views than their peers across all price tiers.
- Have a 47% higher asking price per square foot.
- Homes with more photos sell faster. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market (average nationwide)

*National Association of Realtor Statistics



Amateur



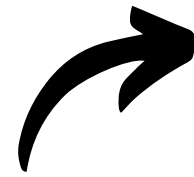
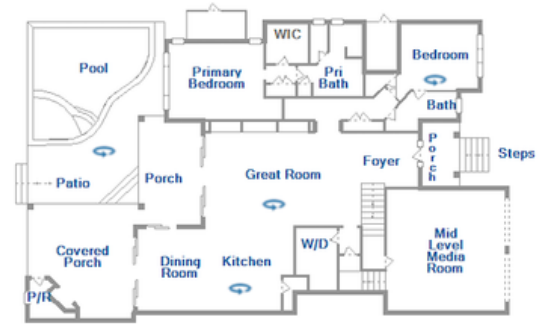
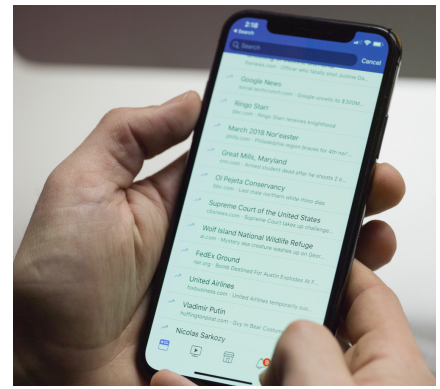
Professional

Technology + Social Media

Technology has become increasingly significant in the process of selling a home.

Here are some key reasons:

- Increased exposure: Technology allows sellers to reach a wider audience through online listings, virtual tours, and social media platforms. This exposure can attract more potential buyers and increase the chances of selling the home quickly.
- Virtual tours and 3D imaging: This allows potential buyers to explore the property remotely, saving time and effort for both parties.
- Online listings and platforms: The internet has revolutionized the way homes are listed and marketed. We utilize online real estate platforms, such as multiple listing services (MLS), real estate websites, and social media platforms, to showcase homes to a vast audience.
- Data analysis and pricing: Technology provides access to real-time market data, allowing sellers to analyze trends, comparable sales, and pricing strategies. This information helps make informed decisions about pricing homes competitively and maximizing the chance of attracting potential buyers.
- Streamlined communication: Technology enables efficient communication between sellers, buyers, and real estate agents. Electronic signatures, Email, messaging apps, and video conferencing tools facilitate quick and convenient communication, ensuring that all parties stay informed and connected throughout the selling process.



Scan with phone



Open Houses + Showings



We believe in personally giving the home tour to prospective buyers & agents. It's our opportunity to showcase the home and direct them to notice the details they would otherwise miss. It also gives us the opportunity to talk directly with them & answer questions.

There are different ways we can hold open houses. *Traditional vs. Apt only.* You set the showing times for any and all showings.

Here are just some of the ways we advertise the open house:



- Posted on all major websites including Redfin, Zillow, Trulia, and the local MLS
- Personal Invites to neighborhoods + Community
- Several signs strategically placed around the home & area
- Postcards/letters mailed to area
- Social Media
- Weekly Newsletter Blast

Our Listing Service

Renovations, Staging + Home Accessorizing



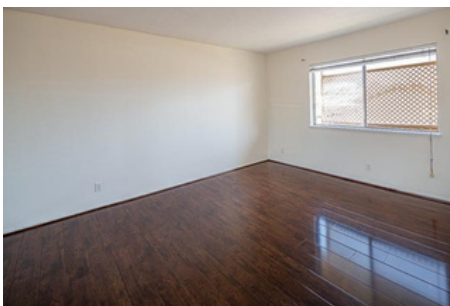
Staging your home to sell is proven to increase your selling price up to 7%, so it's worth the time to evaluate your place room-by-room and decide what changes to make.

✓ **FREE Home Accessorizing**

Before



AFTER



Before & After Staging Photos



Before & After Staging Photos




When you hire the Wrong Realtor

Below is an example of a past client who was unable to sell their home with the first realtor they chose.

Wasted time and could have costed them thousands of dollars.

5650 Pickering Av, Whittier 90601 STATUS: Canceled LIST PRICE: \$574,900 ↓

Cross Streets: Beverly



1 / 19

Reduced Price →

94 Days on Market

Original Price →

BED / BATH: 3/2,0,0,0
SQFT(src): 1,863 (A)
PRICE PER SQFT: \$308.59
LOT(src): 0.158/6,888 (A)
GARAGE: 2/Detached
YEAR BUILT(src): 1977 (ASR)
PROP. SUB TYPE: SFR (D)
DOM / CDOM: 94/94
SLC: Standard
PARCEL #: 8134033002
LISTING ID: PW15015621
LIST \$ ORIGINAL: \$589,900

DESCRIPTION

This Spacious home is an Entertainers Delight with Formal Living & Dining Rooms separate Family Room & Tri-Level fully landscaped yard covered outdoor patio with living area, 3 large Bedrooms 2 Fully Remodeled Bathrooms this is a must see Gem located above Beverly Blvd btwn Historic Uptown Whittier and Whittier Hills . Central Air Conditioning & Heat in this Great Neighborhood Priced to Sell @ \$589,000 it is a Must See!!!! Two Car garage..

EXCLUSIONS: INCLUSIONS:

AREA: 670 - Whittier LEVELS: One ROOM TYPE: Family Room, COOLING: Central

Bad Photography




Re-Marketed by Betty & Liz

Client cancelled with the 1st realtor and **re-listed** with us.

5650 Pickering Av, Whittier 90601 STATUS: Closed LIST/CLOSE: \$585,888/\$590,000 ↑

Cross Streets: Off Beverly Bl. Near Orange Dr



SOLD above List Price & other agent's original price

SOLD in 1 day. Other agent had it for 94 days

BED / BATH: 3/2,0,0,0
SQFT(src): 1,863 (A)
PRICE PER SQFT: \$316.69
LOT(src): 0.158/6,888 (A)
GARAGE: 2/Detached
YEAR BUILT(src): 1977 (ASR)
PROP SUB TYPE: SFR (D)
DOM / CDOM: 1/94
SLC: Standard
PARCEL #: 8134033002
LISTING ID: CV16073800
LIST \$ ORIGINAL: \$585,888

1 / 30

DESCRIPTION

This lovely home features 3 nice size bedrooms with 2 very nice updated baths, Formal Living & Dining Rooms, kitchen has plenty of counter space & cabinets, separate Family Room & Tri-Level back yard perfect for entertaining your family & friends. You don't want to miss this one! A Must See!!!!

EXCLUSIONS: refrigerator, washer & dryer INCLUSIONS:


AREA: 670 - Whittier	LEVELS: One	ROOM TYPE: Master Suite	COOLING: Central
SUBDIVISION: /	BASEMENT SQFT:	EATING AREA: Breakfast	HEATING:
COUNTY: Los Angeles	COMMON WALLS: No Common	Counter / Bar	VIEW: Back-A-Bay



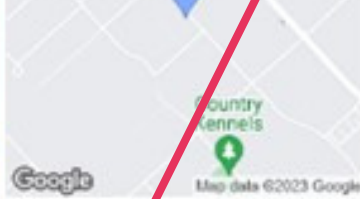
Below is an example of a past client who was unable to sell their home with their first realtor.

41785 Octavia Ct, Murrieta 92562 STATUS: **Canceled** LIST PRICE: **\$1,200,000** ↓

Main cross streets are Guava and Jefferson



21 Days on Market.
Price Dropped from
1.25M to 1.2M



BED (bath): 6/3,0,1,0
 SQFT(src): 3,773 (A)
 PRICE PER SQFT: \$318.05
 LOT(src): 22,216/0.51 (A)
 LEVELS: Two
 GARAGE: 3/Attached
 YEAR BLD(src): 2007 (PUB)
 PROP SUB TYPE: SFR/D
 DOM / CDOM: 21/21
 SLC: Standard
 PARCEL #: [909410016](#)
 LISTING ID: SW22166979

Submit Offer

DESCRIPTION

This is an executive dream home with custom features that have been recently completed. In highly sought after West Murrieta, this home is located in an exclusive neighborhood at the end of a cul-de-sac on a Half-acre lot with 30 Amp RV hook-ups with clean out, parking and paid off Solar. As you walk in, you will be greeted with high ceilings, vinyl flooring, custom paint throughout the house. Amazing wet bar with granite countertops and offering 2 icemakers, perfect for your mixologist enthusiast. Chef kitchen offers quartz countertops, upgraded appliances and hood complemented by a beautiful backsplash. You have 6 large bedrooms and 3.5 bathrooms, giving you plenty of room for your family or guests. Large salt water pool and spa was built in 2021 wrapped with top of the line pool safety fence and Hayward pool equipment. Large pool storage shed with outdoor shower, insulated two tier patio cover with a BBQ island, sink, 2 gas firepits and playground will be perfect for those summer parties. Drought friendly and low maintenance landscaping as artificial turf was installed in the front and back of the house. 3 car garage offers custom cabinets and 220 volt receptacle. Upgraded fans, chandeliers, and LED lighting throughout. Security camera system will also stay with the house for an added bonus. Walking distance to an elementary school and downtown Murrieta. And don't forget about those low taxes. This house will not disappoint you!

AREA: SRCAR - Southwest Riverside County SUBDIVISION: / HOA: \$110 (MO) LAND LEASE?: No STRUCTURE TYPE: House COMMON INTEREST: Planned Development CERTIFIED 433A?: PROBATE AUTHORITY:	LIST \$ ORIGINAL: \$1,250,000 CMN WALLS: No Common Walls # OF UNITS: 1 # UNITS IN COMMUNITY: PARKING: Driveway, Garage - Three Door, RV Access/Parking, RV Hook-Ups HORSE: SENIOR COMMUNITY?: No HIGH SD: Murrieta Valley Unified	ROOM TYPE: Exercise Room, Family Room, Kitchen, Laundry, Loft, Main Floor Bedroom, Office, Walk-In Closet EATING AREA: In Kitchen	COOLING: Central Air, Dual HEATING: Central VIEW: Mountain(s) WATERFRONT: POOL: Private, Fenced, In Ground, Salt Water, Solar Heat LAUNDRY: Individual Room, Inside
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SHOWING / LISTING

SHOW CONTACT TYPE: Agent
 SHOW CONTACT NAME: Michelle
 SHOW CONTACT PHONE: 310-293-7000
 LOCK BOX: Supra/Gas meter
 SHOWING INSTRUCTIONS: No showings until open house. 7/30 Sat 12pm-4pm 7/31 Sun 11am-3pm after that by appt only. Please use showingtime. Please send PA letter and POF before requesting appt to offers@socalme.com
 PRIVATE REMARKS: Contingent property- Client already is in escrow with replacement property. Closing escrow Sept 8th. Client would need 2 weeks after COE to move out. Buyer to X-qual with sellers preferred lender. Lender is related with sellers. Violet Aquino Dahlin Team 909-996-9907 violet@dahlinteam.com. Please send all offers to offers@socalme.com and include FE RPA, POF, DU and PA letter. *** CONTINGENCY: Client is moving to TN. Already in escrow with their replacement property. Will need to align COE with replacement property

AGENT / OFFICE LA: (SWHODGMIC) Michelle Hodges LA State License: 01906710 LO: (SWLRE101) Lodestone Real Estate LO State License: 02014153 CoLA: CoLA State License: CoLO: CoLO State License:	1.LA CELL: 310-293-7000 2.LA DIRECT: 3.LA PAGER: 4.LA FAX: 5.LA VOICEMAIL: 6.LA EMAIL: michelle@socalme.com LO PHONE: 909-973-2337 LO FAX:	DATES LIST CONTRACT DT: 07/27/22 ON MARKET DATE: 07/29/22 PRICE CHG TSTP: 08/10/22 STATUS CHG TSTP: 08/22/22 MOD TSTP: 08/22/22 PURCH CONTRACT DT: ENDING DATE: 08/19/22
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Re-Marketed by Betty & Liz

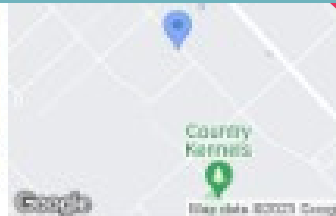
41785 Octavia Ct, Murrieta 92562

STATUS: Closed

LIST/CLOSE:
\$1,199,000/\$1,280,000

Adams Ave, Turn on Leila Verde St, Turn on Oct

SOLD over original List Price of other realtor in 6 DAYS!



BED / BATH: 5/3,0,1,0
SQFT(ac): 3,773 (A)
PRICE PER SQFT: \$339.25
LOT(ac): 22,218/0.51 (A)
LEVELS: Two
GARAGE: 3/Attached
YEAR BLT(ac): 2007 (BLD)
PROP SUB TYPE: SFR/D
DOM / COM: 6/27
SIC: Standard
PARCEL #: 909410016
LISTING ID: PW22188278

Submit Offer

DESCRIPTION

Stunning 5 bedroom (+ Bonus Room), 3.5-bathroom Resort-Style home situated on an expansive 1/2-acre lot that will make you feel like you're living in a magazine. Located on a cul-de-sac within the Rosecrest community of only 23 luxurious homes, this home offers a newer custom saltwater pool, oversized spa, gorgeous backyard, paid solar panels, open concept gourmet kitchen, one-of-a-kind casual eating area, 3-car garage, RV Parking and so much more! As you enter, you'll be greeted with cathedral ceilings and an abundance of natural lighting through the large energy efficient dual pane windows. The dining room offers a view of the backyard oasis and opens to the distinctive, designer-like bar area for casual dining & entertaining. This area is complete with an ice maker, sink, and mini fridge with sprawling cathedral ceiling and custom light fixtures. There is a view of the side yard that is currently used as a pet's retreat and complete with pavers and green landscape. The beautiful kitchen is complete with quartz counters and a generous island, herringbone and subway tile backsplash, custom range hood with stainless steel appliances, and overlooks the backyard. No details were spared as you'll find the custom coffee bar offers sconce lighting, floating shelves, and a water line for the coffee maker. The spacious living room opens to the kitchen and also looks out to the backyard. The backyard is truly a paradise and feels like a vacation. The patio is complete with fans and recessed lighting and extends the length of the home over the outdoor bar counter equipped with a built-in BBQ, electrical outlets, mini fridge, and sink. The custom saltwater pool was built in 2021 with up-to-date features. There is one bedroom and a separate office/Den at the main level. The primary bedroom suite overlooks the backyard from the 2nd story. The ensuite is grand and features two separate walk-in closets, spa-like tub, large separate shower, and two separate vanities. The fourth bedroom on the second floor is generously sized and currently used as another living room area. This room has a view of the backyard and the picturesque hills in the distance. Other notable features: 30 Amp RV power + sewer clean out at designated RV parking area. Gas Fire Pits. 2- car Garage offers cabinetry, 2 ceiling fans, TV, epoxy floor and direct access to home and side yard. Stand alone 3rd garage, Night owl system with monitor and so much more. See this spectacular home today!

AREA: SBCAR - Southwest
Riverside County
SUBDIVISION: /
HOA: \$110 (MO)
LAND LEASE: No
STRUCTURE TYPE: House
COMMON INTEREST: None
CERTIFIED 439A:
PROBATE AUTHORITY:

LIST'S ORIGINAL: \$1,199,000
CMN WALLS: No Common Walls
OF UNITS: 23
UNITS IN COMMUNITY:
PARKING: Driveway, Garage
- Single Door, Garage - Two Door, RV Access/Parking, RV Gated, RV Hook-Ups, Workshop in Garage
HORSE:
SENIOR COMMUNITY?: No
HIGH SD: Murrieta Valley Unified

ROOM TYPE: Bonus Room, Foyer, Jack & Jill, Kitchen, Laundry, Living Room, Walk-In Pantry
EATING AREA: Breakfast Nook, Dining Room, In Kitchen

COOLING: Central Air
HEATING: Central
VIEW: Hills, Pool
WATERFRONT:
POOL: Private, In Ground, Salt Water
LAUNDRY: Individual Room, Inside

SHOWING / LISTING

SHOW CONTACT TYPE: Agent
SHOW CONTACT NAME:
SHOW CONTACT PHONE:
LOCK BOX: See Remarks, Seller Providing
Access, Supra/Seller Controlled Supra

OCCUPANT TYPE: Owner
OWNER'S NAME:
SIGN ON PROPERTY: No
LIST AGMT: Exclusive Right To Sell

SAC: 2%
DUAL/VARI COMP: No
POSSESSION: Negotiable
LEASE CONSIDERED: No

SHOWING INSTRUCTIONS: All Showings are currently on hold. Multiple offers in hand at this time and in countering stage.
PRIVATE REMARKS: Priced very competitively so please come at your best and highest. 41785 Leila Verde is closest comparable. Set to Close this week around asking price. Contact that agent for more information. Ideal Terms: -Close concurrently with replacement home -CDE 30 days or sooner -12 day or less contingencies We are able to be strategic if buyer is looking for seller concessions to buy down rate etc. We like to work in a win/win manner. Let's make it happen for our clients! Offers to Liz@bettyandliz.com and Betty@bettyandliz.com. Please send complete offers with proof of funds, approval letter and DU. *** CONTINGENCY: Contingent on Seller Closing escrow on replacement home. Seller in escrow at this time.

AGENT / OFFICE

LA: (PWGONLIZ) Liz Gonzalez
LA State License: 01939774
LO: (PB17230) Keller Williams Realty
LO State License: 01937239
Cell: (909)999-0000 Betty Gonzalez

1.LA CELL: 562-665-4359
2.CO.LA CELL: 562-631-1788

DATES

LIST CONTRACT DE: 08/26/22
ON MARKET DATE: 08/26/22
PRICE CHG TSTP:
STATUS CHG TSTP: 09/30/22
MOT DETL: 09/18/22

Client Testimonials



We just closed on our dream home. Betty and Liz were amazing. They not only found us a home but sold our home...It was difficult to find a home that measured up to our home but they found it. If you are looking to buy or sell, they are the team that will make it happen.
-Julie P, Hacienda Heights



Together Betty and Liz make you feel as if you are family. I am recommending all my friends and family to them when selling or buying a home. Trust me when I say you will not find anyone better to take care of you when purchasing your greatest investment.
-Martin M, Chino Hills



I had the pleasure of working with Betty & Liz during the sale of our home. They made sure me and my husband were comfortable with all the terms and knew all we have to learn about selling a house. Her and Betty were responsive with our questions even late at night. I trust her expertise and wouldn't go to any other broker. We sold our home in less than 30 days of it being on the market. We are now in the process of looking for a home with Liz's help. With her knowledge of the area and expertise, we are sure to make a good investment in our future home.
-Charisse Belmonte, Whittier



In the details! Betty and Liz do their work before the public sees the property. Staging, pre-marketing, strategizing, previewing. They sold two properties for us. Both properties had full price offers on the first day of open house showings. After the offers were accepted, they keep the pressure on the Buyer's team to make sure the closing is kept on schedule. They minimized what could otherwise be a stressful process.
-Chris Kiyohara, Whittier

Client Testimonials



After a disastrous experience with another realty. It was such a relief to find a mother and daughter realty that truly cared and listened to me (most particularly since I am an older, single woman) and my concerns. I was not demeaned, nor outright deceived, and my concerns and suggestions were seriously considered. The level of integrity was so refreshing. Moreover, the inclusion of me into the "team effort" resulted in the astonishingly rapid and more than satisfactory sale of my property. Their caring attitude, in conjunction with their sense of humor made for a great partnership. I would not hesitate in recommending them to family and friends.

- Alejandra A, Whittier



Betty and Liz did a wonderful job presenting and selling my home! They made the experience effortless on my part and I would highly recommend them to sell your home!

-Steve S, Montebello, CA



Although we have a line up of friends who are also brokers, we didn't hesitate hiring Liz and Betty after seeing the results of homes sold in our neighborhood in such a short amount of time. Both were very professional, quick to respond and go the extra mile in working with you. We closed the sale of our home at a good price and right on schedule. Of course we hired them again as we are in the market again for another house.

-Ruel T, Whittier



My husband and I had a bad experience with our last transaction that ended us in court. Liz was so gracious to look over our contract with us, she found errors and explained our rights thoroughly. We won our case and we are so grateful for her guidance.

-Cindy A, Whittier

 *Betty & Liz*
REAL ESTATE TEAM



Proudly Serving Los Angeles, Orange, San Bernardino and
Riverside Counties

562.631.1788

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