



SELLING

NEW JERSEY


Beatrice Caraballo
Real Estate
COME ON HOME

real



Why Hire Beatrice?

Beatrice Caraballo is a Bilingual prominent real estate agent based in New Jersey, currently serving as a NJ REALTOR® Sales Associate with REAL Broker, LLC. She specializes in residential sales and relocations.

She is a Certified Expert Listing Agent (CLEA), Certified Buyers Agent (CBA), Certified Real Estate Negotiator (CREN), Certified Business Development Agent (CBDA) and Certified Open House Host.

She has 6 years of experience and is known for her interpersonal skills, client relationship building and going beyond the scope of her responsibilities.

In 2023, she was recognized by Apple News as a Top 10 Real Estate Agents.

In 2024, she joined the Seven Figure Society and the Million Dollar Club, achieving sales totaling over \$3.56 million. She is a recipient of the Distinguished Sales Club and Circle of Excellence Bronze Level honors.

In 2025, she was recognized by the National Association of Hispanic Real Estate Professionals (NAHREP) as one of the Top 250 Agents in South Jersey. She was also recognized by NEXUS for her sales in the 4th quarter for the Superstar Superior Performer.



Beatrice Caraballo

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While Beatrice is a prominent leader and advocate within the Hispanic community, she is very much a general market relocation expert. Her "Hispanic-focus" is a specialty and a value-add, but it is not a limitation of her business.

A Multi-Faceted Client Base: Her recent sales and testimonials reflect a diverse range of clients and property types across South Jersey:

Diverse Geographic Reach: Her 2025–2026 transaction history includes homes in Camden, Pennsauken, Berlin, Runnemede, Sicklerville, Maple Shade, and Beverly. These are varied suburban markets that attract a wide demographic of first-time buyers and commuters.

The "Out-of-State" Specialist: A significant portion of her testimonials comes from non-Hispanic clients moving specifically for work or life changes. For example, she recently handled a high-pressure work transfer for a client moving from New York to New Jersey on a tight deadline.

Investor Portfolios: Beyond residential families, Beatrice also works with investors building portfolios in South Jersey, focusing on the financial data and long-term appreciation of the region.

Why the Hispanic Specialization Matters to Everyone: Even for non-Hispanic clients, her deep ties to that community provide a "secondary market" advantage:

More Eyes on Listings: When she lists a home for a seller, her bilingual marketing ensures the property is visible to a massive segment of the buyer pool that other agents might miss.

Resource Network: Her "Partners" list includes bilingual lenders, inspectors, and attorneys, which streamlines the process for multi-cultural families or businesses.

Community Knowledge: Being born and raised in Camden and working across South Jersey for decades gives her a "boots on the ground" perspective of the local history that is valuable to any buyer. Her 2026 shift to Real Broker, LLC signals her intent to compete at the highest levels of the "cloud brokerage" model, which focuses on national referrals rather than just local niches.



5-STAR Premium Agent



Noemi Velazquez {Seller}

Phenomenal! She went above and beyond to get my house SOLD. She made me feel comfortable and we shared lots of laughs in the process. Very professional and gets the job done. Thanks Beatrice!

Lisa Laphen {Seller}

There are not enough words to express my thanks. Please get some sleep. The only reason the sale of the house was successful is because of you and your husband.

Oscar Maldonado {Seller}

Beatrice Caraballo was awesome!!! If you need a Realtor who listens and who cares Beatrice is the one for you !

Stephanie Dubon {Seller}

Thank you so much for everything you have done for me! You went above and beyond what I could ever imagine. I will never forget you. You have been THE BESTTTTTT!



THE CONSULTATION





**NATIONAL
ASSOCIATION OF
REALTORS®**

Key changes to be aware of since August 1, 2024:

**Mandatory Non-Exclusive or Exclusive Buyer
Representation Agreements**

From August 1st, it is required to have a Buyer Representation Agreement in place. This document outlines the responsibilities of your agent, details on how their compensation will be paid, and allows them to legally advocate for you throughout the transaction.

Mandatory Seller's Property Condition Disclosure

Sellers must now provide a completed and signed Seller's Property Condition Disclosure form. This ensures transparency and provides buyers with essential information about the property.

Designated Agency

The new law permits Designated Agency, allowing the managing Broker to choose an agent within the listing office to represent the buyer. This change aims to enhance the representation and services provided to both buyers and sellers.

Disclosure of Representation at Open Houses

Listing Agents are now required to post a disclosure of representation at Open Houses, clearly stating whom they represent. This ensures clarity and helps buyers understand the representation dynamics during the home-buying process.

Our Face-to-Face



1. Why are you moving?
2. Where are you moving to?
3. When do you need to move by?
4. When will you be ready to put your home on the market?
5. Who all is listed on the title of the home?
6. Have you ever attempted to sell your home before?
7. Have you spoken with any other agents about selling your home?
8. What recent repairs and updates have you made to the property?
9. Have you added/subtracted any square footage to the property since it was last sold?
10. Is anyone else on the title that will not be present at our meeting?
11. How much do you owe on the property?
12. How would you describe your home?
13. Do you have any liens on the property?
14. Have you or will you be filing a bankruptcy?

PLAN OF ACTION

Identify Potential Problems



When selling a home, owners need to make sure the residence is in great shape. It helps to attract buyers when the property is well-kept and upgraded. Buyers are visual and fall in love with a home at first glance. However, there may be hidden problems which could potentially cause complication in a transaction. Beatrice has been trained to identify potential problems and mitigate the risks to the seller.



Some recommended updates:

1. Curb appeal - First impressions matter!
2. Painting your home a neutral color
3. Update the roof
4. Update the floors
5. Any leaks should be repaired
6. Professional Clean & Declutter
7. Depersonalize your home
8. Make sure the door knobs and fixtures are functioning properly

Price to Excite



Beatrice Caraballo's "Price to Excite" strategy is a psychological pricing model designed specifically for the high-velocity, high-tax environment of New Jersey. In a market where buyers are hyper-sensitive to monthly payments, this strategy shifts the focus from "what the house is worth" to "how many people can we get through the front door."

Here is how the strategy functions and why it's particularly effective in South Jersey right now.

The Core Mechanics: The "Value Gap"

Traditional pricing often relies on aspirational pricing (listing at the absolute ceiling of the comps). Beatrice's "Price to Excite" does the opposite: it identifies the Fair Market Value (FMV) and then intentionally lists the property 3% to 5% below that mark.

1. The Search Filter Advantage

Most buyers search on portals like Zillow or Realtor.com using \$25,000 or \$50,000 increments (e.g., "Up to \$400,000").

The Trap: If a home is worth \$405,000 and the seller lists it at \$410,000 to "leave room for negotiation," they disappear from every search capped at \$400k.

The Solution: By pricing at \$399,000 (the "Excite" price), the home captures the massive pool of buyers searching up to \$400k and those looking from \$400k to \$450k.

2. Creating an "Auction Atmosphere"

In New Jersey, the first 4 to 7 days on the market are critical.

The Goal: By underpricing slightly, you create a "frenzy" during the first weekend of showings.

The Psychological Shift: When 20 groups visit an open house instead of 3, the power dynamic shifts from the Buyer (evaluating flaws) to the Seller (managing multiple competing interests).



Why It Works in the NJ Market



New Jersey's unique landscape makes this strategy more effective here than in many other states.

Tax Sensitivity: Because NJ property taxes are high, buyers are often "maxed out" on their pre-approvals. Pricing a home "to excite" makes the monthly carry look manageable on paper, bringing in more qualified leads who then get emotionally attached.

Low Inventory Habits: NJ buyers are currently "battle-hardened." They expect to bid over asking. By pricing low, you aren't "leaving money on the table"—you are providing a low-entry point that allows the market to bid the price up to its true ceiling.

The "Days on Market" Stigma: In South Jersey, if a house sits for more than 21 days, buyers assume something is wrong (inspection issues, bad layout). "Price to Excite" ensures the home goes under contract in the first 10 days, maintaining the property's perceived value.

The Reality Check: This strategy requires a "brave" seller. It can feel counterintuitive to list a home for less than the neighbor's house sold for, but in a 2026 market, the "event-based" selling model consistently nets a higher final check than the "wait-and-see" model.

On-Line Exposure



Beatrice has access to Bright, All Jersey and the Garden State MLS (Multiple Listing Services). She will post your home on these sites and it will immediately be published to all real estate apps such as Zillow, Realtor.com, Trulia, Redfin, Movoto and so many more. These apps get millions of visits everyday which will help to give you constant public exposure.

Beatrice will handle the Open Houses and showings so you don't have to make all those appointment yourself. She will filter all the phone calls, emails, texts messages and make sure to give her attention to the serious buyers. She will make certain the buyers are ready and willing to purchase your home by communicating directly with their lenders and Buyer's Agent.

There is so much paperwork to be completed and steps in the process of selling your home. Make it easier on yourself and simply hire Beatrice to handle everything for you. She will keep you informed of all the updates until she gets your home SOLD.



Contingency Periods



Once you select an offer, you will receive a Contract of Sale (COS). Beatrice will make sure to review carefully the COS and will take the time to explain it all to you before you sign it. She will create a Timeline for the Transaction to make sure everyone stays on task. Time is of the Essence in all transactions, we must move accordingly and on time.

Once all parties have signed the COS, you have the right to seek an attorney during the 3-day Attorney Review period. If your Attorney wishes to change anything on the COS, he/she must put everything in writing. The Appraiser goes out to the property and determines its value. Depending on the type of loan you are getting you may need to have some repairs done.

After all financial contingencies are meant by Buyer, title company conducts the title search and orders the survey (if requested by the Buyer) - we then receive the Clear to Close. This is great news!! Beatrice will request a Seller's Disclosure 3 days before Settlement, which tells the you how much you net after all closing costs are covered. You will receive itemized details of all your costs.





Why Hire Access Abstract?



Working with a title company is essentially buying "legal peace of mind." While agents handle the marketing and lenders handle the money, the title company ensures that when you hand over the keys, the house actually belongs to the buyer—and you aren't left with any "ghost" liabilities.

In states like New Jersey, the title company (or a settlement agent) acts as the neutral third party that keeps the transaction from falling into legal limbo.

The Core Functions for a Seller

1. The Title Search (Clearing the "Ghosts")

The most critical step is the title search. They dig through public records to ensure you have a "clear" and "marketable" title. They are looking for:

- **Undisclosed Liens:** Unpaid contractor bills (mechanic's liens) or back taxes you might have forgotten.
- **Encroachments:** A neighbor's fence that is technically 2 feet onto your property.
- **Child Support/Judgments:** In many states, unpaid child support or legal judgments automatically attach to your real estate. You cannot sell until these are settled from the proceeds.

2. Escrow and Fiduciary Duty

The title company often acts as the Escrow Officer. They hold the buyer's earnest money deposit and the final purchase funds in a secure account. This protects you from "rubber checks"—they don't authorize the deed transfer until the buyer's funds have cleared and are ready for disbursement.

3. Mortgage Payoff Coordination

You don't just "keep" the check for the full sale price. The title company contacts your current lender to get an exact "payoff figure" (which includes daily interest). They handle the wire transfer to your bank to close out your old loan and ensure the Lien Release is recorded so you are no longer legally responsible for that mortgage.



The "Hidden" Liability is if a title company misses an old lien and the new owner gets sued, the Title Insurance policy they issued covers the loss. Without a title company, a buyer could come back and sue you years later for a defect you didn't even know existed.

Key Costs for Sellers

While the buyer usually pays for the Title Insurance policy itself, the seller typically covers:

- Search and Exam Fees: The cost of the researcher digging through records.
- Settlement/Closing Fee: The "service fee" for the person conducting the meeting.
- Recording Fees: Government fees to register the new deed.

The Closing Workflow

Title Commitment

Weeks 1-2

The company issues a "Title Commitment," which lists the requirements that must be met (like paying off a tax lien) before they will insure the deal.

Clearing Clouds

Week 3

The seller (and their agent) works to resolve any issues found—this might involve getting an old contractor to sign a lien waiver or proving a debt was paid.

The Closing Disclosure (CD)

3 days before closing

The title company prepares the final balance sheet. You'll see exactly what you're paying in commissions, taxes, and fees, and exactly what your "net wire" will be.

The Signing & Funding

Closing Day

You sign the deed and the HUD-1/Settlement Statement. The title company wires the money to your bank—usually within 24 hours.

Lucrecia Vicente, Owner, has over 20 years of experience in residential and commercial cleaning.

A professional deep cleaning always makes your home look amazing and gives it a fresh look when buyers see it online and experience it in person.

Lucky's Cleaning Services
124 West Holly Avenue
Oaklyn, New Jersey 08107
(267) 339-8747



Give it a
fresh start

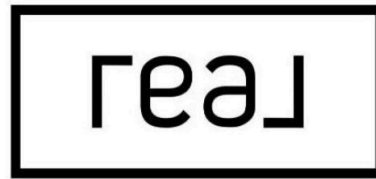




Photo Session

More than 90% of home buyers search for homes online, and 85% of buyers say it's the photos that are the most important factor in deciding which homes to view.

Before we take the pictures of your home, let's make sure your home looks absolutely organized and we can showcase its beauty at its best.



Real Brokerage (often referred to as Real) has rapidly become one of the most talked-about firms in the industry, specifically for agents looking for a "cloud-based" alternative to the traditional franchise model.

In 2026, they are essentially the primary competitor to Keller Williams and eXp Realty for agents who prioritize technology, lower overhead, and multiple revenue streams.

In 2026, the following teams and agents are the primary power players within Real's South Jersey network.

The Ciccone Group: Led by Kevin Ciccone out of Turnersville (Gloucester County). Kevin is a veteran in the region with decades of experience who moved his high-volume business to Real to leverage their tech platform. His team is a dominant force in the Washington Township and Deptford markets.

Key Technology & Culture

Real positions itself as a tech company that happens to do real estate.

- The "Leo" AI: Their proprietary AI assistant, Leo, handles a lot of the back-office friction—answering questions about commissions, pulling documents, and tracking production.
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- The Culture of "Workgroups": Because there is no physical office, the culture lives in Workplace by Meta. It is highly collaborative; agents from California frequently share strategies with agents in New Jersey.
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- Stock Incentives: They are a publicly traded company (NASDAQ: REAX). Agents can earn equity in the company through hitting production milestones or by choosing to take a percentage of their commission in stock.