

SELLING YOUR HOME

with your agent *Merilyn Montes*



MERILYN MONTES



I began her real estate career in 2016 working alongside top-producing real estate agents in the South Bay. In my first year, I assisted with closing 30+ transactions from standard sales and foreclosures to short sales. By 2019, I assisted with more than 100 closings while starting a support group in the South Bay for the Scleroderma Foundation.

My mission is to help families and individuals make powerful & confident home-selling decisions. Hire a realtor who cares about your story and understands your values and priorities. My individualized approach combined with my experience and transparency creates the seamless selling process you've been looking for.

AWARDS:

**TOP PRODUCER 2022 YTD
AT WEST SHORES REALTY**

**SALES-TO-LIST
PRICE RATIO
110%**

MY CLOSED SALES

**AVERAGE DAYS
ON MARKET
9**



**2701 183rd St
Redondo Beach**

Active on the Market

Listed at \$1,360,000

4 Beds · 3 Baths · Bonus Room



**707 W Orange Ave
West Covina**

Sold \$51K Over Asking Price

Highest Price Point per Square
Feet within 1 Mile Radius
at the Time

Buyer Credited Seller for
Closing 4 Days Late



**71 W 7th St
Upland**

Winning Bid of 13 Offers

Purchased \$5K Below
Appraised Value / Seller
Credited Buyer \$11K for
Repairs

Closed On Time
(Despite 3 Holidays)



**7021 Aura Ave
Reseda**

Winning Bid of Multiple Offers

Property Appraised at
Offer Price (\$25K Over)

Seller Completed Repairs

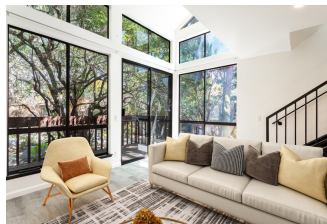


**6313 Jackie Ave
Woodland Hills**

Offer Accepted \$45K
Below List Price

Appraised At Offer Price

Closed on Time



**10621 Lakefront Dr
Norwalk**

Sold \$30K Over List Price

15 Offers Received

Under Contract in 5 Days

No Credit, No Repairs



**14027 Bayside Dr
Norwalk**

Sold \$7K Over List Price

New Record in Community-
Highest Priced
Studio Condo

Under Contract in 4 Days

No Credit or Repairs



**14093 Bayside Dr
Norwalk**

Sold \$53K Over List Price

New Record in Community-
Highest Priced
Studio Condo

Under Contract in 5 Days

No Credit, No Repairs



**36820 57th St E
Palmdale**

Winning Bid of 20 Offers

VA Family with 0% down beat
cash and conventional buyers

Buyers had offer accepted after
first week of house hunting



**11126 Lyndora St
Norwalk**

Buyers Offer Accepted on
their Replacement Home
2 weeks after
closing on their Condo Sale

Property Appraised at
Offer Price (\$35K Over)



**3106 E 65th St
Long Beach**

Buyers Closed Escrow
Concurrently with Sale of
their Condo

Property Appraised at
Offer Price (\$10K Over)

Seller Credited Buyers \$5K



**8075 Sunnyside Ave
San Bernardino**

Property Appraised at
Offer Price (\$10K Over)

Seller completed Repairs
prior to Closing Escrow

CLIENT TESTIMONIALS

"We want to recommend Merilyn Montes to anyone looking to buy or sell their home. She worked really hard to sell our condo and help us find our new home. She was always available to us when we wanted to go see a house and answered all our questions in detail making sure we understood. Merilyn is honest, helpful, and responsible. She is an amazing person and we will be forever thankful for all she did to help us. Thank you!"

"I would like to thank Merilyn for being such a professional and outstanding agent. She helped me sell my condo and buy my home. She is dedicated with extensive knowledge in her field she has extremely good communication skills every question i had no matter what time of day it was she always replied. I will recommend her to my friends and family!"

"In my second transaction with Merilyn, she was once again instrumental in helping me with the sale of my condo in Chicago. She referred me to a great local agency, assisted with questions and negotiations, and worked with me from the very start through closing to ensure I had a successful sale. I'm beyond grateful for Merilyn, she's a top-tier agent that truly cares about her clients regardless even if their property is in another state!"

"Merilyn spent hours answering our questions, providing information on how to sell our home, how we could list it on the market with tenants inside the home, how to navigate the tenants in terms of their contract agreement with the house being listed on the market, and providing tremendous amount of time during inspection, renovation, and meeting with vendors at our home. Merilyn made the process incredibly easy and took extra steps many other Realtors don't (but should), like constant communication on real time status of inspection, renovation, and loan process, staging tips and consulting to find someone within reasonable budget, and making sure to be early at the house to meet with prospective buyers. Merilyn wrote us emails, text messages, and made phone calls to keep us updated, which we appreciated because we weren't in town to oversee matters ourselves.

We gave Merilyn 100% reign to get things done because we had the trust in her work ethic and constant communication and the relief that she never decided or answered without our consent to any issues that we encountered during the selling of our property. When we saw our listing, we were overwhelmed with several emotions. A childhood home that was beautifully staged and ready for its new owners to take over. It was deeply heartfelt and a bittersweet goodbye. We did have economic factors against us (lack of buyers in the market), delays due to pipe bursts and repairs, and negotiations back and forth with the buyer. At the end, it couldn't have been a more pleasant experience because we had the help of Merilyn! We continue to reach out to Merilyn when we come across real estate questions and have gained a friendship throughout the sale of our property in Playa Del Rey. She is a true professional and a genuine person. You would be hard pressed to find a better Realtor in Playa Del Rey, beach cities, or sub cities of Los Angeles."



MERILYN MONTES

310.713.6290

Helping you navigate this season

ABOUT YOUR SITUATION



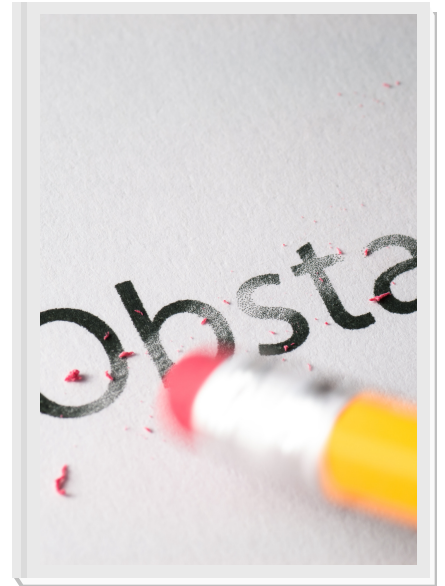
YOUR WHY

Why are you moving?
What is the deadline for needing to move by?



YOUR PLAN

What will you do if your home doesn't sell in the expected timeframe?



OBSTACLES

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



FROM ***LIST*** TO **CONTRACT** IN LESS THAN A MONTH

WEEK 1

PREPARATION

The first week is all about getting your home ready for photography by decluttering and conducting any cleaning/repairs if needed.

WEEK 2

MARKETING

Photography results are in and marketing design begins. Online ad campaign and listing description are drafted.

WEEK 3

SHOWINGS

Showings, open houses and broker's open commence!

WEEK 4

NEGOTIATE

After the offer deadline passes, we'll review all submitted offers and negotiate the best deal possible.



LISTING SERVICES

PHOTOGRAPHY

- **Professional quality photography** delivered 24-48 after shoot
- **Drone photography** can be leveraged to capture amazing views of your property, nearby attractions and inspect any damage or problems in the roofing material.
- **Twilight photos** bring out the natural beauty of your home's exterior by pairing natural dusk colors with the glow of outdoor recessed lights.

CUSTOM FLOOR PLANS

- **Floor plans** are the most effective way to get a feel for how your property's space flows together and will make the marketing stand out.

VIRTUAL STAGING

- **Virtual staging** is flexible, fast and non-invasive. Our professional designer help inspire buyers by digitally adding furniture to any photo.

3D VIRTUAL TOURS

- **3D virtual tours** give a competitive edge to listings plus it lets buyers do their own walkthrough of your property from anywhere, anytime, generating higher engagement and interest.

MARKETING SERVICES

-DIGITAL & PAPER ADVERTISING-



- FLYERS/BROCHURES
- POSTCARDS
- QR CODE
- FEATURES LIST
- OFFER GUIDELINES

SOCIAL MEDIA STRATEGY + BOOSTED ADS

YOUTUBE
FACEBOOK
INSTAGRAM

My ads are visually compelling and powered by the industry's best targeting to ensure they reach audiences who are most interested in homes like yours.

EMAIL MARKETING

I create e-blasts of your listing which include pictures, videos, floor-plans, tour dates, and more to our database of 20,000+ brokers in Los Angeles.

150+ WEBSITES

The Multiple Listing Service syndicates your listing on every possible real estate site. There is no better way to showcase your home than featuring it online.



WHAT IS A COMPARATIVE MARKET ANALYSIS

A Comparative Market Analysis (or CMA) is a report that realtors use to help determine the accurate value of your home.

It is an estimate of a home's value used to help sellers set listing prices, and to help buyers make competitive offers. The analysis considers the location, age, size, construction, style, condition, and other factors for the subject property and comparables.

I use similar properties in your area that have been recently listed, sold and haven't sold at all. All of these give us insight into what your home could sell for in today's market.

My CMA will look at what makes your property unique or things that are either better in your home or make your home less desirable when compared to other properties that have sold. These things will affect the value of your home.

It is important to price your home well, price too high and your property could sit on the market for months. When a home is listed for more than 90 days, buyers can grow suspicious as to the reason why and it reduces interest and deters other prospective buyers.

Having a home that is priced right will ideally attract a variety of buyers which is why a CMA is so important.

FEES TO KEEP IN MIND

Escrow Fees

Escrow fees range depending on the escrow company. Fees include a flat fee plus \$ per thousand on the total sale of your property. My brokerage has an in-house escrow company, West Shores Escrow, and can provide you with a rough draft of your estimated closing costs.

www.westshoresrealty.com/escrow-services/

Title Insurance

Insurance rates vary depending on the company. I've worked with various companies and they can also provide you with an estimated cost based on the sale price of your property.

Transfer & Property Taxes

The California Documentary Transfer Tax Act allows counties in California to charge 55 cents per \$500 of the property value (\$1.10 per \$1,000). Not all counties enact this right and not all cities have transfer tax fees.

HOA Transfer Fees vary depending on the management company.

Property Taxes are prorated. The daily tax amount will be multiplied by the number of days each homeowner was in the property. This number depends on the property taxes currently due on your home.

THAT'S ALL THE FEES

Don't Worry

There's absolutely

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Hidden fees
Back-end fees
Marketing fees
Cancellation fees



*My integrity and
experience leave no room
for miscommunication.*

*I'm here to listen to
your story, understand
your priorities, and make
your real estate goals
a reality.*

Merilyn Montes

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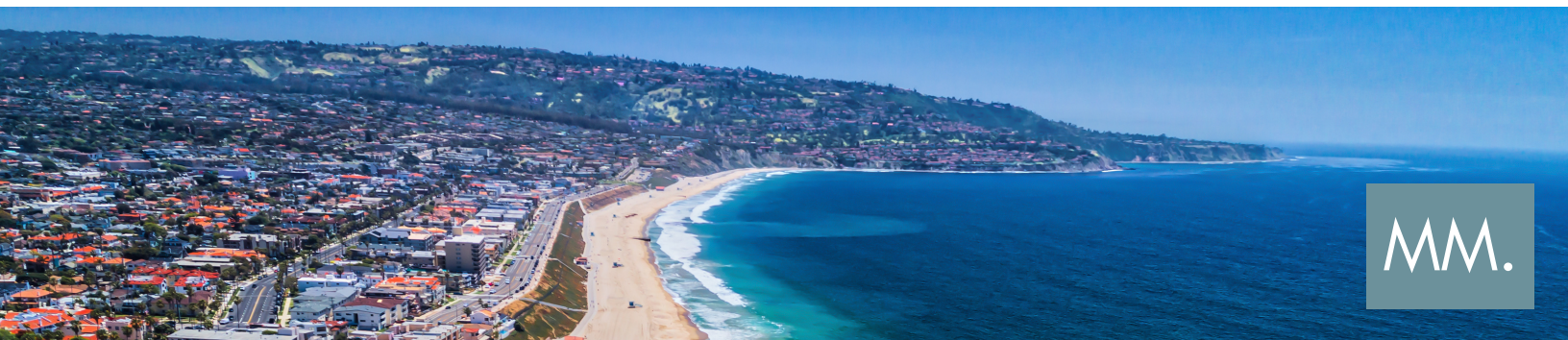
www.linktr.ee/merilynmontes.com

DRE# 01993228

West Shores Realty

449 Silver Spur Rd.,
Rolling Hills Estates, CA 90274

DRE# 01948605



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WEST SHORES REALTY

West Shores Realty is the largest independent brokerage in the South Bay, with over 600 agents and offices in Palos Verdes, Torrance, Redondo Beach, Carson, San Pedro, and Whittier. We offer a full team of services to provide a personal concierge experience such as lending, escrow, transaction coordination, environmental reports and more. We are members of the National MLS and California Association of Realtors, licensed through the Bureau of Real Estate in the State of California.

ESCROW OFFICE:

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