

JESS & KATE SELL REAL ESTATE



# TIME TO SELL

Coldwell Banker Global Luxury



# What to Expect



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When Is The Right Time To Sell?

About Our Team

Meet Jess & Kate

Areas Served

Sales Record

Global Connections

Coldwell Banker Global Luxury

360° Marketing Approach

Individual Attention-Team Service

Why Work With Jess & Kate?

What To Bring To The Listing

Appointment

Let's Talk

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## **Have You Built Up Substantial Equity In Your Current Home?**

Check your mortgage statement to find out how much you've paid down. Usually you don't build up much equity in the first few years, as monthly payments are mostly interest. But if you've owned for five or more years, you may have significant, unrealized gains.

## **Has Your Income Or Financial Situation Changed?**

If you're making more money, you may be able to afford higher mortgage payments and cover the costs of moving. If your income has decreased, you may want to consider downsizing.

## **Have You Outgrown Your Neighborhood?**

The neighborhood you pick for your first home might not be the same one in which you want to settle down for good. You may have realized that you'd like to be closer to your job or live in a better school district.

# **When Is The Right Time To Sell?**



**QUESTIONS TO ASK YOURSELF**

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## **Are There Reasons Why You Can't Remodel Or Add On?**

Sometimes you can create a bigger home by adding a new room or building up. But if your property isn't large enough, your municipality doesn't allow it, or you're simply not interested in remodeling, then moving to a bigger home may be your best option.

## **Are Interest Rates Attractive?**

Low rates help you buy "more" home, and also make it easier to find a buyer for your current property.

## **Is The Effort And Cost Of Maintaining Your Current Home Becoming Difficult To Manage?**

We can help you decide whether a smaller house, condo or rental would be appropriate and help ease your burden.

# **When Is The Right Time To Sell?**



**QUESTIONS TO ASK  
YOURSELF**

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Jess & Kate Sell | Real | Estate  
is a team of enterprising,  
dynamic and engaged  
Realtors.

Founded by principals Jessica  
Heredia and Katie Machado,  
our team focuses on  
residential real estate sales,  
representing both sellers and  
buyers. We sell large estates,  
single family homes, condos,  
multi-units and income  
property in LA County, with a  
particular focus on the  
Westside of Los Angeles.



# About Our Team

**WHAT WE DO**

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## MEET JESS & KATE



Jessica Heredia  
Founding Partner

Awarded The Presidents Circle Award, Diamond Society Award, Highest Sales Volume and Top Producing Agent, Jessica's industry experience and dedication to client satisfaction are reflected in the comprehensive services she provides, including: In-depth market knowledge of neighborhoods, strategic marketing, contract negotiation and client support - before, after closing and beyond.

Jessica's unwavering commitment to her clients is based on her belief in service and "showing you care in everything you do."



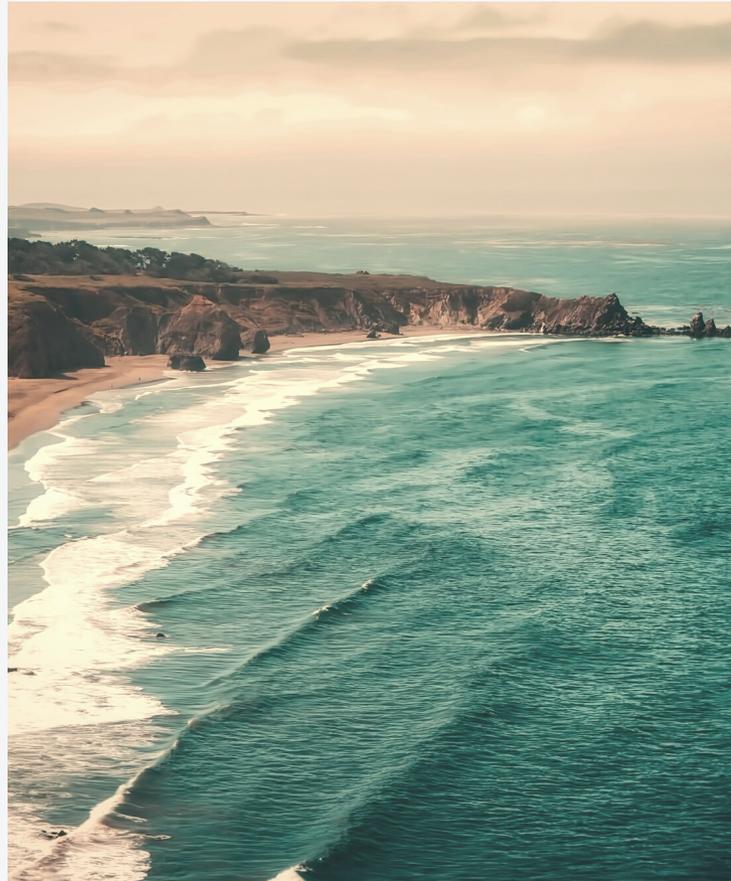
Katie Machado, Esq.  
Founding Partner

Katie Machado brings a decade worth of experience as an attorney to her real estate business. A graduate of the University of Oregon (B.S., 2003) and the University of the Pacific, McGeorge School of Law (J.D., 2008), Katie is an experienced litigator, having practiced at Doll Amir & Eley, LLP, a boutique law firm in Century City.

In each of her real estate transactions, Katie brings her clients a wealth of knowledge and experience from her legal background. Clients find Katie's skill with contracts, real property law and negotiation a valuable leg up in the process of buying and selling.

# Areas Served

Jess & Kate Sell | Real | Estate serves clients all over Los Angeles County with a special focus west of the 405 Freeway in the beach communities of Malibu, the Palisades, Santa Monica, Venice, Marina del Rey, Playa del Rey, Westchester, El Segundo, Manhattan Beach and the South Bay.



CALIFORNIA LOVE

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# GLOBAL CONNECTIONS

The Coldwell Banker brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world and in dozens of languages.

94,300

AGENTS

3,000

OFFICES

43

COUNTRIES & TERRITORIES



Andorra	Costa Rica	Indonesia	Portugal	Turkey
Argentina	Curaçao	Ireland	Puerto Rico	Turks & Caicos
Aruba	Cyprus	Italy	Romania	United Arab Emirates
Bahamas	Dominican Republic	Jamaica	Singapore	United States
Bermuda	Egypt	Malta	Spain	Uruguay
Canada	England	Mexico	St. Kitts/Nevis	Virgin Islands (British)
Cayman Islands	France	Monaco	St. Maarten	Virgin Islands (U.S.)
China	Grenada	Netherlands	St. Martin	
Colombia	India	Panama	Thailand	

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# Coldwell Banker Global Luxury

The Luxury Property Specialists aligned with the Coldwell Banker Global Luxury program are masters at their profession, ranking among the best in the world by exceeding expectations and creating exceptional experiences for their discerning clients every day.

Coldwell Banker affiliated sales agents represented:

SUCCESS BY THE NUMBERS

**\$144.4**  
MILLION

in sales each day\*

**\$1.9**  
MILLION

2019  
average sales price  
of \$1 MILLION+  
home sales\*

**27,595**  
SIDES

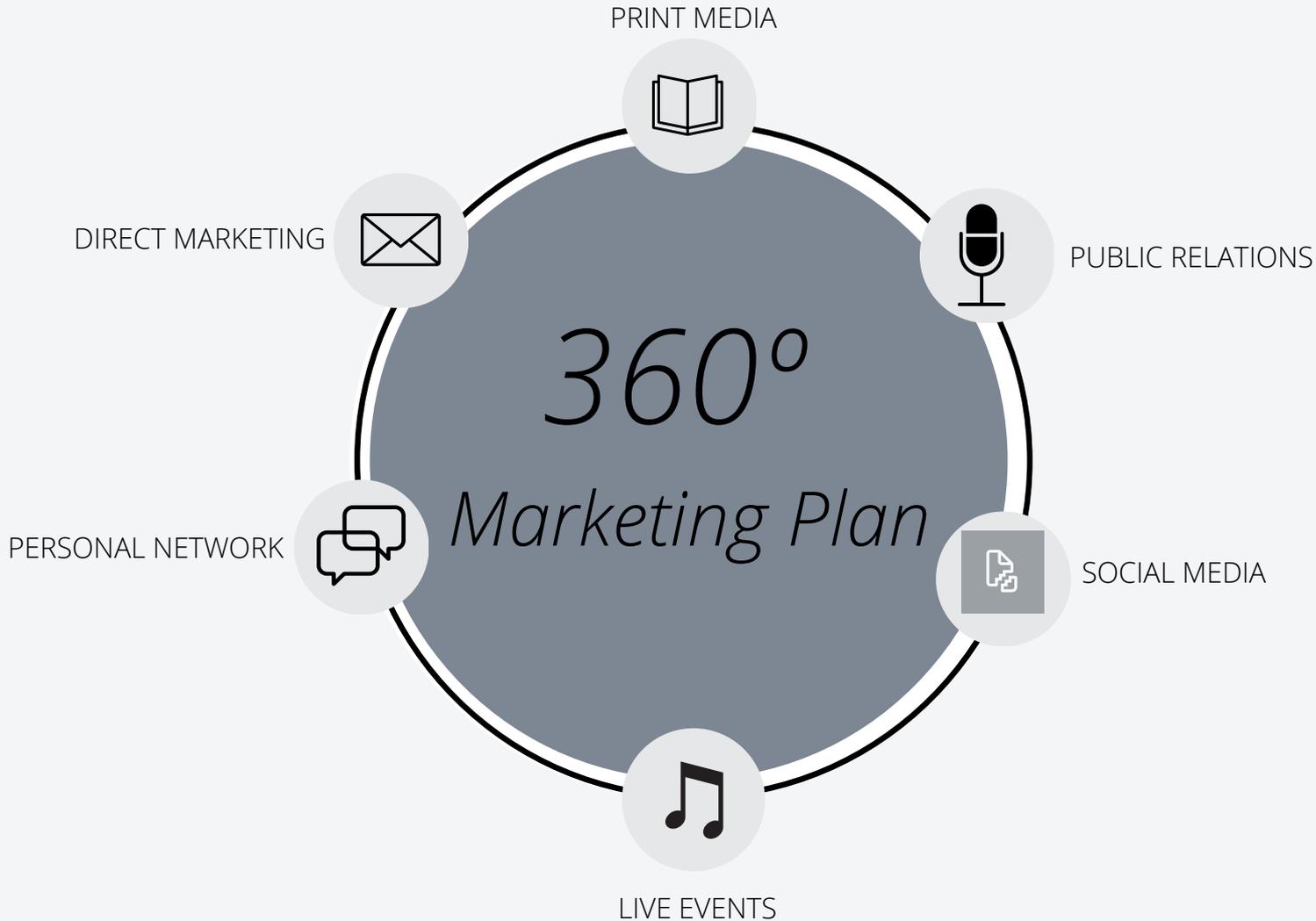
2019  
\$1 MILLION+  
transaction sides\*

\*Average daily sales. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates in the U.S. Coldwell Banker franchise system for the calendar year 2019. USD\$. Total volume calculated by multiplying the number of buyer and/or seller sides by sales price.

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# 360° Marketing Approach

The Coldwell Banker Global Luxury program offers an impressive global stage from which to showcase your home. Coldwell Banker Global Luxury property specialists are truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.





# Individual Attention - Team Service

## **We Don't Play Bait & Switch**

When you choose to work with Jess & Kate Sell | Real | Estate, Jess and Kate personally handle your transaction from start to finish. We are involved and present for every detail. From the initial listing presentation to congratulating you upon deed recording - and everything in between.

We are, however, much more than just two people. Our clients are supported by an entire team of real estate professionals from senior sales agents to experienced escrow officers and transaction coordinators. As a collective, each member's unique and varied background comes together in the ultimate service of our clients.

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# Why Work With Jess & Kate?

## **Expert Guides.**

Selling a home requires dozens of forms, reports, disclosures, and other technical documents.

With Jess' experience and Kate's legal background, we are knowledgeable experts that will help you negotiate the best deal and avoid delays or costly mistakes. With all of the jargon involved, you want to work with professionals who speak the language.

## **Property Marketing Power.**

Property doesn't sell due to advertising alone. A large share of sales come as a result of a practitioner's contacts with previous clients, friends and family. When a property is marketed by Jess & Kate, you do not have to allow strangers into your home. We prescreen and accompany qualified prospects through your property.

## **Negotiation Knowledge.**

There are many factors up for discussion in a deal. Jess & Kate will look at every angle from your perspective, including crafting a purchase agreement that allows you the flexibility you need to take the next step.



# Why Work With Jess & Kate?

## **Up To Date Experience.**

Most people only sell a few homes in a lifetime, usually with quite a few years in between each sale. Even if you've done it before, laws and regulations change.

## **Your Rock During Emotional Moments.**

A home is so much more than four walls and a roof. And for most people, property represents the biggest purchase they'll ever make. Jess & Kate are concerned, but objective, third parties that help you stay focused on the issues most important to you.

## **Ethical Treatment.**

As Realtors, Jess & Kate adhere to a strict code of ethics, which is based on professionalism and protection of the public. As our client, you can expect honest and ethical treatment in all transaction-related matters.

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## **Loan Balance and Interest Rate**

Please come prepared with your current loan balance (if any) and interest rate. With that information, we can provide you with estimated net sheets showing what you will earn on the sale of your home at various potential sales prices.

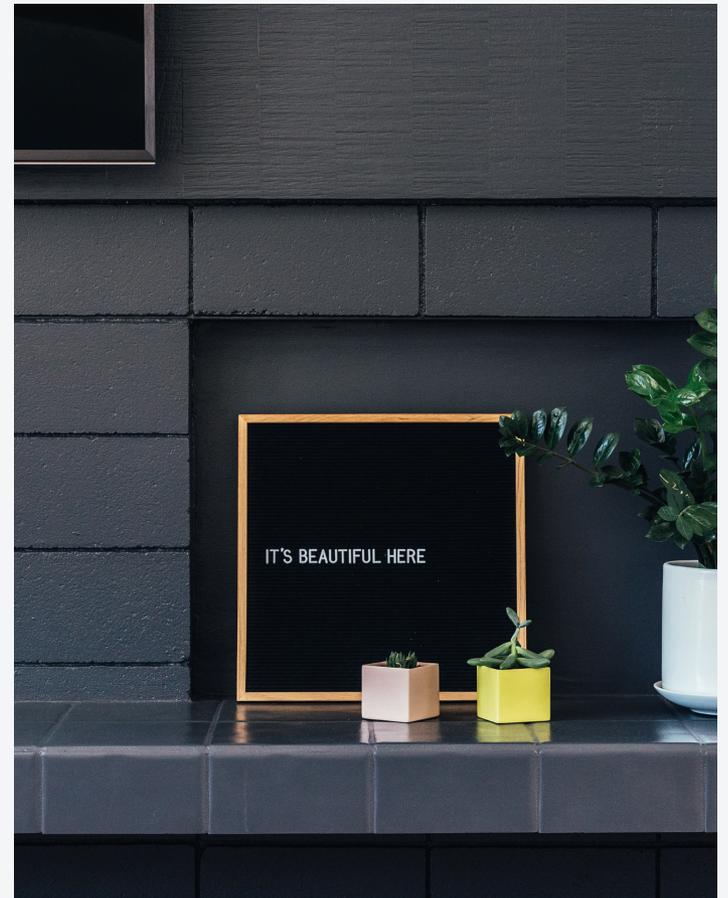
## **Your Questions**

This is the time to get your questions answered! We pride ourselves on providing education to our clients. For the listing appointment, plan on 1-2 hours, depending on the number of questions you have.

## **Copy of Your Key**

It can be a good idea to make an additional copy or two of your house keys for us to hold onto.

# **What To Bring To The Listing Appointment**



**GETTING PREPARED**

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## Address

1531 Montana Ave. Santa Monica 90403

## Phone Numbers

Jessica Heredia

310.913.8112

Katie Machado

310.606.1852

## Email Address

Info@JessAndKateSRE.com

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**Let's Talk**