

SELLING YOUR
PROPERTY IN
CALIFORNIA
ON THE ROAD
TO SOLD!

THE **MC KEAN** *Team*

Office: 661-702-1940
www.ClassicRealEstateInc.com



QUALITY SERVICE

It is our mission of Classic Real Estate and its agents to glorify God by serving people's real estate needs with the highest degree of integrity, honesty, and professionalism.

We will strive to always provide value that exceeds our client's expectations. Our goal is to create lasting relationships that are mutually beneficial.

We are constantly striving to learn and grow as individuals and as a business. We spend thousands of hours learning in the areas of personal development, business strategies, market analysis, and changing real estate & tax law.

Core Values

- Have Honesty and Integrity in everything
- Everything we do to the Glory of God
- Continue to Learn and Grow
- Provide Excellent Customer Service by caring for our clients





ABOUT CLASSIC REAL ESTATE

Every home is different and every client is different. Dave McKean is the team leader for **The McKean Team** and believes that with honesty and integrity we can work together to accomplish your housing goals. The McKean Team has been doing residential real estate in the Los Angeles County since 1987. We are experienced in helping people with all their real estate needs. Whether you are looking for your first home or your next investment property, consider The McKean Team as a key member of your team.

We have developed a referral based business by providing our clients with excellent service before, during and after each real estate transaction. If you do not have a real estate professional you can count on or call with a question, and would be interested in finding out how you can be served by our VIP Seller Program, just give us a call. It would be our pleasure to serve you.





WHY CHOOSE THE MCKEAN TEAM

Classic Real Estate is a boutique real estate brokerage comprised of premier real estate professionals working together to serve all your real estate needs. Our goal is to provide our local and nationwide clients with exceptional, personalized service while remaining flexible and innovative so we can thrive in any economic cycle. Our brokerage provides the tools needed to achieve prominence in the marketplace through education, technology and training.

What Makes Us Different?

Here are just a few benefits of working with us:

- **Our Negotiation Strategy**
We negotiate from a position of strength by asking the right questions and using sales techniques that allow us to pull information from the buyer agent that allows us leverage.
- **Buyers-In-Waiting Program**
Classic Real Estate has a buyers-in-waiting system with hundreds of qualified buyers who are ready to purchase a home. We can match home criteria, price, location and more to our VIP buyers wish lists in order to find the perfect buyer for homes.
- **Leading Edge Technology**
We do not just stop at traditional marketing, we take it to a whole new level. Our listings are on over 50 different websites, 24-hour hotlines, email blasts sent to our buyer database and our network of area agents, professional photos, and videos. Classic Real Estate has an exclusive 50 STEP MARKETING PROGRAM! Others may claim those results, but we actually achieve it and have our satisfied clients and statistics to prove it!





- **Specialized Knowledge**

We are engaged 24/7 and we know the market. We work and study the market trends daily to keep up on what is happening now and in the future. Our team is certified with over 10 different designations and over 2000 hours of training and seminars. This allows us to learn new ways to market and get your homes sold. We have knowledge to help keep you information on the market and make sure you make the right choice when buying or selling your home.

- **Unique Team System**

With over 12 various aspects of helping buyers and sellers, we make sure no task is forgotten and NOTHING is left undone. From sales, administration, and marketing to social media and technology, we cover all of our bases to ensure nothing falls through the cracks. We have perfected a unique system that allows us to maintain a top level of client communication and performance that is unmatched by other area REALTORS.

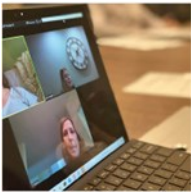
- **We Own the Company**

As the Broker and Owner of Classic Real Estate Inc. we have control over how we can best assist you and your real estate goals. When you choose to work with Classic Real Estate, you will experience something unique and beneficial to YOU! As opposed to other area REALTORS we have the final say as to how we take on your real estate goals. When and how things get done is up to us so we can do what is best for each and every client. We realize that each client is unique with different motivations to buy or sell real estate. At Classic Real Estate, we customize a complete package for you with no limitations on funds for marketing and all available technology we have to assist you in the sale of your home.





Our Exclusive Contactless System



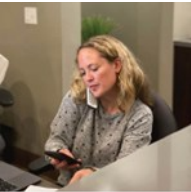
Video Conference

We can answer your questions by video conference.



Virtual Tours/Showings

We have the tools allowing you to visit properties without traveling, in the comfort of your home.



Communications

Got questions? Contact us at any time. We remain attentive to your needs. Just send us an email or a text.



Comparative Market Analysis

We can determine the value of your residence on a daily basis. This analysis takes into account many factors, including the economic climate.



Electronic Signatures

It is no longer necessary to travel to close a real estate transaction. The electronic signature validates several documents. Simple and Fast!



Move-In Clean Promise

We have partnered with, AJ Cleaning to ensure that your home has been cleaned professionally from top to bottom, every surface disinfected and ready for you to get a clean start in your new home.



Who You Work With Matters

What's the difference between selling your home or failing to do so?

THE DETAILS.

Whether it is our proven sales approach, effective marketing campaigns, our professional network, or simply our straight, honest approach to the sale of your home - **we will get your home sold.**



CLIENT REVIEWS

There are many realtors in Santa Clarita but rarely will you find one as dependable and efficient as the McKean Team at Classic Real Estate, Inc. We are so thankful we chose the McKean Team. They were outstanding in so many ways. They were quick to return all calls and we were never in the dark about what is happening with the house. **They had a great balance of integrity, faithfulness and knowledge of the market.** They sent weekly reports with up to date information. They had great marketing strategy. We even closed a week early, that's efficiency. We are so glad we chose the McKean Team. - *Mike and Debbie B.*



Thank you so much for all of your help in the sale of our condo. Being out of state could have made this process difficult. I am truly impressed with the communication you kept throughout the process, the speed with which you sold our condo (**99% of asking price in 7 days**) and how easy you made this process. I could not have done it without your help. - *Anthony B.*



STEPS TO SELLING YOUR HOME

SELECT AN AGENT AND A PRICE

Why trust Classic Real Estate? Experience, dedication, and knowledge just to name a few. Classic Real Estate has over 50 years of combined sales and marketing experience to assist you in this important undertaking. We will ensure that you maximize your opportunities in the current real estate market. With our extensive marketing program as well as Realtor and contact network, we will employ the most effective marketing and advertising strategies for your property. We can also guide you through the complicated paperwork involved, from the initial agreement to the final documents.

WHAT TO LOOK FOR IN AN AGENT

- 1. Experience and Expertise.** You want a FULL-TIME agent who's familiar with your neighborhood and with the type of property you intend to sell. Does he or she employ a diverse range of marketing and advertising strategies? How tech-savvy is your agent? Does he or she use professional photos? How many similar properties has he/she been able to sell in the past?
- 2. Availability and Commitment.** Your agent should be capable of prompt and decisive action during the course of selling your home. Loading it into the MLS and letting it incubate does not count! Does he/she make it a point to keep in touch with you constantly? Can he/she easily be contacted in case of emergencies or even for the simplest questions?
- 3. Rapport.** Does he/she take the time out to listen to your goals and clarify your needs? Can they understand your unique situation and be genuinely concerned about the outcome of the process? Your listing agent will be your guide and partner in this crucial decision, so it's important to find one you can get along with.

WHAT IS YOUR HOME WORTH?

Without a professional agent, most independent home sellers tend to overestimate the value of their home. You can avoid this pitfall by consulting with an experienced real estate listing agent. At Classic Real Estate we know how the real estate market works, and, being well acquainted with the different types of properties in the area, we can deliver the most accurate estimate of what your home should sell for.



PREPARE TO SELL

You can do a lot to increase the appeal of your property and create a lasting impact on potential buyers.

→ ***Curb Appeal.*** Keeping your landscape pristine and adding creative touches to your yard such as colorful annuals, new granite or just a good clean up will create an immediate impact on passers-by and potential buyers.

→ ***House Repairs.*** Simple upgrades such as window repairs, fixing that broken door, and a fresh coat of paint in the most frequently used rooms instantly brighten up your home.

→ ***Cleanliness and Staging.*** Keep your home uncluttered, and well-lit from top to bottom. Pay attention to details: put away the kitty litter, place a vase of fresh flowers in the hall, pop a batch of cinnamon rolls in the oven, have your carpets cleaned.

→ ***Disclosures and Inspections.*** Classic Real Estate is familiar with the ever changing legal procedures involved in disclosures and is ready to help you develop a thorough disclosure statement “beneficial to both you and the buyer”, as well as suggest home improvement measures before placing your property on the market.

→ ***Show time.*** Presenting your home to potential buyers is a job we will take care of for you. Buyers feel more comfortable discussing the property with the agent if you’re not there. Moreover, your agent will know what information will be most useful in representing your interests when speaking with prospective buyers.





STEPS TO SELLING YOUR HOME

Depending on the outcome of the completed inspections and reviews, one of three things may happen:

1. The buyer can accept the property “as is” and move on to close the sale
2. The buyer requests a list of items to be repaired by the seller after reviewing the inspection report.
3. The buyer requests to cancel the contract and refund of their deposit.

How do you respond objectively and fairly to the buyer? What are your options at this point? This is when a professional listing agent can make a real difference in the outcome of the transaction. Having

dealt with various property sales in the past, we at Classic Real Estate guarantee the total commitment of our team to every client.



Loan Approval and Appraisal. As per the Residential Purchase Agreement (RPA) the buyer’s lender must provide a pre-qualification letter along with the RPA when making an offer on a home. We require all buyers to provide all documentation to one of our preferred lender to confirm that the buyer is able to get a loan. An appraisal is done by an independent third party appraisal company to verify that the sales price is appropriate.

THE NEXT STEP, BUYING YOUR NEXT HOME

Now that the sale of your home is in its closing stages, it’s time to start preparing for your next home. As your trusted real estate team, Classic Real Estate is ready to help you identify and prioritize your goals for your next home purchase. We will get you off to a good start by finding that perfect home. To learn more about how to do a simultaneous close, post possession, rental options or other strategies for sellers, give us a call.



Closing of Escrow. If you have come this far, then this means only one thing: Congratulations!!! You have successfully sold your home! The Escrow Officer will provide you with a settlement statement or “HUD” that breaks down all of the financial costs involved in the sale of your home. The escrow officer will go over this with you to ensure its accuracy. At the closing, the Escrow Officer will have you sign the final documents. After all documents have been signed by the buyer and seller, the grant deed and title documents will be sent to the county assessors office for recording. You will then receive your proceeds, and the buyer will become the new owner.

Final Walk Through Inspection. More of a formality than anything else, the final walk through usually takes place 3 days prior to closing. The buyer visits your property to verify that all is in working order and that any repairs were completed. The buyer will be signing documents certifying that the property was sold in satisfactory condition.

Cancel Home Services and Utilities. We will provide a list of useful numbers for the termination of home services and utilities as of the date of the Closing.

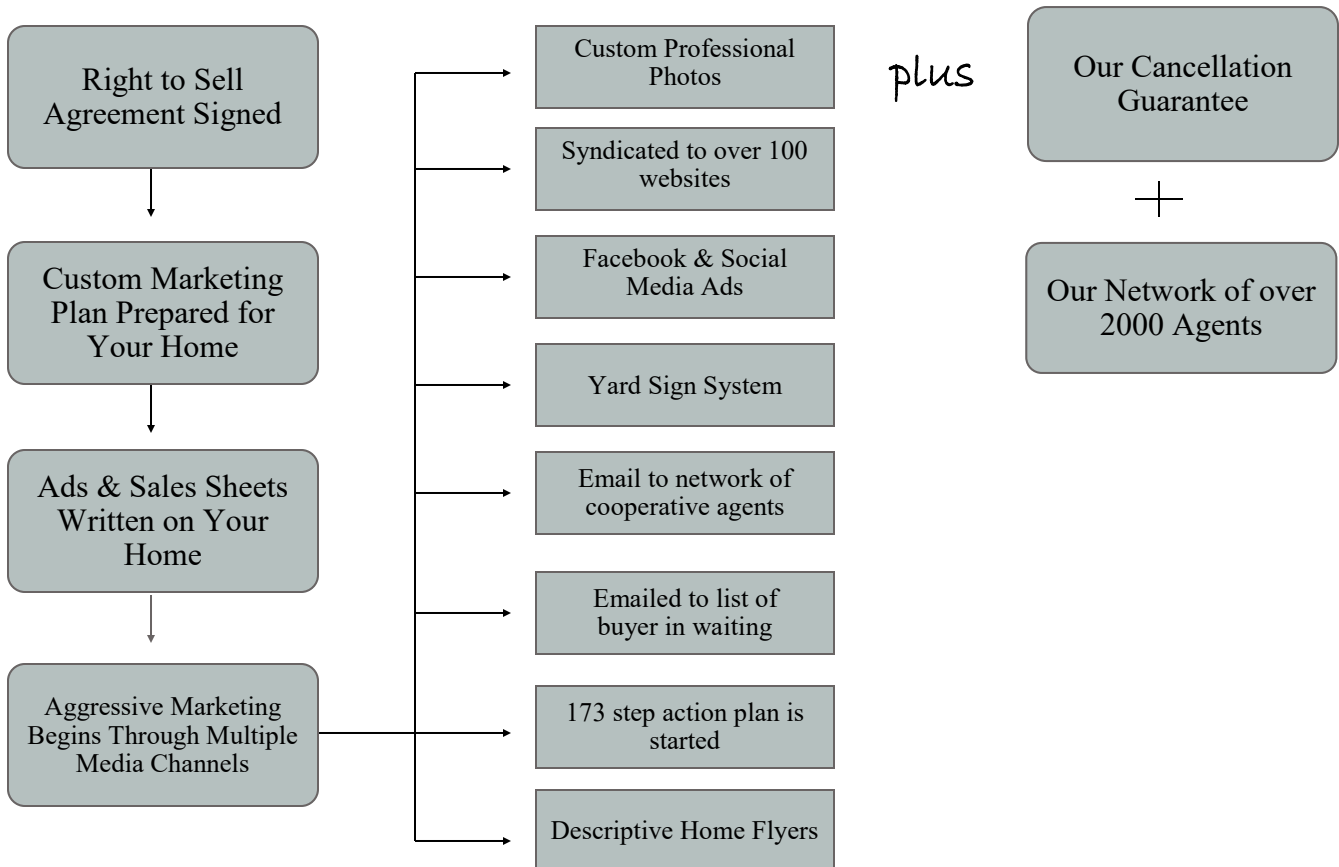
Keys. We will arrange for the exchange of keys, remotes and all other access items with the buyer’s agent after the recording of the property with the county assessors office.





LET'S GET STARTED!

**This all happens within 72 hours of signing
with Classic Real Estate**

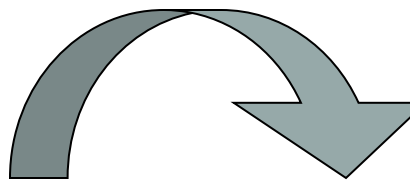


THE MCKEAN *Team*



MARKETING YOUR HOME

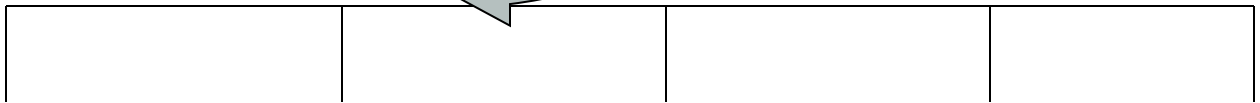
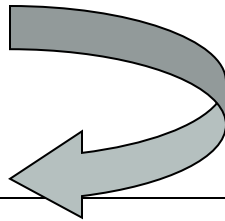
Add a Listing...
and our marketing program goes to work!



Add a Listing



Property on Websites



Yard Sign System



Listing Syndication



Property Photos and Videos



Social Media



Agent Network



WHAT HAPPENS NEXT?

We Look Forward to Working With
You On the Sale of your Home!

Call us today for your appointment
661-702-1940





YOUR REFERRALS MAKE A DIFFERENCE



We are on a mission to raise \$10,000 for the Bangalore Children's Home. We will donate \$500, in your name, for each buyer or seller referral you send us that leads to a successful sale!

www.ReferralsThatMakeADifference.com



The Bangalore Children's Home is a charity that offers housing, education and food for children who are seeking safety and shelter in Bangalore, India. The Bangalore Children's Home has opened its doors to many abandoned children throughout the years and offers them shelter, food and safe haven.

Our Story...

Classic Real Estate Inc is owned by Dave McKean who has been a missionary for over 30 years traveling all over the world to spread the gospel. Dave has spent that last several years working closely with Bangalore Children's Home. He has made many trips to visit the children and to offer love and support to those that care for them. They have been able to purchase land and are raising funds to build a dormitory and school on the land. You can help us reach our goal.

...It's personal!



Call Us to Today and Start Packing!
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