

FROM LISTED TO SOLD

home SELLER GUIDE



CRYSTAL MEDRANO

REALTOR® | DRE #02237673

CONNECT
REALTY

CONNECT REALTY

YOUR LOCAL REAL ESTATE EXPERT

ABOUT ME

Hi, I'm Crystal Medrano — proud mom of three, entrepreneur, and your dedicated real estate professional.

As co-owner of Pro Performance Painting, I've seen firsthand how strategic preparation can transform a home's value. That experience naturally led me into real estate, where I now guide buyers, sellers, and investors with clarity and confidence.

Whether you're purchasing, upgrading, downsizing, or maximizing equity, my mission is simple: simplify the process, reduce stress, and deliver the strongest possible outcome.

This isn't just a transaction - this is your future, and I'm here every step of the way as your trusted real estate advisor for life!



SCAN TO CHECK OUT
MY LATEST WORK



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THE CONNECT TEAM

YOUR LOCAL REAL ESTATE EXPERTS

ABOUT THE TEAM

AT CONNECT, WE ARE MORE THAN A BROKERAGE - WE ARE A POWERHOUSE TEAM BUILT TO WIN FOR OUR CLIENTS. WHEN YOU WORK WITH US, YOU GAIN MORE THAN JUST ONE AGENT. YOU GAIN THE STRENGTH OF AN ENTIRE NETWORK WORKING BEHIND THE SCENES. OUR TEAM COMBINES STRONG MARKETING, SKILLED NEGOTIATION, AND SMART STRATEGY TO HELP POSITION YOU FOR SUCCESS.

FROM EXPERIENCED LEADERS WHO HAVE MASTERED CONTRACTS AND NEGOTIATIONS TO NEXT-GENERATION AGENTS LEADING IN DIGITAL MARKETING AND TECHNOLOGY, OUR TEAM BLENDS EXPERIENCE WITH INNOVATION TO DELIVER RESULTS THAT MATTER.

WHAT TRULY SETS US APART IS OUR COMMITMENT TO THE COMMUNITY. THROUGH YEAR-ROUND EVENTS, LOCAL INVOLVEMENT, AND A GENUINE PASSION FOR HELPING OTHERS, CONNECT REALTY IS PROUD TO BE A TRUSTED PARTNER FOR ALL YOUR REAL ESTATE NEEDS.



CONNECTING YOU TO YOUR NEW HOME

THEHOUSECONNECT.COM

PRICING YOUR HOME

Correctly



OUR GOAL IS TO PRICE CORRECTLY THE FIRST TIME, DURING THE FIRST 7-10 DAYS - THAT IS OUR POWER WINDOW.

HOW WE DETERMINE VALUE

- We use a **Comparative Market Analysis (CMA)**
- **SOLD** homes prove value.
- **ACTIVE** homes show our competition.
- **PENDING** homes show what buyers are agreeing to right now.

Appraisers use the most similar comparable sale as their benchmark, so we must price strategically from day one.

WHY PRICING RIGHT MATTERS

If priced at fair market value:

- We attract the largest pool of buyers
- We create urgency
- We increase the likelihood of strong offers

If overpriced:

- We reduce buyer traffic
- We lose momentum
- We risk sitting and chasing the market down

Today's buyers are educated. They've seen multiple homes and quickly recognize value.

The market always tells us the truth.

TWO STRATEGIC PRICING OPTIONS

Strategy A – Create Competition

Price slightly under peak value to drive urgency and potentially multiple offers.

Strategy B – Test the Top

Price at the higher end if condition, upgrades, and demand support it.

Together, we choose the strategy that best protects your equity while aligning with your timeline.

YOUR ESTIMATED *Net Proceeds*

WHAT WILL YOU WALK AWAY WITH?

Understanding your numbers is key before making your next move.

A **Seller Net Sheet** gives you an estimate of what you'll walk away with after the sale.

This includes:

- Estimated sale price
- Loan payoff
- Closing costs
- Potential buyer credits
- Final net proceeds

Why this matters:

- Helps you plan your next purchase
- Gives clarity on your budget
- Prevents surprises
- Allows us to build a smart game plan

Once we know your numbers, we can confidently
plan your next move.



my signature

HOME SELLING PROCESS

FROM START TO SOLD



1

STEP ONE

CONSULT & SELLER AGREEMENT

Start by setting up a meeting to discuss your goals and the market. You'll review your needs and sign a seller agreement, which details my services, marketing plan, and commission.

2

STEP TWO

COMPETITIVE PRICING

Setting the right price is key to attracting buyers and getting the best value. We will use a Comparative Market Analysis (CMA) to compare your home with similar properties. Based on this, you'll set a competitive price considering your home's condition and market trends. **A well-priced home sells faster and draws more interest.**

3

STEP THREE

PREPARE TO LIST

Get your home ready by decluttering and removing personal items so buyers can envision themselves there. Consider repainting or refreshing key interior and exterior areas to instantly brighten the space and increase appeal. Address minor repairs and, if vacant, professionally stage or digitally enhance spaces to maximize visual appeal and make each room feel larger, brighter, and more inviting. Elevate curb appeal, declutter your yard and make a grand entrance. A clean and well-staged home will attract more buyers and result in better offers.

4

STEP FOUR

PROFESSIONAL PHOTOGRAPHY & CINEMATIC VIDEO

Professional high-resolution photography, cinematic property video, and aerial drone footage are essential to creating a powerful first impression. My professional media team captures your home at its absolute best — highlighting key features, enhancing space and light, and presenting each room as inviting and spacious. These visuals are strategically used across MLS and digital marketing platforms to attract qualified buyers and ensure your home stands out in a competitive market.

5

*STEP FIVE***STRATEGIC MARKETING**

Your home will be listed on the MLS, Zillow, Redfin, Trulia, Homes.com and Realtor.com, which receive millions of visitors per day, reaching a wide audience of potential buyers. A customized marketing plan will include engaging descriptions, social media ads, print advertising, brokerage e-mail blasts, neighborhood outreach, strategic showings and open houses to maximize visibility.

6

*STEP SIX***SHOWINGS**

We'll ensure your home is easily accessible for both in-person and virtual showings. I coordinate all appointments and use secure lockbox access to make showings seamless while ensuring your home is presented at its best. You'll receive weekly updates, and I'll closely track buyer activity and feedback to measure interest and make strategic adjustments to keep your home competitively positioned.

7

*STEP SEVEN***OFFERS, NEGOTIATIONS & CONTRACT**

Once you've received offers, I'll help negotiate terms and make counteroffers if needed to achieve your goals. Once we reach an agreement with the buyer, the purchase contract will be finalized, and we'll officially open escrow, moving one step closer to a successful closing.

8

*STEP EIGHT***INSPECTIONS AND APPRAISAL**

Once the offer is accepted, the buyer will schedule a home inspection and appraisal. The inspection assesses your home's condition and identifies any issues, while the appraisal confirms its market value to match the purchase price. I will help manage the process and address any potential concerns that arise from the findings.

9

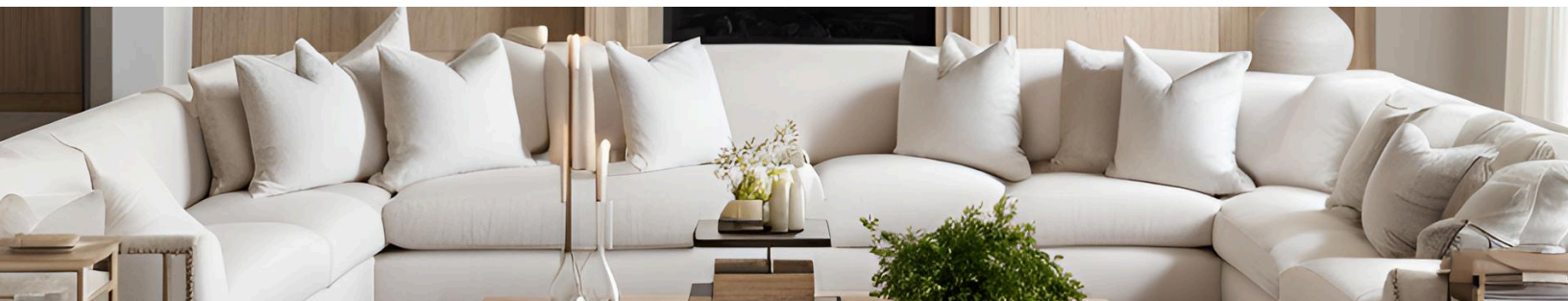
*STEP NINE***REPAIRS & NEGOTIATION PERIOD**

If any issues are identified during the inspection process, you and the buyer may need to negotiate repairs. I will help facilitate these negotiations and ensure a fair resolution. Once repair negotiations are complete, the closing process can proceed.

10

*STEP TEN***CLOSING**

Before closing, ensure all inspections, appraisals, and repairs have been completed and any necessary documents are in order. At closing, finalize remaining details, conduct a final walk-through, and transfer ownership. You'll receive your payment, and the buyer will officially take possession of the home. **Congratulations on a successful sale!**



THE ART *of staging*



Staging a home is definitely different than designing a home. The goal of hiring a stager is to have a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

STAGED HOMES SELL

88%

FASTER THAN NON-STAGED
HOMES

STAGED HOMES SELL FOR

20%

MORE \$ THAN NON-STAGED
HOMES

REALTOR.COM - 2023



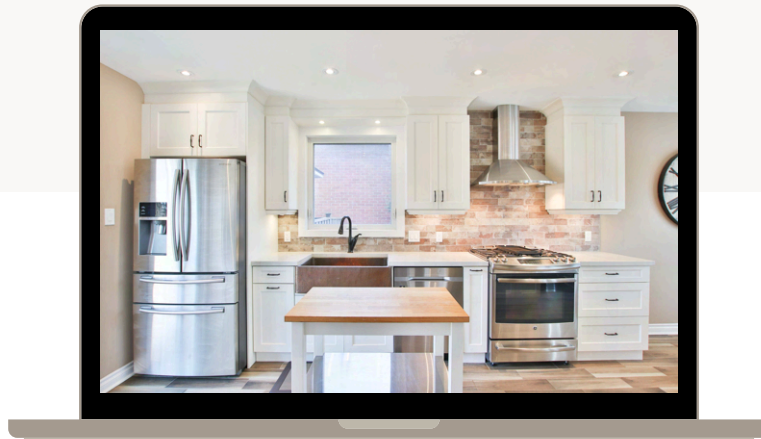
BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

PROFESSIONAL IMAGERY

A PICTURE IS WORTH

A THOUSAND WORDS



A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I ensure your home is presented in its best light — because buyers often decide within seconds online whether they want to step inside.

Listings with professional photos sell **FASTER** & for **MORE MONEY** than listings with amateur photos. With an average difference of \$3,400 - \$11,200 & a 21-day faster sale time. (Redfin)

90% of home buyers use the internet to search for their dream homes, and 87% of buyers find high-quality photos to be very useful in their home search. (NAR)

Listings with high-quality photos receive **118% MORE VIEWS** than listings with low-quality photos, this highlights the importance of standing out in a crowded online marketplace. (Zillow)

professional VIDEOGRAPHY

VIDEO IS THE TOP FORM OF ONLINE ENGAGEMENT

HOMES WITH VIDEOS RECEIVE 403% MORE INQUIRIES THAN THOSE WITHOUT VIDEOS

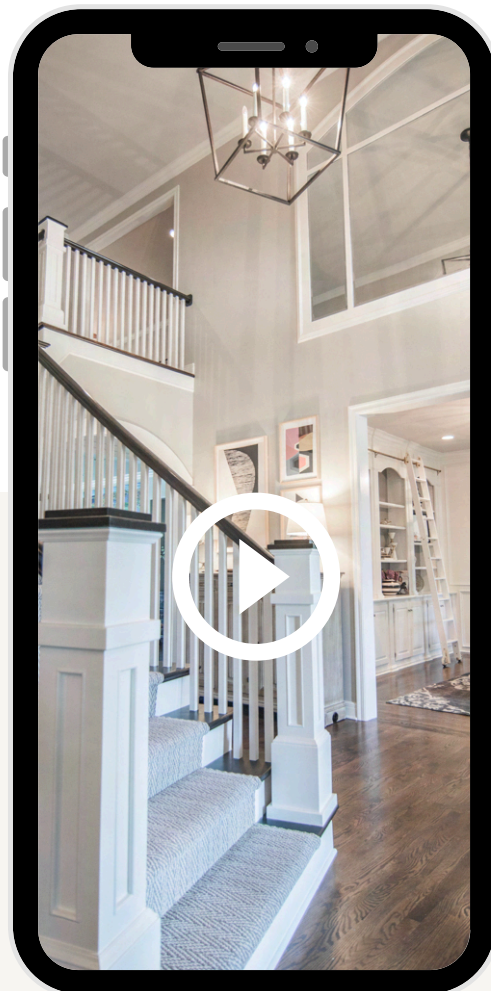
NATIONAL ASSOCIATION OF REALTORS

PROPERTIES WITH VIDEOS RECEIVE AN AVERAGE OF 2.5 TIMES MORE VIEWS

REDFIN

HOMES WITH VIDEOS SOLD 68% FASTER THAN HOMES WITHOUT VIDEOS

VIRTUANCE





MARKETING PLAN

NETWORKING	SIGNAGE	SUPERIOR ONLINE EXPOSURE
A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.	A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.	Buyers in today's market first start their search online. Not only will your home be featured in the local MLS, it will also be featured on Zillow, Redfin, Trulia, Homes.com and Realtor.com, which receive millions of visitors per day
EMAIL MARKETING	PROPERTY FLYERS	LOCKBOXES
An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.	Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.	Lockboxes enhance home security by allowing agents to access the property conveniently as owners are expected to vacate the premises during showings. Having a lockbox makes this process much easier for all involved.
SHOWINGS	OPEN HOUSES	SOCIAL MEDIA
When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.	After discussing with you, we will choose a day and time that is best to schedule open houses.	We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook and Instagram.

tips FOR HOME SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables, bills and prescriptions out of sight and in a safe place.

REQUIRE APPOINTMENTS FOR ENTRY

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

OFFER

analysis



When you receive an offer, price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS



AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

3

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.



YOU'RE IN ESCROW

now what

BEYOND THE OFFER

Once an offer is accepted, the real work begins. I'll guide you through escrow, ensure every detail is handled properly, and protect your interests all the way to closing.

DUE DILIGENCE PERIOD:

- The buyer conducts inspections and appraisals to assess the property's condition and value.
- Any necessary negotiations or repairs are addressed during this period.

FINANCING APPROVAL:

- The buyer secures financing from a lender, ensuring they have the funds to purchase the property.

ESCROW ESTABLISHMENT:

- An escrow account is opened to hold funds (EMD) and documents related to the transaction.

TITLE SEARCH AND INSURANCE:

- A title search is conducted to verify ownership and ensure there are no liens or claims against the property.
- Title insurance is purchased to protect the buyer and lender from potential title defects.

DOCUMENT PREPARATION AND SIGNING:

- The necessary closing documents, such as the deed, mortgage, and settlement statement, are prepared and signed by both parties.

CLOSING:

- The transaction is finalized at a closing meeting.
- Funds are transferred, documents are recorded, and the keys to the property are handed over to the buyer.

POST-CLOSING:

- The buyer and seller receive copies of all closing documents for their records.
- The buyer takes possession of the property

INSPECTIONS

A home inspection is a professional evaluation of a property's condition, where a licensed inspector examines the home's major systems and structure to identify any existing or potential issues before closing.

WHAT IS INCLUDED:

Roof & Components
Exterior & Siding
Basement
Foundation
Crawlspace
Structure
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Doors
Windows & Lighting
Appliances (limited)
Attached Garages
Garage Doors
Grading & Drainage
All Stairs



INSPECTION TIME FRAME:

TYPICALLY 10-14 DAYS AFTER SIGNING CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS:

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE:

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

POST-INSPECTION PROCESS

- BUYER CAN ACCEPT AS IS
- BUYER CAN REQUEST REPAIRS, ASK FOR A CREDIT OR RENEGOTIATE
- BUYER CAN CANCEL CONTRACT

Once inspections are complete, this is where strong representation matters most.

1. Review & Prioritize

We carefully review the inspection report together and determine what truly impacts value, safety, and negotiations.

2. Negotiate with Strategy

I negotiate directly with the buyer's agent to protect your bottom line while keeping the transaction moving forward.

3. Coordinate Trusted Repairs

If repairs are agreed upon, I connect you with reliable contractors and oversee timelines to ensure quality and efficiency.

4. Manage to Completion

We monitor progress, address any surprises quickly, and prepare the home for final walk-through.

5. Final Verification

Before closing, we confirm all agreed terms have been satisfied so you can move forward with confidence.

Home APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN

AT OR ABOVE SALE PRICE:

- You are in the clear, and closing can begin!

BELOW SALE PRICE:

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE *what to expect*

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

- **Mortgage balance & penalties:** If applicable
- **Any claims against the property:** Including but not limited to liens or judgments.
- **Unpaid assessments:** For HOA or other property associations.
- **Real estate agent commissions:** As agreed upon in the listing agreement.
- **Title insurance policy:** To protect the buyer's ownership rights.
- **Home warranty:** Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

BUY OR SELL FIRST

what's best? WE BREAK IT DOWN FOR YOU RIGHT HERE:

Our goal isn't just to sell your home — it's to protect your transition. Let's choose the strategy that aligns with your comfort level, timeline, and financial goals

SELL FIRST - THEN BUY

You sell your current home, close escrow, and then begin shopping for your replacement property.

Pros:

- You know exactly how much money you're walking away with
- Strong negotiating power as a non-contingent buyer
- No pressure to carry two mortgages

Cons:

- You may need temporary housing
- Two moves if you don't secure your next home quickly

Best for:

Clients who want certainty, strong buying power, and minimal financial risk.

This is the most conservative and financially safe strategy.

BUY CONTINGENT ON SALE

You find and write an offer on your next home contingent upon the successful sale of your current property.

Pros:

- One move
- More seamless transition if timelines align
- No need for temporary housing

Cons:

- Sellers may not accept contingent offers in competitive markets
- More complex negotiations
- Tight timelines and added pressure

Best for:

Balanced markets or when your current home is highly marketable and expected to sell quickly.

This strategy requires strong negotiation and careful alignment of both escrows.

SELL WITH A RENT BACK

You sell your home, close escrow, and then rent the property back from the new buyer for a negotiated period (often 30–60 days).

Pros:

- You unlock your equity
- You become a strong non-contingent buyer
- Only one move
- No need for temporary housing

Cons:

- Must negotiate rent-back terms
- Limited timeframe to secure replacement home

Best for:

Sellers in strong markets who want leverage but need time to secure their next property.

This is often the sweet spot strategy in competitive markets.

FAQ'S

HOW LONG DOES THE PROCESS USUALLY TAKE?

Buying a home can happen in a week or take months. We will work with you to make it happen as quickly as you want it to.

WHAT IS A BUYER'S VS SELLER'S MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

HOW DO WE KNOW WHAT WE CAN AFFORD?

We'll walk you through the process of figuring out how much you can afford, the first step is making an appointment with a mortgage broker.

THE BENEFITS

OF OFFERING A BUYER AGENT COMMISSION

when selling a home

AND WHY IT MATTERS...

HOW ARE BUYER'S AGENTS *compensated* ?

Buyer's agents may be compensated through a commission offered by the seller as part of the transaction. Compensation structures vary and should be discussed upfront to align with your goals.

COMPENSATION SCENARIOS

- Seller Offers **Full Compensation** – Buyer's agent is paid through the transaction (**most common structure**).
- Seller Offers **Partial Compensation** – Buyer's agent may negotiate the difference, the buyer may increase their offer, or pay their agent directly at closing.
- Seller Offers **No Compensation** – Buyer may increase their offer or pay their agent directly (**this may reduce the pool of interested buyers**).

WHY OFFERING A BUYER AGENT COMPENSATION CAN BENEFIT YOU

- Expands your buyer pool and attracts qualified, pre-approved buyers.
- Increases competition, potentially leading to stronger and multiple offers.
- May support a higher sale price through buyer demand.
- Encourages faster sales and reduced days on market.
- Promotes smoother transactions with professional negotiation support.
- Helps reduce risk of deal fallout through proper buyer representation.

OFFERING COMPETITIVE BUYER AGENT COMPENSATION HELPS ENSURE YOUR PROPERTY RECEIVES MAXIMUM EXPOSURE ACROSS ALL QUALIFIED BUYERS.



trusted
**HOME SERVICE
REFERRALS**

Finding the right professionals for your home can be overwhelming, but I've got you covered! I have a network of trusted service providers for everything from home inspections and repairs to landscaping and staging—available upon request.

**PRO PERFORMANCE PAINTING SERVICE INC
RESIDENTIAL & COMMERCIAL PAINTING COMPANY**

A Seamless Selling Experience — Backed by Expertise You Can Trust

When it comes to preparing your home for the market, presentation matters. As your trusted real estate advisor, I'm committed to making sure your home looks its absolute best—and that starts with professional, high-quality painting.

One service I'm proud to recommend is Pro Performance Painting Service Inc., my family-owned company with over 25 years of experience delivering top-tier craftsmanship and customer satisfaction. Whether it's refreshing interior spaces, boosting curb appeal, or giving your home that polished, move-in-ready look, our team is known for producing results that truly stand out.

I understand that preparing your home for sale can be both exciting and financially demanding—which is why **I offer a unique advantage to my clients:**

Two Flexible Painting Options Just for You:

Option 1: Pay Upfront & Save

Pay upfront and receive a **special discounted rate exclusive to my real estate clients.**

Option 2: Pay at Closing (Through Escrow):

Defer the cost of painting services until closing, allowing you to maximize your home's value now without the immediate financial burden — **no upfront payment needed!**



This is just one of the many ways I go the extra mile for my clients. If you're thinking about selling and want to explore your options for getting your home market-ready—with less stress and more support—I'd love to connect. Let's make your home shine and get top dollar together!



Pro Performance Painting is a trusted, 5-star rated company on Yelp and Google, known for quality work and exceptional customer service. Check out their website for more info.

properformancepainting.com
619.980.0978

scan here

Let's talk COMPENSATION

Selling a home in today's market requires more than exposure. It requires strategic positioning, intentional preparation, and skilled negotiation.

Today's market rewards homes that are clean, thoughtfully staged, priced strategically, and marketed with precision. My role is to design a powerful launch strategy that protects your equity, attracts qualified buyers, and positions your home for the strongest possible outcome.

My Professional Marketing Investment Includes:

- Seller consultation and strategic pricing guidance
- Pre-listing preparation and contractor referrals
- Professional photography
- Cinematic video and aerial drone footage when appropriate
- Strategic staging support or digital staging for vacant homes
- Custom property brochures and marketing materials
- Property landing page
- Online media advertising and social media promotion
- Text message campaigns and digital outreach
- Nationwide marketing exposure
- Agent to Agent Networking
- Weekend and twilight Open House events
- Multiple MLS listing exposure
- Weekly communication and progress updates
- Offer review and skilled negotiation
- Closing coordination and support through final walkthrough

launch plan

Every listing receives a customized launch plan built to position your home powerfully in the market, maximize exposure, and attract serious, well-qualified buyers.

Compensation is discussed transparently during our consultation and reflects the strategy, marketing, and negotiation required to maximize your return.

You're not paying for a sign in the yard. You're investing in expert positioning and powerful negotiation designed to protect your equity.



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CONNECT REALTY

YOUR LOCAL REAL ESTATE EXPERT

Thank you for considering me to be a part of your home-selling journey! I'm here to guide you every step of the way. If you have any questions, feel free to reach out. From listed to sold, I'd be honored to guide you throughout the entire process.



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