

FROM **SOLD** TO **KEYS**

YOUR NEXT MOVE

made simple



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 the right preparation can completely transform a home's value. That experience naturally led me into real estate, where I now help clients navigate both selling and buying with clarity and confidence.

Whether you're upgrading, downsizing, or making a move that better fits your lifestyle, my goal is simple: to make the process feel smooth, strategic, and stress-free — while helping you get the best possible outcome on both sides.

This isn't just a transaction — this is your next chapter, and I'm here every step of the way as your trusted real estate advisor.



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



SELLING *and* BUYING WITH A STRATEGY

When you're selling your current home and buying your next one, everything needs to work together.

Here's what we focus on:

- Selling your home for top value
- Understanding how much equity you'll walk away with
- Using that equity toward your next purchase
- Aligning timelines so you're not rushed or stressed

This isn't just about two transactions — it's about creating a plan that moves you forward with confidence. My role is to guide and coordinate every step so both sides work seamlessly together.



BUY OR SELL FIRST

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

What I usually recommend to my clients is that we first look at the full picture, because every situation is unique. Before deciding whether to buy or sell first, we evaluate market conditions, timing, financial comfort, and your overall goals. In a strong seller's market, buying first may make sense, while in a buyer's market, selling first can provide more certainty. The goal is to create a strategy that feels comfortable and aligned with your next move.

BUY FIRST

Works best when:

- There is a lot of competition in the market and property
- Prices are rising
- You're confident there will be a high level of demand for your existing property
- You can negotiate or make it conditional on selling your own home
- You're prepared to accept an offer that lets you move on or pay bridging finance.

SELL FIRST

Works best when:

- Property prices are flat or declining
- If you want greater certainty about how much you have to spend on your next home
- If you're moving locations and buying in a different and slower market
- If you can negotiate a long settlement or know that you'll be able to find something that suits your requirements.

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.

PRICING YOUR HOME

correctly



THE FIRST 7-10 DAYS ON MARKET MATTER THE MOST.

PRICING YOUR HOME CORRECTLY FROM THE START IS WHAT DRIVES:

- STRONG BUYER INTEREST
- MORE SHOWINGS
- COMPETITIVE OFFERS

IF PRICED CORRECTLY:

- YOU ATTRACT MORE BUYERS
- YOU CREATE URGENCY
- YOU INCREASE YOUR CHANCES OF STRONGER OFFERS

IF OVERPRICED:

- YOU LOSE MOMENTUM
- YOU REDUCE TRAFFIC
- YOU RISK SITTING ON THE MARKET

We determine your value using a Comparative Market Analysis (CMA):

- Sold homes = what buyers have paid
- Active homes = your competition
- Pending homes = what buyers are agreeing to now

The goal is to position
your home strategically
— not guess.

TWO STRATEGIC PRICING OPTIONS

Strategy A: Create competition and price slightly under peak value to drive urgency and potentially multiple offers.

Strategy B: Test the top and 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.





PREPARING YOUR HOME TO SELL

First impressions matter — and preparation can directly impact your final sale price.

Simple updates can make a big difference

- Decluttering and depersonalizing
- Minor repairs
- Fresh paint (interior or exterior)
- Enhancing curb appeal

client win

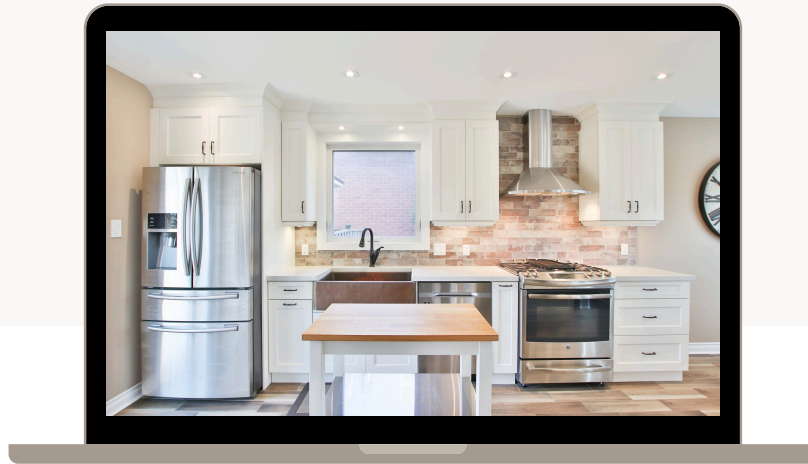
Recently helped a seller strategically prepare their home before listing with simple updates and presentation improvements — resulting in strong buyer interest, multiple offers, less than 6 days on market, and a sale over asking price

Homes that are clean, updated, and well-presented:

- Sell faster
- Attract stronger offers
- Create a better emotional connection with buyers

This is where I bring extra value — with my background in painting and home preparation, I can help guide exactly what will give you the best return without overspending.

HOW WE MARKET YOUR HOME



Your home only gets one first impression
— especially online.

Today's buyers shop online first, which is why strong presentation is key to creating showings, urgency, and stronger offers.

My marketing strategy is designed to maximize exposure, attract qualified buyers, and create strong demand for your home through:

- Professional photography
- Video walkthroughs
- MLS exposure + major websites (Zillow, Redfin, etc.)
- Social media marketing
- Targeted digital and agent outreach

The goal is simple: position your home to stand out and generate the strongest possible interest from serious buyers.

HOME SELLING PROCESS

Simplified



1. Prepare your home
2. List on the market
3. Showings + exposure
4. Review offers
5. Open escrow
6. Inspections + appraisal
7. Finalize details
8. Close and get paid

I handle the coordination, communication, and negotiation throughout the entire process so you don't have to stress over the details.

BUYING YOUR NEXT HOME

Once we understand your numbers from the sale, we shift into your purchase strategy.



Step one: Pre-approval

This helps you:

- Know your true budget
- Strengthen your offers
- Move quickly when the right home comes up

Typical costs to expect:

- Down payment (varies by loan)
- Closing costs (approx. 2–3% of purchase price)

The good news — I always look for ways to negotiate credits to help reduce your out-of-pocket costs.

HOME BUYING PROCESS

Simplified



1. Get pre-approved
2. Start home search
3. Tour homes
4. Submit offer
5. Open escrow
6. Inspections + appraisal
7. Final walkthrough
8. Close and get keys

I guide you through every step so you feel confident in your decisions — not rushed or unsure.

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.

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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When you work with me, you're not just getting help buying or selling, you're getting a strategy for both!

What that means for you:

- Coordinated timelines (no guessing)
- Strong negotiation on BOTH sides
- Guidance on how to maximize your equity
- Support from start to finish

Plus — with my background in home preparation and painting, I help position your home to stand out and sell for top value.

My goal is simple:

Make this transition smooth, strategic, and successful so you can move into your next home with confidence.



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