

TOP AGENT / BROKER

MODERN CHOICE REALTY

PROVIDES THE BEST REAL ESTATE SERVICE



PRESENTED BY
Broker Mehrooz Misaghian
B.0146524 LLC

THE COMPLETE GUIDE TO SELLING YOUR HOME



SELLMYHOMEFORTOPDOLLAR.ORG



Mehrooz Misaghian

Broker of
Modern Choice Realty

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(702) 710-8335



Team Lead
Mehrooz Misaghian



- Residential and Commercial Real Estate Realtor/Broker
- Persian Realtor/Broker of Las Vegas
- Top 250 Realtors In Greater Las Vegas Area
- Mortgage Broker
- Insurance Broker
- 5 Star rated Las Vegas Realtor in Google
- Specializes in Interior Design, Home Staging, and Construction

Mehrooz Misaghian's Achievements



Sales Volume 28.6 Million 168 Units



Sales Price/List Price Ratio 98.9%



100% satisfaction among clients
and peers in all previous
transactions

DESIGNATIONS



- LHC - LUXURY HOMES CERTIFICATION
- CLHMS - CERTIFIED LUXURY HOME MARKETING SPECIALIST™
- PSC - PROBATE SPECIALIST CERTIFICATION
- SRS - SELLER REPRESENTATIVE SPECIALIST
- RREDSC - RESIDENTIAL REAL ESTATE DIVORCE SPECIALIST CERTIFICATION
- ABR - ACCREDITED BUYER'S REPRESENTATIVE
- CNE - CERTIFIED NEGOTIATION EXPERT

ACCOMPLISHMENTS



ACCOMPLISHMENTS



CERTIFIED DISTRESSED
PROPERTY EXPERT®



MEET THE TEAM

Marketing Coordinator	Transaction Coordinator
<ul style="list-style-type: none">• Creates and implements marketing campaigns• Builds client relations	<ul style="list-style-type: none">• Oversees all aspects of transactions• Prepares all necessary documentation

Sales Manager	Office Admin
<ul style="list-style-type: none">• Manages real estate agents and creates incentives for agents to close sales	<ul style="list-style-type: none">• Maintains Client Relationship• Management (CRM) systems Performs administrative tasks

Buying & Listing Agents	Showing Agents
<ul style="list-style-type: none">• Provides assistance to sellers and buyers in marketing and purchasing property for the best terms and price	<ul style="list-style-type: none">• Shows homes to buyers and caters to the client's schedule



Building connections is a top priority for us before, during, and after the process. Our goal is to turn clients into neighbors by building relationships that goes beyond business transaction. Closing transactions marks not just an end but the opening of new chapters and the creation of lasting legacies.



Comprehensive Line of Business

- Commercial
- Residential
- Luxury Properties
- Short Sales
- REO's

Languages Our Team Speaks

- Persian
- Spanish
- Tagalog
- English

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WHAT'S ON SELLER'S MIND?

- 1 How much is my home really worth?
- 2 How do I sell my home for top dollar ?
- 3 How much should I list my home for ?
- 4 How much will I net from the sale?





3 FACTORS OF SELLING A HOME

1. Location - Appraisal

- Appraisal Strategy
- How much is my home really worth?

2. Condition - Marketing

- Marketing Strategy
- How do I sell my home for top dollar?

3. Public Reception - Pricing

- Pricing strategy
- How much should I list my home for?



APPRAISALS



How does a home appraisal work?

- **3 Solds**
 - within 180 days
 - not Pending or Active
- **Same Subdivision**
 - City 0.5-1 Mile Maximum
- **Same Building Description**
 - 1 Story/2 Story
- **Similar Size**
 - within 20%

What adjustments do appraisers consider?

- Certain upgrades
- Pool
- Spa
- View
- Age



OUR MARKETING PLAN

Professional Photography

- HDR photos
- Aerial Photos
- Home staging / Virtual staging

Professional Videography

- Walk- through video
- 3D virtual tour

Social Media & Digital Marketing

- Google SEO and PPC
- Facebook, Instagram, and LinkedIn ad campaigns
- Email marketing

Landing Pages

- SEO
- PPC

Property Brochures

- Professional traditional marketing
- High quality print advertising

Special Programs

- Homes for Heroes
- Seasonal giveaways
- Special zip code grants
- Government assistance

Property Brochures

- Signage
- Electronic lockbox
- ISA - Prospecting - Incentive programs



PROFESSIONAL PHOTOGRAPHY

HDR PHOTOS



AERIAL PHOTOS



HOME STAGING



PROFESSIONAL VIDEOGRAPHY



- Walk-through videos
- 3D virtual tours



Also available on mobile



Social Media, Digital Marketing, & Email Campaigns



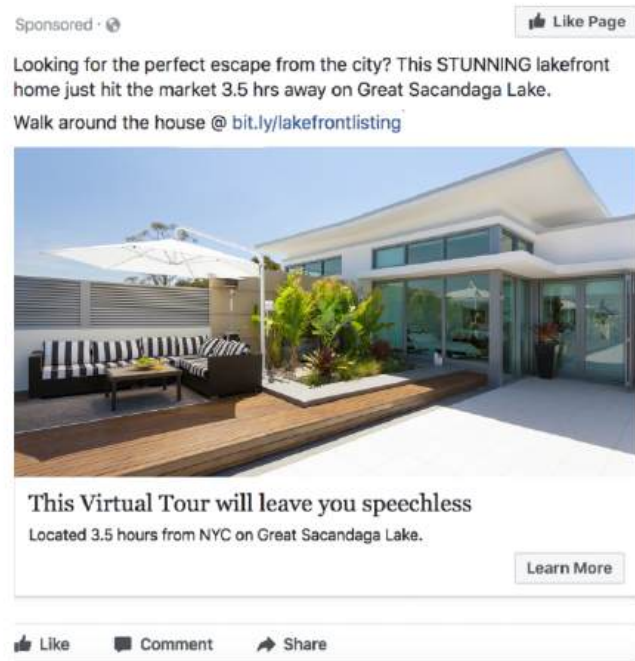
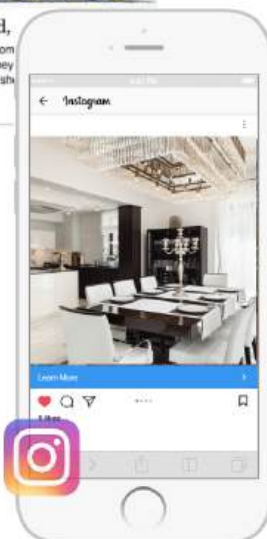
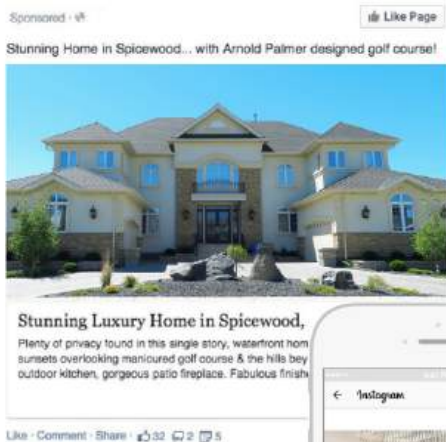
Source: National Association of Realtors

How does internet marketing help sell homes?

1. Improves Visibility
2. Diversifies Marketing Efforts
3. Offers a Platform for Ease of Verified Information

SOCIAL MEDIA & DIGITAL MARKETING

- Google SEO and PPC
- Facebook, Instagram
- and LinkedIn ad
- campaigns
- Email Marketing



SOCIAL MEDIA & DIGITAL MARKETING

WHAT BENEFITS ARE THERE FOR LANDING PAGES?

1. Reduce distraction:

Landing pages direct the visitor to a call-to-action




Advanced Search Instant Home Value Buying Selling Blog Join Us

1717 ENCLAVE Court, Las Vegas, NV 89134
\$25,000,000 6 BD 10 BA 13,592 SqFt

Property Back to Results Property

♥ Add to Favorites Request Information Schedule Showing New Search

1 of 43



LVR 2020 View Gallery View Virtual Tour

List Price: **\$25,000,000** Days on Market:

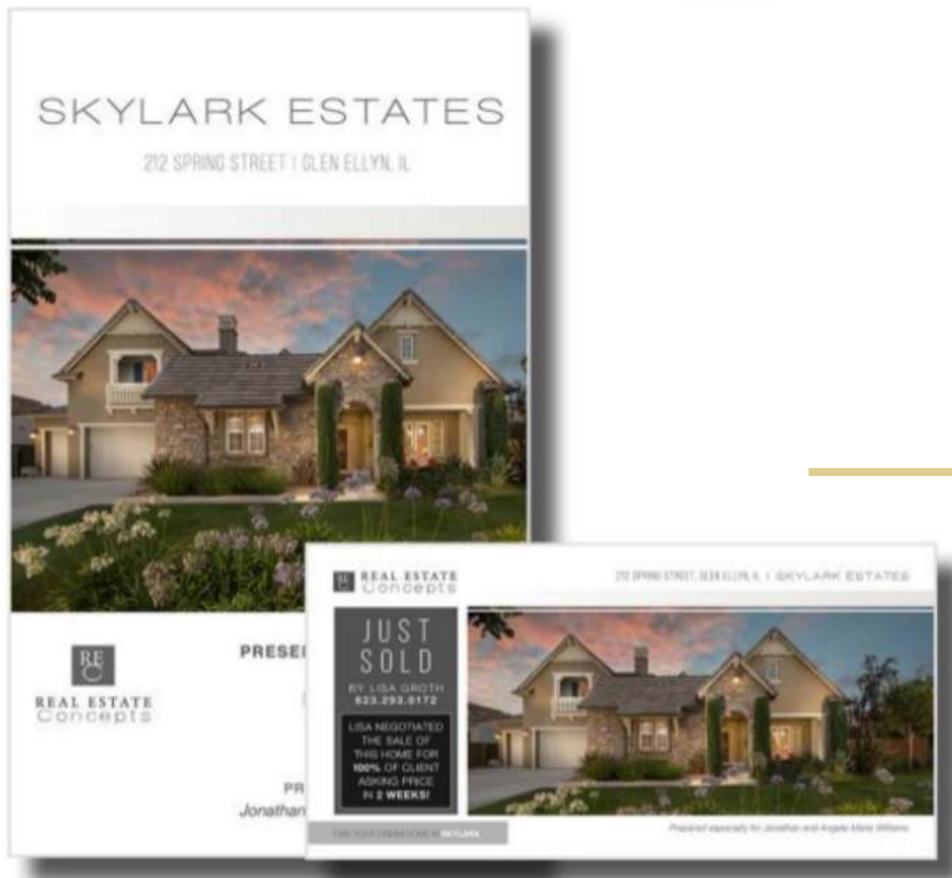
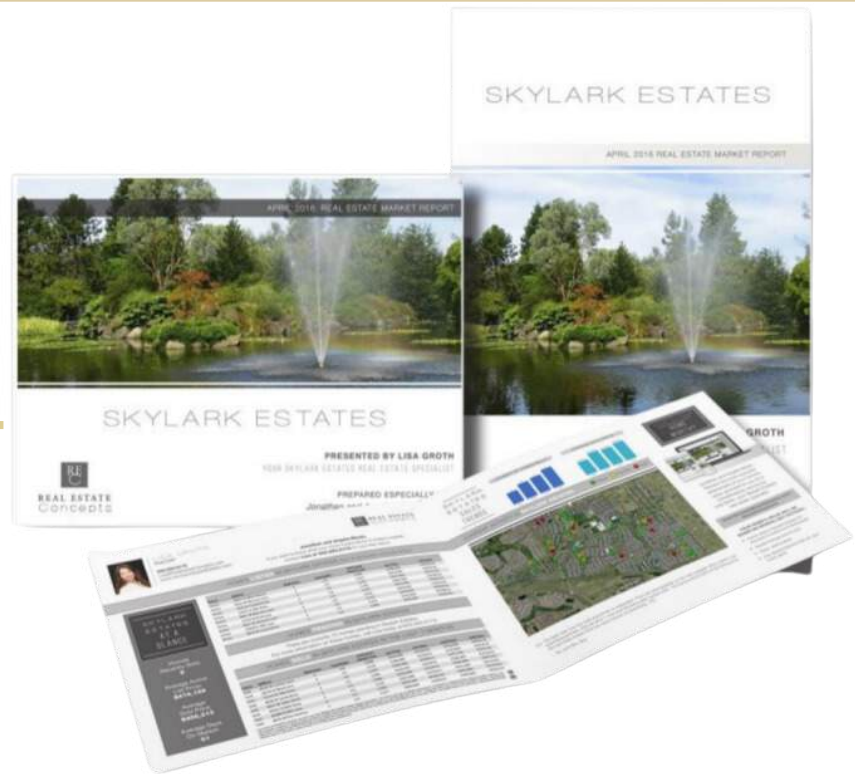
Status: **ACTIVE** MLS#: 2204874



2. Builds trust:
Landing pages present your listing as professional and legitimate

PROPERTY BROCHURE

**Professional
Traditional
Marketing**



**High
quality print
advertising**

RED ROCK COUNTY CLUB



PRESENTED BY:
BROKER MEGHROOZ MISAGHIAN
 YOUR REAL ESTATE SPECIALIST



MODERN CHOICE REALTY

Broker Owner

MEGHROOZ MISAGHIAN

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	RED ROCK COUNTRY CLUB	Bedroom: 5 Bathroom: 5	Newest Community Large Island Upgraded Cabinets Wood Flooring	large Balcony Beautiful Loft Custom Built Pool Covered Patio
	PROPERTY ADDRESS	Est. Square Feet: 4,282 List Price: \$1,799,000		

FOR AN EXCLUSIVE VIEWING
 OF THIS MAGNIFICENT HOME,
 PLEASE CONTACT
 MEHROOZ MISAGHIAN TODAY
 (702) 710-8335

FIND YOUR DREAM HOME ANYWHERE IN LAS VEGAS



DISCOVER LUXURY LIVING IN LAS VEGAS
 Indulge in the epitome of elegance with this stunning 5-bedroom residence nestled in premier community in Las Vegas. Boasting a spacious kitchen with an expansive island overlooking the living area, adorned with upgraded cabinets, this home exudes sophistication. Revel in the newly upgraded wood flooring downstairs, complemented by a beautiful loft and a generous balcony extending from the master suite. Step outside to your own private oasis, complete with a custom-built pool and a covered patio, perfect for entertaining family and friends. Experience the pinnacle of Las Vegas luxury living at its finest!



MODERN CHOICE REALTY
 REAL ESTATE

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TRADITIONAL MARKETING

- Electronic Lockbox - Track All Showings
- Unique Design Signage - Property Profile & Client info
- ISA - Prospecting Incentive Program



International Marketing

Member of International Real Estate Network

Typical international buyers spend nearly \$250,000 more than domestic buyers on existing U.S. homes. The majority of international buyers are cash buyers

Countries Our International Partners are Located:

- Australia
- Canada
- China
- Fiji
- France
- Germany
- India
- Ireland
- Italy
- Japan
- Korea
- Malaysia
- Netherlands
- Philippines
- Singapore
- South Africa
- Spain
- Switzerland
- Thailand
- United Arab Emirates
- United Kingdom
- And more

Public Reception : Pricing

Listing Price Derivative



Listing Price



Appraisal Value

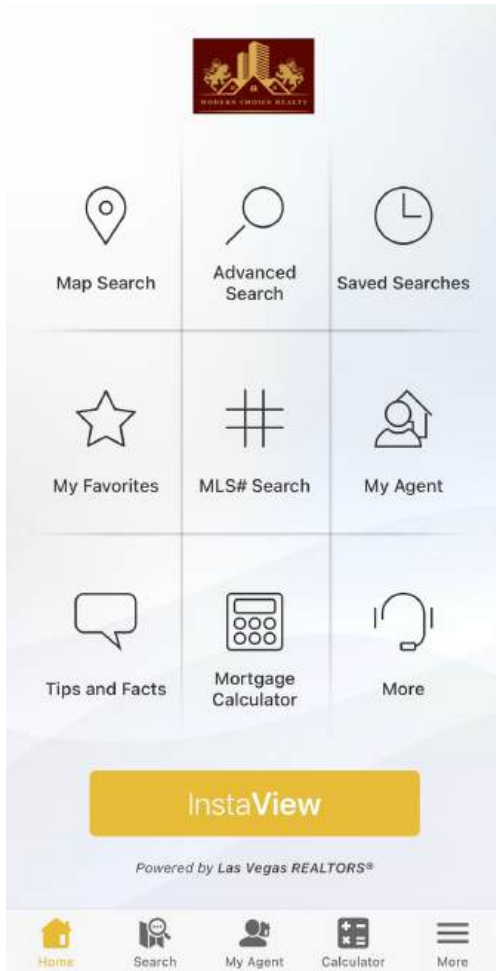


Sales Price

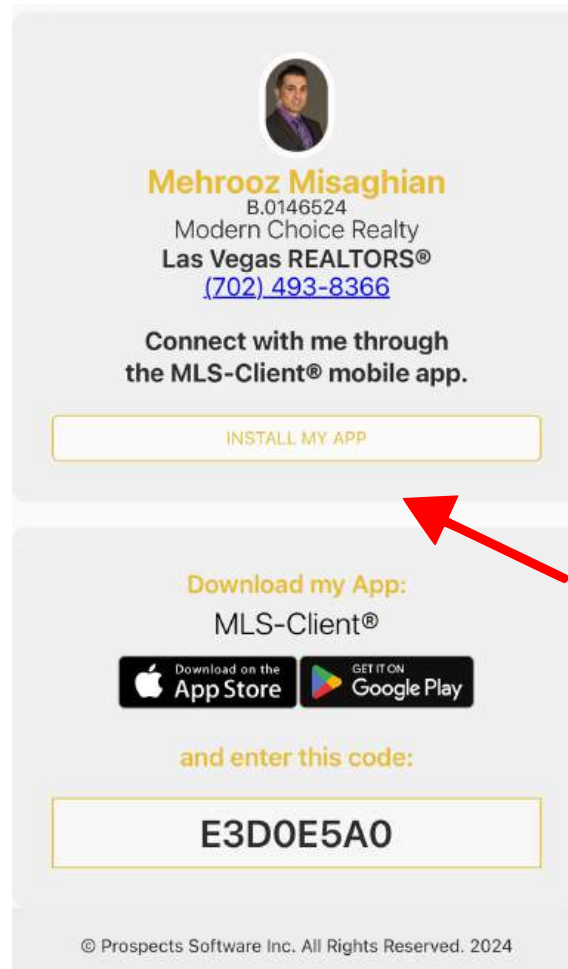
7 Steps To Selling Your Home

- 1 Listing Consultation**
- 2 Decide on a Realtor**
- 3 Prep for Showing**
- 4 Market Your Home**
- 5 Offer Negotiations**
- 6 Find Next Home**
- 7 Close Both Deals**

MLS CLIENT APP



Join the community on
the MLS Client app



Or enter the code for
convenient search and save
functions, tips, articles, and
more

scan the QR Code to
Download My “MLS Client” app
or
use the link:
<https://mls-client.com/E3D0E5A0>



- Updates instantly
- User friendly
- Accurate data



PERFORMANCE GUARANTEE

- Easy exit listing guarantee -
Cancel any time
- Communication guarantee -
Weekly status report
- Special financing packages
- Vendor relations &
contractor team
- Interior design license

LISTING PACKAGE

1% Listing (If Sell & Buy)

- MLS Syndication

2% Listing

- 1% listing plus
- Professional photographer
- Free Digital Marketing

3% Listing

- 2% listing plus
- Videography
- Paid Digital Marketing
- Brochure Marketing

4% Listing

- 3% listing plus
- International Marketing

“Flat fee Listing packages”

- ☒ Seller's Advantage Essentials \$2,500
- ☒ Seller Advantage Plus \$6,000
- ☒ Seller Advantage Ultimate \$10,000

- ☒ No Hidden Fees! FULL Service
- ☒ Sell your home for top dollar

Scan for more info



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FROM OUR CLIENTS

"I had an exceptional experience working with Mehrooz as my realtor. I cannot recommend him highly enough. He truly goes above and beyond for his clients and it's evident in the level of service he provides.

Mehrooz saved me from making a potentially costly mistake by guiding me away from the wrong house and quickly finding the perfect one for me. The entire process from searching to closing was seamless and efficient, thanks to his utilization of updated technology.

One thing that sets Mehrooz apart is his honesty and attention to detail. He takes the time to thoroughly explain every step of the process, ensuring that I felt informed and confident in my decisions.

Overall, I am incredibly grateful for Mehrooz's expertise and dedication. If you are in need of a realtor who will prioritize your best interests and provide an exceptional experience, look no further. Mehrooz is the realtor you can trust."



AJ Waheed





My realtor Mehrooz and his team was the best. They helped me and my sister to buy and sell houses with stress free and made great profits. Everything got it all covered with just one phone call. They took care of it so well with great knowledge, great system and their kindness. I highly recommend Mehrooz and his team as the best real estate agent. I really appreciated their hard work. Thank you all.

Jeanie Belville



While planning to relocate to Las Vegas, and in search of a good home purchase, Realtor Mehrooz was recommended to me by a good friend. He was correct in saying that Mehrooz was not just a very knowledgeable realtor but a caring and very easy one to work with. A true professional and reliable indeed! I also ended up being his insurance client as well. Will not hesitate to let my friends and business network know about this great experience!



Carl True



Greatest service ever... this team made my dream home to be reality...the best part is they Take care of everything from mortgage and real estate all The way to my insurance at one office 👍👍👍 try them you'll love it as well.



Nilda Estenoz



I have bought and sold homes numerous times in the past but have not seen this type of extra mile service ever. Mehrooz and his exec. asst. Rafa B are true professionals and deserve commendation. I will definitely endorse them to my relatives and network of friends.

Jobelle Salvador



Great service, I already referred someone many of my friends to him and his team and thankfully they're all happy just like me. Highly recommend to use his team whether you wanna buy or sell or invest.



Elia Vosough

READY TO SELL YOUR HOME
FOR TOP DOLLAR?



SCAN THE
QR CODE
TO GET
CONNECTED



MODERN CHOICE REALTY

SellMyHomeForTopDollar.org