

SELLER'S BENEFIT PACKAGE



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PARK REGENCY



REDEFINING SERVICE IN REAL ESTATE

Selling a home in today's market can be challenging - the Park Regency Team understands that. What's the difference between selling your home or failing to do so? The Details! Whether it's our proven sales approach, effective marketing campaigns, or utilizing our extensive network, at Park Regency no detail is overlooked. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. This guide was created to help educate you as a Seller, and empower you to make the right decision when selecting the best agent to market and sell your home.

When we say we are "redefining service in real estate," we mean it! Our clients come first. We will educate you on what needs to be done to have a successful sale of your home. There are many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. With a proven track record, the right skill set, and years of experience, the Park Regency Team has the right tools to successfully sell your home. If you're serious about selling your home, we're serious about getting the job done!

Now more than ever, who you work with matters!



JOE ALEXANDER - PRESIDENT



PARK REGENCY

About Us



Established in 1978, Park Regency Realty provides a level of stability rarely seen in the real estate industry. The agency has been consistently recognized as the top listings sold office in the San Fernando Valley, and has been serving the greater Los Angeles area for nearly 40 years. During that time, the firm has earned a reputation for honesty, integrity and a family like approach to business both with clients and within the company. Because of this close-knit environment, many of the agents have been with the company for 15, 25, and even 35 years or more. As a team, Park Regency agents are among the highest producers in the city.

Rather than resting on these achievements as a premier real estate agency, Park Regency continues to grow both in size and knowledge. The company constantly provides new learning opportunities for its staff, through daily motivational and continuing education meetings, renowned guest speakers, plus insightful panel discussions. Consequently, Park Regency agents offer progressive and pertinent advice to clients, individually tailored to help them achieve their most satisfying results.

Joe Alexander, Park Regency's founder and president, has fostered this winning philosophy since the company's inception. Recognizing that there is no magic formula, he continues to stress the importance of being the hardest working real estate agency in town. With this in mind, clients know that Park Regency will always be there for them, doing all of the extra things . . . Today, tomorrow and for years to come.



PARK REGENCY



OUR MARKETING STRATEGY

OUR TEAM OF MARKETING PROFESSIONALS MAKE YOUR HOME REALLY STAND OUT

see what we can do for you...

- 01** | TEAM APPROACH
- 02** | PERSONAL ADVOCATE
- 03** | PHOTOGRAPHY
- 04** | VIDEO TOUR
- 05** | DISTINCTIVE BROCHURES
- 06** | JUST LISTED FLYER
- 07** | E-MAIL BLASTS
- 08** | WIDER EXPOSURE
- 09** | YARD SIGN AND RIDER
- 10** | OPEN HOUSE EVENT
- 11** | DIGITAL EXPOSURE
- 12** | MARKETING TO AGENTS
- 13** | BROKER TOURS
- 14** | ABOUT PARK REGENCY
- 15** | FEEDBACK



PARK REGENCY

OUR MARKETING STRATEGY

OUR TEAM OF MARKETING PROFESSIONALS MAKE YOUR HOME REALLY STAND OUT



01 | TEAM APPROACH

A team will always outperform an individual! The Park Regency team is well trained in customer service, sales and high level negotiations and with over 160 agents we are ready to help! We will cross-market your property to agents who have recently shown similar listings.



02 | PERSONAL ADVOCATE

We prospect 3-5 hours a day to personally advocate for your property to local buyers, sellers, and top agents looking to do business now. We closely track agents who have shown your home via our digitally generated feedback questionnaire.



03 | PHOTOGRAPHY

We will photograph your home to make it look its best. Both interior and exterior photos will highlight the home's features. Professional photography is also available. The photos will then be used for all the marketing materials customized for your home.



04 | VIDEO TOUR

Video is a popular way to advertise a home. It gives a buyer a different perspective of your home, its layout and floor plan. We can feature your home on video sites like YouTube, Vimeo and Viddler.



05 | DISTINCTIVE BROCHURES

Professionally designed and customized just for your home a Park Regency brochure will showcase your home in the best possible way. We produce mailers, door knockers, post cards, flyers all designed to market your home to prospective buyers.

MY MARKETING STRATEGY

MY TEAM OF MARKETING PROFESSIONALS MAKE YOUR HOME REALLY STAND OUT



06 | JUST LISTED MAILER

My Just Listed mailer will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in your neighborhood.



07 | E-MAIL BLASTS

Clean, simple, direct emails that feature your home in the best light to agents, buyers and anyone who may be interested in your home will be sent out to our email database of agents and buyers.



08 | WIDER EXPOSURE

Park Regency is a Zillow Premier Broker, and Zillow is the #1 lead generation site. Your home will be marketed 24/7 through Zillow, the MLS, and more than 85 of the other most searched websites.



09 | YARD SIGN & RIDER

My sign and post will show your home is professionally represented. Another way to better market your home is to get the information about your property to buyers 24/7. We may include a "text for info", website.



10 | OPEN HOUSE EVENT

I will advertise, send mailers and door knock within a radius of your area. We will invite your neighbors over to see your home on its market launch day.



PARK REGENCY

OUR MARKETING STRATEGY

OUR TEAM OF MARKETING PROFESSIONALS MAKE YOUR HOME REALLY STAND OUT



11 | DIGITAL EXPOSURE

Searching for a home has become increasingly more digital in recent years. We will make sure your property has the digital exposure it needs to get seen online. The property will be visible on the following:

- Zillow.com
- Realtor.com
- Trulia.com
- Daily News.com



12 | MARKETING TO AGENTS

We will contact Realtors that have sold a home within a radius of your address and give them a "heads up" of the new pre-market listing. We will cross-market your property to agents who have recently shown similar Park Regency listings, since they have motivated, qualified buyers who are ready to take action now.



13 | BROKER TOURS

Some neighborhoods have broker tours. If there is a tour in your neighborhood, we will be on it to represent your home on tour.



14 | IN BUSINESS 38 YEARS

Park Regency has been selling real estate for over 38 years. We have the experience, expertise, and know how to sell your property! With over 160 agents and an expertise in Southern California we have the resources to get your home seen!



15 | FEEDBACK

We will give you feedback received from prospective buyers and agents regarding your home, to allow you to make needed changes or adjustments to your home selling strategy.



PARK REGENCY

EXTENDED MARKET REACH

PARK REGENCY IS A ZILLOW PREMIER BROKER, AND ZILLOW IS THE #1 LEAD GENERATION SITE. YOUR PROPERTY IS MARKETING ONLINE 24/7 THROUGH ZILLOW, THE MLS, AND MORE THAN 85 OF THE OTHER MOST SEARCHED WEBSITES.



The power of  Zillow® and  trulia®



PARK REGENCY



HOME SALE TIMELINE

Pre-Listing

Schedule an appointment to meet with the Park Regency team to discuss the best strategy for selling including:

- **Formal Listing Presentation**
- **Executed Sales Agreement**
- **Property Evaluation | Appraisal**
- **Market Analysis Completed**
- **Sales Price Established**

Listed and Active

Marketing campaign started
Photos of property taken
Signs installed
Submitted to Multiple Listing Service
Property brochure delivered
Direct mail campaign launched
Print campaigns launched
Email campaigns started
Office preview, broker preview
Open house
Home tours

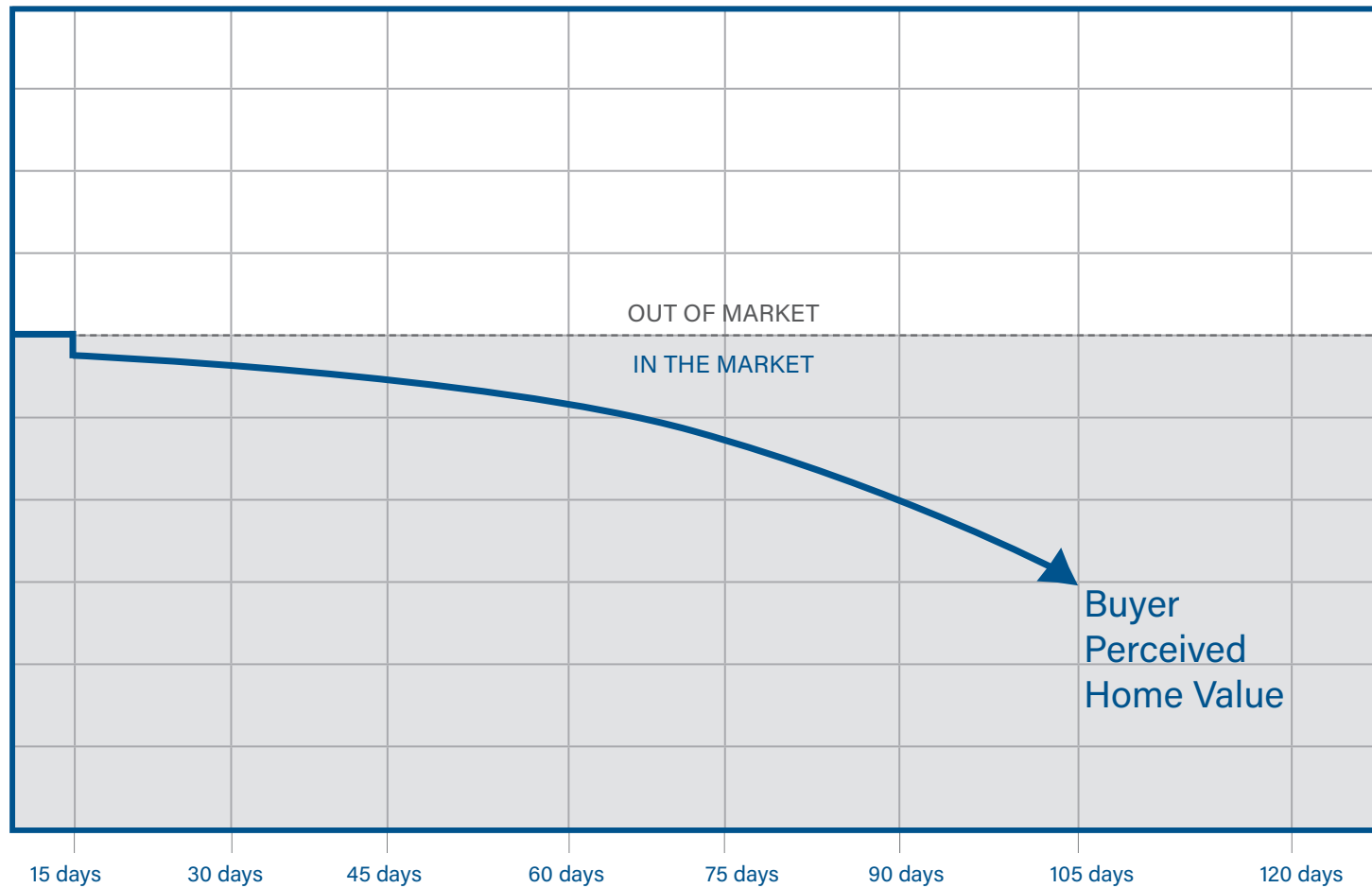
Under Contract

Offer(s) received
Offer(s) negotiated
Offer accepted
Back up offer (s) accepted
Inspections & disclosures completed
Appraisal completed
Contingencies removed
Property closes
Refer friends to Park Regency



PARK REGENCY

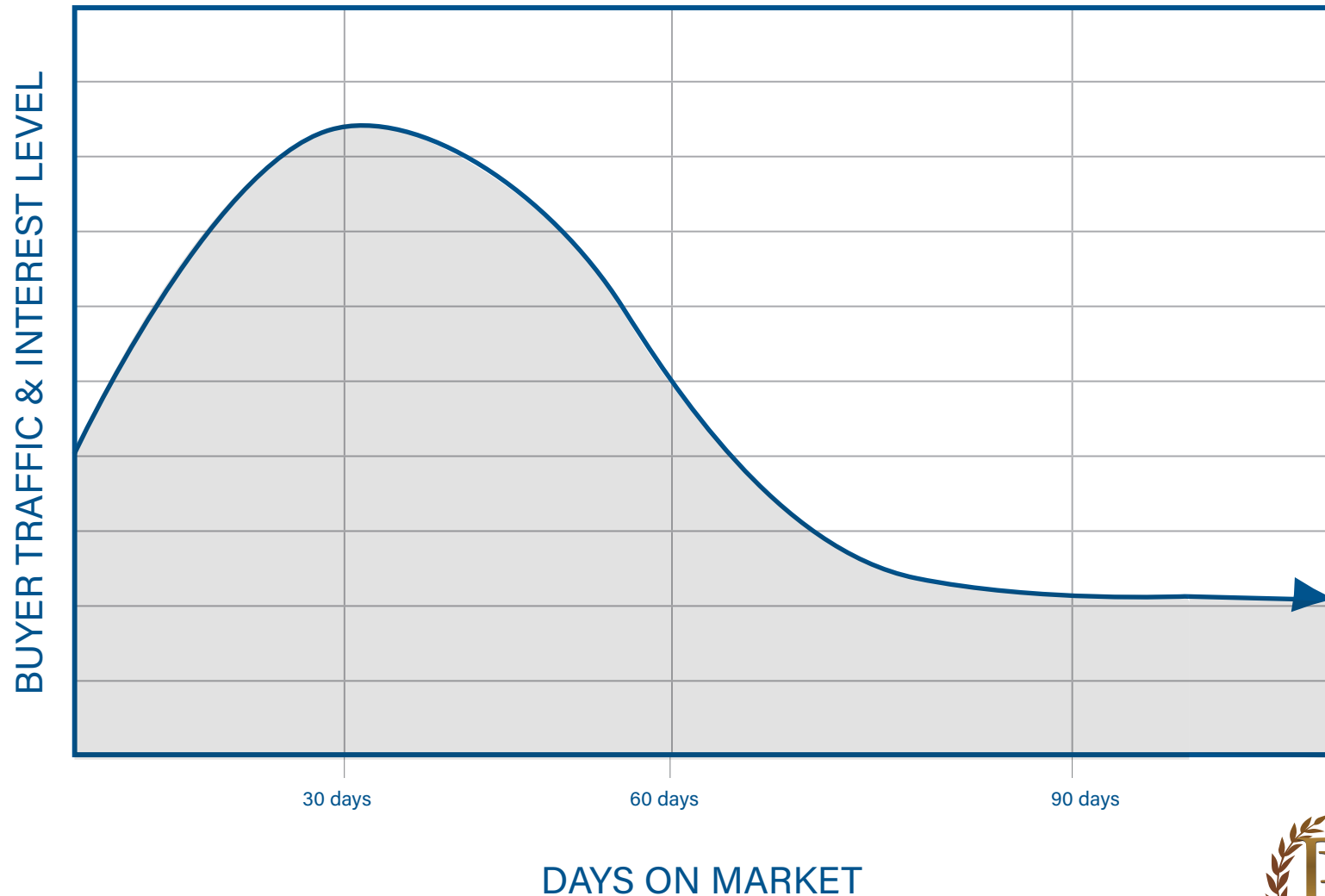
THE IMPORTANCE OF PRICING CORRECTLY TO MAXIMIZE PROFITS



PARK REGENCY

PROPERTY INTEREST LEVEL

Realistically pricing your property will determine the length of time it will be on the market. Overpriced homes are not as competitive as those that are well priced. Take advantage of attracting potential buyers at the peak of interest.



PARK REGENCY

DISTINCTIVE BROCHURES

Our in-house marketing department will create beautiful, distinctive brochures that highlight your property and go into detail to market all the unique features of your home.



CUSTOMIZED MARKETING PIECES

Our Just Listed customized mailers will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in your neighborhood.

JUST LISTED HOLLYWOOD HILLS ESTATE



1234 Arbor Crest Drive

Nestled on a quiet street high in the Hollywood Hills you will find this architectural dream home. A well considered open floor plan, flowing 3,216 square foot floor plan. No expense has been spared on the finishes and details of this home. Home features a Nest® system which includes a state-of-the-art security system. The chef in the family will truly appreciate the stunning gourmet kitchen's with commercial grade stove and oven. Center island with dual basin sink, abundant custom cabinets, Sub-Zero® refrigerator, Master bedroom with slider leading to a second-story private balcony. His and her closets, en suite features soaking tub, heated floors, tumbled limestone counter and backsplash, glass enclosed shower with 7 shower heads. Backyard features lap pool and spa. Sweeping views of Los Angeles and Hollywood. This unique property won't last long. Call to schedule your private showing today.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 42 GRANADA HILLS, CA

POSTAGE WILL BE PAID BY ADDRESSEE

PARK REGENCY REALTY
10146 BALBOA BLVD
GRANADA HILLS CA 91344-9914





JUST LISTED

1234 ARBOR CREST DRIVE
Hollywood Hills, CA
\$1,200,000

5 Bedrooms / 4 Baths / 3,400 SqFt
Newly remodeled kitchen
Large private yard with city views



PARK REGENCY



1234 ARBOR CREST DRIVE • HOLLYWOOD HILLS

Nestled on a quiet street high in the Hollywood Hills you will find this architectural dream home. Flowing 3,216 square foot floor plan. Home features a Nest® system which includes a state-of-the-art security system. The chef in the family will truly appreciate the stunning gourmet kitchen's with commercial grade stove and oven. Center island with dual basin sink, abundant custom cabinets, Sub-Zero® refrigerator, Master bedroom with slider leading to a second-story private balcony. En suite features soaking tub, heated floors, tumbled limestone counter and backsplash, glass enclosed shower with 7 shower heads. Backyard features lap pool and spa. Sweeping views of Los Angeles. This unique property won't last long. Call to schedule your private showing today.




OPEN HOUSE EVENT

Holding an open house is an integral part of getting home seen by prospective buyers and at Park Regency our open houses are events where we strive to maximize the number of potential buyers looking at your home.






HOLLYWOOD HILLS HOME

1234 ARBOR CREST DRIVE



PARK REGENCY



Offered at \$1,200,000

This modern estate home nestled in the Hollywood Hills features: freshly painted exterior, small orange orchard that's accented by outdoor lighting. Beautiful red tile roof, imported antique wood door that opens to a flowing 2,216 square foot floor plan that is in "MOVE-IN-CONDITION" with smooth ceilings, new laminate and beautifully refinished hardwood flooring and tile throughout. The living room is bathed in natural light highlighting the stunning customized venetian plaster walls with a striking faux finish, the L-shaped floor-to-ceiling brick fireplace features a hearth that can be enjoyed from several angles. The chef in the family will truly appreciate the stunning gourmet kitchen's abundant cabinets, tile counters, full backsplash, gas range, microwave, dishwasher, refrigerator, easy care tile flooring, plus the convenience of the adjoining dining room with its ceiling fan and large window »A total of 3 bedrooms and 2 bathrooms »The master suite is shaded by a large pepper tree and features hardwood flooring, lighted ceiling fan, built-in shelving, an en suite bathroom with soothing spa tub, plus beautifully finished vanity and walls »The other two bedrooms are freshly painted and have ceiling fans, wood flooring, wood closets, and classic cross hatch windows »The bonus room could easily be used as a fourth bedroom and has durable laminate flooring, plus French doors leading the serene backyard »The laundry room is functionally located and has refinished cabinets, plus the washer & dryer are included »Newer roof »Central air & heat for year-round comfort »You're going to spend countless hours enjoying the lushly landscaped backyard's large patio, secret oasis garden complete with pond, mature shade and fruit trees »Large concrete driveway, 2 car attached garage. All of this sits on a large 8,025 square foot lot Call now for all the details and arrange your private tour.

call/text 818.363.6116 | www.ParkRegency.com



PARK REGENCY

open house

Saturday, August 3rd

11:00 am - 4:00 pm

1234 ARBOR CREST DRIVE • HOLLYWOOD HILLS • CA



PRINT MEDIA

Park Regency agents strategically advertise in local newspapers targeting specific audiences that are interested in homes in your area. Your sales agent will select the publications appropriate for marketing your property.

Issue Date: 05/01/2015

HOME+GARDEN

Saturday • Sunday, June 18 • 19, IN STORE AT FACEBOOK.COM/DAILYNEWS AND TWITTER.COM/DAILYNEWS dailynews.com



VALENCIA

\$800,000

Represented by Park Regency Realty

SUBJECT-TO-LEASE COMMUNITY - This beautiful 3 bed-room, 3 bath home offers 2,288 sq. ft. of living space on a 6,019 sq. ft. cul-de-sac lot, and the pride of ownership shows! Lush landscaping, a double two-car garage, and large covered patio with built-in grill and BBQ area. Natural light from a multitude of windows in the living room accentuates the high ceiling, complementary hardwood flooring and elegantly mounted fireplace. The well-appointed kitchen boasts a large granite countertop, center island, stainless steel cook top with ventilation hood, double oven, abundant cabinets, dual basin sink, tile counters with backsplash, easy care flooring, handily set down breakfast area, plus an adjoining formal dining room. Adjacent to the kitchen is the family room, with lighted ceiling fan, book fireplace and direct backyard access. The master suite features a lighted ceiling fan, master walk-in closet, private retreat and a sumptuously-appointed bathroom with large "his & her" mirrored vanity, lighted make-up station, soaking tub and glass enclosed shower. Central heat and air provide year-round comfort. Step outside and take in the views from the covered patio in the backyard. Security park your vehicles on the wide concrete driveway or inside the three-car direct access garage. You'll enjoy the Association amenities: two tennis courts, sparkling pool, spa, barbecue stations and the larger community center.



CANOGA PARK

\$524,999

Represented by Park Regency Realty

vides a great opportunity to own in Canoga Park. A tiled formal entry leads to the spacious living room that is graced with stylish crown molding, complementary wood flooring and elegant French doors flanked with sidelights that open to the covered patio. The view in the family will truly appreciate the kitchen's host of deep rich cabinets with modern dovetail pull handles, dual basin stainless steel sink, granite counters with backsplash, stainless steel dishwashers, stainless steel gas range with ventilation hood and easy care flooring plus convenient in-kitchen dining/breakfast area with direct backyard access that makes it easy to serve and entertain guests. Drenched in natural light, the master suite presents a rich two-tone designer paint scheme, single closet space and plush carpeting. The main bathroom shows a modern pedestal sink, attractive framed dressing mirror, glass enclosed tub/shower, wainscoting and tile floor. The large backyard will become a favorite destination with its relaxing covered patio. The attached two-car garage conversion is perfect for guest quarters (bayer to verify permits, sq. footage, room count and all pertinent information).



GRANADA HILLS

\$479,000 (Back Up Offer)

Represented by Park Regency Realty

PRICED TO SELL BY OWNER - This charming 4 bedroom, 2 bath ranch style home offers 1,486 sq. ft. of living space on a 7,371 sq. ft. lot, located in the heart of Granada Hills near shopping, restaurants and freeway access. Gather around the cozy woodburning stone fireplace in the light and bright living room. The family's chef will appreciate the gourmet kitchen's abundant cabinets, tile counters with full backsplash and durable dual basin stainless steel sink. A dining area fittingly adjoins the kitchen, and it is bathed in natural light from double French doors that lead to the screened-in covered patio with two ceiling fans - serve and entertain your guests with ease. A laundry room is also conveniently located right off the kitchen. The master suite boasts two closets, a private bathroom with "his & her" sinks, and a sliding glass door that opens to the backyard. Additional highlights: central heat and air for year-round comfort, full copper plumbing, solar panels to help cut your utility bills, and an attached two-car garage with automatic door. Those going to enjoy the backyard bath landscaping, large enclosed patio, open patio and multiple shade trees.



\$965,000

GRANADA HILLS

5 + 4 Knollwood Country Club Estates area



\$795,000

NORTHRIDGE

4 + 4 Sherwood Forest Neighborhood



\$799,000

NORTHRIDGE

3 + 3 Award Winning Pool Home



\$799,900

NORTHRIDGE

5 + 3.5 Completely Renovated + Cul de sac



\$699,900

PORTER RANCH

3 + 2 + Pool



\$867,900

PORTER RANCH

5 + 4 + Tennis Court and More!



\$899,950

PORTER RANCH

5 + 3 + Pool & Spa



\$1,149,999

SHERMAN OAKS

3 + 2 Beautifully Updated



\$899,000

SHERMAN OAKS

3 + 2 Pride of Ownership



\$1,049,900

STUDIO CITY

3 + 3 South of the Blvd. with Stunning Views



\$759,500

THOUSAND OAKS

4 + 3 Cul-de-Sac, Studio Estates Neighborhood



\$800,000

VALENCIA

5 + 4 + Cul-de-Sac



\$799,999

WEST HILLS

5 + 3 Loft and Remodeled Kitchen



\$774,999

WOODLAND HILLS

6 + 4 Panoramic Views

PARK REGENCY

LUXURY HOMES

818.363.6116

www.PARKREGENCY.COM

OUR PROMISE TO YOU

*When you employ the **Park Regency Team** to market your home you get a total commitment to service and market your property in the most thorough and professional manner possible.*

OUR OBJECTIVES ARE AS FOLLOWS:

- 1- As Professional real estate agents our first responsibility to you is simple: TO LISTEN!** We will find out what your individual needs are. Only then can we determine how best to serve you. Then using all the resources at our disposal, we'll put together a systematic plan for selling your home and meeting your goals.
- 2- To get as many qualified buyers as possible into your home until it is "SOLD."** Sticking a sign in your yard, sitting back and waiting just won't cut it. That is where our aggressive marketing plan comes in. It's creative, hard-hitting and proven.
- 3- To communicate the results of our activities to you.** When selling a home you shouldn't have to be a mind reader to keep track of what's going on. As dedicated real estate professionals we understand the importance of good communication. We guarantee you'll be more than satisfied with our commitment to keep you informed. We work as your partner, we'll answer your questions, address your concerns and give a crystal clear explanation of all the details. We put you and your interest first to ensure a successful and hassle-free transaction.
- 4- We will be forthright and completely honest with you.** We'll always tell you the truth about your property. We will tell you exactly what you need to hear, not necessarily what you want to hear.
- 5- Our loyalty is to you.** We will work and negotiate solely in your best interest.
- 6- Our track record of proven success goes back to 1978.** With that type of experience we've learned how to use better research and preparation to get you the most for your home in a wide variety of markets. No one is in a better position to successfully market and sell your home.
- 7- The Park Regency team believes that what separates them from the rest are the RESULTS!** When you list your home with the Park Regency Team, we know we can sell it. The minute you list your home with us, a powerful chain of events begin. The team springs into action. Ads run. Color brochures and post cards are printed and mailed. Your home is listed on the M.L.S. and is uploaded to 85 websites. Open house events take place. We do whatever is necessary to sell your home as quickly as possible, for the most money possible, and with the least amount of hassle. We pull out all the stops. And when others throw in the towel, we work even harder. Do we take our job of selling your home a little too seriously—probably yes. But considering that you've entrusted us with your single largest asset, we don't think you'll mind.

QUESTIONS FOR ME?

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



PARK REGENCY

10146 Balboa Boulevard, Granada Hills, CA 91344

If your property is currently listed please disregard.