



SELLING YOUR HOME



SO YOU'VE DECIDED...

It's time to sell your home!

Usually when you decide to sell, it's because there are BIG things in store. Perhaps you're an investor ready to cash out and make your next move. Maybe you're ready to move into a bigger home because of a growing family, a new job in a new city, or you could be ready to downsize your empty nest. Regardless, this is a big step - and not one that should be taken lightly. In order for you to get the most amount of money for the least amount of hassle, we've compiled this step-by-step guide so that you can go from overwhelmed to empowered on your home selling process.

We believe your real estate professional should be an industry expert with the heart of a teacher. With our industry knowledge, high-level negotiation skills and constant training, we love to help our sellers feel empowered and we are honored to join you on this journey.

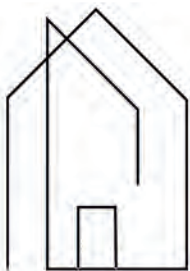


LET'S GET STARTED!

SELLING YOUR HOME

THE SELLER ROADMAP

This is a brief summary of the timeline for selling your home. Remember, as your Real Estate Agents, we will be there to be sure you feel confident during each step of this process.



ABOUT YOU

As your Real Estate Agents, our number one goal is to help you achieve your own. We make it our priority to understand your situation when it comes to selling your home so we can accomplish your goals.

01

YOUR WHY

Why and when are you selling?

|

02

YOUR PLAN

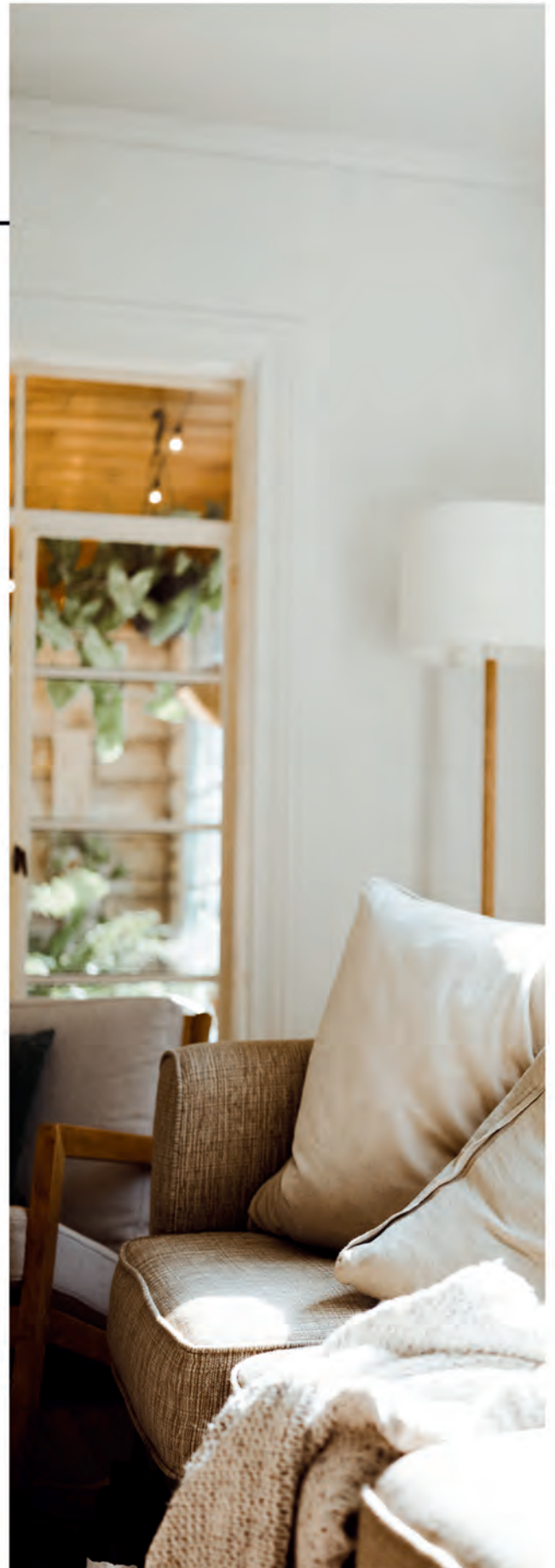
What will you do if your home doesn't sell in the expected time frame?

|

03

OBSTACLES

Do you anticipate any major challenges with selling your home?



PRICING



We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.



PRICING

Our goal is to price your home correctly the first time.



HOME VALUE

We will discuss what factors determine the price of your home.



FACTORS

What factors do NOT determine the price of your home?





PRICING



YOUR HOME



- ✓ *We under price your home 1-3%, we will receive an abundance amount of offers*
- ✓ *We "nail" the price and wait 2-3 weeks to get an offer*
- ✓ *We slightly miss the mark, we get showings, NO offers and an adjustment of 3-5% would have to be made*
- ✓ *We really make a mistake and over price the property, we get NO showings, NO offers and an adjustment of 6-8% would have to be made.*

MARKETING PLAN

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.



Signage with agent phone numbers & website



Informative & engaging MLS listing description



Expose to our associates online & in office meetings



Strategic & targeted post card campaign



Hold Open House (Virtual & In Person)



3-D walkthroughs with property floor plan



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyer



IMPORTANT INFO

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?





PHOTO PREP CHECKLIST

- ☐ Clean the entire house
- ☐ Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- ☐ Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- ☐ Shutters and blinds should all be set to matching angles
- ☐ Clean all glass mirrors
- ☐ Declutter all counter spaces in kitchen and bathrooms
- ☐ Turn off all ceiling fans
- ☐ Remove your furry friends from the areas being photographed
- ☐ Store away pet supplies, food bowls, toys, etc.
- ☐ Cut the lawn and make sure your patio furniture is arranged
- ☐ Sweep the porch and exterior area





Vision Real Estate Team, Miller & Associates

visionrealestateteam.org

We were recognized by *Build Magazine* as a 2024 Best Emerging Real Estate Agency and in 2025 as the Most Trusted Real Estate Agency in California. Our team leader, Anna James Miller, envisions our team as a ripple effect, transforming lives through home ownership. Through faith-led, client-centered real estate services, currently offered in California's Bay Area, Sacramento, Sonora, Central Coast, Central Valley, Bakersfield, Los Angeles, and Ventura County, our team is here to serve.

Our core values are GENEROSITY and SERVICE.

With hearts for teaching, mentoring, and support, we offer new and established agents who share our vision and values an opportunity to join our team.

Our team members' licenses are under Western Pioneer Properties, based in Fresno California.



SELLING YOUR HOME



Anna James Miller, MA

License #02139360

805-704-1789

aj@visionrealestateteam.org



Anna James Miller is a real estate agent, mentor, and the team leader for Vision Real Estate Team, Miller & Associates. AJ has sold over \$26M in real estate volume and is known for providing top-level white-glove service, always going the extra mile with creative solutions and a faith-centered business model.

Anna James has gained international recognition for client-centered, outstanding service, honored with *BUILD Magazine's* Most Client-Centric Real Estate Brokerage 2023 - Fresno, by *Acquisition International* as Best Real Estate Businesswoman 2023 (San Joaquin Valley), as Real Estate Agent of the Year by *Corporate Live Wire's* Global Awards in 2023/24 & Innovation and Excellence Awards in 2026, received 2023 and 2024 Five Star Certificates of Excellence from *Broker★Agent Advisor*.

With a background in nonprofit leadership and fund development, AJ has been passionate about real estate since buying a home as a first-time buyer at age 23. AJ has experience buying, selling, refinancing, and managing rental properties over the last 19 years, as well as real estate photography and marketing. AJ applies first-hand knowledge of the challenges facing self-employed buyers, first-time buyers, single parents, and non-traditional buyers in competitive markets, as well as the complexities of selling and showing tenant, owner, and pet occupied homes.

Originally from the East Coast, AJ spent the last two decades in the Seattle area before relocating to California's Central Coast in 2020. AJ now lives in the Central Valley, in Fresno's Old Fig neighborhood and splits time in Monterey County, with daughters Cassidy and Della Jane, and a rescue dog named Chip. AJ personally assists clients from Sonora to San Diego, and is the mentor for all active and pre-licensing team members.

AJ's education includes a Bachelor of Arts in arts administration from University of Massachusetts Amherst and a Master of Arts in organizational leadership from Gonzaga University. AJ also completed a certificate in neuroscience-based trauma informed care from Brainwise Solutions. AJ was recognized as an outstanding community leader in the *Wenatchee Business World's* 30 Under 35 in 2012 and *Puget Sound Business Journal's* 40 Under 40 in 2015.



Rosemary focuses on Fresno & Clovis. As our team's Spanish speaking member, she is passionate about assisting first-time buyers and has been licensed since 2001.

Rosemary Pinedo-Martinez

rosemary@wpprealty.com

(559) 824-5400 | DRE License #01313178



Natessha recently obtained her real estate salesperson license. She is our team's Sacramento specialist and is excited to assist first-time buyers. Her favorite neighborhood is Elk Grove.

Natessha Drayton | natessha@visionrealestateteam.org

(916) 912-8399 | DRE License #02238083



Kathrine is our team's Fresno and Madera Ranchos specialist. With a background in sales and retail management, Kathrine is experienced in assisting residential and investor buyers.

Kathrine Herrera

kherrera@visionrealestateteam.org

(559) 720-5358 | DRE License #02131593



Irene is our first team member in Washington State and recently obtained her real estate salesperson license. Her license is under REAL and she specializes in agricultural properties in Southwest Washington.

Irene Muller

irene@visionrealestateteam.org

(206) 388-6054 | License #



Listing Services Menu

Full Service Listing Package: 3% of final purchase price

At no cost to you until the closing day upon the successful sale of your home, we will list the home on your preferred date on your local MLS (MetroList, Fresno, CRMLS), place a key box on the home, and install a for sale sign in front of your home. We will also post in all our wholesaler, investor, and realty Facebook groups and email our own list of 100 cash and hard money investor buyers. We will provide a digital floor plan, a dedicated marketing website for the home, and high-quality professional listing photography.

If you like, we will host a two-hour open house on your preferred day and time, and place beautiful color printed flyers inside your home.

We also can provide tenant assistance such as cash for keys, evictions, and screening and placement for buy and hold rental property purchases.

Dual Agency/Unrepresented Buyers: 1% of final purchase price

With any listing package, if we represent the buyer as well as the seller, we will support the buyer in preparing and submitting their offer and completing all the legal steps in the purchase.

Additional Services & Recommendations

These additional a la cart services are recommended but not required. These are offered through outside vendors. While you are welcome to use any vendors you wish, we are happy to recommend local vendors we know and trust.

- Pre-Inspection (general, pest, roof, plumbing, electrical, foundation)
- Pre-Listing Appraisal
- Landscaping/yard cleanup
- De-cluttering, organizing
- Deep cleaning
- Staging





VISION REAL ESTATE TEAM

MILLER & ASSOCIATES

Thank you for choosing us to help
you in the task of selling your home.
We look forward to working with
you to help you achieve all of your
real estate goals.

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POWERED BY



PROUD MEMBERS OF

