



SELLING YOUR HOME

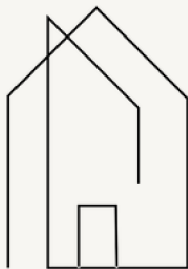


SO YOU'VE DECIDED...

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.

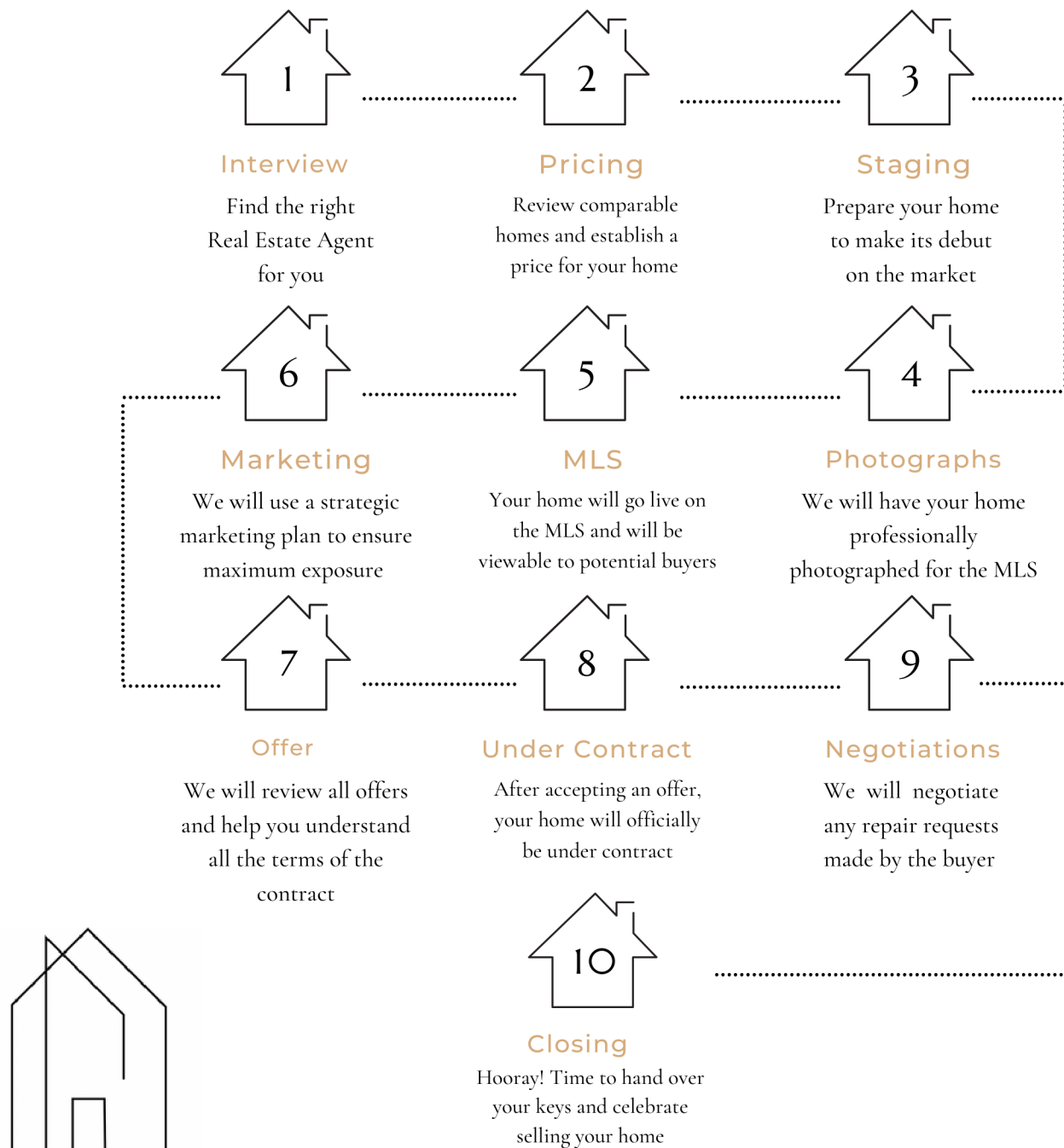
We believe your real estate professional should be an industry expert with the heart of a teacher. With our industry knowledge, high-level negotiation skills and constant training, we love to help our sellers feel empowered and we are honored to join you on this journey.



LET'S GET STARTED!

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.



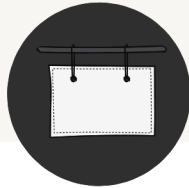
FACTORS

What factors do NOT determine the price of your home?



MARKETING PLAN

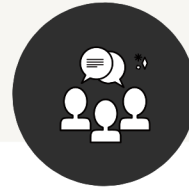
We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.



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



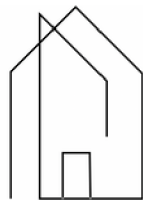
Use high resolution, professional quality photography



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

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, Central Coast, and Central Valley, 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 Fathom Realty Group, a national broker built on the principle of leading by serving others. At Fathom, YOU matter. With agents serving 38 states, Fathom has approximately 11,000 agents and is the fourth largest independent brokerage in the United States.



SELLING YOUR HOME



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Anna James Miller is the team leader for Vision Real Estate Team, Miller & Associates. AJ specializes in Fresno's Old Fig and Tower District Neighborhoods, and in the Central Coast market. AJ is known for creating eye-catching marketing materials and providing top-level 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 2023/24, received a 2023 Five Star Certificate of Excellence at Broker Agent Advisor, a 2023 Circle of Excellence award from Fathom Realty, and is the number one top transaction producing agent in Fathom's Central Valley/Bay Area district.

With a background in nonprofit leadership and fund development, AJ has been passionate about real estate since buying their first home at age 23. AJ has experience buying, selling, refinancing, and managing rental properties over the last 15 years, as well as real estate photography and marketing consulting. AJ applies firsthand 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. AJ now lives in the Central Valley, in Fresno's Old Fig neighborhood, with visual artist spouse Bryan and their daughters Cassidy and Della Jane, and their rescue dog, Chip.

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 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.

2024 TOP PRODUCERS CENTRAL VALLEY		FATHOM REALTY	
VOLUME		TRANSACTIONS	
1	SUMAN SINGH	1	AJ MILLER
2	CATHLEEN LONSDALE	2	SAVANNA TAPAL
3	AJ MILLER	3	MARC GABRIS
4	MARC GABRIS	4	JOSE ROCHA
5	JOSE ROCHA	5	ROBERT RAMIREZ

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After purchasing her first home in 2009 and managing two of her own rental properties, Ethel obtained her real estate salesperson license in 2023. She quickly established herself as an off-market expert, serving investor clients and nontraditional buyers. Ethel is bilingual - fluent in English and Tagalog. She lives in Daly City with her dog, Jaymie. She has called the Bay Area home for more than 30 years, graduating from San Francisco State University with a bachelor's degree in Asian American Studies. Passionate about nonprofit healthcare, Ethel is proficient in database administration and event management. She is also experienced in regulatory affairs and quality assurance for medical devices.



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

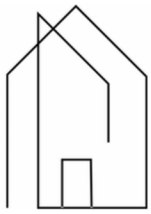
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DRE License #02131593



Melissa is our team's - and Fathom Realty's - first-ever Bakersfield agent. She is excited to help sellers and buyers in Bakersfield, Tulare, Visalia, and beyond.

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SELLING YOUR HOME



Listing Services Menu

Silver Listing Package: 4.5% of final purchase price (2.25% listing agent, 2.25% buyer agent)

At the Silver level, we will list the home on your preferred date on San Mateo County or Fresno MLS and California Regional MLS, provide high quality listing photos, social media marketing, place a key box on the home, and install a for sale sign in front of the 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.

Gold Listing Package: 5% of final purchase price (2.5% listing agent, 2.5% buyer agent)

At the Gold level, we will provide all of the above plus paid Facebook and Instagram ads, host a two-hour open house on your preferred day and time, and place 100 color printed flyers inside your home.

Platinum Listing Package: 6% of final purchase price (3% listing agent, 3% buyer agent)

At the Platinum level, we will provide all of the above plus a virtual tour video, a dedicated marketing website for the home, professional house cleaning ahead of the listing date, and 500 glossy postcards mailed to neighbors.

Dual Agency: 1% discount off package price

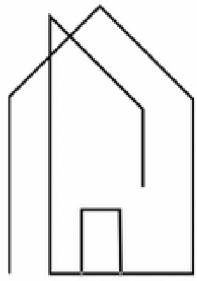
With any listing package, if we represent the buyer as well as the seller, we will discount our commission by 1% in the form of a seller credit at closing.

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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PROUD MEMBERS OF

