

My Commitment. . .
Providing truly remarkable
service for my clients and
our community.



Marketing Your Home “SOLD”

- Provide a marketing strategy, a competitive market analysis, and recommend an appropriate list price
- Marketing your property to buyers utilizing all possible and appropriate methods
- Suggest quality professionals including: handymen, inspectors, and movers
- Negotiate the best price and terms possible, always keeping your specific needs in mind
- Guide you in making informed decisions leading to a successful close



Priced to Sell

Determining the Right Asking Price

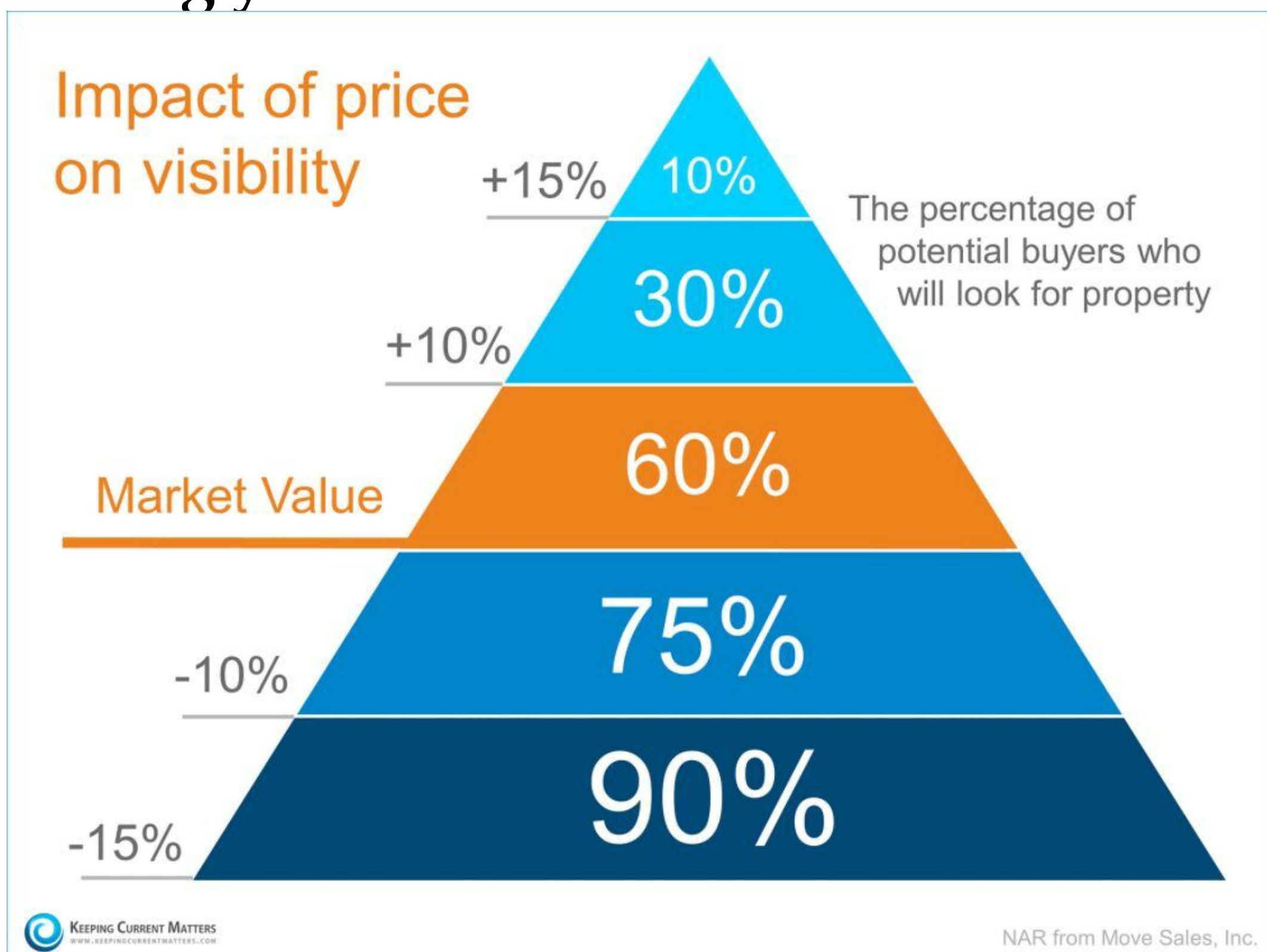
- 1. Location:** We cannot relocate your home! To coin the favorite phrase of appraisers: "*Location, Location, Location.*" The pricing of your property must reflect its location.
- 2. Physical Condition:** The upkeep and presentation of your home is crucial to obtain the highest value in any given market at any time. The pricing must reflect its physical condition including the current popularity of its floor plan and style.
- 3. The Market:** Interest rates, financing, and the economy all make up and influence the state of the market when you are selling.
- 4. Competition:** Buyers purchase homes by comparison shopping "For Sale" homes in your neighborhood, the locations and conditions all affect your home's price.
- 5. Price:** Price is the number one factor in the sale of a home. A property is really only worth what one person is willing to pay. Price must be in direct relationship to the factors above.

The Effect of Overpricing

Overpricing your home will attract fewer buyers and will cause it to sit unsold. To the buyer, too much time on the market indicates an overpriced property. Pricing your property outside of the average price range can adverse results.

- **Low level activity** - showings decrease when a property is perceived as being overpriced.
- **Reduction in Exposure** - fewer buyers will view your property because it is overpriced for the neighborhood.
- **Difficulty in obtaining financing** - Lenders look at fair market value to determine the amount they will finance and will often require the buyer to make up the difference in cash.
- **Longer Marketing Time** - Your property is perceived as overpriced and becomes "stale", even with price reductions.

Pricing your home at fair market value will bring a higher priced



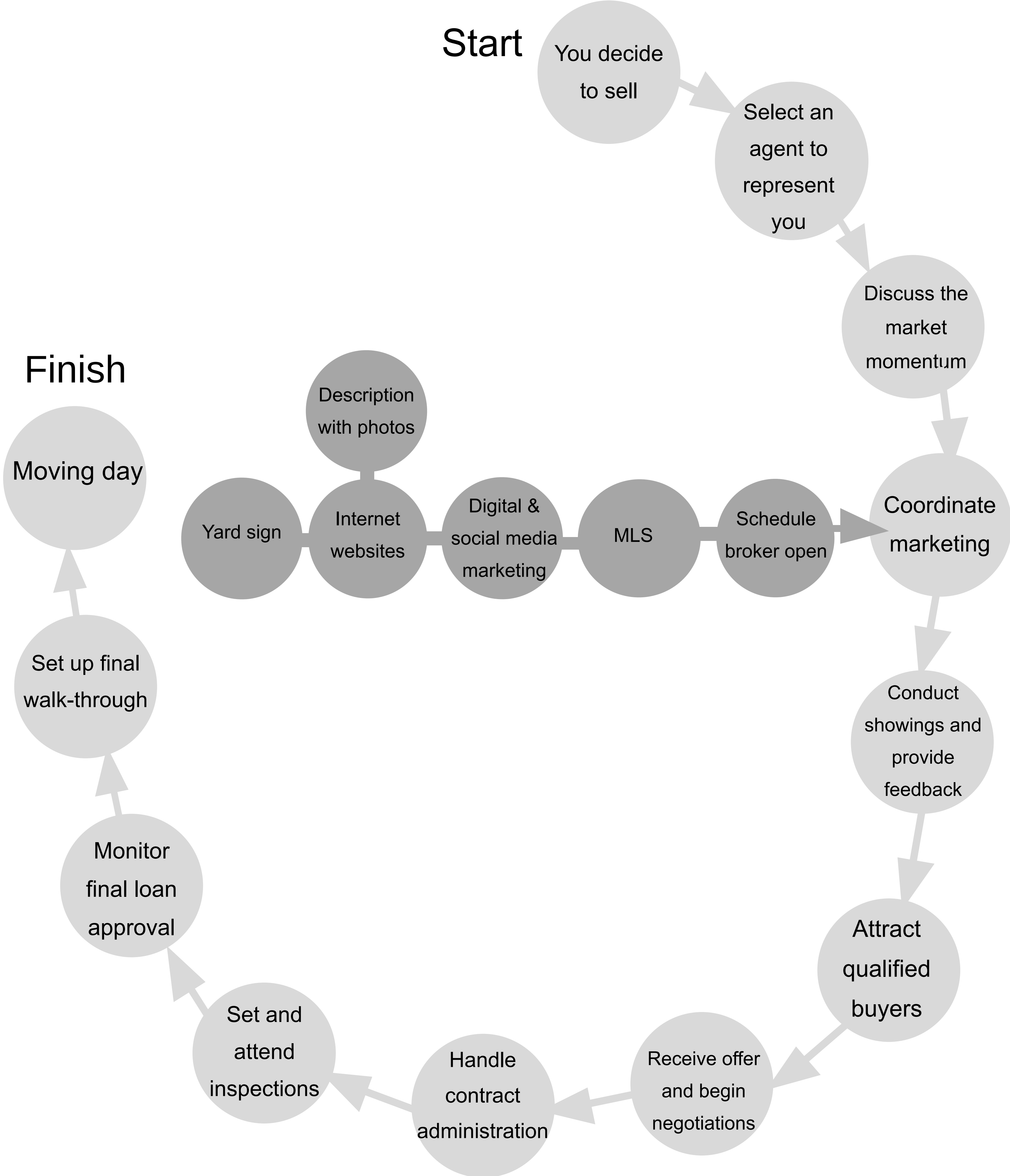
Price Adjustments

If you don't receive an offer on your home within a reasonable period of time, you should consider adjusting the price



My
Selling Plan

The Selling Process



Why You Need Me

According to the National Association of Realtors' homes for sale by owners (FSBO) consist of only 7% of closed home sales and of those, 40% knew their buyer personally. FSBO home sales had a median price of \$260,000, compared to the agent assisted home sale median price of \$318,000.

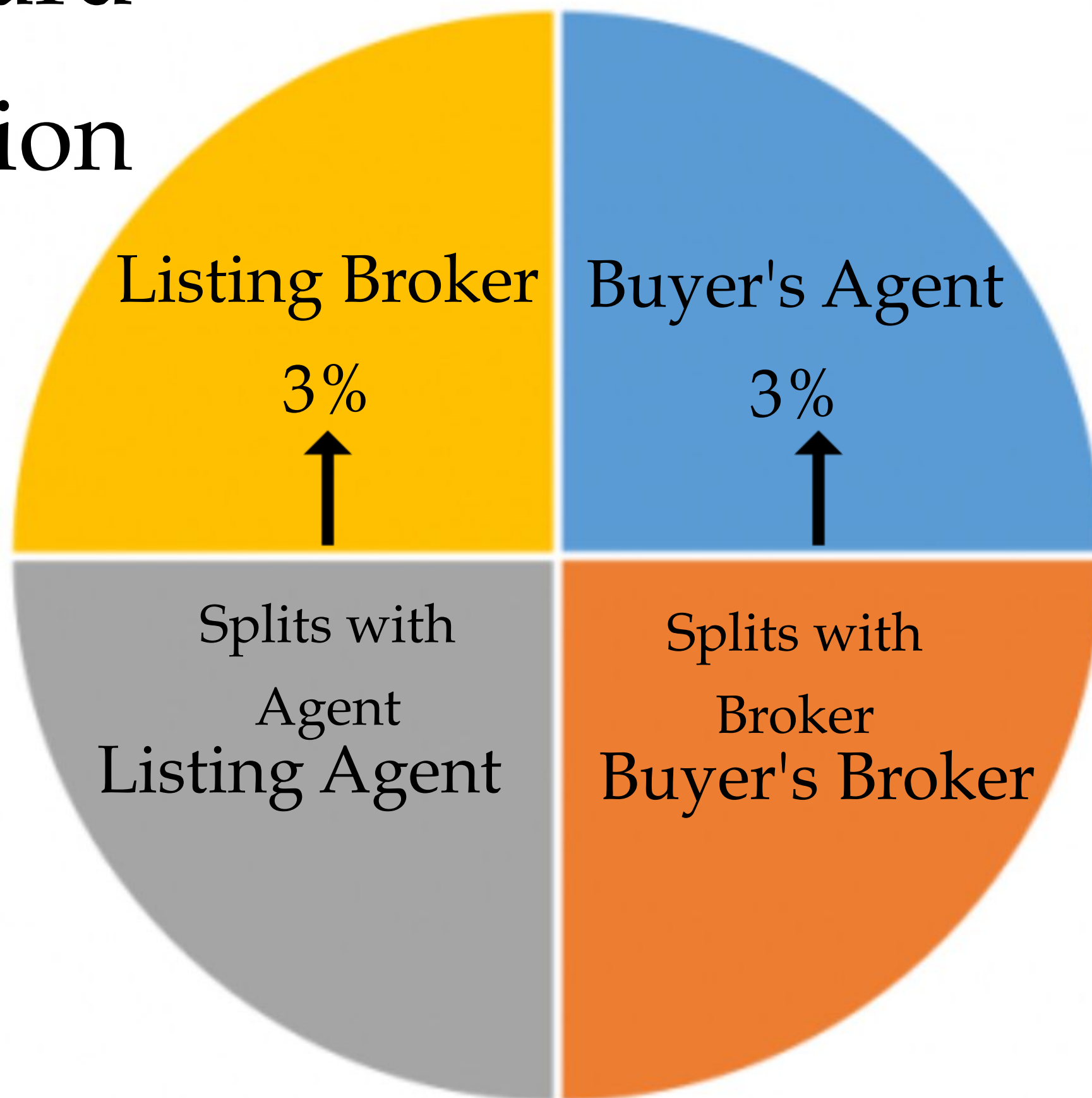
Beyond the price advantage of using an agent, homes listed by real estate professionals get more exposure and their sellers get more support. Here are some other considerations:

- I am a trained and licensed Broker
- I have experience 15+ in your neighborhood and sales market
- My job is to advise you how to reach your goals in the sale of your home
- I know how to present your home and negotiate with buyers
- I know how to overcome typical snags that occur in real estate transactions and closings
- I understand the preparation and completion of state-required disclosures
- I understand your need for your health (COVID), privacy, and security during showings
- I have access to the most accurate and comprehensive data - The Fresno MLS
- My job is making your real estate transactions successful

With me in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.

Commission Distribution

6% Standard
Commission



The vast majority of real estate agents work on commission, meaning that they are paid once the transaction closes. To simplify how commissions are routed, sales commissions are paid out of the seller's proceeds, according to the terms of the listing agreement.

Thus, the buyers' agent commission is paid by the sellers, as a portion of their listing commission.

All Commissions paid to a real estate agent pass through their Broker; only a Broker can pay a commission to the agent.



Marketing Your
Home

Tips to Help Make the Sale

Remember

"The way we live in a home is not the way we sell a home."

- Make your home easy to find. Check the visibility of your house numbers, repaint or polish if necessary.
- Create an inviting walkway. Add color with annuals or a new doormat to welcome buyers.
- Open windows everyday to let in fresh air. Appeal to buyer's sense of smell and create an inviting feeling by lighting candles or baking cookies.
- Sharpen the look of your rooms by paying attention to detail. Replace or polish knobs and handles and replace lights in bathrooms and kitchen as necessary.
- Turn on all lights, especially at night, to highlight your home's amenities.
- Create a focal point in your entry by adding a picture, plant, or lamp.
- Remove as much furniture as possible to make rooms appear larger and allow for a clear traffic pattern.
- Unify the accent pieces and details in your home. Replace old lamp shades, bedspreads, and bath towels and coordinate matching area rugs, pillows, and candles throughout all rooms.
- Always test your doorbell to be certain it is in good working order.
- Move your best pieces of furniture towards the front of each room and your least attractive pieces towards the back.
- Set your dining room table for decorative appeal.
- Place plants and fresh flowers in rooms to add vibrancy and freshness. Use big, bright, or bold accessories and lights to draw attention to important areas of the room.
- Try not being present when a potential buyer is viewing your home. If you are present, keep conversation to a minimum. They're not here to make friends and you don't want to distract them from looking.

Where Do We Find Buyers?

Buyers use a variety of sources to learn about homes for sale, the vast majority will discover your home with the assistance of a real estate professional and the internet.

88% of home buyers start their search on the internet

Your home will be placed on highly visited websites, such as





Negotiation

THE ART OF NEGOTIATION



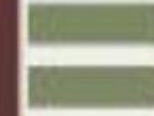
Why It Matters



Listings represented by a Realtor with negotiation skills sell for 23% higher than those without.



Listings represented by a Realtor sell 19 days faster than those without.



Without negotiation skills, the client might as well have sold the house without you!

Strategies

Understand Client Concerns

You're only effective when you know the customer expectations.

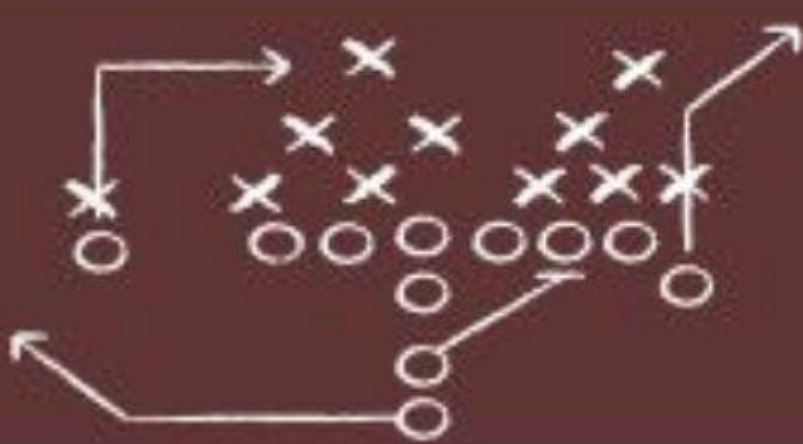


Highlight Key Points

Make notes so you don't overlook the most important issues.

Silence is Golden

Too much talking indicates nerves. It's okay to just wait.



Study the Enemy

Talk with peers to learn the strategies of the other Realtor.

Watch Your Body Language

Be mindful not to come across as intimidated or demeaning.



Consider Their Perspective

Make all offers somehow beneficial for them, too.

A modern interior space featuring a long white bar counter with black stools, a brick wall with a vertical garden, and pendant lighting. The scene is well-lit, with a warm, ambient glow from the pendant lights and a long light fixture above the bar. The brick wall is a prominent feature, and the vertical garden adds a touch of nature to the urban setting. The overall aesthetic is clean, contemporary, and inviting.

Concierge Services

Mortgage Brokers

Jeff Merrill

Michelle Glass

Sierra Pacific Mortgage

Susan Campise

California Home Loans

Jessica Gonzalez

Alameda Mortgage

Carpet Cleaners

Cameo Carpet Cleaners

Home Inspectors

Tri-Californian Home

Inspections

Avery Home Inspections

Darryl Rerucha Home

Inspections

BPG Home Inspections

Dale Devereaux

Pool Maintenance

Clarity Pools

Derek Weeks

Insurance

Mike Springer

Farmer's Insurance

Kelly Morrison

Cal Valley Insurance

Window Repair

Major League

Brent Majors

Air Conditioning/Heating

Universal Heating & Air

Hawk Air

House/Window Cleaners

Cecelia's House cleaning

Home Staging

Linda Thompson

Termite companies

Competitor Pest

Squish It

Sanders Pest Control





**Successful
Close**

My Team

All of us work for you!

Our advertising only generates interest with potential buyers. It is the skill & professionalism of our team turns interest into offers. It's our knowledge & follow through that turns offers into closed sales.

What to Expect:

- Knowledgeable about your property and neighborhood
- Prepared to respond quickly to inquiries
- Understanding your needs & those of potential buyers
- We are knowledgeable about your property value & Real Estate Law
- Able to communicate our knowledge with you & potential buyers
- Keeping you informed throughout the process



Moving Checklist

Start Planning

Finding the best mover for you at the right price involves a simple evaluation of your needs. Moving companies provide a wide range of services, from planning your move, storing your things, packing and unpacking, decorating and organizing in your new home. You can choose which services you want and have them tailored to suit your budget.

Compare Movers

When you compare price and service estimates from several companies, you will find that estimates are based on the weight of your household items, the distance they will be moved, and the amount of packing and other services you will require. Estimates should be done in person and include a clear explanation of rates and charges that will apply.

Be Prepared

Even in the most well-planned moves, something unexpected may happen. In those instances, insurance is crucial. Check with your homeowner's insurance provider about coverage for your belongings while moving. Your mover will provide either released value insurance (about \$0.60 per pound of goods lost or damaged, according to NAVL.com) or full replacement value, which you must sign for on your bill of lading. If you are not sure how to estimate the value of your belongings for insurance purposes, your insurance carrier can help. Items of special value, such as heirlooms, paintings, or collectibles can be insured under separate riders. In the event of damage to an item, file a claim immediately. Be sure to save the packing materials to show to the adjuster, should there be any problems.

Packing Up & Moving On

Once the time has come to start packing and organizing, here are some tips to make the process smooth:

- Start by packing the things you use most infrequently.
- Pare down items that have been accumulated over time by grouping them into 3 categories: Keep, Donate, Throw Away.
- Create an inventory sheet of valuables and a list of which boxes they were packed in.
- Label your boxes according to the rooms where they'll be moved (Bedroom #2, 1st floor bath, etc.) Consider using different colored stickers/tape for each room.
- Try to keep boxes under 50lbs. whenever possible, put heavier items in smaller boxes to reduce bulkiness, and place lighter items in larger boxes.
- Dispose of items that can't be moved, like flammable liquids, cleaning , etc. Prepare your mower by emptying the fuel and recycle your propane grill tanks.
- Snap a photo of the back of electronic devices so you know which wires to attach when setting them up in your new home.
- Pack an overnight bag with moving daily essentials, including toiletries, clothes, medications, and charger cords.

