

Lisa Pacheco

REALTOR®

- ✓ We've Settled Over \$739,000,000 in Residential Real Estate last year!
- ✓ We've Sold Over 214 Luxury Properties in the past year.
- ✓ We've Settled Over \$30,000,000,000 Worth of Property last year.



“Our promise is all about our commitment to service, our attention to small details and the clear expectation that ensures we achieve the best possible result for you and your property.”

CALL (760) 473-4411 **EMAIL** Lisa@YourSoCalRETeam.com
DRE# 01446970 **WEB** YourSoCalRETeam.com

LUXURY
PROPERTY
SELECTION

Harcourts Prime Properties
2385 Camino Vida Roble #200, Carlsbad, CA 92011

Harcourts Prime Properties



Getting To Know Lisa Pacheco.

Lisa Pacheco-Ballard obtained her real estate license in 2004, making the successful transition into sales ownership and operations as a Managing Partner of Intero Real Estate Services in San Miguel Ranch, Chula Vista (CA). Her brokerage was acquired by McMillan Realty in 2011.

Ms. Pacheco went on to manage two nationally ranked estate brokerages. As a sales executive and consultant, her leadership was critical in the disposition of nearly 1,000 properties per year. Her sales teams were successful in completing more than 10,000 brokers price opinions (BPO's), resulting in hundreds of millions of dollars in sales revenues.

Throughout the years, Lisa has established an impressive client roster and continued to re-define herself as an industry-leading professional. She takes tremendous pride in her relationships and performance, working relentlessly to ensure the highest levels of service and performance.

Managing several multi-billion dollar powerhouses such as Microsoft (USMC/DoD), Veterans United and Prospect Mortgage, (now HomeBridge Financial) helped Ms. Pacheco realize she was ready to make a life-altering career change.

"When the last company you managed is suddenly acquired for \$20B, you experience a life-altering epiphany! I immediately reached out to my long-time colleague Mr. Drew Lyon and within weeks we began structuring the Lyon Real Estate Group (LREG).

"Our goal was simple - return to our humble sales roots, spend quality time with our families and grow a special real estate family that is passionate about real estate sales and committed to leaving an imprint of contribution within our community."

A Selection Of My Past Listings And Sales.



6635 La Jolla Blvd, La Jolla
SOLD \$1,540,000
On the market for 21 days



3030 Jarvis Street #11, San Diego
SOLD \$794,000
On the market for 143 days



4728 Sun Valley Rd, Del Mar
SOLD \$3,250,000
On the market for 42 days



647 Lynwood Drive, Encinitas
SOLD \$1,685,000
On the market for 16 days



690 Corona Way, Encinitas
SOLD \$2,300,000
On the market for 45 days



2510 Rosemary Ct, Encinitas
SOLD \$2,195,000
Listed & Sold on two occasions 2018-19



604 Cypress Hills Drive, Encinitas
SOLD \$1,640,000
On the market for 9 days



429 S Sierra Ave #125, Solana Beach
SOLD \$730,765
On the market for 72 days



441 S Sierra #206, Solana Beach
SOLD \$1,295,000
On the market for 6 days

A Selection Of My Past Listings And Sales.



10158 Woodrose, Santee
SOLD \$504,000
On the market for 8 days



11125 Taloncrest #4, San Diego
SOLD \$614,900
On the market for 6 days



707 S Sierra Ave #20, Solana Beach
SOLD \$875,000
On the market for 36 days



1157 Alexandra, Encinitas
SOLD \$935,000
On the market for 14 days



11253 Miro Circle, San Diego
SOLD \$740,000
On the market for 7 days



3232 Goldfinch St., San Diego
SOLD \$865,000
On the market for 4 days



716 Cypress Hills Dr, Encinitas
SOLD \$1,539,000
On the market for 42 days



14442 Rancho Del Prado Trl, San Diego
SOLD \$1,516,125
On the market for 81 days



2506 Saffron Glen, Escondido
SOLD \$985,000
On the market for 48 days

A selection of recent Luxury Properties.



817 Genevieve Street, Solana Beach
SOLD \$2,032,000



6915 Goldstone Road, Carlsbad
SOLD \$1,165,000



2585 Garden House, Carlsbad
SOLD \$1,272,500



2510 Rosemary Ct, Encinitas
SOLD \$2,195,000



346 N Sierra Ave, Solana Beach
SOLD \$2,184,500



2129 Crownhill Rd, San Diego
SOLD \$1,501,000



1650 Missouri St, San Diego
SOLD \$1,139,000



5902 Sagebrush Road, La Jolla
SOLD \$2,150,000



1621 Olmeda St, Encinitas
SOLD \$1,010,000

WE'VE SOLD OVER 214 LUXURY PROPERTIES IN THE PAST YEAR.



2428 La Costa Avenue, Carlsbad
SOLD \$1,375,000



1145 Emerald St, San Diego
SOLD \$1,400,000



2665 Narcissus, San Diego
SOLD \$1,190,000



3628 Jewell, San Diego
SOLD \$1,275,000



803 Capistrano, Mission Beach
SOLD \$2,385,000



7720 Camino de Arriba, Rancho Santa Fe
SOLD \$2,047,500



4007 Everts St 3F, San Diego
SOLD \$1,175,000



3176 Sitio Sendero, Carlsbad
SOLD \$1,750,000



6954 Wildrose Terrace, Carlsbad
SOLD \$1,135,000



What My Clients Are Saying.



“ I have had the distinct pleasure of working with Lisa on a number of endeavors. She is an amazingly creative and brilliant business partner. It would be my honor and pleasure to recommend her to anyone in need of sales and business development needs.

– Gene James, National USO San Diego



“ Lisa is an intelligent business woman whose heart also lies in community service work. Her skills at collaboration and gathering those around her who are of a like mind, are superb. Lisa excels at most everything she does. She has a personality that you can't help but love. She is a woman of her word, honest, endearing, and keeps her promises. I am thrilled to know and associate with Lisa in a professional manner.

– Teri Kelsall, Former President, CEO / The Jonas Project



“ Lisa and her team have always done an outstanding job. Their attention to detail makes working with them a joy.

– Randy Jones, Cy Young Award Winner

“ We are passionate about building homes for all of our homebuyers, but building homes for our veterans is truly icing on the cake. Lisa leads our sales efforts and working alongside someone so deeply and genuinely rooted in the community makes what we do that much more rewarding.

– Rudy Medina, Next Space Development
Founder of Next Space Development



Results Matter

Harcourts Prime Properties

\$739 MILLION +

Our office, Harcourts Prime Properties, settled over \$739,979,036 in residential real estate last year!

Sales numbers calculated for the year 2020.

My Family & Clients Are My Motivation.

Clients and community are the greatest blessings in my life, as they afford me the opportunity to provide and spend time with my most cherished family. It is my clients and family that inspire me to live with purpose and make a difference along the way.

When it comes to managing my real estate business, everything begins and ends with relationships. I am so much more than a talented salesperson, I am where I am today because I take my role as a trusted advisor and real estate professional very seriously.

Many of my clients are the most talented and gifted in their respective professions, They are smart enough to

understand the value and difference in working with my team. They trust that we are here to keep it 100% real. They understand that we are not reliant or motivated by commissions or compensation. We are aligned and inspired to work in partnership alongside our clients, to us it is all about strengthening our families, businesses and having an impact within our immediate communities.

Lisa resides with her family and rambunctious rescue terrier along the North county coastline. You can find Lisa and her "lucky hat" exploring and hiking on the rare occasion she is not working.



My Community Is My Legacy.

Lisa has a passion for supporting her community in a number of ways, however she is most active and passionate about her work within the veteran and underserved communities.

She prides herself on her service as a mentor to veterans and has successfully mentored "Veteranpreneurs" to success through The Jonas Project. She has also served as a high level pro-bono consultant to a handful of landmark organizations such as the USO San Diego Board of Directors, STAR/PAL, Athletes for Education and others.

Her latest passion project is a pay-it-forward organization established by a dear friend after the loss of their close

friend who was the founder of the organization known as Athletes for Education. The project is called Live 4 Legacy and inspires community business leaders, dignitaries, professional athletes, celebrities, and local students to spread joy and kindness throughout community. There are several projects and opportunities to make a difference serving throughout the San Diego community and Lisa welcomes the opportunity to share more with you!

One of Lisa's greatest accomplishments was serving as former Chair of STAR/PAL. STAR/PAL empowers underserved youth to build a safer and more prosperous community by engaging with law enforcement and collaborative partners.



Our Team Is Here For You.

At Harcourts, we believe in people first, doing the right thing, being courageous and above all, enjoying what we do. We're here to help every step of the way.



Our Office Administrator

Ashley Correa

Ashley is the Corporate Liaison for all agents and staff. Ashley manages the corporate office by working closely with our support team to assure a positive and productive environment. In addition, she provides assistance to the transaction coordinators, meets with all new agents to introduce all the benefits and tools Harcourts Prime Properties has to offer while continually aiding their real estate needs.

Our Director of Auctions

Jason Scott

As an experienced auctioneer, Jason possesses a broad range of auctioneering and sales experience with knowledge well beyond his years. Honed through years as a high-performing sales agent and experience as office Broker/Owner, Jason's unwavering determination qualifies him as an exceptional negotiator and someone you want on your team. Well-known for his calm demeanor and his frequent and effective communication at every stage, Jason has a genuine desire to provide a rewarding and stress-free experience throughout the Auction process.



Our Marketing Director

Andrew Brewer

Andrew oversees the production and distribution of digital and print marketing collateral for your listing, from brochures and postcards to email campaigns and social media. His expertise ensures that your property is professionally advertised to a wide audience, and in the way that it properly deserves.



Our IT Specialist

Steven Stawski

With his technical expertise, Steven implements, monitors, and maintains all of my network and technology systems and devices. By keeping us up to date with the latest in tech, we are able to provide the best quality of service and communication to our clients.

Your Southern California Real Estate Team.

Opening Doors of Opportunity

Our knowledge benefits our clients

Collectively, our agents have many years of real estate experience and have successfully closed hundreds of transactions. The uniqueness of our agents uniting and working together simply gives our clients a better experience, and has set a peerless standard of practice not often seen in the real estate industry. In the spirit of reciprocity, our agents love to share their knowledge, skills and talents with each other, all with the paramount goal of providing a high level of professional service. We take pride in the way we handle a transaction from start to finish, including our skilled and service oriented staff, who are attentive to the details and treat clients with exceptional care.

Relocation: connected locally and beyond

Years of combined work in real estate has connected us to professional agents all over the world and allows us to assist clients in buying or selling a home anywhere in the United States, or across the globe. Our established international relocation network ensures that clients can find or sell a home anywhere and still experience the same standard of care that we would give locally. It is through our relocation services that each referred agent is hand selected and pre-screened to ensure the best match to fit the needs of each client.

Resourceful and reliable

Buying or selling a home usually involves a crew of different people, from plumbers, painters and roofers to fence menders, house cleaners and pet sitters. Whatever the need is, we have a full list of trusted service providers that we can refer so the buying or selling process goes that much smoother. This golden list of dependable providers continuously improves as Harcourts Prime Properties agents discover new and extraordinary businesses, all to make your transition as seamless as possible.



Results
Worldwide.

\$30 BILLION +

Harcourts International settled over \$30,000,000,000
worth of property last year.

Sales numbers calculated for the Fiscal year of 2018.

Our Global Advantage.

Harcourts locations around the world.



Australia

Canada

China

Fiji

Hong Kong

Indonesia

New Zealand

South Africa

United Arab Emirates

USA

We have more than 900 offices in 10 countries. We have over 6,800 sales consultants and 10,000 team members working together as one team with one focus – to create and deliver a superb client experience.

Harcourts

Why Harcourts?

International Network

Harcourts is one of the fastest growing real estate companies internationally, with over 900 Harcourts offices worldwide marketing your property.

Comprehensive Marketing

Designed around the individual needs of each property and community, we strive to deliver the best possible results. Through print, digital, internet, and professional networking, we highlight the value of your property to the widest audience possible.

Professional Support Teams

Our dedicated Administration and Marketing team ensures a smooth process from the moment you list your property with us. Our team members focus on every facet of the process so that your Sales Representative can concentrate on selling your property while they take care of all other necessary tasks.

Exclusive Sales Platform

Harcourts Auctions is a division entirely unique to Harcourts USA, delivering a level of service, support, and training that is not offered by any other real estate franchise in the United States.

With Harcourts Auctions, we are able to offer the most dynamic and diverse opportunities for sellers to receive a premium sale price in the shortest possible time, while also providing buyers with the exciting opportunity to purchase in a completely transparent and genuine public forum.

Extensive Syndication

Through internal and external networks and worldwide services, we are able to syndicate your property across over 75 websites - advertising to both national and international audiences.

Big and Bold Harcourts For Sale Signs

At Harcourts Prime Properties, we understand how important it is for your property to stand out from the rest. Our signs are designed to be bold to attract the buyer's eye to your property.

Our Values

The Harcourts values are: People First, Doing the Right Thing, Being Courageous, and Fun and Laughter. These values are a strong focus of our team's everyday lifestyle.

The Harcourts Network.

A Future Without Limits

Harcourts is a highly successful, multi-national real estate company which has been providing industry-leading services since 1888. We have the global, national, and local connections for buying and selling real estate. That's the combined resources of over 10,000 team members within our 900 offices across 10 countries. In addition to this, we have the backing of advanced technology systems, comprehensive training, and world-class marketing. These foundations have shaped the quality, culture and future of the Harcourts brand and its people.

The Harcourts Foundation

As part of the Harcourts group of brands, we not only aim to provide the highest level of service to our clients, we also strive to be caring members of the communities where we live, work and play. This is an important part of what it means to be Harcourts. The Harcourts Foundation formalizes this spirit of giving by providing support that helps, grows, and enriches the local communities in which we operate.

Our Brands

The Harcourts network specializes in residential, luxury, commercial, rural, and lifestyle real estate, as well as urban projects and property management. We also boast an impressive range of Harcourts-branded services in order to facilitate these core business areas.

Harcourts Offices

Australia, Canada, China, Dubai, Fiji, Hong Kong, Indonesia, New Zealand, South Africa, and the USA.

Harcourts



Harcourts
Foundation



Integrated Marketing

Online, Print Publication, and Collateral Services.

The more exposure your home receives, the more opportunity you will have to achieve your financial goals. Harcourts Prime Properties' in-house, full-service Marketing team goes into action when we list a property and ensures that all online and offline essentials are handled effectively and efficiently.

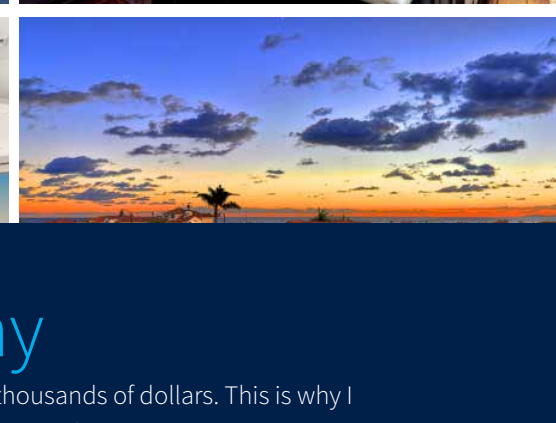
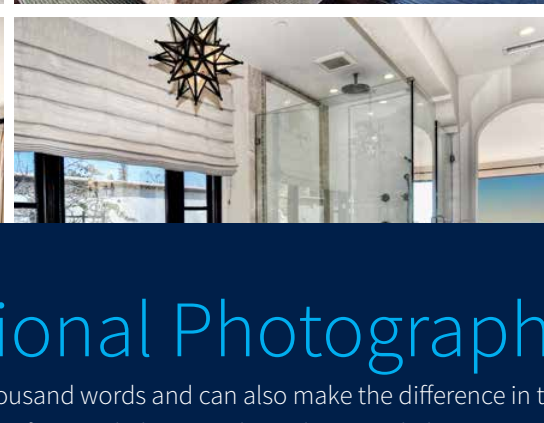
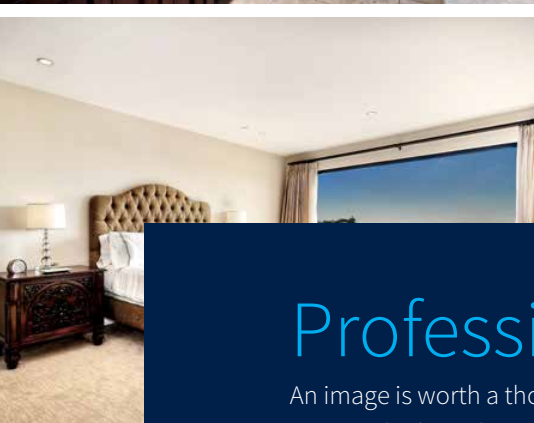
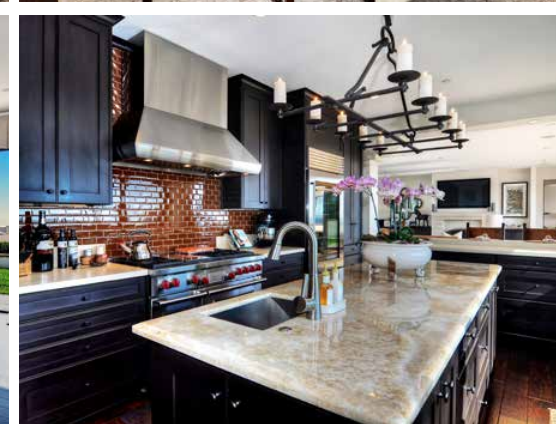
With our finger on the pulse of the market, we utilize an integrated marketing approach which couples traditional advertising and visibility campaigns with extensive internet and social media outreach, leading to an immediate impact on the visibility of your home.

The Harcourts Prime Properties team consists of a Marketing Director, Marketing Assistants, Graphic Designers, an Advertising Coordinator, and IT Support Specialist. This team is further supported by a broad global network of Harcourts International resources.

A Selection of our Marketing Services

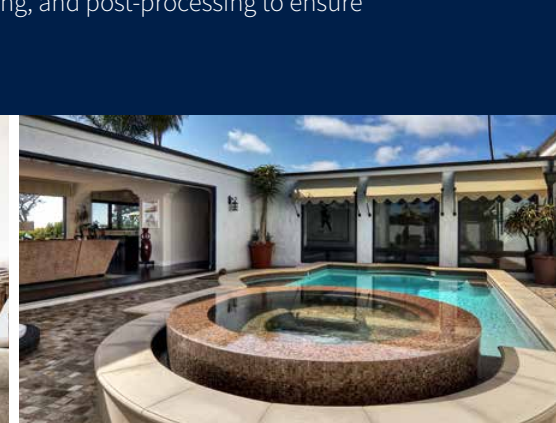
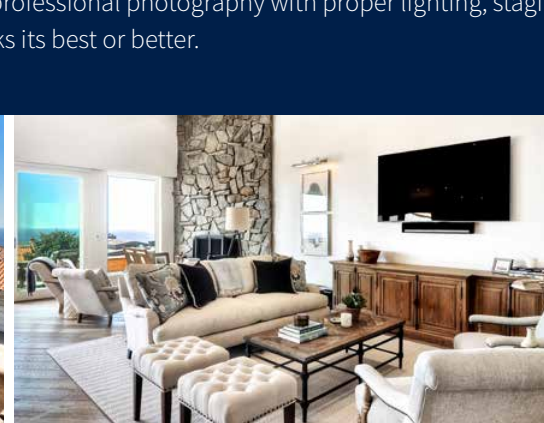
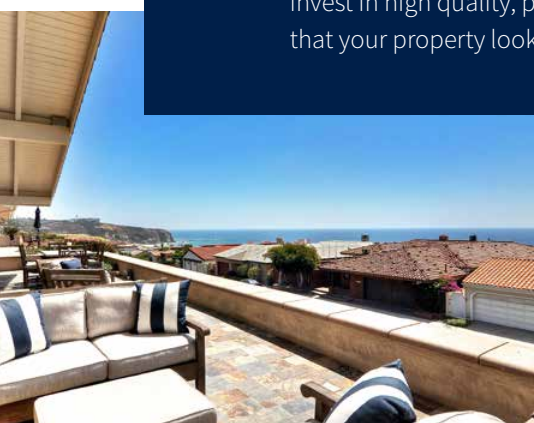
- ✓ Multiple Listing Service
- ✓ Email Marketing
- ✓ Open Houses
- ✓ Worldwide Property Syndication
- ✓ Traditional Media Advertising
- ✓ Broker Network Caravan
- ✓ Enhanced Property Listings
- ✓ Professional Photography & Video
- ✓ Relocation Connections
- ✓ Exclusive Property Websites
- ✓ Property Brochures & Flyers
- ✓ Referral Network
- ✓ Social Media Campaigns
- ✓ Direct Mail & Event Marketing





Professional Photography

An image is worth a thousand words and can also make the difference in thousands of dollars. This is why I invest in high quality, professional photography with proper lighting, staging, and post-processing to ensure that your property looks its best or better.



Listing Syndication

Presenting your property to a wider audience.

In addition to adding your property to the MLS and publishing it within our own network, we use a series of additional publishing networks to syndicate your property across the web and across the world. Below is a small sample of the many networks and affiliates we use to syndicate our listings for greater exposure.

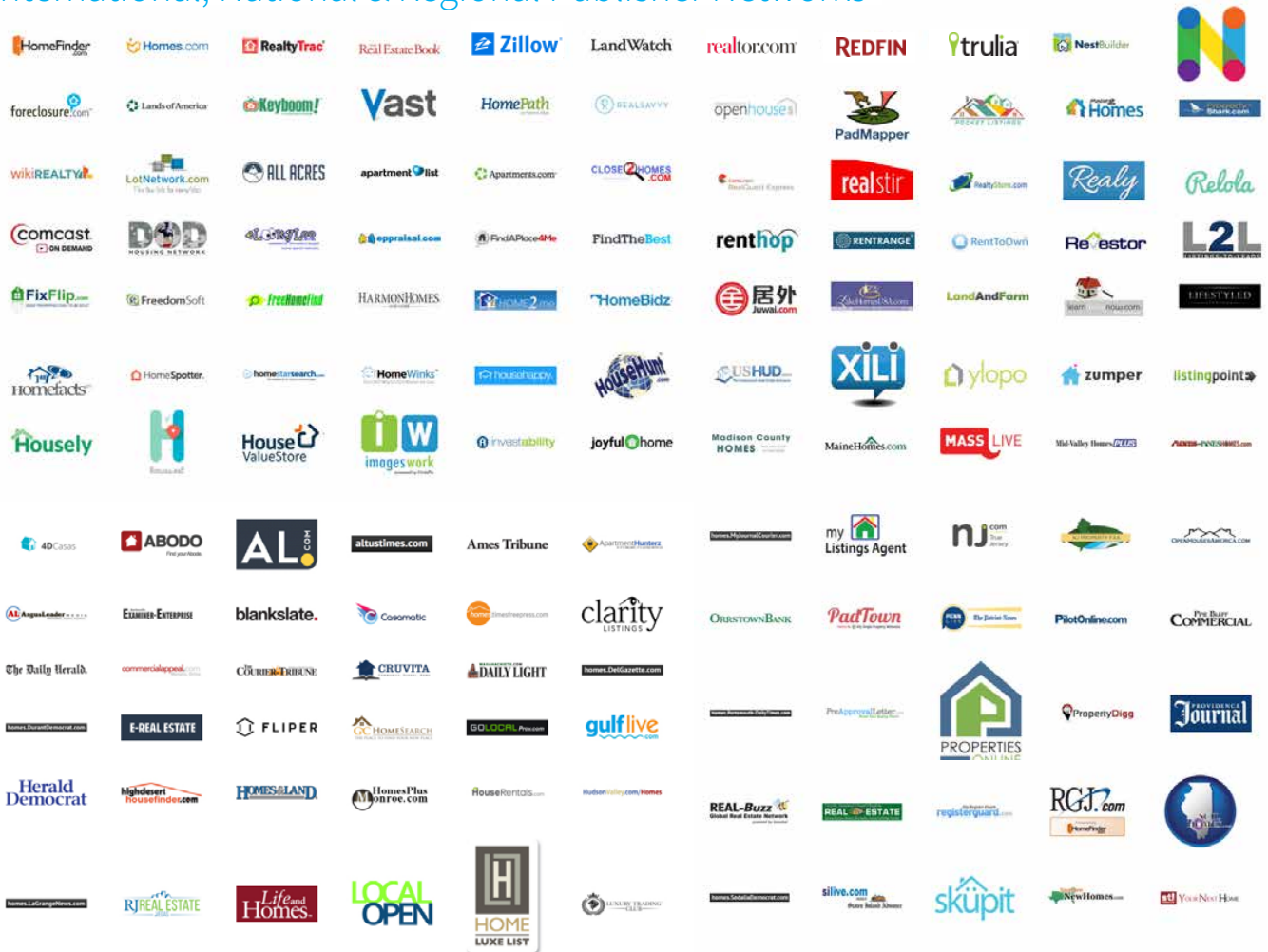
The Harcourts Network



The Real Estate Network



International, National & Regional Publisher Networks



Syndication may include but is not limited to the networks and publishers shown. Parts of this list provided by our listing partners ListHub and Point2Network. All product names, logos, and brands are property of their respective owners and are for identification purposes only. Use of these names, logos, and brands does not imply endorsement.

Harcourts Auctions

An exclusive marketing platform that redefines real estate.

AUCTION OVERVIEW



1,582

TOTAL PROPERTIES LISTED

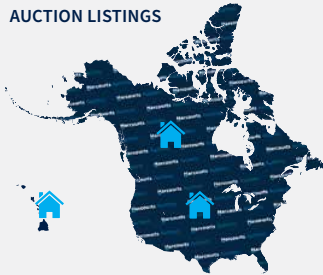


1,484

PROPERTIES SOLD

MARKET EXPOSURE

AUCTION LISTINGS



AVERAGE DAYS ON THE MARKET **27** DAYS

3 STAGES AUCTION PROCESS

PROPERTIES SOLD BEFORE AUCTION

PROPERTIES SOLD ON AUCTION DAY

PROPERTIES SOLD AFTER AUCTION

37.2%

47.5%

9.1%

TOTAL CLEARANCE

93.8%

TYPES OF PROPERTY

EXPIRED TRADITIONAL LISTINGS
CONVERTED TO AUCTION

44%

NEW TO MARKET LISTINGS
LISTED AS AUCTION

56%

91%

PRIMARY
RESIDENCE



VS



9%

INVESTMENT
PROPERTY

0%

DISTRESSED, FORECLOSURE, REO,
BANK OWNED PROPERTY

AUCTION ACTIVITY



X81

AVERAGE NUMBER OF
SHOWINGS THROUGH AN
AUCTION PROPERTY

98%

PROPERTIES WHICH
RECEIVE OFFERS
BEFORE AUCTION DAY



APPROXIMATELY

+51%

MORE SHOWINGS THAN
TRADITIONAL LISTING

49%

BUYERS
AGENT
INQUIRY

PUBLIC
INQUIRY

51%



AUCTION PERCEPTION



90%

PEOPLE WHO WOULD RESEARCH
AN AUCTION PROPERTY BEFORE
A TRADITIONAL LISTING

REASONS QUOTED:

- PERCEPTION OF GETTING A DEAL
- DEADLINE FOR SALE DATE
- HEARD ABOUT THE HARCOURTS AUCTION PROCESS

NUMBERS

36.1%

INCREASE

BIDDING TO START FROM PRICE
VERSUS FINAL SALE PRICE

Harcourts Auctions is a division entirely unique to Harcourts USA, delivering a level of service, support and training that is unable to be offered by any other real estate franchise in the United States.

Harcourts Auctions is able to offer the most dynamic and diverse opportunities for sellers to receive a premium sale price in the shortest possible time, while also providing buyers with the exciting opportunity to purchase in a completely transparent and genuine public forum.

Ben Brady, the Auction Manager and Lead Auctioneer, is responsible for calling, negotiating and selling more than \$4 billion dollars worth of property using the auction process over the last 5 years.

Harcourts
Auctions

Case Study

51 Ritz Cove



The Auction Advantage

- ✓ Seller reserve was 12.1MM FIRM
- ✓ We presented the seller with an offer at 11.885MM all cash, no contingencies
- ✓ Seller decided not to sell
- ✓ Property appraised for 10.8MM less than 6 months later



Case Study

1622 Viewmont Drive



The Auction Advantage

- ✓ Previously on the market for over 500 days, with 3 of the top real estate brokerages in Los Angeles
- ✓ Highest offer received before signing with Harcourts was in the mid-16MM
- ✓ In less than 2 weeks we received 8 offers on the property
- ✓ The highest offer received was negotiated just after the auction for 19.75MM
- ✓ Sale is subject to court approval, of which the final hearing will be held on Jan 7th



Case Study

255 Brentwood Drive



The Auction Advantage

- ✓ Previously on the market with 3 brokers
- ✓ Highest offer received before we took it on was 5.8MM
- ✓ We brought the seller 4 offers in the first 30 days and sold the property just after auction for \$6,435,000



Case Study

5 & 6 Rockledge Road



The Auction Advantage

- ✓ Previously listed with 2 brokers
- ✓ We brought the seller 9 offers in the first 3 months.
- ✓ Sold the property for \$8.3MM, \$2.3MM above the starting bid price



WHY SELL AT AUCTION?

8 Benefits to Selling at Auction

Ensuring the Highest Value

At Harcourts Auctions, we are dedicated to ensuring you achieve the highest value possible. Our auction process means potential buyers don't have a list price; all they know is your beautiful property is for sale and will be sold on a particular date.

Value Over Price

Auctions shift the buyers' focus from price to value. Without knowing the price, potential buyers can focus on what the property itself has to offer. We don't get paid until we sell your property, and we don't sell your property until we reach a figure you like.

Your Timeline, Our Process

The auction process allows you to set your own date and a timeline. No waiting around, guessing when your property will sell-or not sell.

You Call the Shots

We conduct auctions with a reserve price. We don't believe in underselling, and we believe the sale of your property is your decision. We allow you to accept any offer prior to auction day and let you set a reserve price. In other words, you choose the minimum price. If bidding doesn't reach your minimum, you're under no obligation to sell.

Paperwork Completed Prior to Auction

An auction sale is always a clean, simple, and non-contingent contract. The buyer must complete all due diligence before auction day. When auction day comes, you know who is bidding and for how much.

Always in the Loop

When selling your property via traditional means, you are often removed from negotiation and kept in the dark about offers. At auction, you can see everyone interested; they are standing in your front yard. No secrets. No surprises. No stress.

Learn What Buyers Will Pay

Sometimes auctions don't result in a sale before auction or on auction day. This doesn't mean your property or the process has failed. Instead, it means you know exactly how much buyers are willing to pay. Your property's reputation remains intact because you haven't advertised your list price. It's a win-win situation. We don't stop working until your property is sold. We're with you every step of the way.

Have Confidence

By taking a property to auction, the seller is putting a date on the sale of the property; therefore, buyers can have complete confidence knowing the seller is committed.

Market Value Strategies

Statistics have shown...

Timing is extremely important in the real estate market. The diagram below illustrates the importance of placing your property on the market at a competitive price from the very beginning.

- There is a 95% chance of sale if a home is priced at market value.
- There is a 50% chance of sale if the home is priced at 5% over market value.
- There is a 30% chance of sale if the home is priced at 10% over market value.
- There is a 20% chance of sale if the home is priced at 15% over market value.
- The seller can only set the asking price. The buyers will set the sale price.

THE POWER OF THE PYRAMID

If the asking price is...

The property appeals to...

15%

Over Market Value

20%

Of Buyers

10%

Over Market Value

30%

Of Buyers

5%

Over Market Value

50%

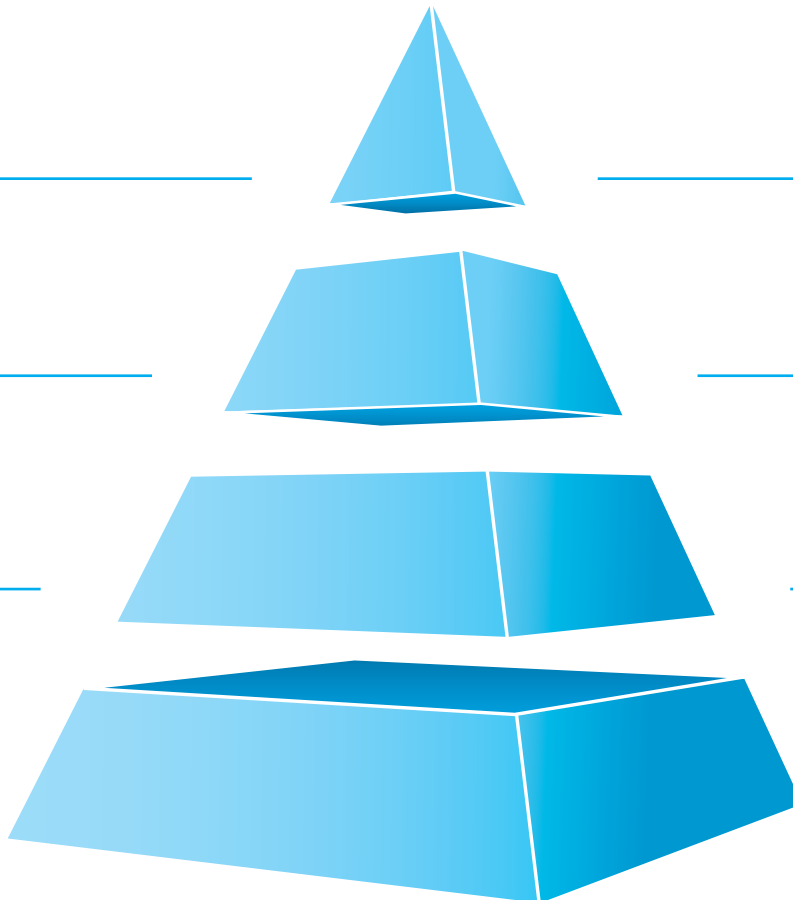
Of Buyers

Equal to

Fair Market Value

95%

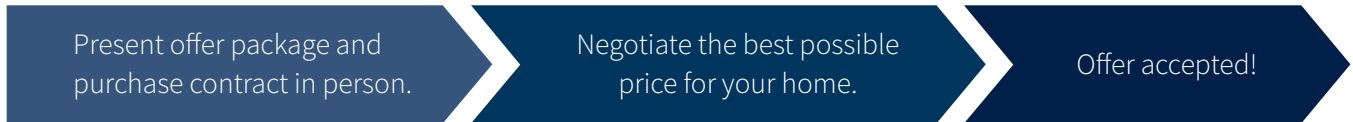
Of Buyers



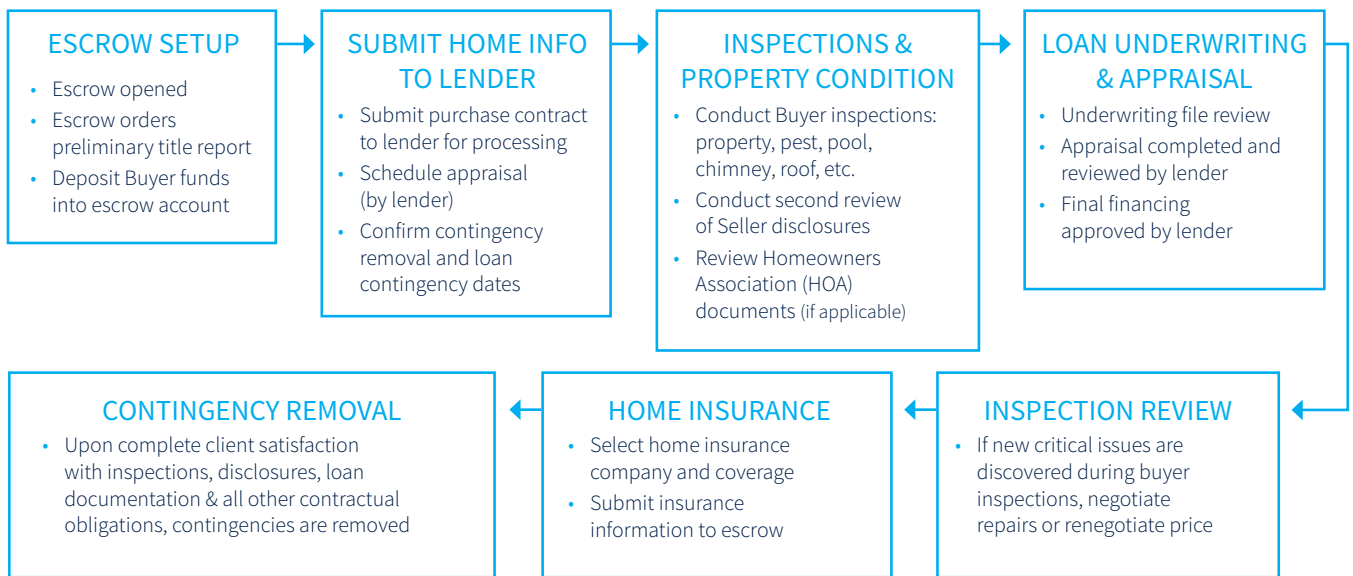
Sales Timeline

It is essential to understand that selling a home is a step-by-step process that should begin with the selection of an agent who will skillfully guide you through the entire process. Below is a sample of the typical buyer/seller transaction and what to expect.

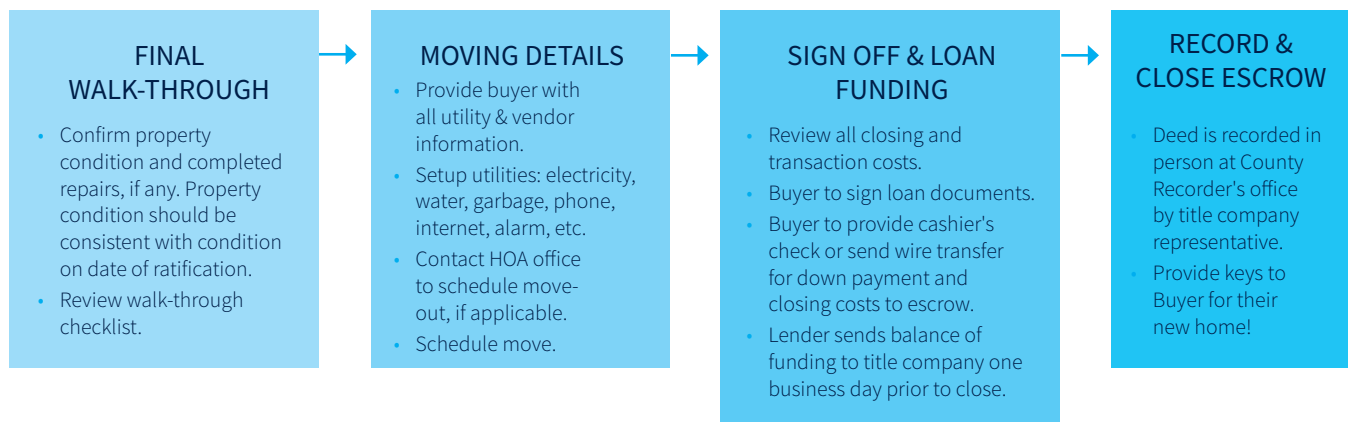
1. Getting Started



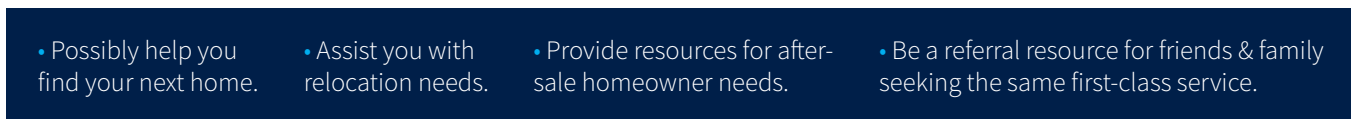
2. Due Diligence



3. Closing



4. AFTER SALE SERVICE



Timeline Of An **Escrow**

● DAY 1: ACCEPTANCE DAY / OPEN ESCROW

- Open Escrow
- Open Title
- Send Wire Instructions
- Initial Contact with Agents, Lender, Buyers and Seller

DAY 1-3

- Input file
- Order HOA documents
- Send Lender fees for loan disclosure

DAY 3

- Buyers Deposit Due
- Send Escrow Packages to Buyers, Sellers, Agents and Lender

● DAY 8-14

- Receive and send Buyer HOA documents
- Order Payoffs
- Order Buyers Insurance
- Send Lender any information requested including: Buyers Insurance, Buyers Vesting, Title report supplements, etc.

● DAY 8

- Escrow Packages (due five days after Buyer/Seller received them)



DAY 20-25

- Balance with Lender for CD to go out*
- Audit file for any outstanding documents and coordinate with Transaction Coordinators to make sure their files are complete

*CD must go out to Buyer and be acknowledged by Buyer at least 3 days before Buyer can sign loan documents.

DAY 29 & 30

- Receive and package loan documents for funding
- Provide lender with any outstanding documents
- Fund loan and schedule recording**
- Send notice to Agents once recording has been confirmed

**Note: In Los Angeles county funding MUST take place the day before closing and recording must be scheduled the day before actual recording will take place.

DAY 31

- Payoff Sellers liens on the property
- Receive wire from title for remaining funds
- Do final balance of file for accurate fee actuals
- Disburse funds for Sellers proceeds, commissions, vendor payments, title and escrow fees, refunds on Buyer overages, etc.

The information contained herein has been supplied to us and we have no reason to doubt its accuracy, however, we cannot guarantee it. Accordingly, all interested parties should make their own inquiries to verify this information. If your home is already listed, this is not meant as a solicitation

Closing Costs: Who Pays What?

Closing costs are the various fees charged by the lender, the title company, real estate agents, and other service providers in order to complete a real estate transaction and are paid through escrow. Which party pays for specific closing costs can be negotiable between the Buyer and Seller.

The Buyer Customarily Pays:

- Lender title insurance premiums
- Escrow fee - one half
- Document preparation (if applicable)
- Notary fees
- Recording charges for all documents in Buyers' names
- Tax proration (from date of acquisition)
- All new loan charges (except those required by lender for seller to pay)
- Appraisal fee
- Interest on new loan from date of funding to 30 days prior to first payment date
- Prorated HOA dues (if applicable)
- HOA document and transfer fees (if specified in contract)
- Inspection fees (roof, pool, property, pest, geological, etc.)
- Home warranty (if specified in contract)
- Fire insurance premium for first year

The Seller Customarily Pays:

- Real estate commission
- Escrow fee - one half
- Owners' title insurance premium
- Document preparation for deed
- County documentary transfer tax
- Payoff of all loans against property
- Interest accrued on loans being paid off, reconveyance fees, and repayment penalties
- Home warranty (if specified in contract)
- Any judgement or tax liens against Seller
- Property tax proration
- Prorated HOA dues (if applicable)
- HOA document and transfer fees (if specified in contract)
- Delinquent taxes, bonds or assessments
- Notary and recording fees
- Third-Party Natural Hazard Disclosure Statement and California Tax Disclosure Report
- Pre-sale inspection fees
- Negotiated credits to buyer (if any)
- Negotiated repairs (if any)

Getting The Home Ready.

A house that "sparkles" on the surface will sell faster than its shabby neighbor, even though both are structurally well-maintained.

From experience, REALTORS® also know that a "well-polished" house appeals to more buyers and will sell faster and for a higher price. Buyers also feel more comfortable purchasing a well-cared for home because if what they can see is maintained, what they can't see has probably also been maintained. In readying your house for sale, consider

- ☒ How much should you spend
- ☒ Exterior and curb appeal
- ☒ Preparing the interior

How much should you spend?

In preparing your home for the market, spend as little money as possible. Buyers will be impressed by a brand new roof, but they aren't likely to give you enough extra money to pay for it. There is a big difference between making minor and inexpensive "polishes" and "touch-ups" to your house, such as putting new knobs on cabinets and a fresh coat of neutral paint in the living room, and doing extensive and costly renovations, like installing a new kitchen. Your REALTOR®, who is familiar with buyers' expectations in your neighborhood, can advise you specifically on what improvements need to be made. Don't hesitate to ask for advice.

Maximizing exterior and curb appeal

Before putting your house on the market, take as much time as necessary (and as little money as possible) to maximize its exterior and curb appeal. Tips to enhance your home's exterior and curb appeal include:

- ☐ Keep the lawn edged, cut and watered regularly.
- ☐ Clean and align gutters.
- ☐ Trim hedges, weed lawns and flowerbeds, and prune trees regularly.
- ☐ Inspect and clean the chimney.
- ☐ Check the foundation, steps, walkways, walls and patios for cracks and crumbling.
- ☐ Repair and replace loose or damaged roof shingles.
- ☐ Repair and repaint loose siding and caulking.
- ☐ Inspect doors and windows for peeling paint.
- ☐ Re-seal an asphalt driveway.

Maximizing exterior and curb appeal (cont.)

- ☐ Keep your garage door closed.
- ☐ Store RVs or old and beaten up cars elsewhere while the house is on the market.
- ☐ Apply a fresh coat of paint to the front door.
- ☐ During spring and summer months, consider adding a few showy annuals, perhaps in pots, near your front entrance.

Maximizing interior appeal

Tips to enhance your home's interior include:

- ☐ Give every room in the house a thorough cleaning, including the fireplace and any attic or basement, and remove all clutter. This alone will make your house appear bigger and brighter. Some homeowners with crowded rooms have actually rented storage garages and moved half their furniture out, creating a sleeker, more spacious look.
- ☐ Replace all burned out lightbulbs throughout the house.
- ☐ Hire a professional cleaning service once every few weeks while the house is on the market. This may be a good investment for owners who are busy elsewhere.
- ☐ Remove the less frequently used, (even daily used) items from kitchen counters, closets, and attics, making these areas much more inviting. Since you're anticipating a move anyhow, holding a garage sale at this point is a great idea.
- ☐ If necessary, repaint dingy, soiled or strongly colored walls with a neutral shade of paint, such as off-white or beige. The same neutral scheme can be applied to carpets and linoleum.
- ☐ Check for cracks, leaks and signs of dampness in the attic and basement.
- ☐ Repair cracks, holes or damage to plaster, wallboard, wallpaper, paint, and tiles.
- ☐ Replace broken or cracked windowpanes, moldings, and other woodwork. Inspect and repair the plumbing, heating, cooling, and alarm systems.
- ☐ Repair dripping faucets and showerheads. Buy showy new towels for the bathroom to be brought out only when prospective buyers are on the way.
- ☐ Spruce up a kitchen in need of more major remodeling by investing in new cabinet knobs, new curtains, or a coat of neutral paint.

Tips For Making Your Home More Saleable.

Before you put your home on the market, there are some things you can do to differentiate your house from its competitors.

When preparing to put your home up for sale, your first concern is the home's exterior. If the outside, or "curb appeal" looks good, people will more than likely want to see what's on the inside. Keep the lawn and landscape nicely manicured. Trim the bushes and, season permitting, plant some flowers. Be sure your front door area has a "Welcome" feeling. A fresh coat of paint on the front door looks great.

Of all the rooms inside your home, pay special attention to the kitchen and bathrooms. They should look as modern, bright and fresh as possible. It is essential for them to be clean and odor free. A fresh coat of paint just may do the trick. Have any leaky faucets taken care of. A call to a plumber is a wise investment.

Since you want your home to look as spacious as possible, remove any excess or very large furniture. Make sure that table tops, dressers and closets are free of clutter. Don't use your garage, attic, or basement to store these extra things. These areas also need to have the impression of space. Instead, put them into storage. Make sure walls and doors are free of smudges and look for anything that might indicate a maintenance problem, such as cracked windows, holes in the wall or stained ceilings.

Finally, if your basement shows any signs of dampness or leakage, seal the walls.

Quick tips for showings

- | | |
|---|---|
| <input type="checkbox"/> Keep counter tops cleared | <input type="checkbox"/> No laundry in the washer/dryer |
| <input type="checkbox"/> Replace all burned out lightbulbs | <input type="checkbox"/> Clean or replace dirty or worn carpets |
| <input type="checkbox"/> Open all drapes and window blinds | <input type="checkbox"/> Put on soft music |
| <input type="checkbox"/> Put pets in cages or take them to a neighbor | <input type="checkbox"/> Burn wood in the fireplace on cold days,
otherwise, the fireplace should be clean |
| <input type="checkbox"/> No dirty dishes in the sink | |

Always look at your home from the Buyer's point of view. Be objective and be honest.

Setting The Stage Sells Your Home.

The age-old observation that “you never get a second chance to make a first impression” certainly applies when it comes to attracting buyers to a for-sale home.

1. Focus on curb appeal.

The outside of your house can be the source of a very good first impression. Keep the grass well-watered and mowed. Have your trees trimmed. Cut back overgrowth. Plant some blooming flowers. Store toys, bicycles, roller-skates, gardening equipment and the like out of sight. Have at least the front of your house and the trim painted, if necessary. Sweep the porch and the front walkway. After dark, turn on your front porch light and any other exterior lighting.

2. Clear out the clutter.

Real estate agents say buyers won't purchase a home they can't see. If your home has too much furniture, overflowing closets, crowded kitchen and bathroom countertops or lots of family photos or collectibles on display, potential buyers won't be able to see your home. Get rid of anything you don't need or use. Fill up your garage or rent some off-site storage space if that's what it takes to clear out your home.

3. Use your nose.

Many people are oblivious to scents, but others are extremely sensitive to odors. To eliminate bad smells, bathe your pets, freshen the cat litter box frequently, shampoo your carpets, dry clean your drapes, and empty trash cans, recycling bins and ash trays. Place open boxes of baking soda in smell-prone areas, and refrain from cooking fish or strong-smelling foods. Introduce pleasing smells by placing flowers or potpourri in your home and using air fresheners. Baking a fresh or frozen pie or some other fragrant treat is another common tactic.

4. Make all necessary repairs.

Buyers expect everything in their new home to operate safely and properly. Picky buyers definitely will notice-and likely magnify minor maintenance problems you've ignored for months or even years. Leaky faucets, burned-out light bulbs, painted-shut or broken windows, inoperable appliances and the like should be fixed before you put your home on the market. These repairs may seem small, but left undone can lead buyers to question whether you've taken good care of your home.

5. Introduce lifestyle accessories and make your home as comfortable and attractive as possible.

Set the dining room table with your best dishes. Put out your only-for-company towels. Make up the spare bed. Hang some fresh curtains. Put some logs in the fireplace. Use your imagination.

6. Get a buyer's-eye view.

Walk up to your home and pretend you've never seen it before. What do you notice? How do you feel about what you see? Does the home seem inviting? Well-maintained? Would you want to buy this home? Your answer should be an enthusiastic yes!

Staging

Putting your home's best face forward.

According to the *National Association of Realtors*, staged homes sell 80% quicker and for up to 11% more money than non-staged properties. Staging also shortens the length of time a property is on the market. At Harcourts Prime Properties, we believe buyers tend to gravitate towards a home based on curb appeal and the first impression. That's why we'll work closely with you to ensure that your home is prepped and ready for sale before potential buyers see it. From creating an appealing walkway, to the removal of furniture to make a room appear larger, our agents will help transform your home into a viable product, giving you the best advantage for a quick sale at your asking price.

Staging's Impact on sales price

According to the *National Association of Realtors*, almost half of agents - 46% - said buyers who see a house online are more likely to visit if it is staged. 28% of agents said buyers are more likely to overlook a staged property's faults.

Return on investment

While the average cost of staging a property was \$3,305, the return on investment yielded \$16.45 for every dollar spent on staging.

Offers received by homeowners

Professionally staged homes received an average of 4.7 offers, while unstaged properties received an average of only 3.7 offers, or over 20% less.

Days on the market

Staging also shortens the length of time a property remains on the market. In a recent sample, unstaged homes stayed on the market 26% longer than professionally-staged homes.

Presentation

We believe you never get a second chance to make a first impression. Before buyers enter a home they may potentially make an offer on, the agent will work with you to ensure that all has been done to present your home in the best possible way to appeal to potential buyers.

Recommendations and preferred vendors available upon request.

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Thank You.

I wish to thank you for taking the time to learn more about me and my incredible team. We are most grateful for the opportunity to earn your business and represent your immediate real estate needs.

As you can see, we take our passion and commitment very seriously and I wish to reassure you that we will work diligently to achieve the results you desire and deserve.

Please feel free to visit our website at www.YourSoCalRETeam.com to learn more about our commitment to serve you. Should you have any further questions, please do not hesitate to contact me directly at **619-739-0295**.

Cheers,

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Realtor®

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