

# **Irvine Ranch Realty**

## **Your 1% Listing Advantage Broker**

# **Marketing Plan**

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**Our Complete Guide to Sell Your Home Quickly at the  
Highest Price Possible**

## 1% LISTING PROGRAM

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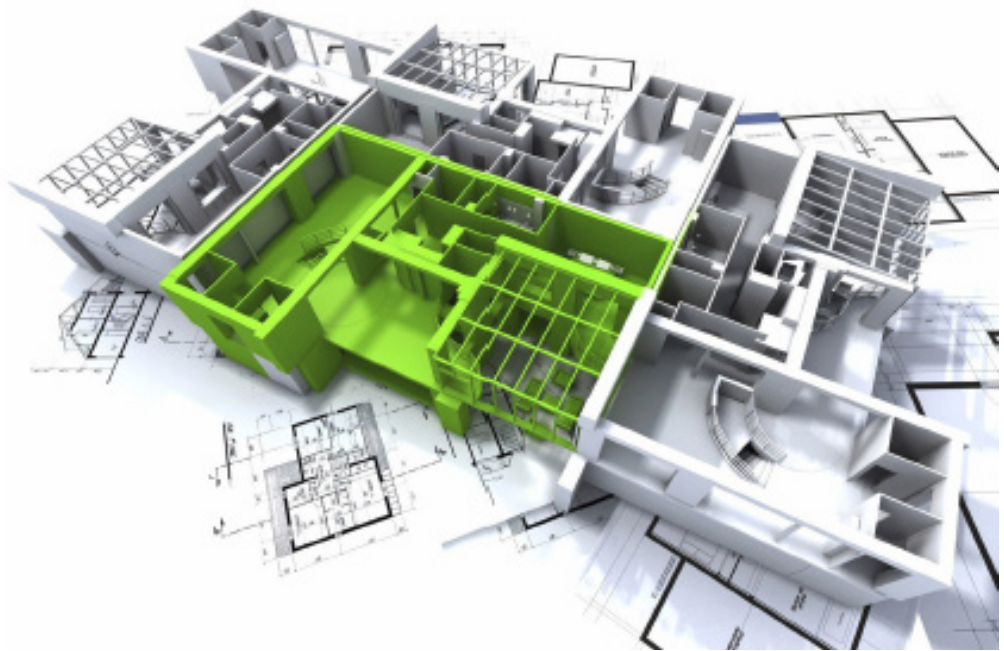
**IRVINE RANCH REALTY** is dedicated to providing an easy affordable solution to home sellers. With over 20 years of experience selling real estate and utilizing the latest technology, we deliver homeowners professional and efficient service throughout the entire home selling process. **IRVINE RANCH REALTY** services equal or excel those of traditional high sales commission brokerage companies providing full service to our clients for only a fraction of the cost.

**IRVINE RANCH REALTY** understands how the Internet and technology have changed the way homes are marketed and sold and we have developed our 1% Listing Program to make ensure that home sellers will receive full service for a lower, fairer commission. From our initial consultation to the successful closing of the sale our focus is on achieving the fastest, highest sale of your home—guaranteed! **IRVINE RANCH REALTY** delivers the future of real estate today, with a full-service brokerage experience that saves our satisfied clients thousands of dollars in real estate commissions.

\*Full Service

\*1% Commission—No Upfront or Hidden Fees

\*Guaranteed—You Can Cancel Your Listing at Any Time



## LISTING YOUR HOME



We will prepare a professional and comprehensive Comparative Market Analysis (CMA) exclusively for your home and make recommendations to help you set a listing price for your home to get the highest, fastest sale possible.

- ◆ Research your property's ownership and deed type
- ◆ Research your property's public record information for lot size, dimensions, additions, assessments, and other data
- ◆ Research the neighborhood sales activity for the past 6 -18 months from the Multiple Listing and other database
- ◆ Research your property's tax public record databases
- ◆ Establish market price trends
- ◆ Research the "Average Days on Market" for properties similar to yours in price range and location
- ◆ Research comparable properties that are currently on the market

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- ◆ Research comparable properties that have sold in the recent past
  - ◆ Research sales activity on your home (if previously listed)
  - ◆ Verify Home Owner Association fees and other information, if applicable
  - ◆ Determine if a Lead-Based Paint disclosure is necessary to provide to buyers
  - ◆ If your property has renters,
    - ◆ Verify rental agreements and prepare Estoppel Certificates
    - ◆ Copy all lease agreements and verify all rents and deposits
    - ◆ Inform tenants of listing and discuss how showings will be handled
  - ◆ Inspect your property exterior and interior
  - ◆ Compile a list of suggested repairs and maintenance items
  - ◆ Evaluate and suggest any pre-staging for your home prior to showing
  - ◆ Compile a list of the best property features and benefits
  - ◆ Create a neighborhood information list (schools, shopping
  - ◆ Discuss with you a fair market value and listing price
  - ◆ Prepare an estimate of closing costs and fees
  - ◆ Determine your estimated net cash proceeds after the sale
  - ◆ Review and complete the Listing Agreement
  - ◆ Review and complete other applicable legally required seller disclosures
  - ◆ Order and review Preliminary Title Report
  - ◆ Prepare showing instructions for other Realtors

In addition we will discuss and review your time schedule as well as your moving plans and selling goals. If applicable we will make arrangements or coordinate the sale of your home with the purchase or leasing of your new home. Finally, we will address in detail any selling and moving concerns that you may have.



## OUR PLAN FOR GETTING MAXIMUM MARKETING EXPOSURE FOR YOUR HOME



Within 48 hours we will list your home on the California Regional Multiple Listing Service (CRMLS) which will give your home immediate access to over 285,000 Realtors in California and over 15,000 Realtors in Orange County alone. In addition your home will receive full exposure on over 90 national real estate websites including Zillow, Trulia, Realtor, Re/Max, Century 21, Redfin, and much more.

- ◆ Install a Supra electronic key safe lock box on your home
- ◆ Install professional For Sale yard sign

- ◆ Take professional photographs of your home
- ◆ Create professional color marketing flyers for your home
- ◆ Create a website dedicated to promoting your home including photos and property features and benefits, neighborhood information, schools, etc.
- ◆ Advertise your home including a “For Sale” sign, color marketing flyers, and advertised open houses on the web
- ◆ Promote your home to all buyers across all social media to buyers in our database
- ◆ Monitor all online marketing syndication channels, such as Zillow, Trulia, Re/Max.com, Redfin, etc.
- ◆ Show property to all interested buyers
- ◆ Review all buyer comments and feedback
- ◆ Make changes and adjustments if needed
- ◆ Contact you weekly with updates, results and feedback
- ◆ Review recent market changes and updates in the area
- ◆ Schedule an Open House if applicable
- ◆ Complete a pre-open house marketing campaign
- ◆ Set up property before Open House
- ◆ Review Open House results and feed back
- ◆ Prepare and review monthly market update
- ◆ Make recommendations based on the latest data





## SALES AND CLOSING:RELAX WE'LL HANDLE THE REST



- ◆ Prequalify all potential Buyers for your home.
- ◆ Eliminate bargain-hunters and non-qualified buyers when possible
- ◆ Receive and review all Offers to Purchase contracts submitted by buyers or buyers' agents and review them in detail with you
- ◆ Negotiate with Buyers to get the best possible price and terms for you
- ◆ Have all purchase contracts signed by all parties and deliver you all copies

- ◆ Prepare and review all contract documents and disclosure forms to comply with state and local laws including the required Natural Hazard Zone Disclosure Report and the Preliminary Title Report.
- ◆ Schedule and oversee all Buyer's home inspections.
- ◆ Review all inspection results with you and make suggestions regarding any repairs needed
- ◆ Schedule and oversee a termite inspection when required
- ◆ Coordinate property appraisal provide comparable sales data
- ◆ Review the appraisal results with you
- ◆ Coordinate escrow closing with the Buyer's lender.
- ◆ Schedule and supervise the final buyer walk-through inspection
- ◆ Review any prorations such as HOA, utilities, property tax, etc.
- ◆ Confirm closing date and coordinate with all parties
- ◆ Arrange possession and transfer of ownership – keys, remotes, security codes, pool keys, etc.
- ◆ Review and quality-check all documents prior to closing and we close the sale of your home.
- ◆ Present you with your closing documents and final check
- ◆ Respond to any follow up calls and inquires after closing
- ◆ Assist you to make your move as easy and stress -free as possible so you get to enjoy YOUR NEW HOME

At every step of the way IRVINE RANCH REALTY is available for support by phone, email and text, 7 days a week.

**93% of Buyers  
will view your  
home online!**



**Professional photos are  
standard on all my listings!  
*This is part of my services and  
cost you nothing!***





## PRICING TIPS

- ◆ What you paid for your property does not determine its current market value
- ◆ The amount you need to get out of the sale of your property does not affect its market value
- ◆ An appraisal does not necessarily determine what your property will sell for
- ◆ What another Realtor thinks your property is worth does not determine its value
- ◆ A Realtor should suggest a price range, but be aware that some deceitful agents will, at first, suggest a high sales price and then after they have the listing and the house hasn't sold, they'll ask you to lower the price
- ◆ The price of your property is determined by what a qualified buyer will pay for it and we will together determine the best price based upon current competition and recent closed sales in the area.