

W
CHRIS WILLIAMS
BUY WITH CONFIDENCE, SELL WITH SUCCESS

REAL ESTATE GUIDE

WHAT YOU NEED TO KNOW **BEFORE** BUYING OR SELLING YOUR HOME



COLDWELL BANKER RESIDENTIAL BROKERAGE

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MEET CHRIS

The concept of “**home**” means different things to different people. For some, home is where you hang your hat. For others, home is where the heart is. Some people think of their home as a place where memories are built, memories of family, friends and life events. Still others just think of home as somewhere to live, a structure that offers a sense of security and place in the world. Chris Williams would like to show you that, no matter what your definition of home is, he is uniquely qualified to help you find the right home to fit your definition of what it means to be a home-owner.

His devotion to making his clients feel as if they have found, even if for just a few hours or a few days, a sense of home, allow him to understand what it means to you to find your new home, where you will spend the next chapter of your life. With his eye for interior design, coupled with his commitment to helping you find your new place to hang your hat or start your new family or enjoy your retirement, Chris has the experience, sensibilities and work ethic to bring your plans and desires to life.

By taking advantage of Chris's skills, attention to satisfaction and experience, you are poised to find the home that you are looking for while avoiding the disappointment of being treated like just another client. Buying a home can be a stressful experience in the best of circumstances. The first step to starting your path to home ownership one that is safe and sure-footed is choosing the right person to help guide you.

Chris Williams, REALTOR®
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VISIT ME AT...
WWW.ITSOLD805.COM



Mammoth Mountain



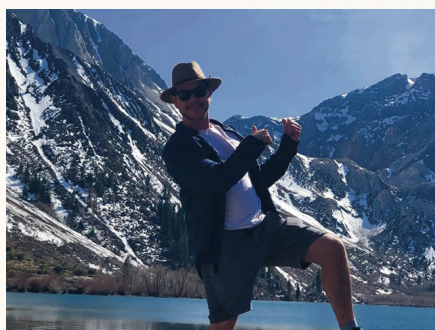
My Motto - 'It Sold'



Zip Lining in Hawaii



Sequoia National Park



Yosemite National Park



Marketing 101

My Pledge to You

I pride myself in consistently providing the highest quality, most innovative and exceptional real estate service available anywhere in my area.

My client's needs always come first. I have built my business one satisfied client at a time, and my goal is to exceed your expectations at every turn. I constantly strive to create and implement innovative marketing strategies to get my clients maximum exposure when selling their home.

My **guarantee** to my clients:

- ✓ Honesty and integrity in every situation
- ✓ Ongoing communication to keep you up to date
- ✓ Continuous improvement of my services with the hope of exceeding your expectations
- ✓ Creation of a fun, stress-free atmosphere to ensure you enjoy your move
- ✓ Service after the sale to help you with everything you need during and after the move

You and your home deserve **PREMIER** service!



Chris Williams

Premier
Agent

All Activity

★ 5 / 5

90 Five-Star Reviews & Counting



About Me REALTOR®

Specialties: Buyer's Agent, Listing Agent, Foreclosure, Short-Sale

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★★★★★ Highly likely to recommend

01/01/2019 - Brent Restivo
Sold a Single Family home in 2018 in Ventura, CA.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Chris went above and beyond every step with us during our very challenging sale. Living out-of-town, Chris was very hands on with multiple repair arrangements that were made, personally coordinated all 3rd party trades, and kept both myself and buyer updated. Very responsive and professional throughout the entire process, and will definitely use again if the opportunity presents itself. Highly recommended — Thanks Chris!

★★★★★ Highly likely to recommend

11/04/2018 - Francineaton
Bought and sold a Single Family home in 2018 in Camarillo, CA.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Chris helped us with our first house and we like him so much we asked to help us again. He goes over and beyond to make the process smooth. He works hard to make sure the families are safe. Thank you so much for all your help and guidance. You eased my worries and did what it took to sell our old house as well as buy our new one.

See what my clients are **RAVING** about...

WWW.ITSOLD805.COM



Chris helped us with our first house and we like him so much we asked to help us again.



Chris was engaged during the entire process and kept us informed.



Chris was highly professional and a gentleman from listing until closing, he was extremely knowledgeable of the area and responsive to all our needs.



Working with Chris has been such an amazing experience, he knows his stuff and worked hard on finding my family and I the perfect home.



For the process of both buying and selling real estate he's highly experienced with a strong work ethic. He listens to your concerns and adequately addresses them.

WHY WORKING WITH A REAL ESTATE AGENT BENEFITS YOU



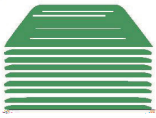
Agents help sell your
CURRENT HOME
while also finding a
FUTURE HOME FOR YOU.

48% of people selling homes
WITHOUT AN AGENT
end with a
LOWER SELLING PRICE



**AGENT-LISTED HOMES
SELL FOR 18% MORE**
than for sale by owner homes

**AGENTS TAKE
CARE OF
ALL THE
PAPERWORK**



SAVE YOU TIME
by being your liaison.

Agents will
**HELP YOU NAVIGATE
THE LEGAL REQUIREMENTS**
of buying or selling a home.



Agents are
BOUND BY LAW
to act as your
FIDUCIARY AGENT.



Possess a wide selection
of available homes
NOT VISIBLE TO THE PUBLIC.

**BUYERS RELY ON
THEIR AGENTS**

87% of buyers bought their
home using a real estate agent
88% of buyers would use them
again or at least recommend
them to someone else.



Home-showings are
SCHEDULED EASILY.



Agents are the experts.
**TRUST THEIR
JUDGMENT.**



Agents understand
the art of
**CONTRACT
NEGOTIATION.**

Agents will guide you
FROM A TO Z
so nothing is missed.

Agents put
emotions
aside and
**GET THE
DEAL DONE.**



Knowledgeable about
VARIOUS NEIGHBORHOODS.

**MORE HOME SELLERS ARE
WORKING WITH AGENTS**

89% of home sellers used an
agent to sell their home

THE HOME BUYING PROCESS

HOW MUCH CAN YOU AFFORD?

Before you start looking for houses, you must take a look at your finances. Based on your down payment, income, debts, regular expenditures and other key financial information, a mortgage professional can help you determine how much you can afford to pay every month and the price range that works best within your budget.

Start by creating your Net Worth Statement. Add up all of the major assets you currently own (house, rental properties, land, vehicles, investments, retirement savings). Subtract all of your existing debts (mortgages, loans, lines of credit, credit cards, other debts). This will determine your net worth. Lenders will be more apt to lend you money if you have accumulated a good amount of equity.

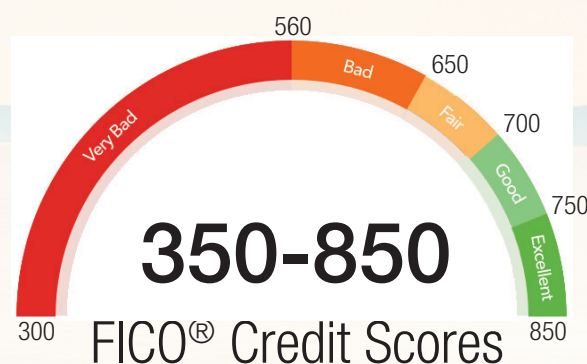
Next, let's take into consideration how much money you have saved up for your down payment. Take a look at how much cash you have on hand. Subtract enough to cover closing costs, moving costs, anticipated renovations, decorating and landscaping in your new home. The remaining amount is how much you could put down on the new house, if you wished to use it all. The more cash you pay up front, the less you will have to pay month by month on the mortgage, and the lower your total interest costs will be. If your down payment is less than 20% of the purchase price, you will need to purchase mortgage default insurance which is an additional cost.

HOW IS YOUR CREDIT?

It is a good idea to take care of credit problems ahead of time. An important part of your strategy for buying a home includes paying attention to your credit status. Your lender will scrutinize your monthly income and expenses at the time you apply for a mortgage. Debts and other obligations reduce the amount of cash you can spend on housing. If you are planning to buy a new car, boat, furniture or appliances (paying either by cash or credit) postpone the purchase until AFTER you buy your new home.

As part of the mortgage application process, your lender will request your credit score from a credit bureau to help determine your creditworthiness. A good score may change the amount of time it takes to get your financing approved, and you will get a preferred interest rate. Your credit score takes hundreds of variables into account and specifically looks at such things as how much debt you carry, how many places you have applied to for credit recently, and what kind of credit you have had in the past.

Before you apply for a mortgage, find out whether anything in your credit record might present a problem. Order your credit score from one of the major credit bureaus (Experian, Equifax or Trans Union) two to three months before applying for a mortgage to give yourself plenty of time to iron out any wrinkles that you discover. If your score is lower than you want, carefully read the report to find out which factors are most likely having a negative impact on your score. A mortgage professional can provide insight into how to improve your score.



FIND THE PERFECT HOME

Because there are so many factors to consider, finding the right house can be a daunting process. It can also be a very fun process if you work with the right agent. As a professional Realtor®, I can act as your personal advisor and negotiator. I will show you homes that match your criteria, guide you through the home buying process and negotiate the best possible price for your home.



It's helpful to narrow down the process by asking yourself what it is you want in a home. If you can make a list of what you want (and what you don't) you're halfway there. Focus on location and general qualities of the property. Don't go after an exact price or a particular feature, such as a deck. Price can be worked out in negotiations with the seller and a good-quality home in a good location can be tailored to your specific needs later. If you can't afford what you want where you want it, sacrifice something inside the house rather than sacrificing the location. You can add an additional bathroom or install hardwood floors to bring a house up to your standards, but you can't improve the neighborhood. What makes a good location? The most important factors are neighborhood appearance, quality of schools, crime rate, transit and shopping. I will help you find the perfect home that not only fits your lifestyle now, but will have great resale value in the future if you decide to move. Because I am a local expert, I can provide you with information on schools, shopping and other local amenities. I can also provide you with community information on utilities, zoning, public transportation, new construction projects, planned road improvements, parks, etc. My knowledge of the area, local laws, fees, customs and market conditions will give you a leg up when hunting for the perfect home.

MAKE AN OFFER

When you've found a place that you'd like to call your own, I will help you draw up an Offer to Purchase to present to the seller. This legal document specifies the price, deposit amount, financing arrangements, down payment, who pays what closing costs, what inspections are to be performed, timetables, whether personal property is included, terms of cancellation, any repairs you want performed, which professional services will be used, when you get physical possession of the property, and how to settle disputes should they arise. This may seem a bit overwhelming, but trust me, I'm here to guide you.



The big question is always how much to offer. You already know the seller's asking price. But what price are you going to offer and how do you come up with that figure? I will make sure you don't pay too much for your new home. The true value of a property depends to a large degree on its physical condition. A home in good condition is worth more than a home in poor condition. This sounds like common sense, but it is often overlooked by homebuyers. You must look beyond the surface. A property may have a new coat of paint and there may be lavish landscaping, but if the foundation or plumbing are defective, the home may actually be worth far less than what the seller wants.

When you find a property you are interested in, I will do a home evaluation to ensure you don't pay more than market value. I will check recent comparable sales in the area, and adjust the price for current market conditions, differences in square footage, number of bedrooms and bathrooms, garage space, lot size and type of construction. You can feel confident in the price you offer based on my research and local expertise.

GET YOUR MORTGAGE APPROVED

Even if you are pre-approved, an unexpected change in your credit status (such as a job change) could affect your ability to get financing. Or the home itself might not appraise for the value necessary to get the loan. We will include a financing condition in the Offer to Purchase to protect you in this situation, so you are not obligated to complete the sale if the mortgage is not approved. However, in a hot real estate market you can expect to compete with multiple offers and you can put yourself in a good position by making a clean offer without too many conditions. Getting pre-approved, being sure you've cleaned up any credit problems, having the cash for your down payment on hand, avoiding job changes, and not making any major purchases will allow you to go forward with more confidence.

With a copy of the signed Offer to Purchase and the necessary financial information, we'll submit your application to the mortgage lender. The lender will qualify the application and complete a valuation on the property you want to purchase. Mortgage insurance gives you the ability to buy a home with a down payment of less than 20% of the purchase price.

There may be times when, as part of your offer, you request the seller carry back a second mortgage to help facilitate your purchase of their home. In cases when the seller does not need all of the proceeds from the sale to purchase their next house, this is an option. The advantage to the buyer is that by combining your down payment and second mortgage from the seller, you may be able to avoid paying mortgage insurance and save yourself some money. The terms and conditions of any seller financing should be fully set out in the contract.



**Mortgage Loan
Application**
Status: **APPROVED**



ARRANGE A HOME INSPECTION

One of the smartest things you can do is get a professional home inspection before completing a home purchase. In today's marketplace, almost all buyers order these. Typically you would demand a minimum of 10 days to have this completed after the Offer to Purchase is accepted. You can expect to pay between \$300 and \$500 for a professional inspection. I will recommend a qualified professional to do your home inspection and provide you with a written report. Depending on the area and the property, this could include inspections for termites, dry rot, asbestos, faulty structure, roof condition, septic tank and well tests, just to name a few.

We will word the agreement to allow you to withdraw from the sale without penalty, or to reopen negotiations if major defects are found during the inspection. You can request the seller fix the defects prior to closing, or you can request the seller give you funds on closing to complete the repairs yourself. If the seller agrees to fix the problem, insist that the fix be done by a professional. If you agree to accept monetary compensation, be sure it's enough to allow you to fix the problem after the sale is complete. Get several estimates for the cost of repairs before you decide on a price.

Four major areas that can cost you thousands in repairs:

Roof: a new roof can cost between \$5,000 and \$25,000 depending on the extent of repairs.

Foundation: a cracked foundation can cost tens of thousands to fix, if it is fixable at all.

Pipes: galvanized steel pipes over 30 years old can rust and cost \$5,000 or more to replace.

Flooding: basement flooding may be fixed with a sump pump or may require expensive excavation.



EXTERIOR

- 1 WINDOWS/SCREENS
- 2 PEELING PAINT
- 3 CRACKED CAULK
- 4 SIDING/TRIM
- 5 DECK/FENCES
- 6 POSITIVE DRAINAGE
- 7 GUTTERS
- 8 ROOF
- 9 AIR CONDITIONER
- 10 GARAGE DOOR

INTERIOR

- 11 WATER HEATER
- 12 SHOWERS/TUBS
- 13 CEILING FANS
- 14 LIGHT BULBS
- 15 ELECTRICAL
- 16 PLUMBING
- 17 TOILETS
- 18 SAFETY DETECTORS
- 19 STAIRS
- 20 APPLIANCES

PREPARE FOR CLOSING

Contact the utility companies about establishing service in your name. Arrange for electricity, gas and water to be turned on in your name on the day of closing, so that there will be no interruption in service. Make these arrangements a few weeks in advance, since utility companies may require deposits, credit checks and advance notice.

Make a home buying file. Organize all documents associated with the transaction in one place. Your file should include the purchase agreement, the title, mortgage documents, closing data, inspection reports, insurance forms, and tax records. This small step can prevent big headaches come tax time and on the day you refinance or sell your home.

One of the final steps is the closing. In some areas a title company will handle this process and in other areas it is done by a lawyer. A few days before the deal is set to close, you will do your final walk-through inspection of the property to make sure it is in acceptable condition. After that you'll meet with your lawyer to review, sign and get copies of all the documentation. At this time, you'll also provide the remainder of your payment and pay legal fees and any additional costs, such as prepaid utility expenses for which the seller should be reimbursed, that are due on closing.

TYPICAL CLOSING COSTS:

- Property or title transfer taxes
- Appraisal fees
- Legal fees
- Home inspection
- Home insurance
- Seller reimbursement for prepaid taxes/utilities
- Mortgage insurance (if <20% down payment)
- Title insurance
- Moving costs



On closing day, your lawyer will register your new home in your name. When this is complete, you'll get the deed and your keys to your new home, and you can move in.




GET READY TO MOVE

So, do you hire movers or move yourself? The number one reason why people choose to move themselves is to save money. It also gives you more control over the moving process. You get to decide when and how all of your possessions will be moved (you can move gradually or all in one day) and you don't have to worry about strangers handling your possessions. However, hiring movers has its benefits.

The main reason why people choose to hire professional movers is convenience. There's no truck to rent, no packing to do, no heavy lifting. All you have to do is make the arrangements and they do the rest. They know how to handle your possessions in a safe manner, so there's less chance of things getting damaged. If anything does get damaged, the moving company is responsible for repairing or replacing it.

Ultimately, deciding whether to move yourself or hire movers comes down to how much work you want to take on, what you can afford and your peace of mind. Ask yourself these questions before making a final decision:

- ✓ Do you have the time to do the entire move yourself?
- ✓ Are you physically capable of loading and unloading all of your possessions?
- ✓ Do you have enough family and friends available and willing to help?
- ✓ Are you comfortable driving a large moving truck?
- ✓ Does the thought of moving yourself cause you overdue stress?



Moving Checklist

☐ Change address

MOVING DAY

To keep moving day as hassle-free as possible, we recommend following this task list:

Task 1: Clearly mark and set aside items you don't want loaded.

This will remind you to tell the driver what not to load as you conduct your preload walkthrough. Make sure your important paperwork pertaining to the move doesn't get packed and shipped with the rest of your possessions.

Task 2: Pack special items for the kids.

Have the kids pack a box of their special items, things they'll want to have nearby as soon as you arrive at your new home. Point this box out to the driver, so it's one of the first to be unloaded.

Task 3: Remove trash and flammable items.

Eliminate as much trash as you can before moving day. Last minute garbage will accumulate, so have a plan to dispose of it. Movers will not allow flammable items on their trucks, so plan to move these separately. If you are uncertain what items can't be loaded, ask your mover for a list. Because movers can't transport most household cleaners, they will be available for you to do a last minute cleaning on moving day.

Task 4: Reserve a parking space for the moving truck.

If you live in a congested area, recruit friends and park your vehicles one after another in a space close to your home and do not move them until the truck arrives. The closer the truck can get to your house, the better your chances of avoiding additional charges.

Task 5: Set aside special items the day before moving.

When the movers get there, point out the items that require special care. Also, point out the boxes you would like unloaded first, if they are not going into storage.

Task 6: Take care of your movers.

Consider the needs of your driver and movers. Have some snacks and drinks on hand. It is a nice gesture and will be warmly received. Advise the movers where to locate the drinks and food, so they do not have to ask each time. Advise the movers which restroom you want them to use.



THE HOME SELLING PROCESS

I believe my best seller is an educated seller. I have prepared this guide to help you understand the major steps of the home selling process. Knowing what is involved will help you make the right decisions when selling your largest investment. There are eight major steps in the home selling process:

1

UNDERSTANDING THE MARKET

The first step is to be sure you understand how local market conditions affect the price you choose. Markets change from city to city and from neighborhood to neighborhood. The value of your home is determined by supply and demand. If there are a lot of sellers and few buyers, prices tend to go down and homes take longer to sell. This is referred to as a “buyer’s market”. But when the opposite is true and there are many buyers but few homes for sale, prices will rise and homes will sell very quickly. This is known as a “seller’s market”. So how do you know which market you are currently in? That’s where I come in. I am a local expert and I will prepare a local market analysis for you. I will not only determine what type of market you are in, but I will study your neighborhood and compare your home to others based on style, size, number of bedrooms, baths, garage, view, lot size, etc. I will cover all of this with you when we meet in person.



2

ESTABLISHING A PRICE



The next step is to arm yourself with the facts. By not establishing a realistic price from the beginning, many home sellers end up costing themselves thousands of dollars. If you price your home too HIGH, it will sit unsold and become “stigmatized” or “shop-worn”. If you price it too LOW, you may give away thousands in profit to a total stranger. Either way you lose. Choosing the right price sets the stage for the entire selling process. Be objective and remember that selling your home is a business transaction and you need to put your personal feelings and attachments to your home completely out of the equation. This is critical.

No matter how attractive and polished your house may be, buyers will be comparing its price with everything else on the market. I will do a Highest Price Analysis and research all recent sales of similar properties in your area, so you can determine what the true market value of your house is. My analysis differs from a formal appraisal. The biggest difference is that an appraisal is only based on past sales, whereas I take currently available properties and those pending a sale into consideration. Another major difference is that while an appraisal can cost you several hundred dollars, I will be happy to do a Highest Price Analysis for you free of charge.

The ultimate decision regarding how much to ask is yours, but I will help you make good decisions. I strongly encourage you to not fall into the temptation of overpricing your property as this will cost you thousands of dollars in the long run. Real estate agents don’t establish house prices, the market does. I mention this because many agents may try to “buy” your listing by saying they can get you more for your home. These attempts are done in hopes of signing the listing and coming back at a later date asking you to reduce the price, after all, you’re already under contract. Remember, agents don’t establish price, the market does. You can count on me to be honest with you about the price of your home and what it will take to get it sold.

3

CALCULATING YOUR BOTTOM LINE

Once you have established market value, you can calculate your bottom line. This is the amount you will walk away with after all the expenses related to selling your home are paid. Closing costs vary depending on how the contract is structured. Common closing costs include real estate commissions, legal fees, mortgage discharge fees, condominium transfer fees, property taxes owing, home warranty fees, required repairs, etc. It may sound complicated, but that's where my expertise comes in. I will show you how much money you can expect to net from the sale of your home.



4

CHOOSING THE RIGHT AGENT



There are so many real estate agents in the market, how can you be sure you are making the right choice? It comes down to honesty, integrity, experience and a proven track record. I believe in an honest and upfront approach to selling your home. I will not tell you what you want to hear only to let you down later when your property doesn't sell. I'm not interested in taking your listing so I can put a "for sale" sign on your front lawn. I'm only interested in taking your listing if I can put up a sold sign.

Different agents charge different commission rates. But don't be fooled. What may seem like a good deal in the beginning could end up costing you thousands. When considering what a fair commission rate to pay is, take into consideration the marketing strategies your agent will be using. Marketing costs money, and without the right marketing you won't attract the right buyers. The longer your house sits on the market, the lower the offers you will attract. All buyers ask the same three questions: 1) How long has it been on the market? 2) What's wrong with it? 3) Do you think they are getting desperate? Let's try a low-ball offer. So when it comes to paying commissions, don't focus on how much you are paying, focus on what you are getting. A strong negotiator can easily earn you thousands more on the sale price of your home, making them worth every penny. Be smart and ask the right questions, but be willing to give your agent the resources they need to get the job done. If you think hiring a professional is expensive, wait to see how much an amateur will cost you!

Top 5 Questions To Ask Your Agent:

1. What market share does your company have?
2. How will choosing your company brand help to sell my house?
3. What is the average days on the market in my area?
4. What marketing strategies will you use to sell my house?
5. What skills do you have that make you a great negotiator?



5

PREPARING YOUR HOME FOR SALE

There are really two phases when it comes to preparing your home. The first phase is getting ready for the market and the second phase is getting ready for showing. Let's start with the first phase, getting ready for the market. The best way to do this is to walk around your entire home with a notepad, paying careful attention to everything. Check the walls for chips, holes and uneven paint. Fix all leaky faucets and make sure they shine (consider replacing them if they don't). Does your home require minor repairs? Consider curb appeal. It is always a great idea to put a fresh coat of paint on the front door and garage doors. Stain the deck and fence. Trim the gardens. First impressions are everything when it comes to attracting buyers.



Once your home is officially for sale you need to make your home sparkle. This is an area where you can't overdo it. Be sure to concentrate on the kitchen and bathrooms. Your buyer will be expecting a used home, but the brighter your home shines, the easier your buyer can see themselves moving into the house and making it their own.

It is time to unclutter. It's a good idea to box up any items you haven't used in a while. It will add visual square footage to your home, thus increasing its perceived value. After years of living in your home, clutter collects without you even realizing it. But unfortunately the buyer does notice it and is affected drastically by it. Clutter collects on shelves, counter tops, drawers, closets, garages, attics and basements. Pretend you are walking into your home for the very first time. Or better yet, get an outsider's opinion. Ask a friend to point out clutter. Box it all up and store it until you move. Now might be a good time for a garage sale. If you were going to get rid of anything before you move anyway, do it now before the house is even shown.



6

OFFERING INCENTIVES

When placing your home for sale, you want to make it very appealing to buyers. There are several things you can do to help your home stand out from the competition. Perhaps you want to include the appliances or window coverings. If your home is a little older, you can offer a home warranty, so the buyers have peace of mind that the house is in good repair. Consider offering a redecorating allowance to the buyers, so they can paint or complete needed repairs after moving in.

A little known tactic to sell your home quicker and for a higher price is to offer a higher commission to the agent who brings you the buyer. You may be asking yourself how paying more can actually net you more, but it's really a rather simple concept. By raising the commission to the buyer's agent, you could consider it a 1% loss to you, but that same 1% is a 14% gain to the agent who sells your home. Let's pretend you are a real estate agent. If you had three houses to show your buyers, one offered an average commission, one offered a reduced commission and the third offered a bonus ... which would you be most excited to sell? Well an ethical agent would show all three, but they would be most excited about showing the third property. The more showings you get, the more offers you will receive. The more offers you receive, the higher price you will get for your home, and the quicker it will sell.

7

MARKETING YOUR HOME

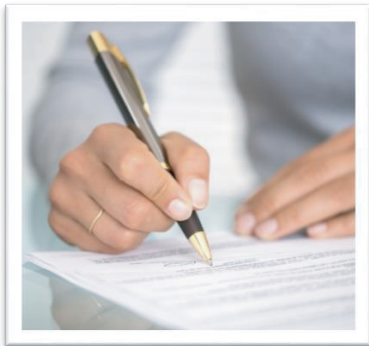
It is now time to bring on the buyers. I have a stellar marketing plan including professional photography and videography to showcase your home in the manner it deserves. My online marketing is second to none and will help attract the majority of buyers who start their home search online.

To better maximize your potential for success, it's important to market to three groups ... brokers, neighbors and buyers. To effectively target all three groups aggressively, I utilize open houses, feature sheets, just listed postcards, print media, internet strategies, telemarketing campaigns and more. I leave no stone unturned when it comes to marketing your home to ensure you sell for top dollar.



8

NEGOTIATING THE OFFER



The key to remember here is not to get caught up in games. If you keep your goals in focus you will be better able to respond to offers. You will have three choices when an offer comes in. You can accept the offer, reject the offer or make a counter offer. You should know however, that a counter offer is a rejected offer. The buyer has no legal tie or obligation to the contract once any minor changes are made to it. Although the price will be the main focus of the offer, you need to review every detail closely. These details include down payment, deposit, possession date, personal property items included such as appliances or furniture, and conditions such as financing, home inspection, home warranty, etc. Remember, any little change of the original contract is technically a rejection, so only make changes if you are positive you cannot live with what is offered.

It is important to put yourself in your buyer's shoes and not see them as a rival or enemy, but rather as someone who wants to buy your home. Once an offer is accepted, I will be there every step of the way until closing to make sure everything goes smoothly until the moving vans arrive.

HOW I WILL HELP YOU

As you can see, selling your home involves much more than placing a "for sale" sign in your yard, posting an ad in the newspaper and waiting for buyers to appear. This is why sellers have hired professional real estate agents for the last 200 years. I will help you determine the best price for your house, I will point out things you can do to your home that won't cost a lot but will make it more appealing to buyers, and I will show you how my marketing strategies will get you maximum exposure for your home, ultimately selling it for the highest price possible. I'm excited to help you with your move.

ONLINE ADVERTISING MAKES MY CLIENTS HAPPY

Your home, advertised to local home buyers visiting top sites like the **New York Times**, **ESPN**, and thousands more.



Other sites include:
New York Times
ESPN
YouTube
Washington Post
CNN
Yahoo
Forbes
Huffington Post
CBS
USA Today
and more!*

2716 RIVERPARK BLVD.

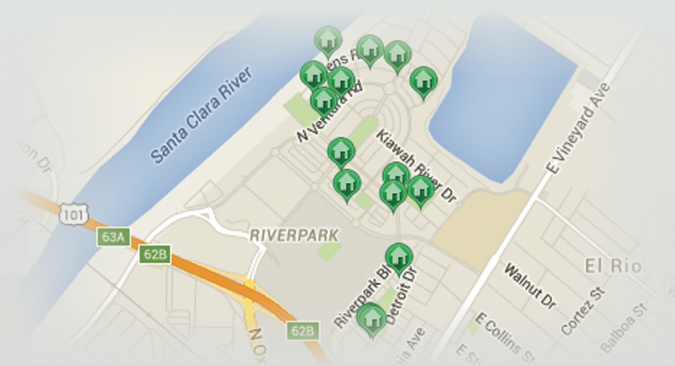


CHRIS WILLIAMS
RIVERPARK SPECIALIST

**3 BEDROOM
2.5 BATHROOM
1,339 SQ FT**

[CLICK HERE FOR MORE DETAILS](#)

I CREATE AN **ONLINE AD BLITZ** FOR **YOUR HOME**



TARGETED TO LOCAL INTERESTED BUYERS

Your home will be advertised to people who are "in-the-market" for real estate, based on their online activity.



ADVERTISED ON THE ENTIRE WEB

Your home will be featured online where people spend their time - sites like NYTimes.com, YouTube and hundreds more.

BIGGEST HOME SELLER MISTAKES



34%
**SHOWING
AVAILABILITY**

**OVERPRICED
HOME**



77%



32%
**CLUTTERED
SPACE**



21%
**UNWILLING TO
NEGOTIATE**

**UNPLEASANT
ODORS**



28%



20%
**WON'T MAKE
REPAIRS**

**ActiveRain asked 1,000 Real Estate Agents to rate the
top three mistakes made by home sellers**

www.ActiveRain.com/Seller-Mistakes

ActiveRain is an online community of real estate professionals who exchange best practices,
write real estate blogs, and get free education from the industry and their peers.
www.ActiveRain.com

PHASE PLAN of ACTION MARKETING

First Phase: First 5 Days

- Suggestions to prepare your property for market.
- First sell your property to the agents so they can sell it to the buyers.
- Show off your property to the neighborhood (order all mail- outs, flyers, magazines)
- Yard Sign, lockbox, flyers
- To ensure the greatest number of buyers, submit listing to local Ventura County MLS.
- Arrange office caravan, broker caravan & open house (if applicable)
- Expose property to the Internet; Trulia, Zillow, Realtor.com, up to 600 sites with our marketing campaign.
- Develop a marketing flyer with a long list of benefits and features of your home.

Second Phase: Weekly Process

- Review activity with homeowner & make suggestions as the market changes.
- Update any advertisements in newspapers, magazines, and webpages.
- Open Houses and door to door flyers and Mega open house invitations to neighbors.
- Much much more. Refer to Christopher Williams for complete presentation of services.

Third Phase: Present All Offers

- Use my expertise in negotiating the best price and terms for you.
- Verify the qualification of the buyers as prompt as possible.
- Provide Net Sheet to determine your bottom line.
- Time to look for your next new home!

In Escrow:

- Daily, weekly updates as needed.
- Sit down with Seller and go through all disclosures/paperwork to meet all time periods.
- Negotiate discounts from title insurance or escrow companies of applicable.

GIVING BUYERS A 3D EXPERIENCE



Immersive Views

Prospects can view a Matterport Space from any angle. Get a bird's eye view or walk through rooms as if you were there. You can even create guided tours and floor plans.

MATTERPORT

A VIRTUAL TOUR LIKE YOU'VE
NEVER SEEN BEFORE



Engage More Buyers

Get more buyer's eyes on your listings, and expand your pool of prospects to remote buyers, by offering a truly complete online marketing package.



Tour from Anywhere

Matterport 3D Showcase can be embedded as easily as a YouTube video, and also integrates with many MLSs, for viewing from any desktop or mobile browser.



7 BENEFITS OF USING A REAL ESTATE AGENT TO SELL YOUR HOME

- 1  List at the right price
- 2  Better home presentations
- 3  Get more buyer exposure
- 4  Higher offers from buyers
- 5  Negotiates inspection results
- 6  Speeds up times to close
- 7  Home sells at top dollar



STABILITY

The most established and trusted brand in real estate.



EDUCATION

Access to a wide variety of education tools, ranked by Training Magazine's Top 125 list.



GLOBAL PRESENCE

3,047 offices, spanning 43 countries and 86,375 independent sales associates.



RELOCATION

Preferred broker for the top relocation companies in the world.

10 REASONS

COLDWELL BANKER 

RESIDENTIAL BROKERAGE



ONLINE DOMINANCE

Coldwell Banker is the most visited brand online.



RAPID RESPONSE

InTouch technology ensures every inquiry gets an immediate response.



FULL SERVICE

Offers services needed throughout the entire home selling and buying process.



POWERFUL ADVERTISING

VIEW magazine, the largest real estate publication in Southern California.



PERFORMANCE

#1 real estate company, selling over \$581 million in real estate every day.



ETHICAL

Recognized for honesty and integrity, World's Most Ethical Company.



GLOBAL
LUXURYSM

COLDWELL BANKER RESIDENTIAL BROKERAGE

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