

SELLERS GUIDE



THE **BRANDREALTY**



ABOUT US

THE BRAND REALTY TEAM



WHO

WE ARE

BOLD

We are bold, creative, and go after opportunities. We aren't afraid to take risks and put ourselves out there no matter the circumstances.

REAL

We are true to our personality, values, and spirit. We are committed to transparency, integrity, and genuineness in all business interactions and practices

ADAPTABLE

We embrace change, innovation, and technological advancements to stay ahead in the dynamic real estate market.

NURTURING

We are KIND and aware of our client's needs. We value our client's time.

DILIGENT

Approaching work with dedication, thoroughness, and attention to detail to ensure excellence in every aspect of our real estate business.



MEET

YOUR LISTING SUPPORT TEAM



LAUREN WARD

LISTING MANAGER

Makes sure that when our sellers list their homes, the process is smooth, the schedule is communicated & the MLS input, description & photography are top-notch.



SUZEE MCKAY

CLOSING COORDINATOR

Ensures that the hardest & most stressful part of the sales process is buttoned up & stress - free. She organizes all aspects of the final stages in a real estate transaction.



RACHAEL PUCKETT

CLOSING COORDINATOR

Ensures that the hardest & most stressful part of the sales process is buttoned up & stress - free. As a real estate closing coordinator, she prepares closing documents to facilitate a smooth transaction between buyer & seller.



OLIVIA BRAUND

CREATIVE DIRECTOR/MARKETING

Is responsible for getting your listing broadcasted across all social media platforms, designing graphics for promotions, flyers, photo editing, paid campaigns, etc.



ASHLEY WANDSCHNEIDER

OPERATIONS ASSISTANT

Acts as a multi-functional player on our operations team. She does everything from answering calls, helping launch listings, or showing clients' homes.



AGENT

RESPONSIBILITIES

EXPERT GUIDANCE

- Research the comps in your area & complete a competitive market analysis to determine the best list price for the sale of your property
- Make recommendations on potential repairs & cleaning of your property to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handyperson & inspectors
- Guide you in making informed decisions leading to a successful sale.
- Present & respond to all offers in a timely manner
- Negotiate the best price & terms available, always keeping your specific needs in mind

RESPONSIVENESS

- We take the time to listen & understand your needs, wants & concerns
- Return calls, texts & emails promptly
- Works with our Listing Team to support you
- Closely tracks & communicates dates & deadlines

ACCOUNTING

- Track receipt of all earnest money deposits
- Receive & deliver all documents in a timely manner
- Review final settlement statements

LOYALTY

- You are our priority!
- We work for & with you
- Keep your personal information strictly confidential
- Ensure you are fully informed

THE PROCESS

TO SELL YOUR HOME

1 LET'S CONNECT

You've researched & contacted knowledgeable realtors. We meet to discuss the process & develop initial marketing strategies.

2 ON YOUR MARK...

We determine the value of your home & pricing strategy, review the calendar of expectations, and sign documents & agreements. From here, we will get you ready for launch.

3 GET SET...

All of our marketing materials are collected. We ensure everything is prepared for launch day, from photography to lockboxes on your home.

4 GO! LAUNCH DAY

It's time! Our team will roll out all marketing materials in both digital and print forms. Your home's listing gets posted online, & a yard sign is placed on your property.

5 BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed until we reach a sales agreement.

6 NEGOTIATIONS & AGREEMENTS

Once an offer has been made, I will reach out to you. Together we will review all terms & conditions & respond as needed: accepting, countering, or rejecting.

7 IN ESCROW

The buyer's loan goes into underwriting & an appraisal is performed. All buyer's documentation is verified & we will wait for approval.

8 INSPECTIONS

Your buyer will hire an inspector to check your home & is likely to recommend repairs and/or upgrades. We will negotiate on your behalf.

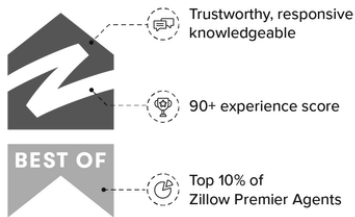
9 CLOSING PREPARATION

The lender's requirements are met & closing has been scheduled. We will review the figures & the buyer has a final walk-through of your home, usually 24-48 hours before closing.

10 CLOSING

The final step! Documents are signed, keys are exchanged & proceeds are received. You may cancel your utilities & insurance, & your yard sign is removed from your property.

WHY SHOULD YOU WORK WITH US?



Our team is "Best of Zillow."
Best of Zillow agents are the top 10% of Zillow Premier Agents, known for demonstrating trustworthiness, responsiveness, & knowledge in every client interaction.



Five Star Professional Award winner for the last 10 years straight! Only the top 5% of the real estate agents earn this award.



HomeLight is another fantastic company that we work alongside. This partnership grants our clients a range of home buying and selling programs. In 2021 our team was accepted to their Elite Agent program, which comprises their top 1% of agents.



The Brand Realty Team is #1 on Yelp in our area!



Top Selling Team - Over 2000 homes!



Over 200 REVIEWS on Redfin! We have been selected to be part of an exclusive group of agents that partner with Redfin.



We were featured in the Forbes edition of Top Real Estate Agents countrywide.



Rocket Homes has been one of our most supportive partnerships since we first joined in 2006. We consistently rank as one of the TOP teams with Rocket Homes!



In 2021 our team was among the first of four San Diego brokerages accepted into the Zillow Flex program. Zillow looks for high-performing partners who provide exceptional customer service and have a shared objective of improving customer experience and outcomes.



Veterans United.
Home Loans

Veterans and active members of the military are near and dear to our team. We have proudly been partnered with Veterans United since 2015.

BUYER & SELLER PROGRAMS

CASH OFFER

There are many paths to buying your next home, and we all know that in recent years an all-cash offer is the strongest due to limited contingencies & less risk of the deal falling apart. But how do you compete if you don't have hundreds of thousands of dollars in cash?

We're offering an all-cash offer on your behalf so that you don't have to worry about the details of buying a new home. All cash means fast closing times (as quick as eight days) & no hassles! Just tell us what type of property you want, & we'll take care of everything else.

TRADE-IN

Do you need to sell your home before you buy your next home? Most homeowners do, but it creates a contingent sale, & that causes your offer to look weak amongst the competition. What if I told you we could turn this situation into a non-contingent offer solution with our Trade-In Program?

SIMPLE SALE

Are you looking to sell your home but don't want to deal with all the headaches of selling? The showings, the open houses, the repairs, the unknown closed, the undisclosed price, and all the crazy variables involved with selling your home, you want it to be simple.

LOVE IT OR LEAVE IT

If you purchase a home through The Brand Realty & don't love it after you move in, we will sell it for FREE. That's right; we'll waive our portion of the commission for listing your home. What's the catch? No catch, just a couple of qualifications.

We'll waive our portion of the commission, but you will still have to pay the buyer's REALTOR's commission (which could range from 2 to 3% of the selling price – this is a fee we aren't able to control).

To take advantage of this fantastic offer, you must work with us to purchase your next home. You have 90 days (beginning at the date of closing) to take advantage of this offer.

We have specific guidelines we use when selling homes to get them sold quickly & for the highest amount possible. We ask that you work with us when listing your home – we are great at our job, & experience dictates the suggestions we make.

You will still be responsible for any extra fees associated with listing a home (aside from our commission, which will be free!).

SALABILITY

OF YOUR HOME

The factors impacting your home's salability are listed below:
Price Point, Property Condition, Market Conditions, & Market Exposure.

I will help you with all of these factors to form a strategy for selling your home quickly & negotiating the best price.

PRICE POINT

Pricing your home for the current market is vital for maximum exposure & a successful sale. Factors that determine a property's value: location, design/upgrades, amenities, competing properties, economic conditions

Factors that have little or no influence:

Price the seller originally paid, the amount spent on improvements

PROPERTY CONDITION

The condition of your property will influence the selling price & how quickly it sells. If repairs are needed or professional staging is required, we are there to assist by offering experience, guidance, & a network of professionals.

MARKET CONDITIONS

The real estate market is constantly fluctuating. As your agent, I will discuss the pros & cons of listing during varied market conditions.

MARKET EXPOSURE

As an experienced realtor, I understand that market exposure is the key to selling your home quickly & receiving the best offers. My focus is to get the most qualified buyers into your home & in the least amount of time. Your home will get noticed in your market with my comprehensive marketing plan.

PRICING

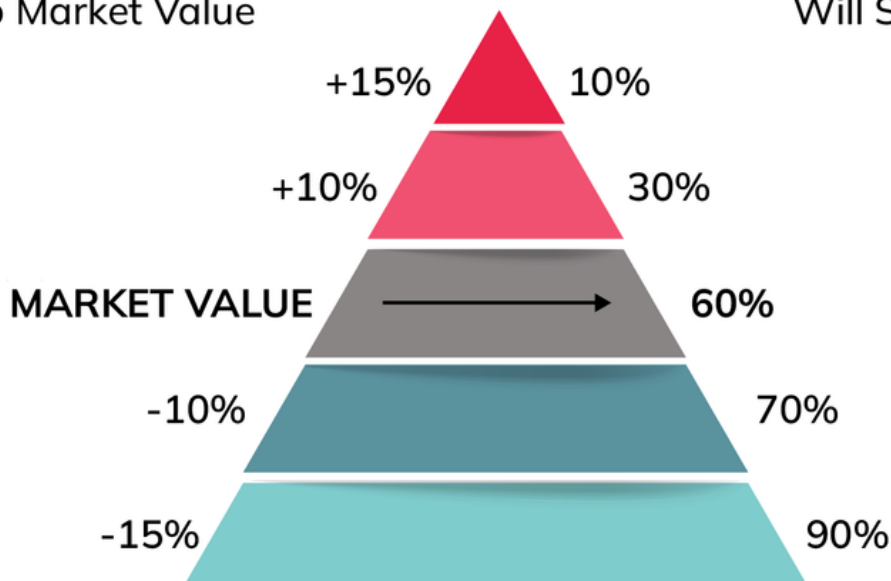
YOUR HOME

PRICING VS. POTENTIAL BUYERS

Properly priced, you will have the possibility of many more buyers coming for your property.

Asking Price Compared
To Market Value

% Of Buyers Who
Will See Your Home



TWO KEY INDICATORS WILL TELL US IF WE NEED TO ADJUST OUR PRICING:

- 10 Days without a showing
- 10 Showings with no offers

The market will tell us very quickly if we have priced your home correctly.
The question is whether or not we listen.

If the market tells us that the home is priced wrong & you have to reduce, you are actually moving your price closer to REAL MARKET VALUE.

PRICE

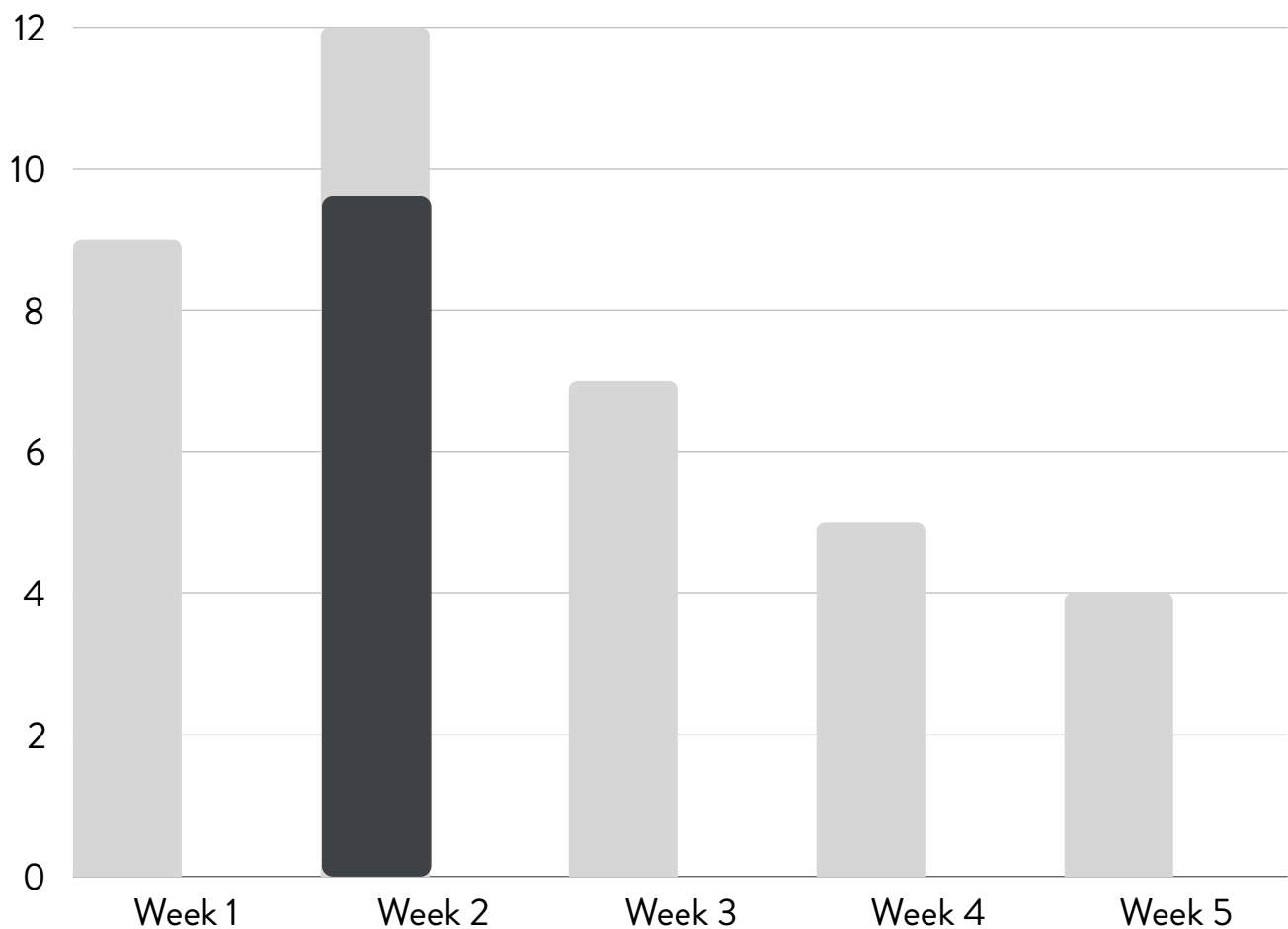
IT RIGHT

89% OF ALL YOUR SHOWINGS WILL BE IN WEEKS 1-3

Competitive & strategic pricing is vital to the sale of your home. A competitively priced home is likely to generate multiple offers, which results in a higher closing price. The highest rate of showings occurs in the first few weeks of listing.

Therefore, it is imperative that you are priced correctly from the beginning.

POOL OF POTENTIAL BUYERS



MARKETING

YOUR HOME



MARKETING BASICS

DETAILS



PHOTOS

We bring in high-quality, professional photographers & videographers to capture your home in the best possible way. Beautiful photos and videos are proven to increase buyer interest.



SOCIAL MEDIA

Most new home searches begin on the internet, and many start with social media. Our social media presence is diverse and far-reaching. For our listings, we like to take social media a step further by creating paid advertisements that will specifically target potential home buyers in your area.



PRINT MARKETING

A well-crafted professional brochure can help answer questions a buyer may have. It will also highlight the home's features and any nearby amenities.



OPEN HOUSES

Send targeted emails to surrounding communities & prospective buyers.

STAGING

GETTING YOUR HOME MARKET READY

A few simple tweaks can make all the difference when buyers walk through your home.



Staging creates a "wow factor" when buyers come through the door of your home. It creates an emotional response & often influences buyers' decisions to write an offer.

We will meet with you at your house to create a list of suggestions to get your home ready for photos & showings.



PHOTOGRAPHY

VISUALLY STANDING OUT



SIGNAGE

VISUALLY STANDING OUT

FOR SALE

760.800.3180

THEBRANDREALTY.COM

@THEBRANDREALTYTEAM

DRE#02054904

THE **BRAND**REALTY x real

BROCHURES & MAILERS

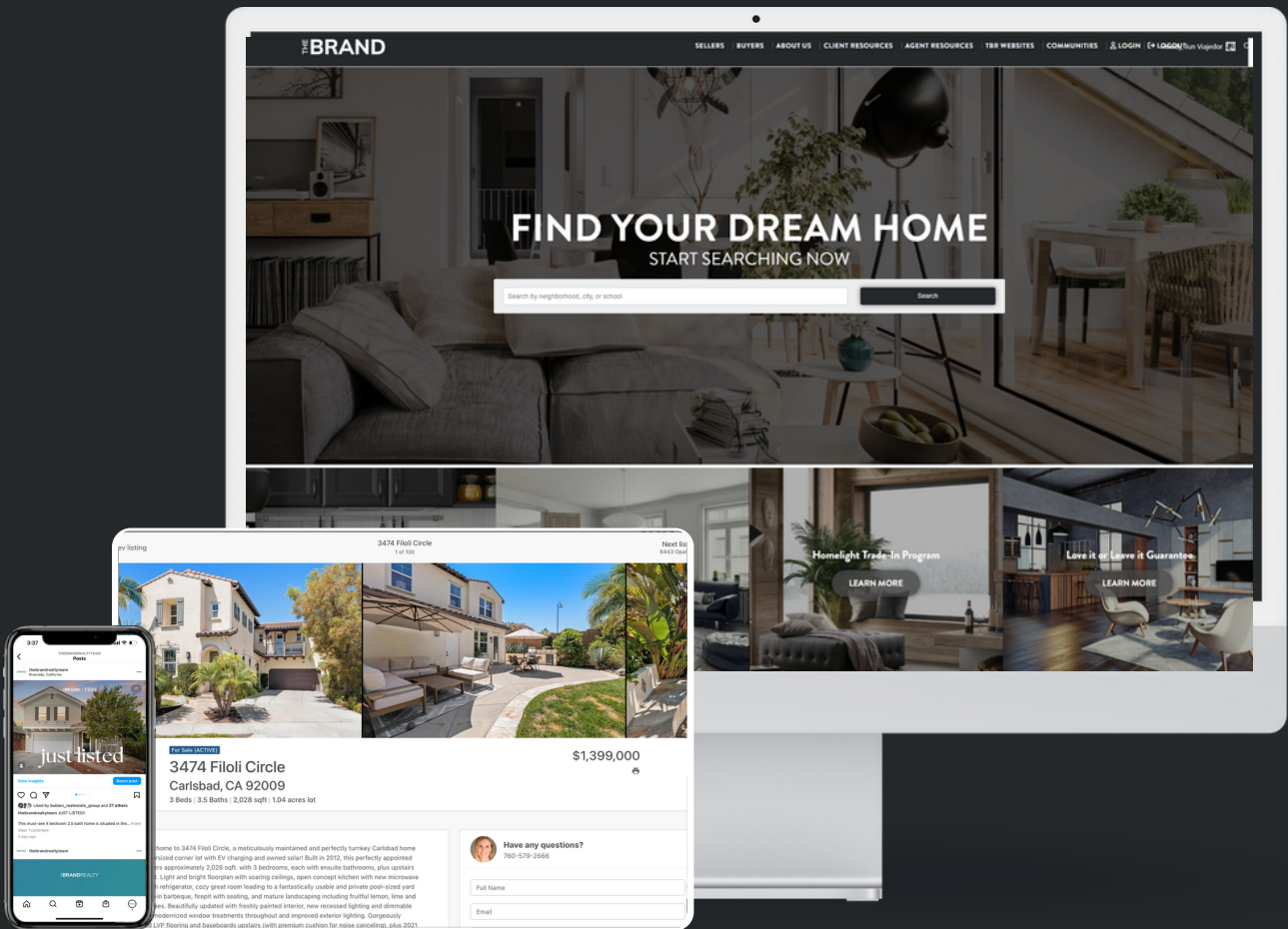


DIGITAL ADVERTISING

REACHING ALL PLATFORMS

Today, everything is done online, from several platforms...

We leave no stone unturned when marketing your home on the internet. Our Marketing Team creates beautiful, eye-catching content & then spreads it everywhere our potential buyers may go.



ADDITIONAL

RESOURCES

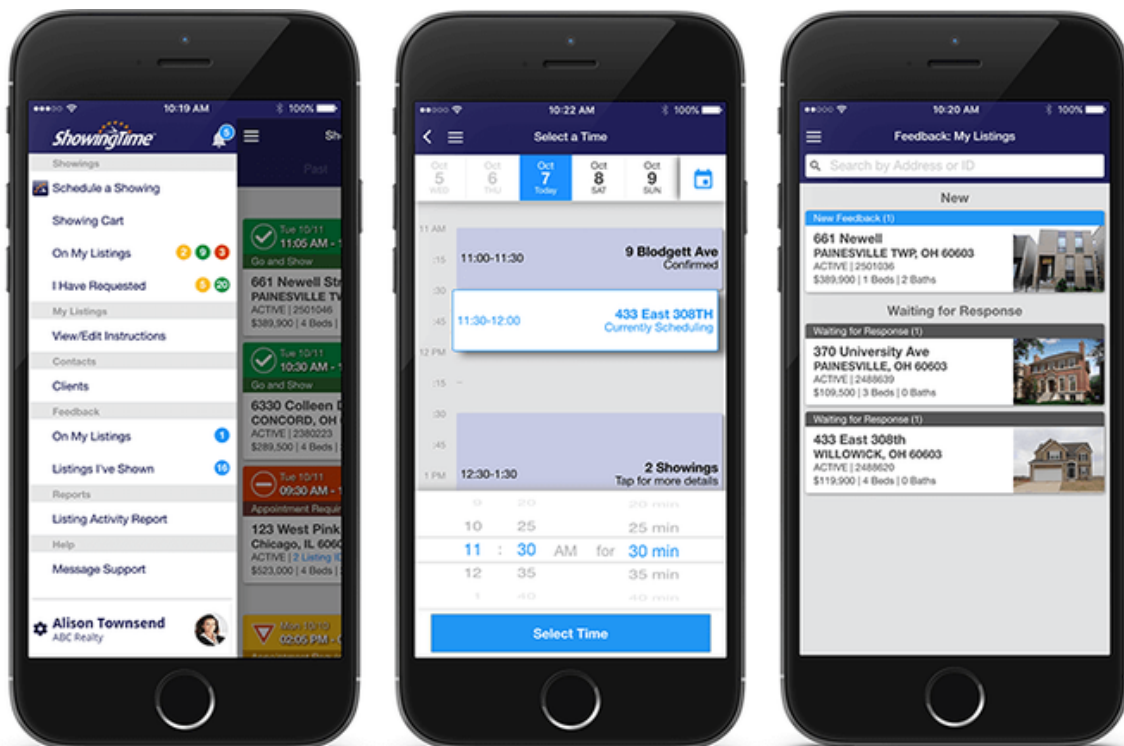
LISTING TOOLS

OUR SYSTEMS

SHOWINGTIME LOCKBOX MANAGEMENT

We want our sellers to know who & when their home is being shown to & to give them control over the showings. This application makes it simple for all of us to be informed & to confirm the showing appointments.

Not only will you be able to receive notifications about showings, but the system will automatically ask the buyer's agent for feedback. You can view the activity on your home during the sales process.



EASY SHOWINGS = HAPPY BUYERS & HAPPY SELLERS

REAL ESTATE TERMS

TO KNOW

Here is a list of the real estate terms that you may hear. Read over these, so you are familiar & always in the know when discussions are being held with other parties & professionals.



APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, & comparing it with recent sales of similar property.



APPRECIATION

Increase in the value or worth of an asset or piece of the property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.



CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the close.



CLOSING COSTS

The fees a seller & buyer pay to complete a real estate transaction.



ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.



HOME INSPECTIONS

An examination of the condition of real estate property. A home inspector assesses the condition of a property, including it's heating, cooling systems, plumbing, electrical work, water & sewage.



MLS

A computer-based service that provides real estate professionals with detailed listings of most homes current on the market. The public can access much of the this kind of information through websites like Zillow.



ZONING

The local laws dividing cities or counties into different zones according to allowed uses. From Single-Family Residential to Commercial to Industrial.



TITLE

Ownership of real estate or personal property. A Title is evidence by a deed recorded in the county records office.

100% SATISFACTION GUARANTEED

If you are not completely satisfied with our team's service as promised, we are happy to follow the terms of our loyalty agreement. However, I'm confident our real estate system will work for you & that you will be thrilled with the service you receive!

THE **BRANDREALTY**

CANCELLATION POLICY

If you are not completely satisfied with our service as promised, you can cancel your agreement with us. I'm so confident that our real estate system will work for you that I guarantee you the right to cancel our listing agreement at any time before entering into a contract with a buyer. In other words, you can revoke our agreement with no penalties or obligations if you feel my service doesn't live up to my promise.

Entering into a listing agreement with a real estate agent can be a risky business. Every sales representative will promise the world when it comes to helping you sell your home, but how many of them can back that up with solid performance? According to a recent survey, more than 80% of home sellers were dissatisfied with their agent's performance, even if they managed to sell their property. However, most agreements lock you into long-term commitments and lengthy periods with hefty cancellation fees. In other words, it's an agreement your agent can get out of, but you can't.

I'm offering you a way to work with us that is risk-free. For you, success in real estate is the ability to sell homes faster than the competition. I'm confident that I can do this for you because our team has already helped over 1500+ families just like you.

I pledge to provide you with the highest level of service in the real estate industry, and my commitment to this pledge is 100%.

Your right is to evaluate whether I live up to this standard and to cancel your agreement with me at any point before entering into a purchase agreement, with no penalties or obligation if I fail to deliver the service I promised.

REALTOR _____

Client _____

Client _____

FAQ'S

FROM SELLERS

WHAT IS MY HOME WORTH?

To price your home, we will look at similar properties that have sold in the past three months within a 1/2-mile radius. Doing this analysis will give us a more accurate idea of the “comps” & what your home is worth.

HOW MUCH WILL I WALK AWAY WITH?

We will provide you with an estimated breakdown, known as a net sheet. The net sheet will give you a low, medium, & high valuation of how much you will net.

HOW LONG WILL IT TAKE TO SELL MY HOME?

Timing will significantly depend on our pricing strategy & current market. We will work together on a timeline strategy.

HOW LONG IS A TYPICAL ESCROW?

Typically, escrows close within 30 days of an offer being accepted. We will work diligently to negotiate terms that will favor your needs.

WHAT ARE MY CLOSING COSTS GOING TO BE?

For the most accurate estimate, escrow will draft a Good Faith Estimate once we accept an offer. Closing costs vary depending on city, county, & state taxes & fees, among other expenses outlined in the purchase agreement.

DO YOU HAVE A LIST OF RECOMMENDED INSPECTORS & VENDORS?

Yes! We have many experienced inspectors & home service providers for you to choose from & we look forward to sharing them with you.

CLIENT TESTIMONIALS

MATTHEW



[They] promised nothing but gave us everything we asked for. The team is the epitome of excellence. They were always in contact whenever some new information came out & informed us what to expect & how to best market our house. They even provided us with a great contractor to update our house for the upcoming sales. The team took care of everything due to our move to Hawaii. They sold our house in under a month which is much shorter than the average in our area. We could not be happier with The Brand Realty Team. Thank you very much, Mahalo!

AMANDA B



We could not have asked for a better listing agent! TBR was amazing in their effort to sell our house. They were able to meet right away, provided us with lots of great information & suggestions for preparing our home, remained in constant communication, & were proactive in making sure all timelines were met. They had the idea to list our house as coming soon and provided us with exceptional, professional marketing photos & we had a serious buyer before the house was officially listed! All of the hard work of their team paid off & we closed escrow less than 60 days after our first meeting. We are extremely happy with TBR & definitely recommend them.

GALE



After interviewing several real estate agents, I chose the Brand Realty Team to sell my home of 34 years. Initially, I met with the agents who explained their company's process. Although most of the realtors I met with had excellent references & processes, I felt most comfortable with this team. We signed the listing agreement on Sunday & by the following Friday night, the home was listed. That weekend there were over 30 showings despite the fact it was raining all weekend heavily. By Monday, we received three offers, countered them, & entered into escrow on Wednesday, \$20K over the asking price. The Brand Realty Team worked with me throughout the escrow process & ensured I was properly represented. The escrow closed 23 days later. If I ever need to move again, I will definitely contact the Brand Realty Team.

MATT



The [Brand Realty] Team was an absolute dream to work with! They helped us find this place, so of course, we reconnected with [them] to help us sell it. This was our first time through the sale process, & they took all the complexity out of it—responsive, patient, & expert on the local market. If I ever have to buy or sell again in North County, TBR will be my first call! I can't recommend them enough.

CONTACT US

FOR ADDITIONAL INQUIRIES



THE BRANDREALTY

BROKERED BY REAL BROKER | DRE#02022092

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Tea

work hard. be kind.