

# HOME SELLING PROPOSAL



CA. DRE # 01446222

Berkshire Hathaway HomeServices California Properties

5973 Avenida Encinas Suite #120, Carlsbad, Ca 92008

760-685-0482

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# Determining a Market SENSITIVE PRICE

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An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price. A Comparative Market Analysis considers similar properties that:

## Have sold in the recent past

This shows us what buyers in this market have actually paid for properties similar to yours.

## Pending Sales

These are homes that are currently in escrow and helps us get an idea of what is selling. We do not know the selling price of these homes until escrow is closed.

## Are currently on the market

These are properties that will be competing with yours for the attention of available buyers.

## Failed to sell

Understanding why these properties did not sell can help avoid disappointment in the marketing of your property.





# ACTIVE LISTINGS

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The following properties are a sample of the homes currently available in our marketplace. Buyers may compare your home to these properties in order to establish which homes represent the best values in the marketplace.





# PENDING SALES

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The following properties, which have recently gone under contract, give the best indication of buyer behavior in the current marketplace. Since the goal of marketing is to attract offers, we do not necessarily need to know at what price they sold. It is important to remember the owner controls a property's position in the marketplace, but does not control market value.



# SOLD PROPERTIES

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The following home sales have proceeded to close and indicate what buyers were willing to pay for a range of properties in a given marketplace. It is important to note that even the most recent closed sales will have gone to contract up to several months earlier.

This section, traditionally called “comparable sales,” and used to establish “fair market values,” is the least accurate data to use in determining market position.





# COMPARATIVE MARKET ANALYSIS (CMA)

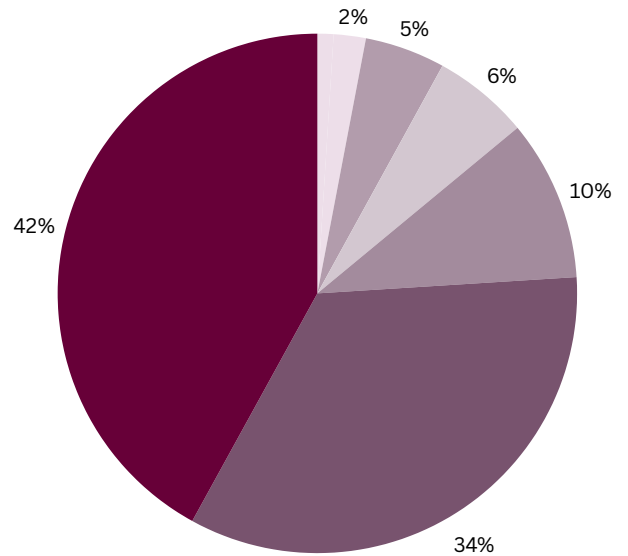
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A Comparative Market Analysis (CMA) is an evaluation of comparable recently sold homes. Comparables are recently sold homes that are similar in size, condition, age, and style for sale and that recently sold in a certain neighborhood. Buyers, sellers and real estate agents use a CMA to establish a fair price range for a home.

# How Buyers Find THE HOME THEY BUY

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• Print Newspaper Ad	1%
• Direct From Seller	2%
• Home Builder	5%
• Friend/Relative or Neighbor	6%
• Yard Sign/ Open House Sign	10%
• Real Estate Professionals	34%
• Internet	42%





# CREATING DEMAND

## A Strategic Approach

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Anyone can find a buyer for your home. The challenge is to create the kind of demand for your property that attracts more buyers and gets you the best outcome. That requires a careful mix of strategies, including:

- Intensive local and national networking
- Aggressive print exposure
- Expansive online exposure
- Custom direct mail advertising and marketing materials

Your agent will draw on these strategies to create a custom property marketing plan designed to get you optimum results. Then we'll orchestrate every detail to ensure a successful close.

It takes a skillful combination of marketing techniques to direct maximum attention to your home. Your agent will devise a custom plan designed to bring qualified buyers to your door.



# ONLINE POWERHOUSE

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To capture the interest of buyers looking for properties in Southern California and the Central Coast, your agent will promote your home on bhhscalifornia.com. We don't measure our traffic by number of hits. (Just one visitor can generate 100 hits.) Instead, we look at unique visitors. Every month bhhscalifornia.com attracts thousands of unique visitors from local, national and over 90 international locations.\* Our fast, user-friendly site gives visitors a wealth of important listing data. They can also sign up to be alerted about open houses, new photos, status and price changes, and listing activity.



## Mobile access reaches buyers on the go

Now buyers can find your home on bhhscalifornia.com no matter where they are — by accessing it on their mobile device. Buyers who are looking for homes in your neighborhood will find your property as they use their smartphone to search homes for sale and open houses within your city or zip code.

The Berkshire Hathaway HomeServices mobile app helps buyers find their perfect home. Intuitive features like custom search, GPS location and maps with driving directions, make it easy to find any type of home. Plus, the exclusive HomeScan feature uses your phones camera and GPS for an augmented reality tour of available homes.





# DIGITAL MARKETING CAMPAIGN

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The Carole Downing Group has partnered with an expert digital marketing consultant - together we've engineered a successful online marketing strategy geared to target and generating prospective home buyers to your property.

## Ads

- Facebook Ads
- Google Display Network
- YouTube & Gmail
- Google Search Ads

## Devices Types:

- Mobile
- Desktop
- Tablet

## Ad Formats:

- Riche Media
- Video
- Carousel
- Banners

# ATTRACTING BUYERS

## A MULTI CHANNEL CAMPAIGN

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Home buyers once searched the newspaper for properties. Now, 87% of them start their search on the Internet.\* And they don't stop at one or two websites — they explore a whole range of online real estate destinations.

To get your property extensive exposure and attract multiple competitive buyers, BerkshireHathaway HomeServices California Properties will syndicate your home to these websites:

Aol.com  
Arizona Republic Chicago Tribune  
Contra Costa Times  
Cyberhomes.com Desert Sun  
eRealInvestor.com FrontDoor  
(HGTV) HotPads.com  
Homefinder.com Homes.com  
Kiplinger LATimes.com  
LuxuryRegistry.com Mercury  
News Miami Herald  
Monterey County Herald MSN  
NewYorkTimes.com  
OCRegister.com Oodle.com  
Realtor.com Relocation.com  
San Francisco Chronicle  
SignonSanDiego.com Trulia.com  
U.S. News and World Report Wall  
St. Journal  
Washington Post Yahoo Real  
Estate Zillow.com





# LOCAL MARKETS

## For National Reach

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In addition to promotion on key real estate websites, your listing will be syndicated to a network of 120+ local newspaper sites, including:

AK	Anchorage Daily News	KY	The Courier-Journal	PA	The Morning Call
AL	Montgomery Advertiser	LA	The Town Talk	PA	Centre Daily Times
AL	Tennessee Valley Printing Co. newspapers: Decatur Daily, Times Daily, Moulton Advertiser	LA	The Daily Advertiser	SC	The Greenville News
AR	Baxter Bulletin	LA	The News-Star	SC	The Sun News
AZ	Arizona Republic	LA	Shreveport Times	SC	The Herald
CA	U- T San Diego	LA	Opelousas Daily World	SC	The State
CA	Los Angeles Times	MD	Baltimore Sun	SC	The Beaufort Gazette
CA	Monterey County Herald	MD	The Daily Times	SC	The Island Packet
CA	Modesto and The Fresno Bee	MI	Battle Creek Enquirer	SD	Argus Leader
CA	San Luis Obispo Tribune	MI	Detroit Free Press	TN	The Leaf Chronicle
CA	The Desert Sun	MI	Lansing State Journal	TN	The Jackson Sun
CA	The Californian	MI	Livingston Daily Press and Argus	TN	The Daily News Journal
CA	Sacramento Bee	MI	Observer & Eccentric	TN	The Tennessean
CA	Visalia Times Delta	MI	The Times Herald	TX	Fort Worth Star Telegram
CO	Fort Collins Coloradoan	MN	St. Cloud Times	TX	El Paso Times
CT	Hartford Courant	MO	The Kansas City Star	UT	The Spectrum
DE	The News Journal	MO	Springfield News-Leader	VA	The Daily Press
FL	Bradenton Herald	MS	The Sun Herald	VA	The Daily News Leader
FL	Florida Today	MS	Hattiesburg American	VA	The Virginia Gazette
FL	The News-Press	MS	The Clarion-Ledger	VT	Burlington Free Press
FL	Miami Herald	MT	Great Falls Tribune	WA	Bellingham Herald
FL	Orlando Sentinel	NC	Citizen-Times	WA	The Olympian
FL	Pensacola News Journal	NC	The Charlotte Observer	WA	Tri-City Herald
FL	Sun-Sentinel	NC	The News & Observer	WA	The News Tribune
FL	Tallahassee Democrat	NJ	Courier News	WI	Gannett Wisconsin Newspapers:
GA	The Ledger-Enquirer	NJ	Courier-Post	WI	Appleton, Fond du Lac, Green Bay,
GA	Macon Telegraph	NJ	Asbury Park Press	WI	Manitowac, Marshfield,
GUAM	Pacific Daily News	NJ	Daily Record	WI	Stevens Pt, WI Rapids, Wausau,
IA	Des Moines Register	NJ	The Daily Journal	WI	Oshkosh, Sheboygan
IA	Iowa City Press-Citizen	NJ	Home News Tribune		
ID	Idaho Statesman	NM	Las Cruces Sun-News		
IL	Belleville News-Democrat	NV	Reno Gazette Journal		
IL	Chicago Tribune	NY	Press & Sun-Bulletin		
IN	The Indianapolis Star	NY	Star Gazette		
IN	Journal and Courier	NY	Poughkeepsie Journal		
IN	Muncie Star Press	NY	Rochester Democrat and Chronicle		
NY	Ithaca Journal	OH	Cincinnati Enquirer		
NY	The Journal News	OH	NNCO - Fremont, Mansfield, Marion, Port Clinton, Bucyrus, Chillicothe, Coshocton, Newark, Lancaster, Zanesville		
KS	The Wichita Eagle	OR	Statesman Journal		
KY	Lexington Herald-Leader				

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# EXTENSIVE

## Online Promotion

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Your listing will be syndicated to the following websites:

AOL Real Estate	Daily Tribune	InvestorLoft	New York Times
ABC	DataSphere (formerly SecondSpace)	Iowa City Press-Citizen	New York Times Regional Group
Ad Express & Daily Iowegian	Decatur Daily	Ithaca Journal	News Herald
Allied News	Derry News / Weekender	Jacksonville Daily Progress	News-Journal
Americus Times Recorder	Detroit Free Press	Journal and Courier	Niagara Gazette
Anchorage Daily News	Eagle Gazette	Killeen Daily Herald	North Jefferson News
Andover Townsman	Edmond Sun	Kiplinger	Northern Nevada Regional MLS
Argus Leader	Effingham Daily News	Knoxville Journal Express	Oakland Tribune
Asbury Park Press	El Paso Times	Kokomo Tribune	Observer & Eccentric
Athens Daily Review	Enid News & Eagle	KOMO News	OceanHomesUSA.com
Austin Home Search	eReallInvestor.com	KTVB	Olive Hill Times
Baltimore Sun	Express (Washington Post)	LakeHomesUSA.com	OpenHouse.com
Bangor Daily News	Facebook	LandWatch	OpenHouse.com
Batesville Herald-Tribune	Farm Talk	Lansing State Journal	OpenHousesInc.com
Battle Creek Enquirer	Florida Press Association	Las Cruces Sun-News	Orlando Sentinel
Belleville News-Democrat	Florida Today	Laurel Leader-Call	Oshkosh Northwestern
Bellingham Herald	Fort Collins Coloradoan	Ledger-Enquirer	Ottumwa Daily Courier
Bluefield Daily Telegraph	FreedomSoft	Lexington Herald-Leader	Pacific Daily News
Bradenton Herald	FrontDoor	Livingston Daily Press & Argus	Palestine Herald-Press
Burlington Free Press	Ft. Gibson Timesy	Local.com	Palladium-Item
Cedar Creek Pilot	Gainesville Daily Register	Lockport Union-Sun & Journal	Pauls Valley Daily Democrat
Centre Daily Times	Glasgow Daily Times	LoopNet	Pegasus News
Chicago Tribune	Gloucester Daily Times	Los Angeles Times	Pella Chronicle
Chickasha Express Star	GoHoming	luxsocal.com (qualifying listings)	Pensacola News Journal
Chillicothe Gazette	Goshen News	Luxury Registry	Picayune Item
Citizen-Times	Grand Traverse Herald	Lycos Classifieds	Pilot Media
Claremore Daily Progress	Grayson Journal Enquirer	Maine Homes	Poughkeepsie Journal
Classified Ad Network (CNHI-CAN)	Great Falls Tribune	Mankato Free Press	Press & Sun-Bulletin
Cleburne Times Review	Green Bay Press-Gazette	Marshfield News-Herald	Press of Atlantic City
Clinton Herald	Greensburg Daily News	McAlester News-Capital	Princeton Times
CLRSearch.com	Greenup News-Times	McCreary County Record	PropBot.com
Comcast	Greenville Herald Banner	Media General	Property Shark
Commerce Journal	Hartshorne Sun	Military.com	PropertyPursuit.com
Commercial Appeal	Hattiesburg American	Mineral Wells Index	Pryor Daily Times
Commercial News	Hendricks County Flyer	Mlive	Realtor.com
Commonwealth Journal	Herald Times Reporter	Modesto Bee	RealtyTrac
Contra Costa Times	Home Magazine	Monterey County Herald	Relify.com
Cooperstown Crier	Home News Tribune	Montgomery Advertiser	Relocation.com
Cordele Dispatch	Home on the Tube	Montgomery Herald	ReloHomeSearch.com
Corsicana Daily Sun	HomeAway Real Estate	Morehead News	Reno Gazette-Journal
Coshocton Tribune	Homefinder.com	Moulton Advertiser	ResortScape
Courier News	Homes and Land	Mt. Vernon Register News	Richmond Register
Courier-Post	Homes.com	My Home Renter	Rockwall County Herald Banner
			Rochester Democrat & Chronicle
Cox Media	Homesbook.com	MyREALTY.com	
Crossville Chronicle	HomesDatabase.com (MRIS MLS)	MySpace	
Cumberland Times News	Homewinks	National Quick Sale	
Cyberhomes	HotPads.com	New Castle News	
Daily Record	Idaho Statesman	New York Post	



# EXTENSIVE ONLINE PROMOTION

## Of Your Property (continued)

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### The Daily Citizen

Royse City Herald Banner  
Rushville Republican  
Russian River Vacation Homes  
San Marcos Daily Record  
San Mateo County Times  
Shelbyville Daily Union Showing Suite  
Sierra Nevada Media Group  
Smarter Agent  
Sokous.com  
SpotlightPreview.com  
Springfield News-Leader  
St. Clair News Aegis  
St. Cloud Times  
St. Petersburg Times  
Stanly News & Press  
Star-Gazette  
Star-Telegram  
Statesman Journal  
Stevens Point Journal  
Stilwell Democrat Journal  
Suburban Real Estate News  
Sun-Sentinel

The Daily Item  
The Daily Journal  
The Daily News Journal  
The Daily News Leader  
The Daily News of Newburyport  
The Daily Press  
The Daily Review  
The Daily Southerner  
The Daily Star  
The Daily Times  
The Daily World  
The Danville News  
The Denver Post  
The Des Moines Register  
The Desert Sun  
The Duncan Banner  
The Eagle-Tribune  
The Evening News  
The Fayette Tribune  
The Fresno Bee  
The Greenville News  
The Hartford Courant  
The Haverhill Gazette

### The Mayo Free Press

The Meadville Tribune  
The Merced Sun-Star  
The Mercury News  
The Meridian Star  
The Miami Herald  
The Morning Call  
The Moultrie Observer  
The Muskogee Phoenix  
The News & Observer  
The News Courier  
The News Journal  
The News Star  
The News Tribune  
The News-Messenger  
The News-Press  
The Norman Transcript  
The Olympian  
The Orange Leader  
The Oskaloosa Herald  
The Pharos-Tribune  
The Poplarville Democrat  
The Port Arthur News  
The Post-Crescent

### The Tennessean

The Tifton Gazette  
The Times  
The Times Herald  
The Town Talk  
The Tribune  
The Tribune Star  
The Tribune-Democrat  
The Union-Recorder  
The Wichita Eagle  
The Zionsville Times Sentinel  
Thomasville Times-Enterprise  
Times Daily  
Times Recorder  
Times Tribune  
Times West Virginian  
Times-Leader  
Tonawanda News  
Tri-City Herald  
Tri-Valley Herald  
Trulia  
Tuttle Times  
U.S. News and World Report  
U-T San Diego

Suwannee Democrat  
Tahlequah Daily Press  
Tallahassee Democrat

The Herald  
The Herald Bulletin  
The Herald-Dispatch

The Press-Republican  
The Randolph Guide  
The Record-Eagle

Valdosta Daily Times  
Vast  
Virginian Pilot

Telegraph-Forum  
The Ada Evening News  
The Advocate  
The American  
The Argus  
The Arizona Republic  
The Bakersfield Californian  
The Baxter Bulletin  
The Beaufort Gazette  
The Californian  
The Charlotte Observer  
The Cincinnati Enquirer  
The Clarion-Ledger  
The Courier-Journal  
The Cullman Times  
The Daily Advertiser

The Honolulu Advertiser  
The Huntsville Item  
The Independent  
The Indianapolis Star  
The Island Packet  
The Jackson Sun  
The Jasper News  
The Joplin Globe  
The Journal News  
The Journal-Register  
The Kansas City Star  
The Land  
The Leaf-Chronicle  
The Lebanon Reporter  
The Leeds News  
The Marion Star

The Register Herald  
The Reporter  
The Sacramento Bee  
The Salem News  
The Sentinel Echo  
The Sheboygan Press  
The Spectrum  
The Star Beacon  
The Star Herald  
The Star Press  
The State  
The Stillwater Newspress  
The Sun Chronicle  
The Sun Herald  
The Sun News  
The Telegraph

Visalia Times-Delta / Tulare Advance  
Register  
Walmart  
Washington Post  
Washington Times Herald  
Waurika News Democrat  
Wausau Daily Herald  
Wayne County Outlook  
Weatherford Democrat  
Westville Reporter  
Woodward News  
XL Marketing  
Zillow  
ZingHome

# REALTOR.COM

## Showcase Membership

Berkshire Hathaway HomeServices California Properties is a Showcase Member of realtor.com. Showcase membership gives us a range of powerful, exclusive tools for making your home stand out from the crowd on this high-traffic site. They include:

- Gold Showcase banner on your listing
- Up to 36 color photos
- Two to three minutes of full motion video
- All phone and email leads sent directly to your agent
- Home seekers can schedule showings right from your listing
- Custom headline and description of your home on Search Results and Listing Details pages
- Open House alerts to drive traffic to your home
- Reports on viewer visits to your listing we can share with you

We look forward to leveraging our company's Showcase Membership in realtor.com to see that your home catches buyers' eyes first and fast!







# MARKETING Your Home

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- Staging Consultation
- Luxury Marketing
- Professional photography
- Full Production Drone Video
- Matterport 3D Tour
- Professionally designed and printed brochures
- Detailed description of the property
- Custom designed website
- Custom Sign rider with website address
- International Advertising- with 750+ websites worldwide including Juwai, Proxio, LuxuryReal Estate.com & World Properties.
- Zillow Premier Advertising
- Enhanced Showcase on Realtor.com
- Prelaunch campaign to data base & local realtors
- Just Listed Campaign
  - Just listed cards
  - Just Listed Announcement to 20,000 agents in So Cal.
  - Just Listed- Internet Advertising – Google, FB, Instagram
  - Promote Property to International network Via Proxio
- Expert digital marketing team with aggressive online advertising strategy featuring your home locally, nationally, and internationally.
- Exposing the property through the relocation network to buyers relocating from other areas.





# MARKETING Your Home

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- Professional photography
- Virtual Tour
- Drone Image
- Professionally designed and printed brochures
- Detailed description of the property
- Custom designed website
- Custom Sign rider with website address
- International Advertising- with 350+ websites worldwide including Juwai, Proxio, LuxuryReal Estate.com & World Properties.
- Zillow Premier Advertising
- Enhanced Showcase on Realtor.com
- Prelaunch campaign to data base & local realtors
- Promote Property to International network Via Proxio
- Just Listed Campaign
  - Just listed cards
  - Just Listed Announcement to 20,000 agents in So Cal.
  - Just Listed- Internet Advertising – Google, FB, Instagram
- Expert digital marketing team with aggressive online advertising strategy featuring your home locally, nationally, and internationally.
- Exposing the property through the relocation network to buyers relocating from other areas.





# Selling Your Home

## HOW IT WORKS

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### Marketing Factors

- Marketing Position
- Salability
- (condition & access)
- Marketing Plan
- Value

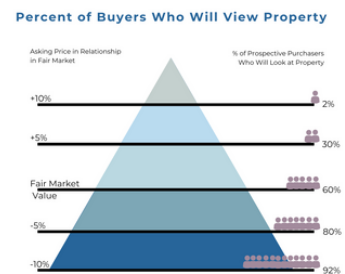
### Who Controls

- Seller
- Seller
- Sales Associate Berkshire Hathaway HomeServices
- Buyer

# DANGERS of Overpricing

An asking price that is beyond market range can adversely affect the marketing of a property.

- Fewer buyers are attracted, and fewer offers received.
- Marketing time is prolonged, and initial marketing momentum is lost.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell below market value.





# Show Off Your Home EVERY TIME

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These tips can help your house make the best impression, every time it is previewed by sales professionals or shown to prospective buyers:

## Exterior

- Remove toys, newspapers, yard tools and other clutter.
- Tidy up; pick up after pets.
- Park vehicles in the garage or on the street; leave the driveway clear.
- Add color with flowers and potted plants.

## Interior

- Make beds; clean up dishes; empty wastebaskets.
- Remove clutter throughout and put away toys.
- Set out “show towels” in baths.
- Freshen the air; potpourri or baked bread aroma; deodorize pet areas; set a comfortable temperature.
- Do quick vacuuming and dusting.
- Arrange fresh flowers throughout.
- Fire in fireplace (when appropriate).
- Play soft background music.





# How I Can HELP YOU?

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I will apply my knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from me:

- I will work with you at every stage of the home selling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- We will want to agree to a system of regular communication so that you can be kept informed at all times.
- I will give you reliable information and solid advice so that you can make informed decisions.
- It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.



# My CREDENTIALS

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As a real estate professional with Berkshire Hathaway, I have dedicated my career to helping people achieve their dreams of home ownership. With 19 years of experience in the industry, I have honed my skills and expertise, making me a go-to choice for clients looking for a reliable, knowledgeable agent.

Having lived in San Diego for 23 years, I have a deep understanding of the local communities and real estate market, which allows me to offer valuable insights and guidance to my clients. With five kids raised in the area, I am proud to call San Diego my home and have a vested interest in ensuring that my clients find the perfect property to suit their needs and lifestyle.

My team is incredible, with a focus on the latest marketing tools, social media, and technologies that enable us to provide a seamless, efficient, and effective experience for our clients. As a client-focused agent, I am always focused on the individual needs of my clients, and I pride myself on my exceptional communication skills, which allow me to stay in close contact with my clients throughout the entire buying or selling process.

I am proud to be ranked in the top 1/2 of 1% nationally for Berkshire Hathaway HomeServices, a testament to my dedication, skills, and commitment to my clients. With me as your partner in your real estate journey, you can trust that you are in good hands and that I will work tirelessly to ensure that your needs are met and that you achieve your real estate goals.





# What Our Clients Had to Say

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Carole Downing is a smart, savvy, and extremely professional agent and negotiator. She has represented me on both the buy and sell side and she unfailingly leaves no stone unturned and advocates for her client throughout the entire process. Carole has her pulse on the local market, is insightful and honest, and well-connected and respected in the community and the real estate industry. I unequivocally recommend Carole to anyone looking for a true real estate professional.

*-Carol Larkin*

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Carole is by far the best real estate agent I've ever worked with. She's extremely knowledgeable understands the California market extremely well and managed to get us \$45000 over asking price just a week after putting our home on the market!

*-Jonathan Barton*

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Carole was our agent when we bought the house 5 years ago - we were so happy with the experience that we contacted her to sell the house when we had to move again due to job transfer. We have found her to be extremely knowledgeable. She draws upon a wealth of experience to expertly handle any hiccups in the process. We appreciate her frequent updates, making sure we are kept up-to-date on all developments. Carole offered wonderful guidance at all stages of the transaction, helping us to navigate the transaction efficiently (and with our sanity intact). She epitomizes the ideal real estate agent.

*-Brenda Duffey*





# What Our Clients Had to Say

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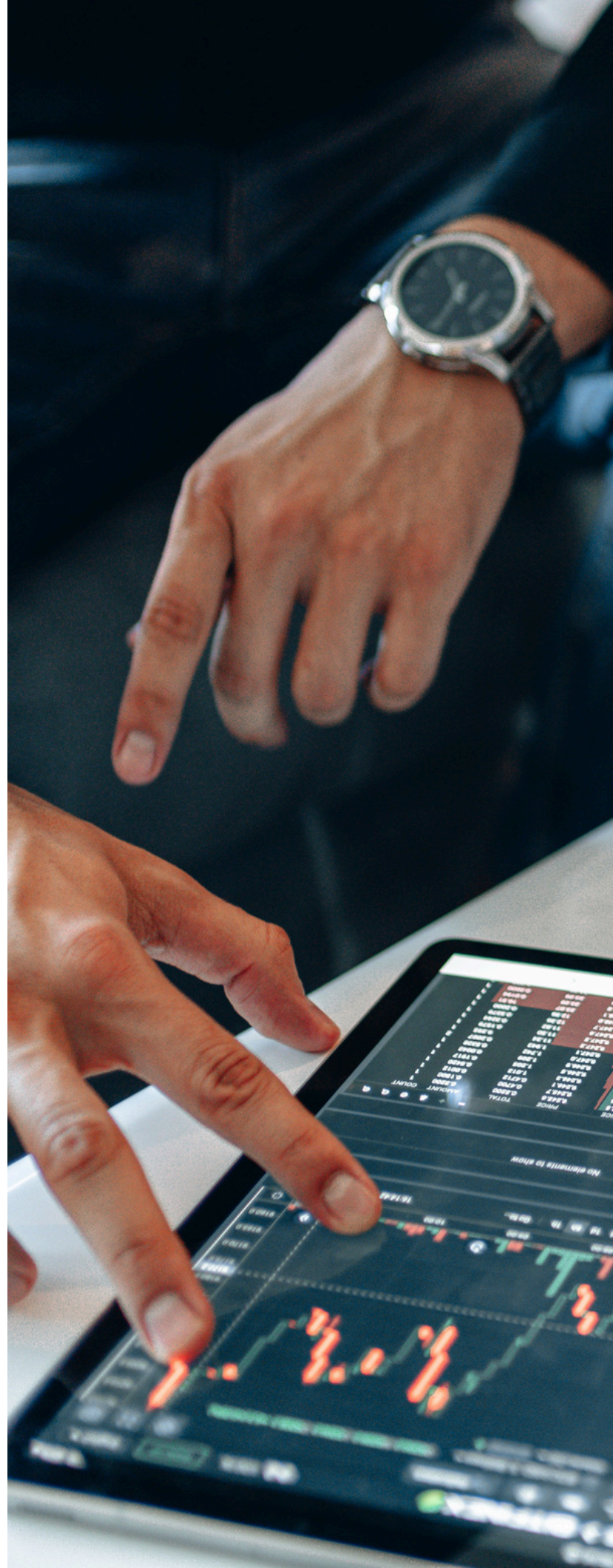
Carole was absolutely the best real estate professional I have ever encountered! I can't express how amazing she was in helping to prepare, market and sell our home, especially given the challenge of working with a buyer living abroad in the military. Words can't effectively express how grateful I am for Carole and her ability garner the best sale price and lightning fast closing with an offer in hand \$20K ABOVE asking price a week BEFORE our first open house and final sale of \$31K over asking price! I absolutely would not have been able to sell my home and work through the unexpected curve balls were it not for Carole and her team! Her local knowledge of North County San Diego real estate coupled with her incredible network of professionals (photographers, publishers, cleaners, painters, roofers, window washers, landscape, etc.) ensured our home showed beautifully for prospective buyers, and also ensured any contingencies were worked through immediately and not hold up closing.

*- Joe Joseph*

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I have worked on three different properties with Carole and her work ethic, knowledge and expertise have been beyond helpful. She thinks of what I forget to think about, knows the details and negotiates professionally and capably. She is also great at under-promising and over-delivering, which is very helpful in real estate transactions

*-Ryan King*



# Home Selling Service

# COMMITMENT

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I commit that I will::

- Communicate with you in a timely and efficient manner.
- Identify your needs.
- Develop and implement an effective Marketing Plan for your property.
- Help you determine an effective pricing strategy.
- Recommend steps to prepare your property for market.
- Represent you in negotiations with prospective buyers.
- Work to protect your interests through the completion of the transaction.

