



SEQUOIA | REAL ESTATE





DEAR CLIENT

First, I must thank you for your time and attention at our meeting today. Information gathering and agent selection is a crucial part of the home sale process and key to a successful transaction. My presentation is designed to give you tools to market your home beyond its potential and help you make strategic decisions as a Seller. Second, I am excited to partner with you on this venture. My goal is to navigate us comfortably through this process and achieve your desired outcome.

Sincerely Yours,

Michael Nguyen



Michael Nguyen, Realtor
CA Lic. #01733892

📞 Direct: 415.810.3855
✉️ michael@sequoia-re.com
🌐 www.sq-re.com/michael



Now, I know what's on your mind...what will my house sell for? As a Realtor, I can give you a price range for the value of your home; but no Realtor can guarantee a specific sales price. The market, ultimately, controls the price. The only thing a Realtor has control over is the marketing plan. If you choose the right Realtor, one that you trust will market aggressively, your home will sell for the best price.

My strategy, in two words, is Exposure & Presentation. My job is to do everything I can to get as many people as possible to view/visit your property. Once they walk through the doors, I want them to fall in love with your home. Here are the steps I take to accomplish this:

1. Work together to establish a competitive listing price
2. Provide complimentary interior design consultation
3. Provide complimentary home staging services
4. Schedule a professional photographer to take photos of your home
5. Create high quality, full-color brochures detailing the features of your home
6. Feature your property on the MLS and Internet
7. Invite your neighbors to the Open Houses
8. Host Open Houses, Broker Tours, and private showings for agents and buyers
9. Notify loan and bank representatives of your property
10. Network with local agents and brokerages to promote your property to their buyers

The sale of your home is no small task. As you take time to think about this, know that I am here to address your questions and concerns. Reach out to me anytime and let's work together to minimize this task and maximize the experience.

LISTING PRICE

The ever-important listing price. Pick the right price and the buzz over your property is overflowing. Pick a price too high and you are overlooked by possible buyers. Pick a price too low and you run the risk of undervaluing your home. It's in your best interest to pinpoint a competitive listing price.





As your agent, I will dedicate time to review a Comparable Market Analysis (aka CMA, comps) with you. We'll look at recently sold homes, current listings, and similar properties. Through this process, we will understand the Fair Market Value of your home and how to best position the sale. It will also help to predict buyer pricing expectations based on market trends.

Our goal is to determine the price that will create the most buzz, attract the most buyers to view your property, and, ultimately, generate multiple offers resulting in the highest price possible for your home.



INTERIOR DESIGN, RENOVATION ASSISTANCE

Enhancing your property is a priority. Whatever the scale of renovation, the objective is to maximize the sales price of your home. I hire an interior designer, at no charge to you, to recommend updates that give your home the curb appeal and interior decor to make positive impressions and play to buyers' emotions.



before

after



before

after

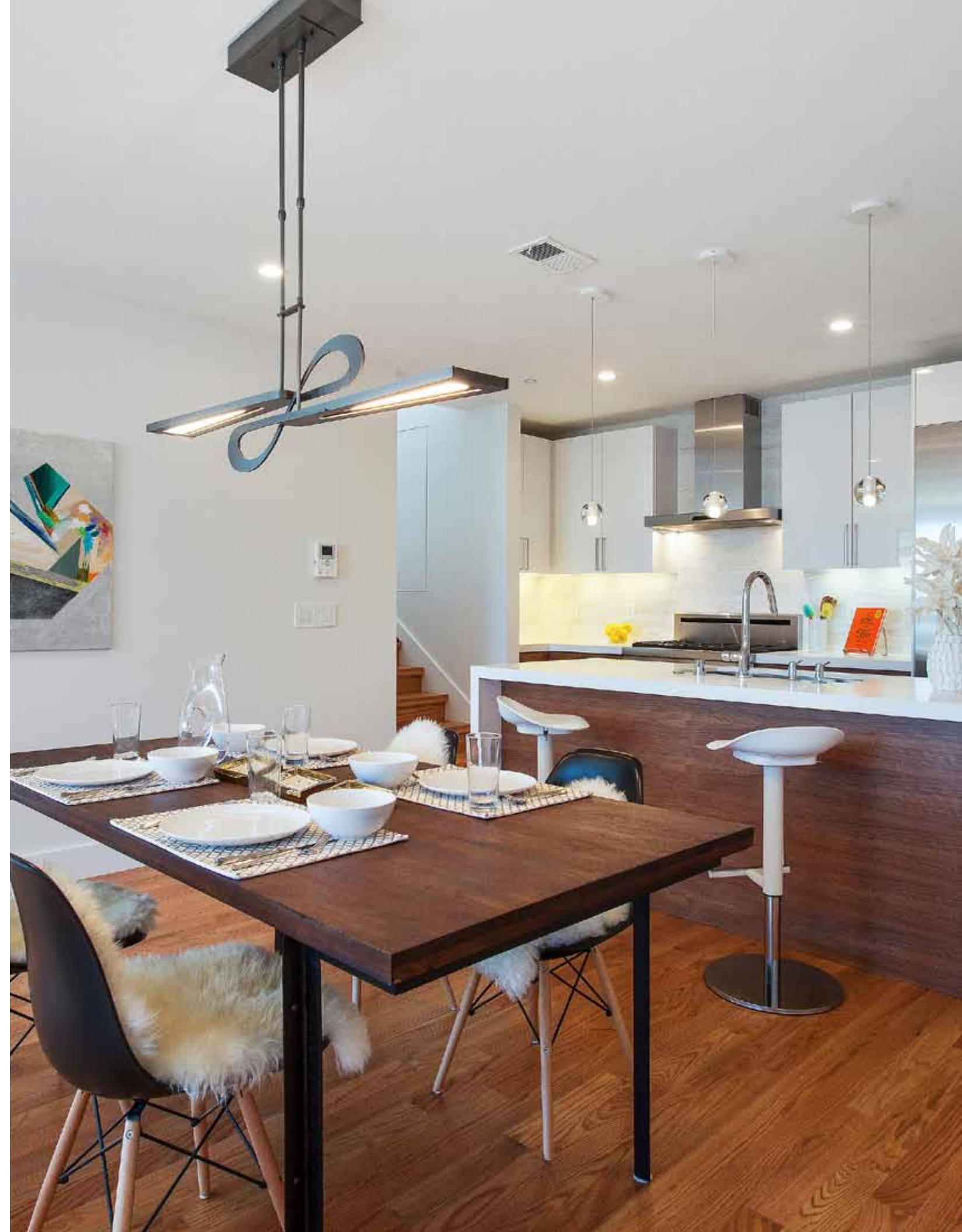
The interior designer will focus on space planning, color schemes, lighting, and fixtures. Typical renovations involve fresh paint, finished hardwood floors or new carpet, updated bath and kitchen fixtures, and modern lighting installations.

Small fixes can translate to big payouts. We keep the renovation budget to a minimum, making sure you only update what is necessary and worthwhile. If you don't have funds available to complete the renovations, I offer to pay upfront costs and receive reimbursement upon close of escrow (restrictions apply).



STAGING

If there's ever a time to showcase your home, this is it. To make the best impression on buyers and make your home memorable, home staging is a must. Effective staging has proven results: (1) it can maximize your sales price, (2) it can minimize your time on market, (3) it engages prospective buyers, (4) and it brings your home to life.





before

after



before

after

Ask any Realtor and they will advise you to stage your home. They see the value in staging but want you to pay for it. With a typical staging costing anywhere from \$5,000 to \$10,000, it's understandably a large expense and you may question whether it's worth the money and effort. With me as your agent, you won't have to think twice about staging as I make it part of my complete sales package and will pay for the staging of your home so that you maximize the sales price of your home.

Yes, FREE STAGING. We appeal to more buyers when they view your staged house in person and online; the staging will trigger emotional connection and help buyers visualize the highest and best use of the rooms in your house. It even increases their interest and perception of value.

The staging company will work to enhance the home aesthetically and spacially. With full home staging, they furnish and accessorize the entire home. If you are living in your home during the sale, we'll work with an interior designer to optimize the existing furniture layout and decor. In this case, I will pay for a storage unit if you need one since we may be taking furniture out.

Remember, we want to make your house shine and stand out from the crowd.



PHOTOGRAPHY

The saying goes, "A picture is worth a thousand words." Nothing is more true when marketing your home to its full potential. Buyers can read lengthy descriptions but nothing is more convincing than a great photo.



before

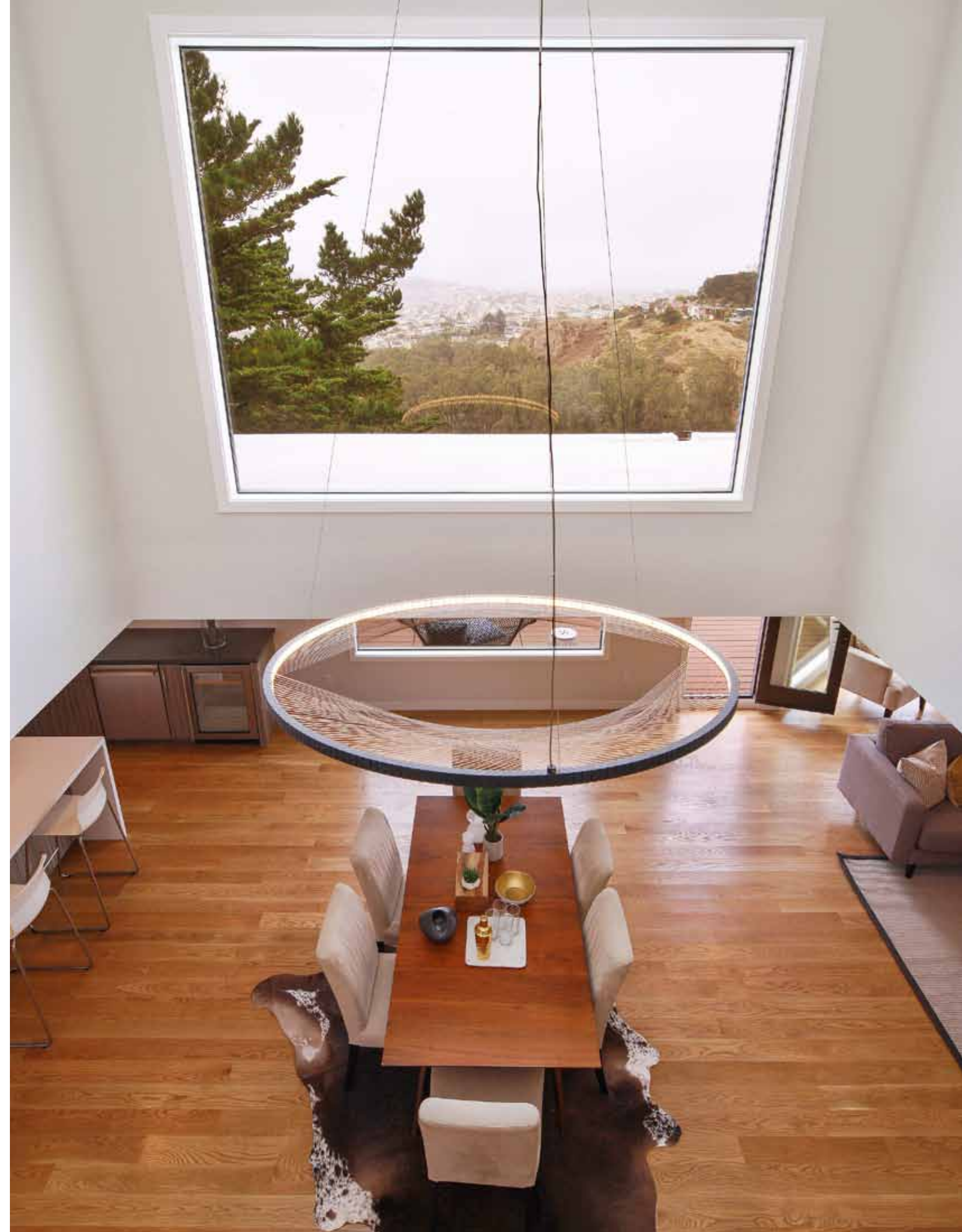
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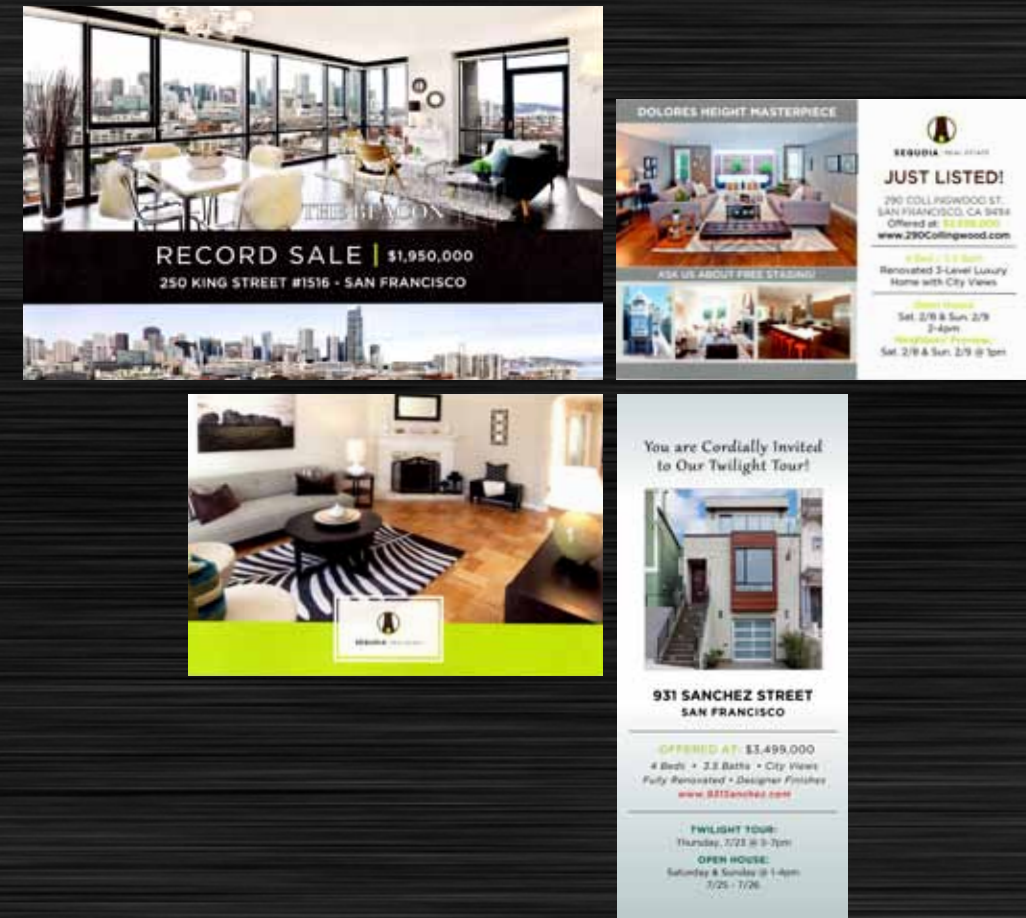
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The value of professional photography is apparent and that is why I always hire and pay for trusted and experienced photographers for your home's photo shoot. The details and expertise needed to capture the essence of your home are numerous - lighting, angles, placement, framing. All of these components come into play when getting "perfect" digital photos. And we want to display the best pictures on the MLS, Internet websites, and marketing collateral to captivate the buyer's eye and compel them to attend a showing.



FULL COLOR BROCHURES/ MARKETING MATERIALS

With each listing, it's my job to build a marketing campaign that brands your home and communicate its charm to the masses. To begin, all marketing collateral will be professionally designed, printed on high-quality paper stock, and commercially printed in full color. It's important to me that everything is meticulously styled and delivers a complete message.

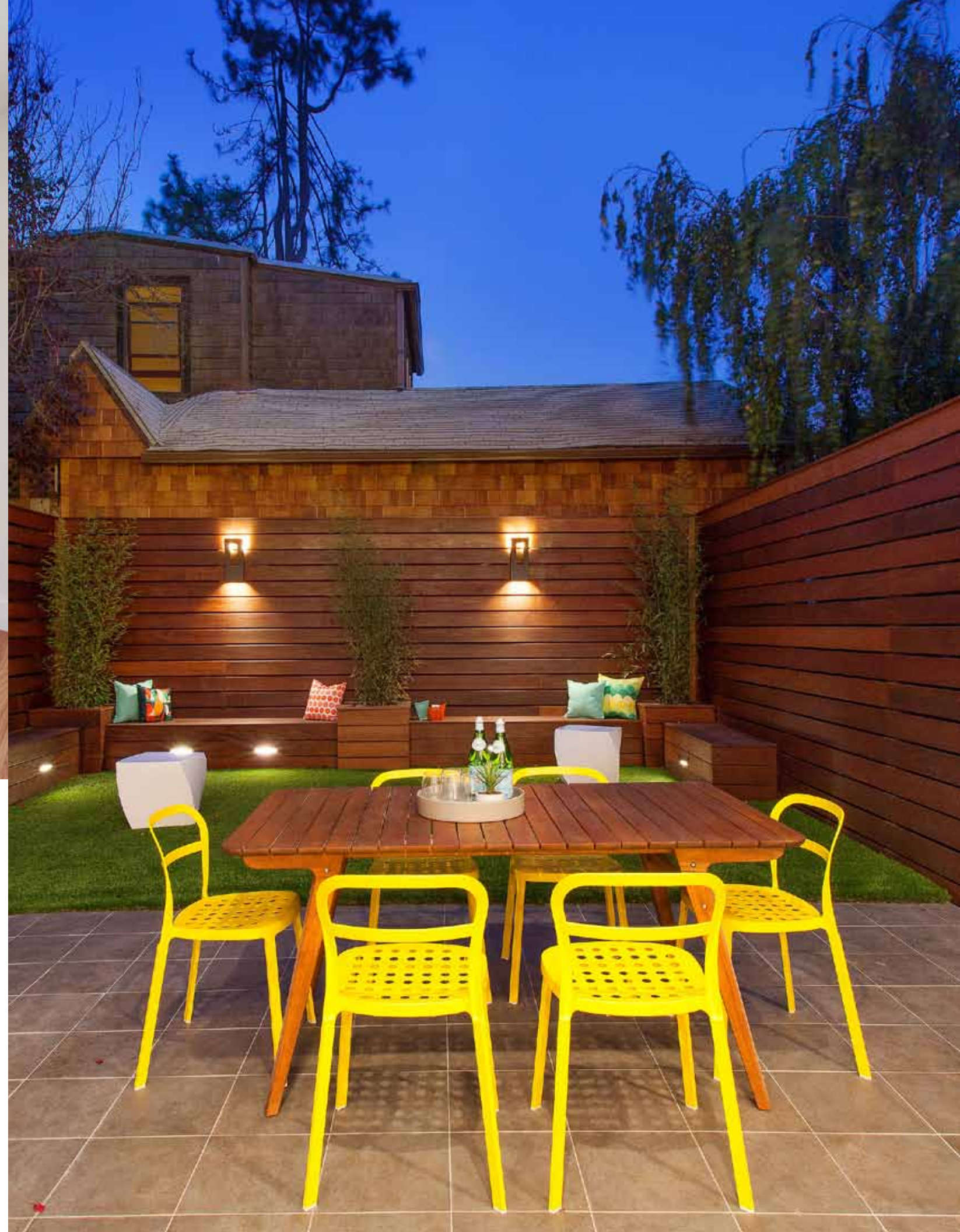




As for distribution channels, I will pass out customized brochures outlining the features of your home to all potential buyers who attend the open house events. Informational flyers will be available inside and outside of your property for prospective buyers. Other marketing tools include a "For Sale" post on your property, door hangers, and postcards.

I also want your property to get the attention it needs online. I will secure and pay for a dedicated property website and unique URL address for you. We'll drive traffic to this website where buyers can view property information, photos, descriptions, and layouts. We can even talk about creating a virtual tour video.

Through this push of traditional and digital marketing, I will unearth and activate buyers for you.





MLS & THE INTERNET, SOCIAL MEDIA

9 out of 10 homebuyers will find your home online. Therefore, I must establish online presence for your home and get your listing entered into MLS and posted to major real estate websites (e.g., Redfin, Zillow, Trulia, Craigslist). These portals will bring your home to the attention of buyers when they search online.



I use social media to find active and passive buyers. I will pay for Facebook Ads to target users who may be ideal buyers for your home. LinkedIn, Twitter, Instagram also come into play when I spread the word about your home with photo and video posts to many networks. My plan also includes email blasts to local realtors notifying them (and their clients) of your home for sale. I will also announce on neighborhood forums such as Nextdoor.com.

Exposure is key and you can trust that I will advertise your home for sale everywhere that is appropriate.

OPEN HOUSES, BROKER TOURS & PRIVATE SHOWINGS

All of our preparations will pay off when I host multiple events to showcase and promote your home. The first Open House is most important because it's your home's grand premiere; it's the first opportunity for buyers and agents to see your home in the flesh. I hold off on showing your house until this first open house with the intention of funneling interested buyers to the opening weekend. This is deliberate because I want to generate substantial traffic to the first open house and create an auction-like atmosphere. Serious buyers will see and feel the activity and feel compelled to bid at a higher price.





Weekend open houses, broker tours, and private showings are part of my marketing package. Weekend open houses are great for buyers to preview your home. The broker tour is my opportunity to network with agents and industry professionals to sell the merits of your home. I will make myself available for private showings to capture buyers who have limited schedules. It's important to be on-site to answer buyer questions and act as your representative.

With each event, I will update you with guest counts and any pointful happenings. Even though you weren't in attendance, you will be fully informed.



INVITE YOUR NEIGHBORS

With me, you get the added bonus of a Twilight Tour. I recommend special twilight tours because it captures those buyers who are only available on a weeknight and it creates greater exposure for the listing. This is more of an invitation-only event but can be shared with anyone in the market. I will invite your neighbors and local community by going door-to-door and delivering 500 door hangers. I will also mail 500 “Just Listed” postcards to specially farmed mailing lists. Word of mouth will work in our favor and help us reach buyers who desire to live in your neighborhood but haven’t heard about the listing yet. It also helps us draw in more traffic and produce the effect of being in high demand.

NOTIFY BANK REPRESENTATIVES

To further spread the word about your home for sale, I find it effective to go behind the scenes and plug your property to local bank representatives, mortgage brokers, and lenders. They have direct lines to pre-approved and qualified buyers, especially those buyers that are looking to buy in your neighborhood. This tactic is proven to reach serious buyers and very resourceful in connecting those buyers to properties they haven't found themselves.





NETWORK WITH LOCAL AGENTS

Word of mouth and referrals are the backbone of my business and there's no better network than my industry contacts. I notify all real estate agents in your city of the new listing and give them detailed property information. By empowering fellow agents with this "hot listing" announcement, they can immediately share with their clients and network. It's also the case that agents will show multiple homes in the same neighborhood but give preference to me and show my property first.

Word of mouth is a powerful way to influence business and it's often the case that home sales happen when agents get an inside lead to present to their clients.

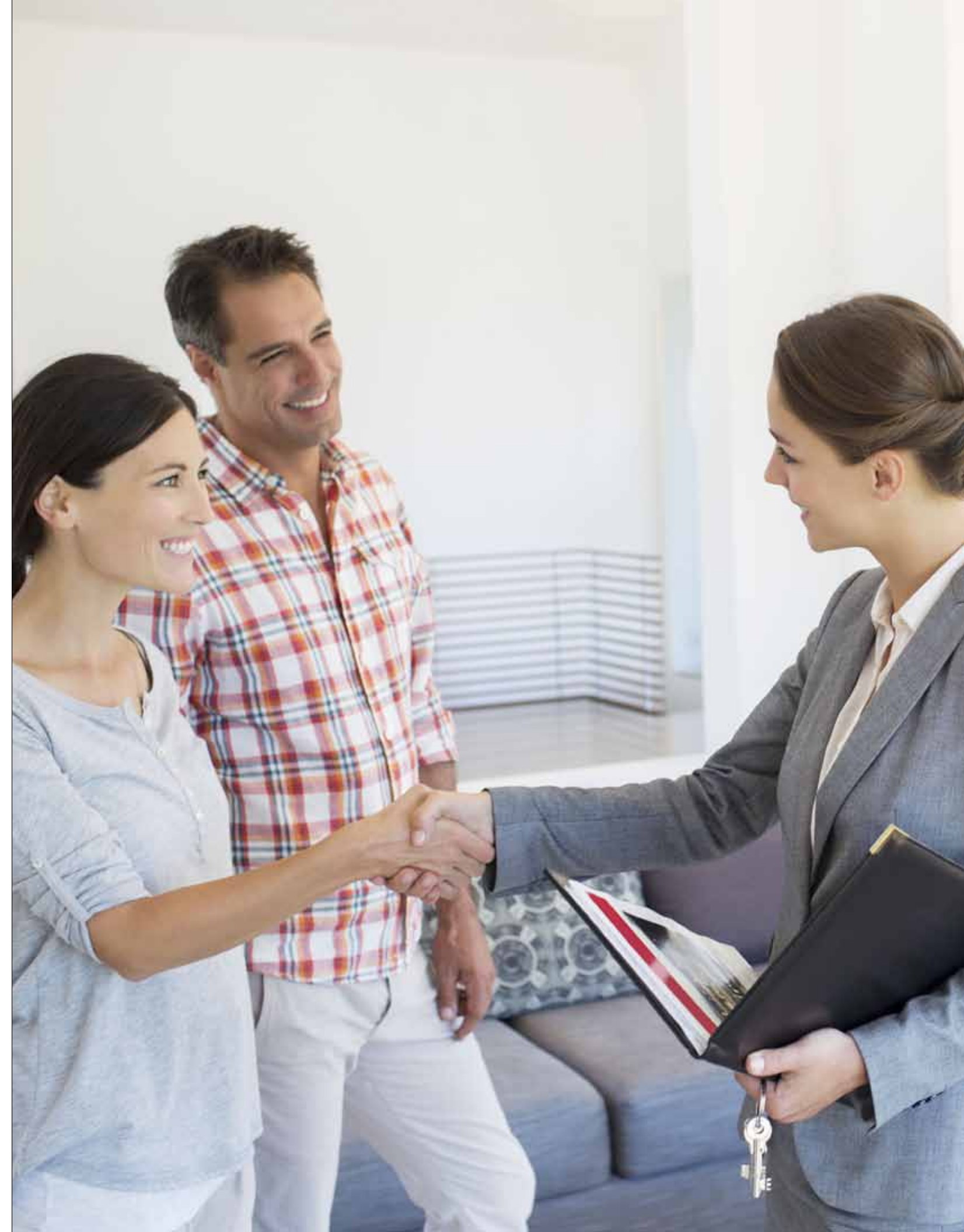
THANKS FOR TRUSTING IN US

Thank you for the opportunity to discuss with you the benefits of allowing me and my company to service your real estate needs. We believe that quality blended with excellent service is the foundation for a successful business relationship.

My approach as your Realtor is very clear and concise. I need to know the facts about your current situation and what you wish to accomplish. With that information, I can be better prepared in getting your property ready for sale. From the beginning to the end, I will work to maximize return, provide solutions, and ensure a smooth transition.

If you have any questions regarding any real estate needs, please don't hesitate to call me -- I'm here to be of service.

*These offers vary from property to property and are subject to change without notice. Please consult with your agent.





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WWW.SQ-RE.COM/MICHAEL



MICHAEL NGUYEN

Realtor I CA Lic. #01733892

Direct: 415.810.3855

michael@sequoia-re.com