



Beverly & Co.
Luxury Properties

SELLING YOUR
HOME

MY FORMULA FOR A SUCCESSFUL SALE

PREPARATION | PRICING | A *PROVEN* STRATEGY



I'M LOOKING FORWARD TO MEETING YOU!

Over my 10+ years as a real estate agent, I've helped hundreds of clients not just successfully sell their homes, but love the process along the way. I do things a little differently than the typical real estate agent. My hope is the information in this book and our meeting at your home will begin to show you that. Between now and then, please take 15-20 minutes to read through this information to learn about my approach to selling homes, my pricing strategy, and how I make the home selling process easier on you.



THINGS TO CONSIDER BEFORE OUR APPOINTMENT

01

**WHAT'S MOST IMPORTANT TO YOU AS A
SELLER?**

Price? Speed?

02

**WHAT MAKES YOUR HOME A GREAT
PLACE TO LIVE?**

What upgrades does your home have? What made YOU fall in love with this home when you purchased it?

03

**WHAT ARE YOUR PLANS AFTER YOU
SELL?**

Are you staying in the area? Do you need to buy a new home?



WHAT DOES IT TAKE TO SELL A HOME?

Well, a lot if you want it done right and for the most profit to you as possible in the shortest amount of time.

I don't want to just sell your home, that's way too easy. I want to help you make good real estate decisions and love the home selling process every step of the way.

My business is based on uncompromising and personalized guidance, the highest level of professionalism, honesty (even if it's not something you want to hear), and integrity—I'll do what I say I'm going to do.

My ***Proven Formula for a Successful Sale*** incorporates dozens of tools and resources designed to minimize the stress of selling while maximizing your profits.

For example:

- My marketing plan goes the extra mile to make sure your home attracts as many buyers as possible AND the deal goes smoothly all the way to closing.
- A clear communication plan to make sure everyone knows who is doing what
- I use technology to get more done in less time and attract your most likely buyer right to us.

As a result, you will have a hassle-free sale that yields you the highest profits possible in the shortest amount of time.



SELLING MAY FEEL OVERWHELMING! BUT, IT DOESN'T HAVE TO BE...

I've organized all these to-dos into four distinct phases to get your home sold for the most profits to you, as quickly as possible and with minimal stress.



WHAT WE NEED TO DO BEFORE PUTTING YOUR HOME ON THE MARKET

In order to have a successful sale, we need to do certain things in a certain way before we put your home on the market. Taking the time to do things that will speak to your most likely buyers before your home's big debut is a crucial step to having buyers fall in love with it and want to buy it when we go on the market. We must take the time to make sure your home looks the best it can online through prepping the house itself and executing my marketing plan. This pre-listing work is how we set up a successful sale and how we get you the most money possible in the least amount of time. But, don't worry, I have a formula that takes the heavy lifting off you. Things like the perfect paint color that makes buyers swoon, a staging plan that helps buyers envision their lives in your home, and having floor plans drawn so buyers can easily see dimensions of every room. And, of course, the things everyone does, like have professional photos taken and a virtual tour put other, but there's more that's needed to ensure that we end up on a buyer's "must-see" list.

SUCCESSFUL *SELLING PROCESS*



I KNOW THAT SELLING YOUR HOME CAN BE STRESSFUL...

But it doesn't have to be! Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With my modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

**LISTING
PRESENTATION
& THE PRICE**

**PROFESSIONAL
PHOTOS &
VIDEO**

**OPEN HOUSE
& OFFER
PRESENTATION**

**CLOSE ON THE
HOME**



ONLINE DEBUT *LISTED TO SELL*

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation - now, most people turn to the internet when looking for homes. With 95% of the home buyers using it, the internet is an essential tool in the home search process. In fact, 54% of buyers say that using the internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



***I GIVE YOUR HOME AS MUCH VISIBILITY
AS POSSIBLE USING A VARIETY OF
TOOLS TO ENSURE YOUR HOME IS SEEN
BY THOUSANDS OF POTENTIAL BUYERS.***

Of course I don't forget the basics: I will publish your home on the MLS (Multiple Listing Service) which will feed the listing with major home searching websites such as Zillow, Redfin, Trulia, and Realtor.com.



OPEN HOUSE

Open houses are essential when selling a property. Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it more than once. That means each of those events will give your property renewed attention on all the online portals and make your listing pop up in front of more potential buyers. Because this is physical real estate we're talking about, an open house gives them a chance to experience your home in person. Not only does this mean more exposure for your property and more traffic for you - the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer!

OFFER PRESENTATION

Offer presentation happens anytime we receive an offer or offers. We will set aside time to discuss and review the offers so we can compare them and decide whether you want to accept or make a counter offer. During the offer presentation, we will carefully analyze the details of each offer, weighing the benefits and potential drawbacks of each. This is a crucial step in the decision-making process, as it allows us to evaluate the terms and conditions to determine the best course of action. By thoroughly reviewing each offer, we ensure that we make an informed decision that aligns with our goals and priorities.



CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Residential Purchase Agreement that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that you can choose to include in your contract.

Beyond this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best possible position for dealing with contingencies when they arise.



COMMON CONTINGENCIES

01 INSPECTION CONTINGENCY

Every contract has an inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspector.

02 FINANCING CONTINGENCY

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender

03 APPRAISAL CONTINGENCY

Inside the buyer's financing there is often an appraisal contingency. This means their financing is contingent upon the home appraising for their loan amount.

04 HOME SALE CONTINGENCY

Contracts can also be contingent on buyers selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



CLOSING DAY

Finally, we will make it to closing day! I've done this a dozen times and I promise you, we'll get through it. By this time you will have already signed a plethora of documents, arguably the most important one being the grant deed. Title will take your grant deed over to the county recorders office. This can sometimes take a few hours.

The home is officially closed once it is recorded. Don't stress about your funds being immediate. The escrow company will have your funds, it's just a process to transfer them into your bank account.

Once the deed is recorded, the agents will coordinate a time to hand over the keys and give possession to the Buyer.

PRICING MISCONCEPTIONS

There's a certain way to price so you get in front of your most likely buyers. I'll explain how to do that and help YOU decide what price to set. My job is to show you the data, explain the strategy behind my pricing recommendation, and help you make the best pricing decision that gets you the most money possible in the shortest amount of time.

BUYERS AND SELLERS DETERMINE A HOME'S VALUE

In the eyes of buyers, your home loses value every week it's on the market without a contract. Plus, statistically speaking, your highest offer will be your first offer.

The value of your property is determined by what a BUYER is willing to pay and what a SELLER is willing to accept in today's market. Buyers make their pricing decision based on comparing your home with other homes they've seen and homes they've seen go under contract and sell over the last few months.

HOW DO WE KNOW YOUR HOME IS PRICED CORRECTLY?

YOU set the price, the buyer sets the value, and the market sets the range. My job is to bring you the information you need to make a good decision.



WHAT YOU DO & DON'T CONTROL

SELLER CONTROLS:

- Property condition
- Availability for showings
- Listing price
- Agreeing to an offer

SELLER DOESN'T CONTROL:

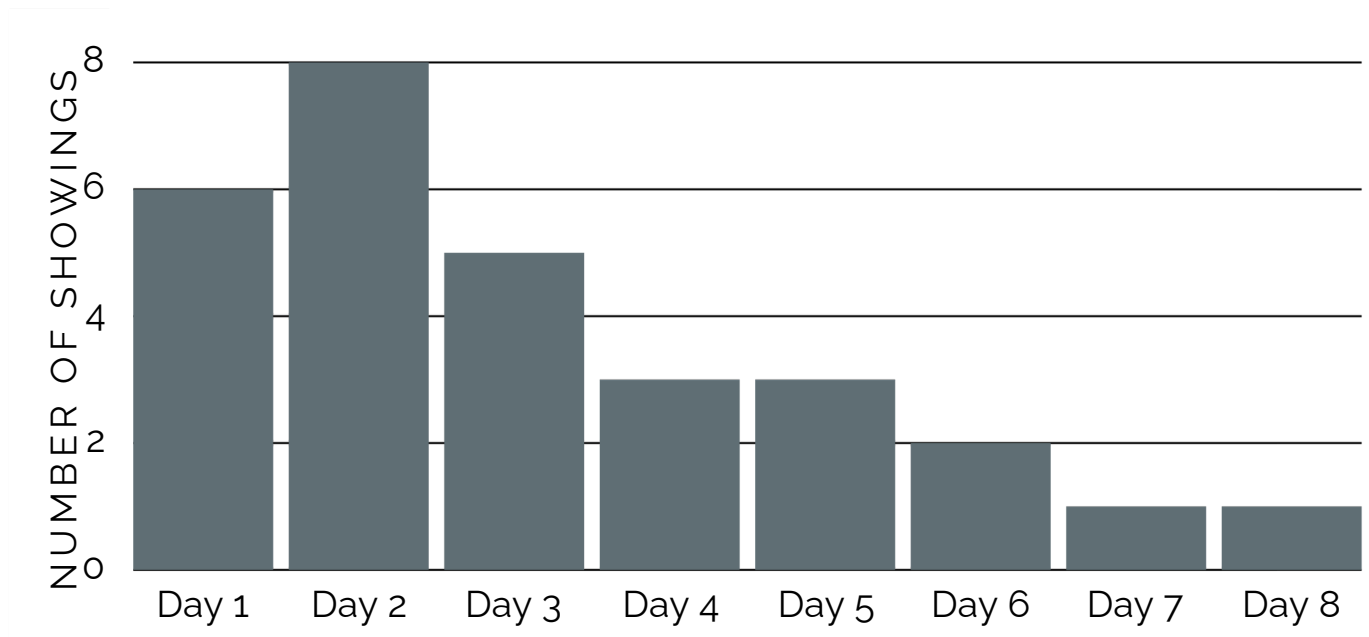
- What other homes are on the market
- What the price of those other homes are compared to yours
- Whether it's a buyer's or a seller's market
- Interest rates
- When the perfect buyer walks through your door





SELLING PRICE VS. TIMING

Your home will attract the most activity from potential buyers when it is first listed. Your home has the greatest opportunity to sell when it's new on the market. That's why we do all the prep work before putting it on the market... so it will look great, be priced right and marketed correctly to get an offer as soon as possible.



WHAT CAN YOU EXPECT?

MY COMMITMENT TO YOU

1

Help you determine what you want and need and make sure we stay on track to make it happen.

2

Exceptional service, a fun home buying or selling experience, and an interest in keeping in touch well after the transaction to help you be a successful homeowner too.

3

Voraciously represent your best interests throughout every step. From recommending lenders, contractors and vendors, keeping our conversations confidential to negotiating fairly yet fiercely to get you the best terms possible; your goals are my goals.

4

An "I'll handle it" attitude. You have enough on your plate and you're hiring me as your counselor and guide. You'll hear me say this a lot during our time working together and even after you've moved in to your new home or sold your home. Handling "it" is literally my job for you.

5

Constant communication and always letting you know what's coming up next. You'll always feel like you are in-the-know about what's going on and what's coming up next.

IT'S NICE TO MEET YOU!

I'M SO EXCITED TO WORK TOGETHER



As a Realtor of Beverly & Company Brokerage, I'm excited to share my philosophy about real estate-making it fun, as stress-free as possible and accessible to everyone, whether you're first-time buyers or sellers or experienced buyers and sellers.

I am passionate about the potential of real estate in changing lives for the better.

Real estate should be a financial tool to get you from where you are to where you want to be both physically and financially.

I have enjoyed a varied career that rewards home buyers, sellers and investors in and around the prestigious Southern California area. I earned my real estate license because I am driven to help people and sincerely believe that everyone can own a home by working with me to develop a strategy. Whether they are recovering from financial hardship, are first time home buyers or are seeking a luxurious residence, I offer my clients my outgoing, loyal and friendly personality. My determined and focused work ethic combined with all the advantages of the most current, cutting edge technologies available today has allowed me to help so many families achieve their home ownership goals.

I was born in Washington State and moved to California when I was 13. I've lived in Ventura county ever since. Going to school, working and raising my three kids in the different cities throughout the years. I have gained much knowledge about the intricacies of the different communities. My vast understanding of the region's attributes is a valuable asset to my clients.

I would be honored to guide you in your next venture - please give me a call to get started!



ABOUT BEVERLY & CO

a MODERN & FRESH approach to REAL ESTATE

MODERN FRESH

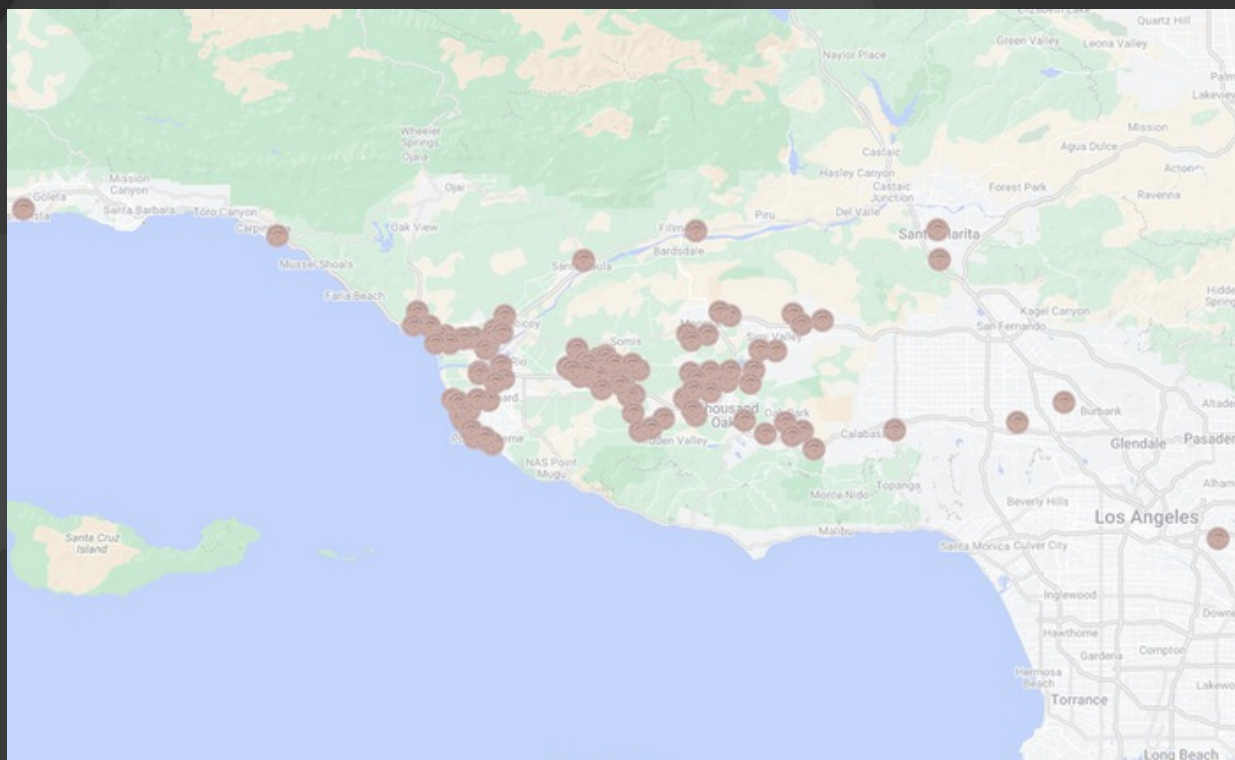
REAL ESTATE



At Beverly & Company, we understand that selling your home is a significant decision and we are here to support every step of the way. Our agents are dedicated to ensuring a smooth and successful sale by utilizing their expertise and knowledge of the local real estate market. By leveraging our strong network and innovative marketing strategies, we aim to attract the right buyers and negotiate the best terms for you.

With a proven track record in selling in Southern California, our agents are well-equipped to handle all aspects of the selling process. We prioritize clear communication, transparency, and personalized service to meet your unique needs and exceed your expectations. Trust Beverly & Company to guide your home with professionalism, integrity, and a commitment to achieving the best possible outcome for you.

HOMES SOLD BY LORI GRZYBOWSKI



I'M SO EXCITED TO WORK TOGETHER

I can't wait to get you from where you are now
to where you want to be

