

SELLING YOUR HOME
DOESN'T HAVE TO BE STRESSFUL

MY HOME SELLING DIFFERENCE

"Your WHY is my purpose
to get you THERE."

Brenda Perez-Miranda

REAL ESTATE AGENT



COLDWELL BANKER
WEST



HELLO, I'm Brenda Miranda



HELPING CLIENTS MAKE CONFIDENT DECISIONS SINCE 2000. I BELIEVE HOME IS WHERE THE HEART, WHERE FAMILY VALUES BEGIN AND MEMORIES ARE BUILT. EXPERIENCE, INTEGRITY, AND GOOD OLD FASHION VALUES IS WHAT IM ALL ABOUT. MY PRIORITY IS SERVING MY CLIENTS, COMMUNITY AND FAITH. I AM COMMITMENT TO MAKING MY CLIENTS REAL ESTATE JOURNEY AS SMOOTH AS POSSIBLE. WHETHER YOU'RE BUYING, SELLING, OR RELOCATING, I TAKE A STRAIGHTFORWARD YET KIND APPROACH, ENSURING YOU FEEL INFORMED, SUPPORTED, AND CONFIDENT EVERY STEP OF THE WAY. YOUR GOALS ARE MY GOALS, AND I'M HERE TO GUIDE YOU THROUGH THE PROCESS WITH EXPERTISE AND CARE.

AS A RELOCATION SPECIALIST AND TOP 10% SAN DIEGO REALTOR, I UNDERSTAND THE CHALLENGES OF MOVING, ESPECIALLY FOR MILITARY FAMILIES AND THOSE TRANSITIONING TO A NEW CITY. BEING MARRIED TO A FORMER MARINE HAS GIVEN ME A DEEP UNDERSTANDING OF THE UNIQUE NEEDS THAT COME WITH RELOCATION. HAVING HELPED COUNTLESS CLIENTS FIND NOT JUST A HOUSE BUT A PLACE TO TRULY CALL HOME, I STRIVE TO MAKE THE EXPERIENCE SEAMLESS AND STRESS-FREE. HOME IS MORE THAN JUST A PLACE—IT'S WHERE LOVE GROWS, VALUES ARE SHAPED, AND LIFELONG MEMORIES ARE MADE.

WITH DEEP ROOTS IN SAN DIEGO AND A PASSION FOR EXPLORING NEW TOWNS AND STATES, I LOVE SHARING MY KNOWLEDGE OF DIFFERENT COMMUNITIES TO HELP YOU FIND THE PERFECT FIT. NO MATTER WHERE LIFE IS TAKING YOU, I'M READY TO SERVE, GUIDE, AND ENSURE YOU FEEL AT HOME EVERY STEP OF THE WAY.

LET'S CONNECT

 *Brenda Miranda*

Built to Serve & Sell

619-846-9088 Dre#01293185


REALTOR



WHAT TO EXPECT AT YOUR APPOINTMENT



TOUR PROPERTY

I will walk through your home with you to take notes, ask questions, and provide staging advice..



ASK QUESTIONS

I will clarify all information so that I have a clear understanding of your needs for your upcoming move.



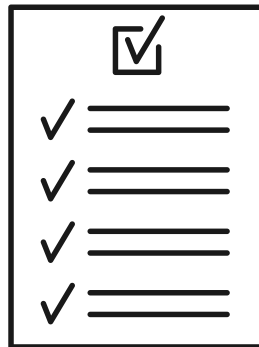
MARKETING PLAN

I will discuss our aggressive marketing plan and customize it to fit your home and objectives that control the saleability of your home.



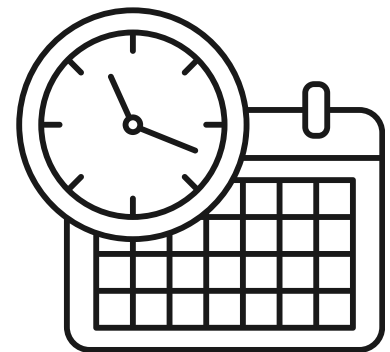
MARKET ANALYSIS

I will go through a detailed market analysis that includes both the SOLD properties and our CURRENT competition in and around your neighborhood.



REVIEW FORMS AND DISCLOSURES

We will go over all of the forms, and the required disclosures necessary to list and sell your home.



DETERMINE MARKET LAUNCH DATE

Based on your needs, we will determine together a list date, taking into account all market nuances such as expected marketing time, etc.

THE SELLER ROADMAP

*This is the typical home seller roadmap of the steps
that take place during the transaction*

01 PRICE IT RIGHT

Review comparable homes and establish a price for your home

02 PREP TO SELL

Prepare your home to make its' debut on the market

03 HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

04 PHOTOS & VIDEO

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

05 LIVE ON MLS

Your home will go live on the MLS and will be viewable to the most potential buyers.

06 MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

07 RECEIVE AN OFFER

We will review all offers and help you understand all the terms of the contract, as well as handle all of the paperwork.

08 UNDER CONTRACT

After accepting an offer, your home will officially be under contract!

09 NEGOTIATIONS

The buyers will typically have an inspection contingency. We will negotiate any repair requests or credits made by the buyer once the Inspections are complete.

10 CLOSING DAY

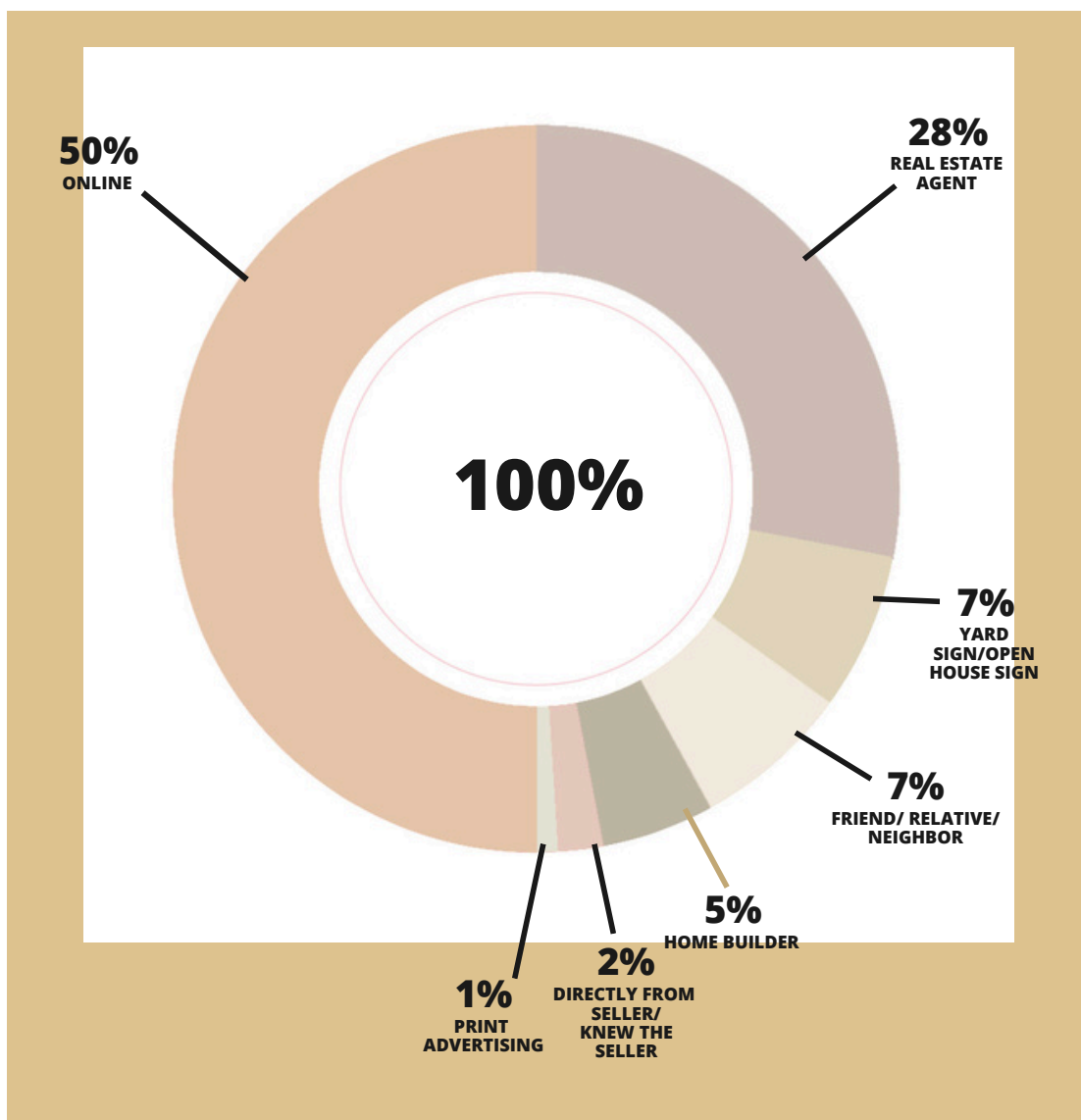
Hooray! Time to hand over your keys and celebrate selling your home.

HOME MARKETING STRATEGY

More than likely, the first place potential buyers will see your home is *online*. This is why I work hard to reach as many buyers as possible online and strive to make the best impression possible through my online listings.

I am dedicated to enhancing exposure to your home, and I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

HOME BUYERS ARE SHOPPING ONLINE



HOME MARKETING STRATEGY TIMELINE

I ENHANCING YOUR HOME

- STAGING
- LANDSCAPING
- CURB APPEAL
- DECLUTTER
- PAINTING, ETC.

2 HIGH IMPACT IMAGERY

- PROFESSIONAL PHOTOGRAPHY
- AERIAL PHOTOS
- VIDEO TOURS

3 PRINT CAMPAIGN

- FLYERS
- BROCHURES
- POSTCARDS

4 COMING SOON MARKETING

- PROPERTY ANNOUNCEMENTS
- OPEN HOUSE INVITATIONS
- TARGETED EMAIL BLAST TO DATABASE
- MLS & ZILLOW
- SOCIAL MEDIA OUTREACH

5 DIGITAL MARKETING

- SOCIAL MEDIA
- LEAD GENERATION CAMPAIGNS
- EMAIL MARKETING
- REVERSE PROSPECTING
- MLS & OTHER PROPERTY SITES

6 EVENTS

- BROKER OPEN
- OPEN HOUSE
- SPECIAL EVENTS



ENHANCING YOUR HOME

*"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."*

It can be a little overwhelming when preparing your home for the market, but it is so important because **first impressions are everything!** You want your home to make a positive statement and to do this you must inspect your home through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. **Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.**



CLEAN YOUR HOME AND DECLUTTER

After giving your home a good deep cleaning, consider sorting through clutter and tossing out or donating any unwanted items.



CONSIDER HAVING A PRE-LISTING HOME INSPECTION

This is optional, but having a pre-listing inspection can help you resolve any major issues and have a better idea of what to expect during inspection negotiations.



MAKE ANY NECESSARY REPAIRS

Even if you don't opt for a pre-listing inspection, it's still a great idea to go ahead and make any repairs that might deter a buyer away from your home.



NEUTRALIZE YOUR HOME

Consider neutralizing your home by painting your walls a neutral color and removing any distracting elements of your decor.



NEUTRALIZE ANY FOUL ODORS

The presence of foul odors can instantly turn potential buyers away from your home. This includes pet odors and cigarette odors.

PRICING IT RIGHT

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 weeks of listing your home yield the highest point of opportunity to sell your home for top dollar and all factors need to be just right.



PRICING

The main goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving a low offer



HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers



FACTORS

What factors do NOT determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

PROS AND CONS OF PRICING IT....



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



AT MARKET VALUE

- + Lower risk of appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



OVER MARKET VALUE

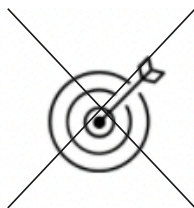
- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

PRICING MISCONCEPTIONS

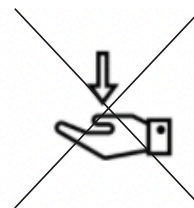
THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET. It is very Important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT YOU WANT



WHAT YOU NEED



WHAT ANOTHER
AGENT SAYS



WHAT YOUR
NEIGHBOR SAYS



COST TO REBUILD
NEW

QUESTIONS TO ASK A REALTOR

- ✓ ARE YOU A LICENSED REAL ESTATE AGENT? **YES!**
- ✓ ARE YOU A FULL-TIME AGENT? **YES!**
- ✓ DO YOU WORK ON A TEAM, OR ALONE? **ALONE + ASSISTANT**
- ✓ HOW MANY ADMINISTRATIVE MEMBERS DO YOU EMPLOY? **3**
- ✓ DO YOU HAVE A PROFESSIONAL STAGER ON STAFF? **ON HIRE**
- ✓ DO YOU PROVIDE FEEDBACK FROM SHOWINGS? **YES!**
- ✓ DO YOU DO VIRTUAL TOURS? **YES!**
- ✓ HOW DO YOU RANK WITHIN YOUR OFFICE? **TOP 15%**
- ✓ HOW MUCH DO YOU SPEND ON MARKETING PER MONTH? **IT DEPENDS**
- ✓ IS YOUR TEAM AVAILABLE 7 DAYS A WEEK? **MON-SAT**
- ✓ HOW LONG HAVE YOU BEEN IN REAL ESTATE? **24 YRS**
- ✓ HOW MANY HOMES HAVE YOU SOLD IN YOUR CAREER? **OVER 200**
- ✓ HOW MANY HOMES DO YOU MARKET AT ANY GIVEN TIME? **1-4**



REVIEWS



“

Brenda is amazing! She's makes home selling so easy and stress free. She knows all the right questions to ask & has all the knowledge that puts a first time home seller at ease. Any concerns or questions I had Brenda was one call or text away. She was there with me every step of the way and I am so thankful for her. Brenda is the best

”

“

Brenda was amazing! This was our first home sale & very nervous about the whole process. She made my family & I feel very comfortable & in safe hands

”

“

I was ready to call it quits after & the last thing I wanted to do was waste any more of her valuable time. So, I plainly asked her at the end of a showing one day whether she thought our home would sell & if we should even continue. She reassured that I was not wasting her time & that she would find a buyer. She was right and couldn't be anymore grateful. To you Brenda, I give many many thanks! You are a real blessing. 😊

”

“

Brenda is a fantastic real estate agent. From initial request to clean up, staging, market time to closing was less than 2 months. She made everything go fast & painless. She knows how to get what you need done.

”

“

We recently worked with Brenda to sell our Julian home & purchase our new Rolling Hills Ranch home. This is our sixth purchase /sell with her. We really like how professional & helpful she was during the process. She comes in with such integrity, good morals & ethics. Bonus that she is a Christian as well.

”

“

I'm military & just PCSed to San Diego. I was originally planning to rent it out, but after learning of property management, I decided to sell. Brenda kept me notified along every step of the way during the home selling process, & I closed on my the sale in less than a month. Even after closing, she keeps in touch to see how everything is going with life 😊 I highly recommend her as a realtor!

”

“

Brenda really took a caring interest when we wanted to buy & needed to sell our house. We had a very difficult house to sell & she made it easy & really took the time & effort to get us the best deal. Her personality makes it easy to trust her & she really knows her craft in the whole San Diego market. Highly recommended!!

”

THANK YOU!

for trusting me with the sale of your property. **I am honored to represent you and guide you through the process.** My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



CONTACT INFO



REALTOR

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PRE-APPROVED

with Ray Miranda

neighborhood  loans[®]