



SELLING YOUR HOME

PRESENTED BY:

Janelle K. Eagle

REAL ESTATE AGENT

THANK YOU

RE: Professional Marketing of your Home

Hello to you and Thank You for the opportunity to discuss the professional marketing of your home.

Enclosed please find my pre-appointment worksheets and information. When the time is right, I would love to schedule a more formal listing interview appointment. To save ourselves time, you would ideally complete the Seller's Homework Sheet in advance, allowing us to maximize our time and effectiveness during our meeting.

If you have any questions or concerns, please contact me. I know this decision takes time and want to support you every step of the way. I look forward to the opportunity to discuss how we can work with you to provide you with a truly exceptional real estate experience.

Janelle K. Eagle

REAL ESTATE AGENT



(805) 330-3793



shehelpshomeowners.com

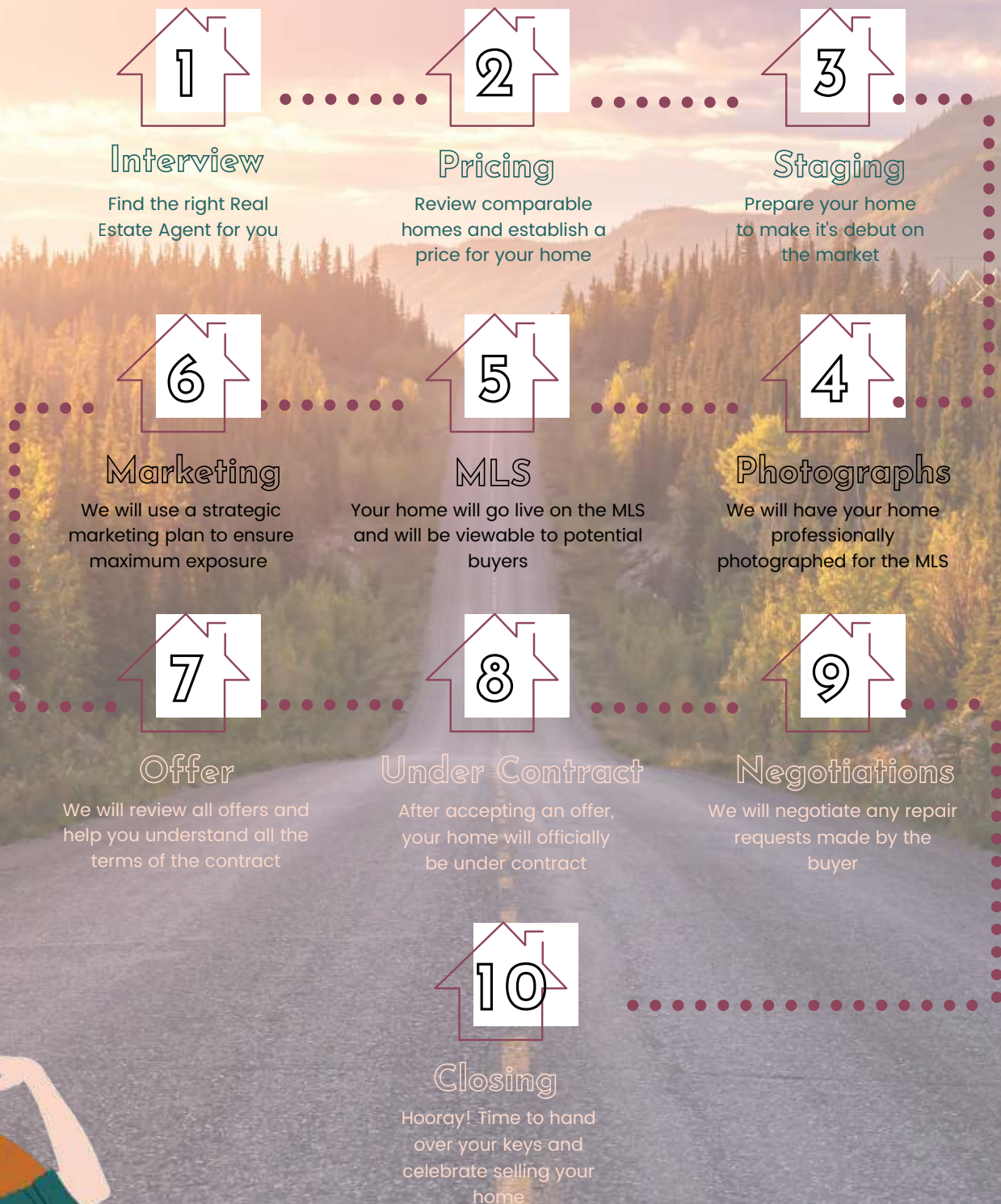


shehelpsllc@gmail.com



THE SELLER ROADMAP

This is a brief summary of the timeline for purchasing your home. Remember, as your Real Estate Agent, I will be there to ensure you feel confident during each step of this process.



ABOUT YOU

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

01: YOUR WHY

Why are you moving? How soon do you need to move?

02: YOUR PLAN

What will you do if your home doesn't sell in the expected timeframe?

03: OBSTACLES

Do you anticipate any major challenges with selling your home?



WHERE ARE YOU AT?

As a professional REALTOR® and area expert, it's important that I dedicate my focus to clients that are actively pursuing real estate goals. When you are ready, you will get my time, talent and team at your beckon. While you are still considering, I'm happy to nudge, but may be less responsive. Which type of client are you?



I AM READY

If we received the offer of my dreams in the next 30-60 days, I am financially and logistically prepared to accept a competitive offer and go into contract on a home sale.



I'M GETTING THERE

I am finishing the logistics of getting my property ready for sale and I need some assistance / referrals for tasks such as organizing, cleaning and moving. In the next 60-90 days, I expect to become an A client and to place my property on the market!



I'M CONSIDERING

I have some learning and research to do about whether or not I can sell my home in the next 6-12 months. I'd love some direction to resources so I can list my property in the near future, but I am not actively preparing for a sale.



ABOUT YOUR HOME

What drew you to this home when you bought it?

What is your favorite feature of your home?

What do you like most about your neighborhood?

What are some nearby attractions and amenities?

What don't you like about your home?



SELLERS HOMEWORK

In an effort to maximize our appointment time please supply original or copies of the following:

- Original & Last Title Policy
- Survey
- Mortgage Paperwork
- Latest Tax Bill
- Association CC&R's
- Average Utilities
- Info on Special Assessments (If applicable)
- Residential Real Property Disclosure Report
- Copy of Appraisal (if applicable)
- Two keys for front door & deadbolt
- Guest SEC Alarm info (if appropriate)

Inspection Reports such as:

- Home Inspection
- Septic Information
- Radon
- Asbestos / Mold Abatement



SELLERS HOMEWORK

Please also provide the best contact information for:

SELLER ONE full legal name:

SELLER TWO full legal name:

Is the property title held in a trust? If so please provide the full name of the trust including date:

Is there a homeowner's association? NO YES

If yes:

What is your fee? _____ per Mon Qtr Yr

Contact Details

Address:

Phone:

Name:



MARKETING PACKAGES

SILVER – 5%

BUYER'S FEE @ 2.25%

- MLS full Listing
- Professional photos
- Contract Negotiations
- Access to our Vendors List
- On-Site Signage
- Emails to all agents in the marketplace
- Showing notifications and scheduling
- Open Houses (1 weekend)
- Social media posts
- Transaction Coordinator Included

GOLD – 5.5%

BUYER'S FEE @ 2.25%

- Aerial Photography
- Paid Packing, Organizing & Home Styling Service (6 hrs)
- Open Houses (2 weekends)
- Marketing materials on-site
- Paid & Boosted Social posts
- Social Media Posts (weekly)
- Full-Color Letter to neighbors
- Mailed flyers/postcards
- Scheduling & Management of repairs
- Branded Property Website
- Pre-listing title search
- Agent-only open houses

PLATINUM – 6%

BUYER'S FEE @ 2.25%

- Professional video with music
- Floor plan
- Open Houses (Weekly)
- \$2,500 staging credit *
- Private neighbor open house
- Agent led showings
- Complementary house clean
- Neighbor going away party
- Home warranty for seller/buyer (value \$1500)

\$850,000 SALE
\$42,500

\$850,000 SALE
\$46,750

\$850,000 SALE
\$51,000



ABOUT INSPECTIONS

TYPES OF POTENTIAL INSPECTIONS

- Sewer Lateral
- Home Inspection
- Radon Testing
- Pest Inspection
- Mold Inspection
- Foundation Inspection
- HVAC Inspection
- Lead-Based Paint Inspection



INSPECTION TIME PERIOD

The typical inspection period is between 10-15 days

In this market, it is becoming increasingly important to disclose as much as possible BEFORE accepting offers in order to ensure a smooth escrow, avoid requests for repair or reduction in offer prices, and to ensure that buyers have done their due diligence and are likely to close.



RECOMMENDED HOME INSPECTORS

Use the list on the following page to see several of the Home Inspectors I recommend. Please feel free to reach out and interview some of the Home Inspectors that I know and trust.



RECOMMENDED HOME INSPECTORS

Please feel free to reach out and interview some of the inspectors that I know and trust.

TAYLOR & KEITH VREEKEN, PROF. INSPECTION SERVICES



(805) 462-1978 Scheduling Office

(805) 441-9727 Cell

proinspectserv@gmail.com
Contractors License #379838

DYLAN LINNENKAMP, HARPER HOMES



(805) 975-9440 Cell

harperhomes15@gmail.com
111 Main Street Charlotte, North Carolina

CASEY FERREIRA, FOUNDATION CONTRACTOR



(805) 550-5628 Office

casheyferreira@hotmail.com
Lic. # 833752

BREZDEN PEST CONTROL



(805) 544-9446

(800) 464-9446

www.brezdenpest.com

HOME STAGING CHECKLIST

1. PLAN AHEAD

- Walk through each room and critique the home from a buyer's perspective
- Consider getting a professional home inspection to see if any repairs are needed
- Hire a contractor to handle major projects that require attention or increase value
- Hold a yard sale. Sell, donate or trash anything you don't need.
- Rent a storage unit if necessary

2. CLEAN, DECLUTTER & DEPERSONALIZE

- Thoroughly clean the entire home
- Scrub tile in kitchen & bathrooms
- Clean hardwood floors.
- Steam clean carpets and drapes.
- Get rid of dust bunnies.
- Repairs cracks and holes in walls.
- Paint interior walls with neutral colors.
- Remove or store excess oversized furniture.
- Rearrange furniture to maximize space.
- Organize closets, store out-of-season items.

Remove or store the following items:

- Meds
- Pet items
- Small appliances
- Toys
- Magazines
- Personal collections
- Family photos
- Garage Clutter



HOME STAGING CHECKLIST

3. SHOW OFF FEATURES

- Remove rugs to showcase hardwood floors
- Pull back drapes to highlight views
- Stage the front porch or deck with chairs & Potted plants
- Make sure fireplace works
- Clean backyard & pool area

4. APPEAL TO SENSES

- Install higher wattage bulbs to brighten
- Refrain from smoking or strong scents

5. MAXIMIZE CURB APPEAL

- Paint or powerwash the exterior including trim, doors and shutters
- Replace or upgrade doorbell, address numbers, welcome mat & front door handle
- Sweep Driveways and walkways
- Trim & manage the lawn, bushes and trees
- Plant colorful, drought-resistant foliage
- Store toys & equipment
- Clean gutters & Downspouts



**"Real Estate is not simply
a job for me, it is my
passion. I am dedicated
to helping each and every
one of my clients achieve
abundance and financial
freedom through
real estate."**

- JANELLE



ABOUT ME

Born and raised in the SF Bay Area, a student in Orange County, a long-time resident of Los Angeles and then a transplant to the Central Coast - I am a passionate ambassador for the beautiful state of California.

After years as a producer on home renovation TV shows and my relocation up to San Luis Obispo County, I founded "She Helps Homeowners" to offer my compassionate and empathetic energy to support others in achieving abundance and financial freedom through real estate.

I am a homeowner and also an investor that buys, holds and flips properties. My contact list of trusted professionals in all related fields is available year round to community members and I truly love to be of service in this dream career.



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MEET OUR TEAM



JANELLE K. EAGLE

REALTOR® | shehelpsllc@gmail.com

I will help you from beginning to end - advocating for you every step of the way and ensuring that the home buying process is as smooth as possible.



TINA BAUTISTA

Transaction Coordinator | tina.hsretc@gmail.com

Tina will join the team once we are in contract and will take care of all of the paperwork - and there is a lot of it! She is incredibly organized and thorough and an amazing and efficient asset to our purchase process.



JENNIFER GONZALEZ

ESCROW & TITLE

Unless you have a preferred escrow and title officer, my preferred office is Jenn and her team at First American Title in Morro Bay. She is seasoned, kind, and detailed.



CLIENT TESTIMONIALS



BETH & RICH

“Janelle came recommended to us by another happy customer, so we took a chance on her. Boy are we glad we did! We have bought and sold many homes over the years and dealt with many different realtors. Janelle is on the very top of our list of great ones! She moves quickly, is extremely efficient, friendly and fun while being professional at the same time.

JIM

“Through our time together, Janelle and her team went the distance in helping prepare my home for sale. There was a large quantity of furnishings that needed to be stored, donated, sold, or trashed. There was also a bit of minor repair and maintenance work required, as well as a good, thorough cleaning. Finding an agent to help me sell my 7-digit home was a task I felt ill-prepared to tackle. I ultimately decided to introduce myself to Janelle, who besides being my neighbor, was also a Realtor®. I'm so glad I did.



WEB & SOCIAL MEDIA

shehelpshomeowners.com

My Website & Home Search Tool. Set up your home search, look for listings, use the home affordability calculator - and more!



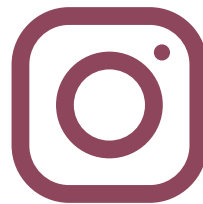
reviews available

- [Zillow.com/profile/shehelpshomeowners/](https://www.zillow.com/profile/shehelpshomeowners/)
- biggerpockets.com/co/she-helps-homeowners
- google reviews:



follow on social

Info about current listings, tips & tricks & more!



@shehelpshomeowners



@shehelpshomeowners





Janelle K. Eagle

REAL ESTATE AGENT



Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

YOUR LOCAL REALTOR®



SELLING YOUR HOME