

MY HOME SELLING DIFFERENCE

SELLING YOUR HOME
DOESN'T HAVE TO BE STRESSFUL

Jocelyn Durham

BROKER



Jocelyn
REAL ESTATE TEAM



hello

I'M JOCELYN DUNHAM

When I was young, my mother Sonya owned a successful RE/MAX real estate brokerage in southern Utah and at only fourteen years of age, I began helping her team with marketing, creating flyers, answering phones, client inter-actions, and balancing trust books. Looking back, it's easy to see how my career choice was already in the works but of course, I had to explore the world outside of real estate first.

I graduated from high school early so I could move to San Diego, the city I loved since I was a child. I enjoyed the energy of San Diegans and was smitten with their fabulous weather. I briefly studied forensics psychology, but it wasn't long before my true calling - real estate - wooed me back with a unique opportunity to work with a top RE/MAX producer in San Diego. There, I learned my profession from some of the top agents and brokers in Southern California, quickly rediscovering how much I love the art of assisting people in realizing their dreams. I earned my real estate salespersons license in 2001 and my real estate brokers license in 2019.



Work Hard, Play Hard, Give Back!

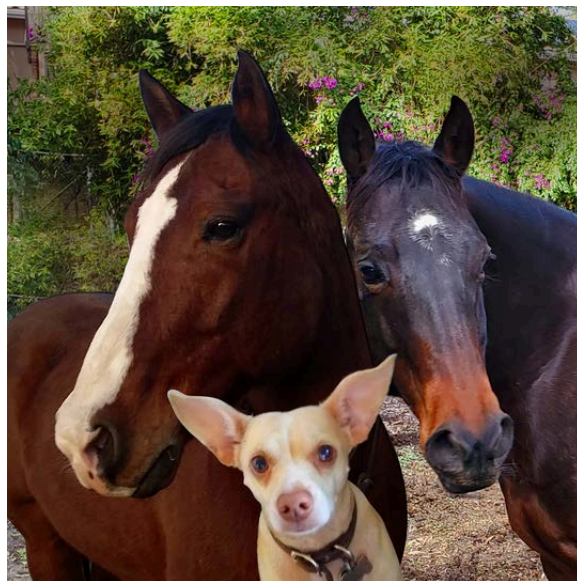
Throughout my career I have managed millions in investment funds for real estate investors. I've grossed over \$500M in residential, multi-family and commercial real estate sales. And I mastered the art of selling REO's and short sales when the market crashed in 2008. I've been awarded numerous top producer awards throughout my career and have been recognized as a top 2% real estate professional nationally.

I pride myself on a strong work ethic, seasoned professionalism, an earnest commitment to my clients, positive energy, and an innate ability to achieve my clients' goals no matter how big or small. I love the challenges that inevitably arise from virtually any real estate transaction and pride myself on ensuring my clients' needs are met and that their transactions are smooth and professionally managed.





In addition to my career, I also enjoy gardening, volunteering at my favorite charities, yoga, and spending time with our fur babies Cosmo, Cash, Chance and Shotgun. I enjoy eating my husband's amazing gourmet cooking and sipping my favorite wines while laughing and creating memories with all of my friends and family.



It's **ALL** About **Family!**

I have two successful and amazing bonus kids that I had the privilege of helping to raise from their teen years. They are both adults now and have their dream careers in the healthcare industry. Both live active lives in Northern California where they spend time with their significant others enjoying all that life has to offer. We all love traveling together on our coveted family vacations each year.



Thank you for taking the time to learn about me. When you or someone you know needs professional and conscientious real estate assistance, my team and I will be glad to prepare a comprehensive program to help you, your family, and friends achieve their real estate dreams.

Jocelyn

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

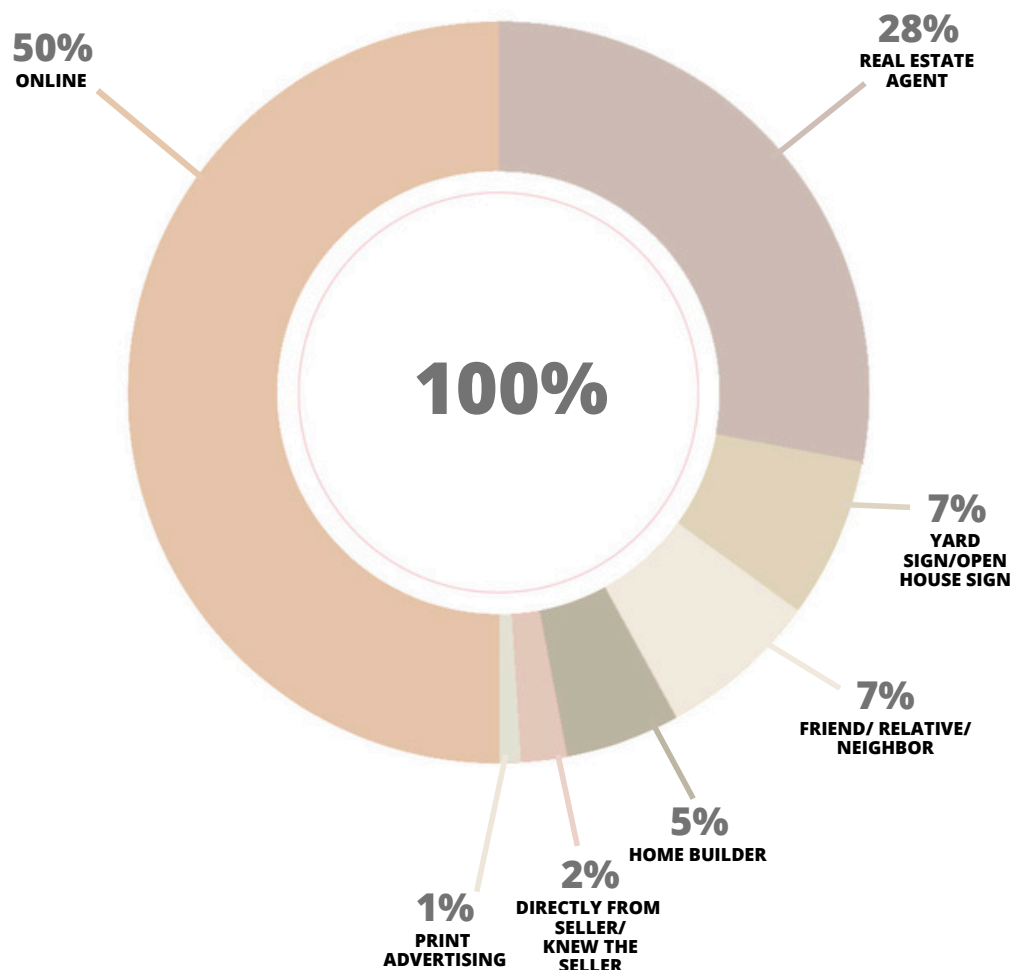
Hooray! Time to hand over your keys and celebrate selling your home.

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

1

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



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

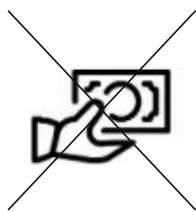


OVER MARKET VALUE

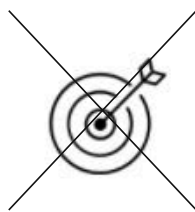
- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

PRICING MISCONCEPTIONS

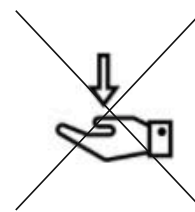
THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET. It is very important to price your property at a competitive market value when we finalize the listing agreement.



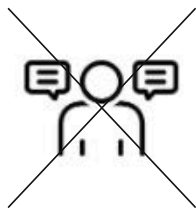
WHAT YOU PAID



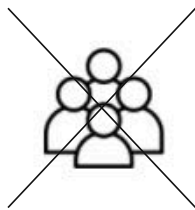
WHAT YOU WANT



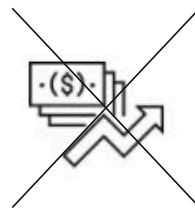
WHAT YOU NEED



WHAT ANOTHER
AGENT SAYS



WHAT YOUR
NEIGHBOR SAYS



COST TO REBUILD
NEW

My Services

Listing Services

My philosophy is to provide value driven services to effectively market your property. Each service is designed and chosen to highlight the best qualities of your home with a goal of ensuring the selling process is as rewarding & stress-free as possible.

- Customized Plan That Fits Your Needs
- Professional Photography
- HD Aerial Video
- Home Preparation
- Complimentary Home Staging
- Massive Internet Marketing
- Open Houses
- Professional Listing Flyers
- Roof & Pest Inspections
- House Cleaning
- Contract Flexibility
- Social Media Marketing
- Customized Complimentary Packing & Move Services

Buyer Services

Buying a home represents most people's single largest investment. Our goal is to make the home buying process as simple and stress-free as possible. We recognize the importance to your family and know we are the best to guide you through the process.

- Confidential Needs Analysis
- Community Information
- Appointments to Accommodate YOUR Schedule
- Daily Market Update
- Introduction to Reputable Mortgage Lenders
- Property Appraisals
- Home Warranty
- Complimentary Roof and Pest Inspections
- Customized Complimentary Packing & Move Services

SUCCESS STORIES



5245 GAYLORD, SAN DIEGO

Offered at \$1,199,000

Sold in 4 days for \$261,000 over the list price.



2701 MEDFORD, CARLSBAD

Offered at \$1,099,000

Sold in 2 days for \$226,000 over the list price



2279 BRYANT, CARLSBAD

Offered at \$795,000

Sold in 4 days for the highest price in the neighborhood



3915 SCOTT, OCEANSIDE

Offered at \$749,000

Sold in 10 days and seller pocketed an extra \$50K by using my strategies to upgrade and stage.

OTHER RECENT SALES

1095 VIA VERA CRUZ, SAN MARCOS

\$1,115,000

17758 FONTICELLO WAY, SAN DIEGO

\$800,000

2222 WILLOWBROOK, ESCONDIDO

\$1,110,000

3564 SKY HAVEN LANE, OCEANSIDE

\$629,000

REVIEWS



A family friend recommended me to Jocelyn after I lost my mom. I live in Texas so I needed a real estate agent that could take care of everything from the cleaning to staging, photography, minor repairs, inspections, estate sale, and item donations. She took care of EVERYTHING. Her expertise of retirement communities and San Diego real estate was proven throughout an extremely fast sale (a few days) and close. I couldn't have done this without her.

- Madeline H.

We have just sold our house in North West Clairemont and we couldn't be happier about our decision to list our home with Jocelyn. From the beginning to the end of the process, we received exemplary service and got outstanding results. Jocelyn is highly responsive, courteous and supportive, always follow up, are knowledgeable and results-oriented. The process of getting a house ready to put on the market, as well as navigating offers, inspections and the myriad complexities of a sale can be daunting and it is great to have someone who really knows the business, is diligent and has your interests at heart.

-Nancy S.

They sold my parents their house and from my parents experience, I knew we would want to work with them again. They're both so on top of it, so positive, so detail oriented, and so kind. Throughout this whole process my husband and I kept saying "thank goodness we have Jocelyn and Sonya." I can't say enough good things or recommend them enough. We got our dream home in Carlsbad near the beach thanks to them!

- Colleen W.

The Michael Jordan of the Real Estate World! Has helped my fellow Marines and Sailors. I "HIGHLY" recommend her service.

-Jackie & Patricia

Jocelyn and Sonya are the best, hardest working, in-your-corner realtors you could ever have. Their expert advise helps you get top dollar for your house, and they absolutely will help you get the house you want. They also help you every step of the way. They are also good honest people. They are the best!

-Nancy M.

Jocelyn and Sonya were knowledgeable and reliable. They took care of everything in a professional and friendly manner. I would highly recommend them to anyone looking to buy or sell.

- Lisa S.

MY TEAM IS COMMITTED TO YOUR SUCCESS

AIMEE GILLIATT | REALTOR®

Aimee takes the time to get to know all the people she works with and consistently exceeds expectations by providing timely information and real time advice. As a former small business owner and hospitality manager, she cares about the people she does business with and is always available with an honest opinion and the latest market facts.



KATELYN FELCH | SALES ASSOCIATE

Our sales team collaborates to maximize our responsiveness to your needs. In today's market you have to be very proactive to help buyers find the perfect home and manage obstacles to get clients to the closing table.



JEF WASSOM | TRANSACTION COORDINATOR

Real estate transactions are an intricate and complicated process. Between mortgage loans, inspections and disclosures, there are a lot of moving parts to consider. With keen attention to detail and unparalleled organizational skills, the TC is an integral part of achieving a smooth buying or selling experience from beginning to end.



STACEY PETERSON | CUSTOMER SERVICE SPECIALIST

Communication and transparency is an integral part of a successful business relationship. We are committed to providing a seamless, stress-free experience when you buy or sell your home



NICK Z

PROPERTY PHOTOGRAPHER

Your home should be advertised in a manner that highlights all its best features. Our photographers capture your home from every single angle, whether it's exceptional photos of every room or an aerial drone video, they bring out the uniqueness of your home.



MICHELLE MCCULLOCH MARKETING DIRECTOR

Our Marketing Team is responsible for the development, design and execution of all listing and post close marketing. They manage all aspects of your marketing plan to ensure your home reaches the best potential buyers.



Thank you!

I would be 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.



Jocelyn
REAL ESTATE TEAM



JOCELYN DUNHAM

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LET'S CONNECT



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