

Listing Presentation



Presented by Eden Nazlou



Agenda For Today

- **About Your Realtor**
- **Working With Eden**
- **How I Will Help You Sell**
 - **Marketing Plan**
 - **The Selling Process**
- **How Eden Will Help You Be Successful**



ABOUT YOUR REALTOR: EDEN NAZLOU

- My professional philosophy as a REALTOR is to secure the highest possible price and the most favorable terms for my sellers.
- Having lived in the Silicon Valley/Bay Area for most of my life, I offer extensive local knowledge. This allows me to highlight the unique positives of your home's location and effectively market it to potential buyers. My strong negotiation skills ensure that my sellers consistently achieve the best price and terms for their properties.
- My aim is to make the process of selling your home stress-free, smooth, and seamless, exceeding all your expectations.
- I look forward to being your REALTOR and providing you with unparalleled service.



Working With Eden

Eden's Superpowers:

Super Organized, Caring & Strong Negotiator

INTERO

A Berkshire Hathaway Affiliate

Why Clients Consistently Choose Eden as Their Real Estate Partner!

1. Real-Time Market Expertise
2. Unmatched Access to Resources
3. Meticulous Attention to Detail
4. Proactive Problem Solver
5. Strategic, Strong Negotiator
6. Clear, Consistent Communication
7. Rapid Response Time
8. Unwavering Professionalism



HOW I WILL GET YOUR HOME SOLD!

MY PRIMARY OBJECTIVES:

- To attract as many qualified buyers as possible to your home until it is successfully sold.
- To provide you with daily updates on all activity, including buyer showings, agent inquiries, and disclosure package requests.
- To assist you in negotiating the highest possible value and most favorable terms with the buyer.



MY MARKETING PLAN

- Submitting your home to the local Multiple Listing Service (MLS).
- Pricing your home competitively to attract a wide range of potential buyers.
- Promoting your home at our company sales meetings.
- Offering your home as an "Off-Market Opportunity" for approximately 2-3 weeks before it goes live on the MLS as an active listing.
- Hiring a professional photographer to showcase your home effectively.
- Arranging professional staging to ensure your home appeals to the broadest audience.
- Coordinating home, roof, and termite inspections to potentially minimize the need for a buyer's property inspection contingency.
- Increasing visibility with a professional "For Sale" sign.
- Installing a lockbox for convenient showings by agents.
- Designing and printing high-quality flyers to present your home to potential buyers at open houses and showings.
- Distributing an e-flyer to all Intero offices and surrounding brokerage firms.
- Promoting your home on all major social media and real estate websites
- Following up with agents who have shown your home to gather client feedback.
- Representing you during all offer presentations to help you negotiate the best possible price and terms.
- Managing all post-acceptance follow-up, including mortgage, title, and other closing procedures.



The Selling Process

01 | phase one

Initial Consultation

- Establish time frames
- Agency services
- Market conditions
- Determine market price
- Agency relationship

Open Escrow

- Coordinate opening of escrow with title agent
- Order preliminary title report

Home Reports / Inspections

- Natural hazard
- Disclosure
- Envirocheck
- Applicable inspections (home/pest/etc.)

Disclosures

- Supplemental seller checklist
- Earthquake hazards report
- Insurance disclosure
- Statewide advisory

02 | phase two

Marketing

- Enter on MLS
- Send out office email notice
- Schedule open house
- Put property on broker tour
- Order property flyers
- Initiate internet marketing plan

Report/Disclosure Review

- Read and review all reports and disclosures to prepare for review with client
- Review reports and disclosures with client

Review Offers

- Review offers with seller
- Prepare counter offers
- Verify contingency periods
- Verify loan rates with lender

03 | phase three

Initial Escrow Period

- Submit contract to escrow officer
- Report pending sale to MLS
- Confirm that buyer has received all disclosures
- Place sale pending sign on property
- Record contingency dates
- Coordinate buyer inspections

Transaction Review

- Ensure all disclosures docs are signed properly
- Ensure buyer received all document/reports
- Confirm loan approval conditions and document delivery timelines

Contingency Removal

- Review repair requests, negotiate/confirm repairs
- Remove contingencies
- Confirm move in date with buyer's agent
- Schedule final walkthrough
- Change MLS status to DNS

Record/Transfer Title & Close Escrow

- Review docs with seller
- Confirm sign off date
- Key exchange
- Sign off
- Escrow closed

How Eden Will Help You WIN...

**Setting the expectation of
MUTUAL RESPECT and COLLABORATION**

TRANSPARENT COMMUNICATION

**"WE START TOGETHER,
WE FINISH TOGETHER."**

**Eden will continue to GUIDE and DELIVER
you to the finish line and beyond!**

Q & A and Next Steps

