

FROM LISTED TO

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Sold



Naomi Benitez

REALTOR®  
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# ABOUT ME



I have always had a passion for helping others. Her path in life has taken her in many “people-driven” directions from the Insurance field to Apartment Management; now to Real Estate, but I have always had a focus on helping others.

In Real Estate, I help to meet the needs and exceed the expectations of my clients by building wonderful relationships with both my clients as well as other Real Estate professionals. I specialize in San Diego County and Riverside County.

I am consistently working with my real estate team Ruiz & Associates along side Broadpoint Properties. I ensure that my clients receive the most professional experience but also ensure that they feel like they have a “friend” on their side.

I work with Buyers and Sellers in North San Deigo County and all its surrounding areas.

## ABOUT BROADPOINT PROPERTIES

Located in the North San Diego County with a main office in Escondido, Broadpoint Properties is a full-service real estate brokerage serving home buyers, home sellers, and landlords throughout the San Diego and Riverside Counties.

# OUR SERVICES



Professional Photography



Follow-up for Feedback



Signage



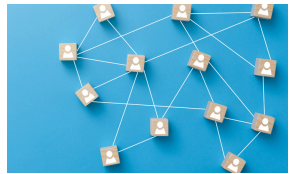
Professional Home Staging (If Needed)



Social Media Marketing



Client Relations and Checklists



Promote to Entire Network of Agents



Screening Process for Buyers



Open House



CMA and Pricing Strategy

AND MORE....

## 10 STEPS TO SELLING YOUR HOME



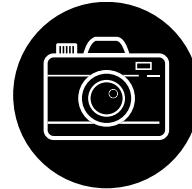
SIGN AN AGREEMENT



PRICE



PREPARE AND STAGE



PHOTOGRAPHY



LISTING



SHOWINGS



OFFERS AND NEGOTIATIONS



HOME INSPECTION



APPRAISAL



CLOSING DAY

# THE SELLING ROADMAP



## INTERVIEW

Find the right Real Estate Agent for you



## PRICING

Using comparable properties in the area to determine a sale price for your home



## STAGING

Preparing your home for photos for its debut on the market



## MARKETING

Advertisements, social media posts, open houses, yard signs, and others to ensure maximum exposure



## MLS

Your home will go live on the Multiple Listing Services, giving all agent access to seeing it



## PHOTOGRAPHS

Professional photographs to capture your home and make it marketable online



## OFFER

We will review all offers received and make sure you understand the terms of each contract



## UNDER CONTRACT

After we accept an offer, your home will be officially under contract



## NEGOTIATIONS

We will negotiate any repairs or requests made by the buyer



## CLOSING

Hooray! Time to hand over the keys to the new owners



# About Your Home

**1**

What drew you in when you bought your home?

**2**

What is your favorite feature of your home?

**3**

What do you like the most about your neighborhood?

**4**

What do you dislike about your home?

# About You

As your agent, you and your home are my priority. Knowing about you, why you're selling, and how I can best service you will help me provide the best service possible.



Why do you want to sell? How soon do you need to sell?  
Do you need to sell in order to buy?



When would you take your home off the market if it didn't sell? Do you foresee any obstacles in selling?



What does your schedule look like for showings and open houses? How soon do you need to know about them?

# PRICING

and everything at play

## **Why pricing it right is important**

- 1** Buyers will be more interested and serious when the house is priced correctly and in their price range and it will likely sell faster

## **Current Market Conditions**

- 2** The current market conditions can really affect how we price your home. We have to play by the market in order to attract buyers.

## **Comparable Sales**

- 3** Using recent listings and sales on nearby properties and similar properties will give us an ideal sale price. This is similar to what an appraiser will use.

## **4 Things that are factors**

- 4** All of the above factor into the price of your home along with its condition, location, its features, and the terms of the sale

## **5 Things that are not factors**

- 5** How much you paid for the house, the cost of renovations, and how much you want to make off the house

# MARKETING PLAN

We will establish a marketing plan together specific to your home to ensure that it has maximum exposure

## **Open Houses**

Open houses will provide the opportunity for people passing by to stop in and see it, as well as those who don't yet have an agent

## **MLS**

Using key words in the MLS listing, well written descriptions, and professional photography will attract agents to send their clients the listing to look at.

## **Printed Materials**

Printed flyer, features booklets, and postcards will be used to market and attract potential buyers

## **Word of Mouth**

Information and the listing will be shared with those in each of our spheres

## **Company Early Viewing**

Broadpoint Properties has a large network of Real Estate Professionals who will get access to the house information before going live on MLS

## **Social Media**

Photos, videos, and home information will be shared across multiple social media platforms as both posts, stories, and advertisements

## **Broker and Agent Exposure**

Hosting an Broker Open House will attract brokers and agents from all real estate firms to privately view the home for their clients



# Important Information

## **Showings**

How soon do you need to know about it?

What times are not allowed?

What door are they entering in?

What are you doing with pets during showings?

Do you want shoes off?

Do you have security systems or smart devices?

## **Open Houses**

What is your preferred date and time?

How many would you like the first weekend?

## **Photographs**

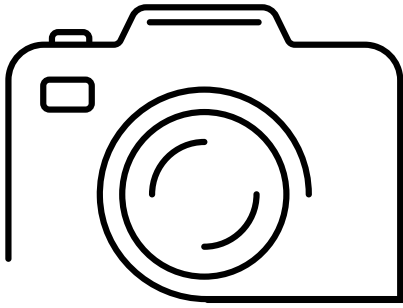
What is your preferred date and time?

## **Terms and Conditions**

When do you want to hand over possession?

Are you willing to pay for any inspections?

Are you willing to do any repairs?



# Photo Prep Checklist

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- Wipe all countertops, windows, mirrors
- Vacuum, sweep, and mop flooring
- Declutter rooms, shelves, closets, and countertops
- Spray down outside of windows and doors
- Sweep, rake, weed walkway to front door
- Replace all burnt out lightbulbs
- Depersonalize
- Remove and store away any pet toys and supplies
- Clean and declutter toilets, showers, bathroom sinks
- Wipe down appliances



Thank You

Thank you for your time and for considering me to sell your home with. Home selling can be a stressful time in your life and it's my goal to take the stress away so you can enjoy your new adventure. I look forward to helping and fulfilling all your real estate needs.

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