

LISTING PROPOSAL  
**1358 5TH ST**  
LA VERNE, CA 91750



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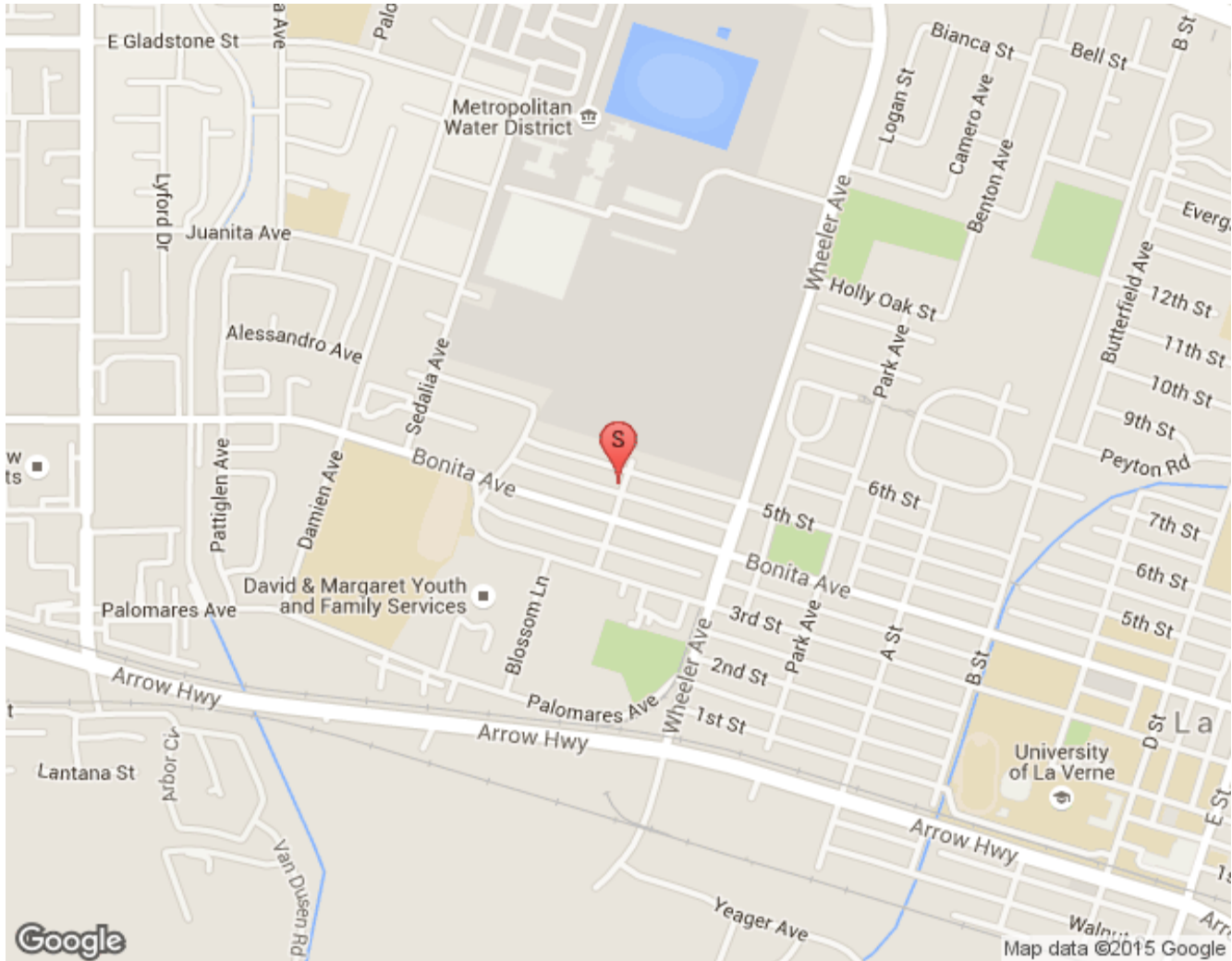
# CONTENTS

What is in your listing proposal

aerial snaphot	3
property information	4
area sales analysis	5
sales comparables	6-8
estimated sales price	9
selling roadmap	10
how buyers find homes	11
pricing correctly	12
average days on market	13
marketing action plan	14
analyze & optimize	15
negotiating offers	16
committment to you	17

# AERIAL VIEW

Area we analyzed



## Why a 2-Mile Radius?

A 2-Mile radius gives the ideal range to accurately research properties that either have been sold or are actively listed and are similar to yours in regards to the number of bedrooms, bathrooms, living area (sqft), and property lot size.

# YOUR PROPERTY

## Overview of your property

### OWNER, ADDRESS & LEGAL DESCRIPTION

Primary Owner: DIENY ERIN W & KEVIN J

Secondary Owner: DIENY ERIN W & KEVIN J

Site Address: 1358 5TH ST, LA VERNE, CA

Mailing Address: 1358 5TH ST, LA VERNE, CA

APN: 8381-021-001

Country Name: San Bernardino

Census Tract: 4016.03

Housing Tract #: 6654

Lot Number: 11

Page Grid:

Brief Legal Description:

### BEDS, BATHS, & SQUARE FOOTAGE

Bedrooms: 2

Year Built: 1949

Square Feet: 786

Bathrooms: 1

Garage: 0

Lot Size: 6156

Partial Bath: 2

Fireplace:

# of Units: 1

Total Rooms: 1

Pool/Spa:

Zoning: LVPR4.5D\*

Property Type: N/A

Use Code: Single Family Residential

### ASSESSED VALUE & TAX DETAILS

Assessed Value: 327412

Tax Amount: 3933.94

Land Value: 261930

Tax Status: Current

Improvement Value: 65482

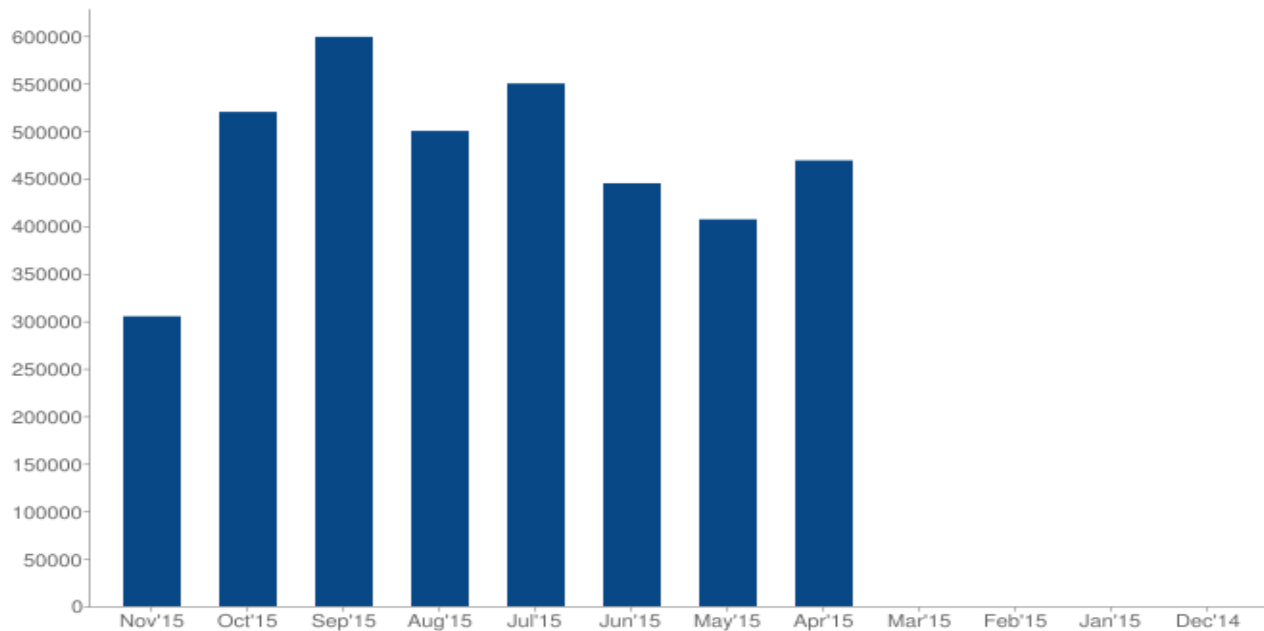
Tax Rate Area: 5-283

% Improvement: 0.2%

Tax Year: 2015

# AREA SALES ANALYSIS

Sales in the past 8 months



## MONTHLY SALES OVERVIEW

	YOUR PROPERTY	LOW	MEDIAN	HIGH
DISTANCE	0	0.03	0.46	0.59
LIVING AREA:	786	612	1,626	3,962
PRICE PER SQFT:	\$0	\$278	\$330	\$498
YEAR BUILT:	1949	1898	1955	1979
LOT SIZE:	6,156	3,741	7,323	18,808
BEDROOMS:	2	1	3	7
BATHS:	2	1	2	3
STORIES:				
POOL:	0	0	0	0
SALES PRICE:	\$0	\$305,000	\$525,000	\$1,130,000

# SALES COMPARABLES

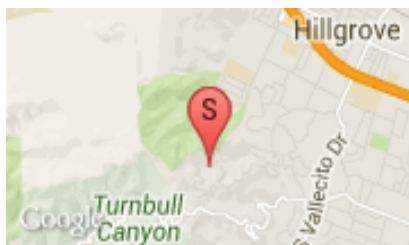
Properties that have recently sold.



Sale Price: \$445,000

## 845 Maria Ave La Verne

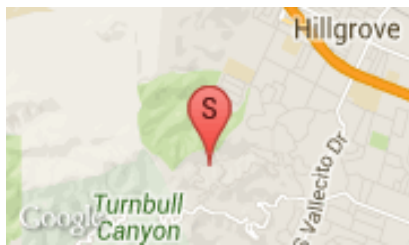
Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.48	1,320	\$445,000
Bed/Bath	Year Blt	Lot Area	Pool
4/2	1963	7,737	No



Sale Price: \$555,000

## 1720 Maplewood St La Verne

Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.42	1,568	\$555,000
Bed/Bath	Year Blt	Lot Area	Pool
3/2	1952	6,772	No



Sale Price: \$519,000

## 510 Fernshaw Dr La Verne

Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.49	1,864	\$519,000
Bed/Bath	Year Blt	Lot Area	Pool
2/3	1959	8,563	No

# SALES COMPARABLES

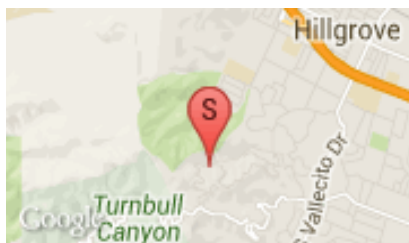
Properties that have recently sold.



Sale Price: \$605,000

## 1129 Forestdale Ave La Verne

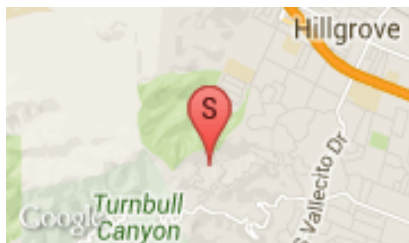
Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.45	1,948	\$\$605,000
Bed/Bath	Year Blt	Lot Area	Pool
3/3	1955	18,808	No



Sale Price: \$520,000

## 1008 Juanita Ave La Verne

Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.44	1,641	\$\$520,000
Bed/Bath	Year Blt	Lot Area	Pool
3/2	1962	7,323	Yes



Sale Price: \$439,000

## 1664 3rd St La Verne

Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.30	1,340	\$\$439,000
Bed/Bath	Year Blt	Lot Area	Pool
3/1	1958	6,884	No



# SALES COMPARABLES

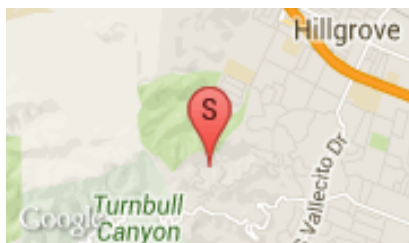
Properties that have recently sold.



Sale Price: \$565,000

## 641 Sedalia Ave La Verne

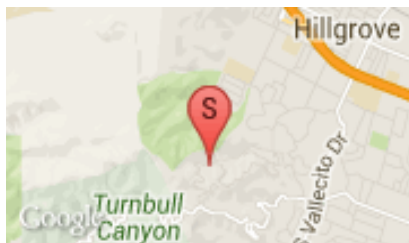
Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.51	1,800	\$\$565,000
Bed/Bath	Year Blt	Lot Area	Pool
3/2	1959	9,884	No



Sale Price: \$525,000

## 1622 Bonita Ave La Verne

Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.25	1,626	\$\$525,000
Bed/Bath	Year Blt	Lot Area	Pool
2/2	1912	7,277	No



Sale Price: \$622,000

## 2427 Sylvian Ln La Verne

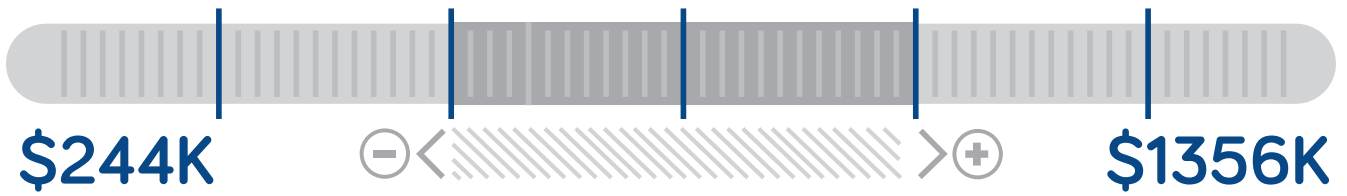
Unit Type	Dist.	Sqft.	\$/Sqft
N/A	.46	1,805	\$\$622,000
Bed/Bath	Year Blt	Lot Area	Pool
4/2	1978	8,495	Yes

# ESTIMATED VALUE RANGE

Based on recent comparable sales



A FEW FACTORS THAT HELP DETERMINE YOUR HOMES SALES PRICE



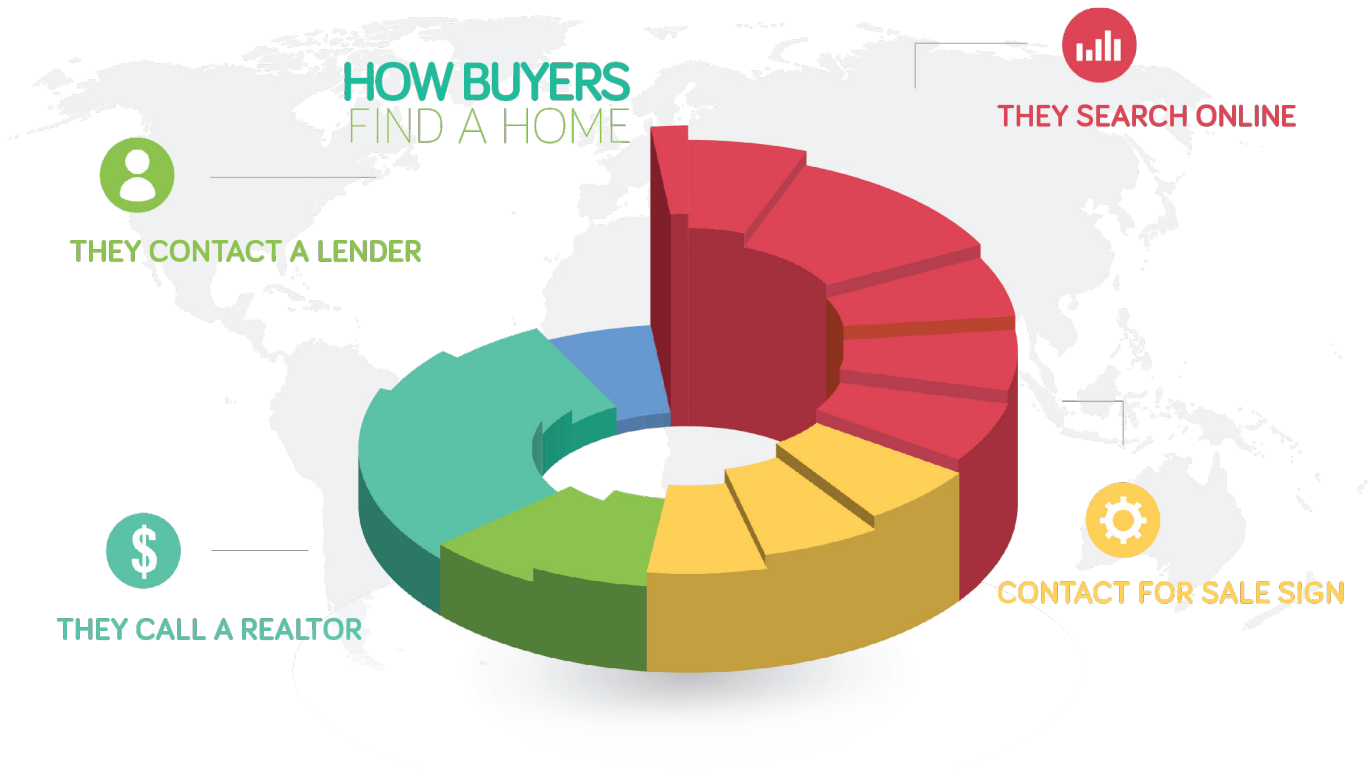
# WHAT'S NEX

Presentation road map



# HOW BUYERS FIND A HOME

Places they look most.



Most buyers now begin their search online either at home, on their break at work, but more often than not on their mobile device. Since more than 80% of buyers begin their home search online they are simultaneously taking the opportunity to educate themselves on the buying process. So today's buyer is now more informed than every but will still rely on a realtor to guide them through the transaction. The typical home buyer takes about 3 months to purchase his home which means they have been looking for 2 months before your decided to sell your home

## “ HOME SHOPPERS RELY ON AGENTS AND OPEN HOUSES TO BRING THEIR ONLINE RESEARCH INTO THE REAL WORLD “

With all this valuable data we are going to take advantage and are going to place your property where it's going to gain maximum exposure to prospective buyers.

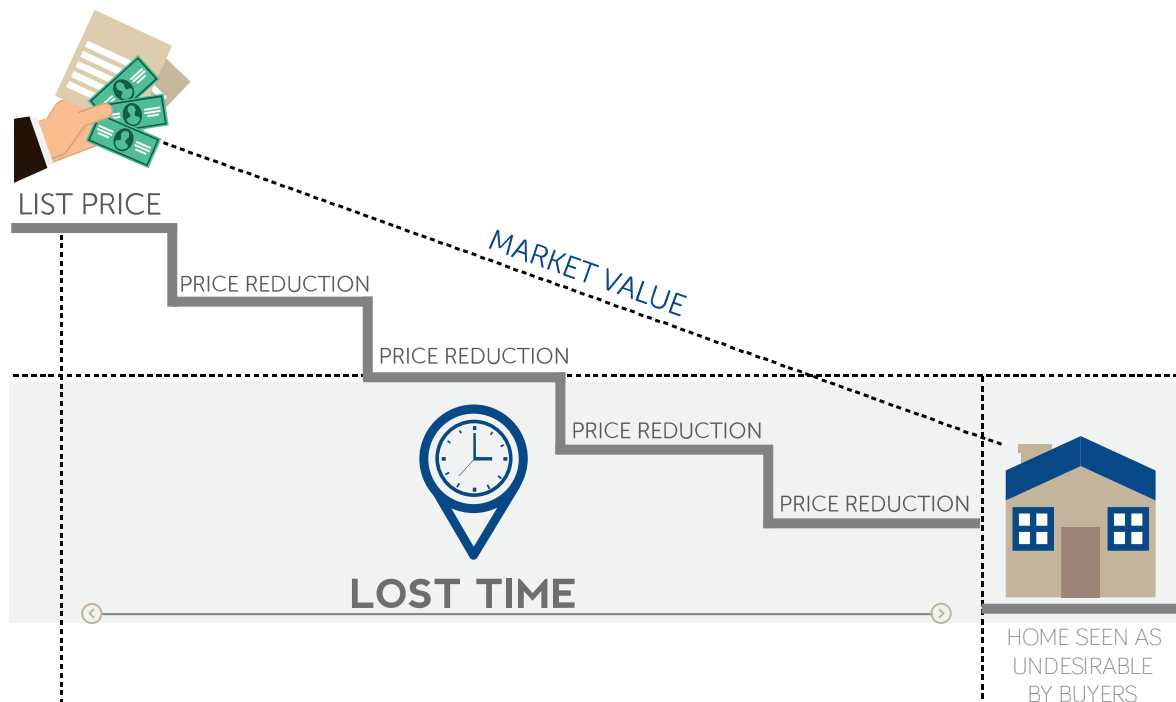
### First Time Vs. Repeat Buyers

First-time buyers: 38%  
Median age of first-time buyers: 31  
Median age of repeat buyers: 52  
Median income of first-time buyers: \$64,400  
Median income of repeat buyers: \$96,000

# PRICING CORRECTLY

Selling faster by setting the right price

At any given time, there are plenty of buyers in the market looking for newly listed properties. As your agent I want to make sure to help you attract as many buyers as possible. One thing that can hinder this is setting the price too high. The key to getting your home sold as quickly as possible is to price it correctly from day 1. Many sellers have the tendency to want to list their home at a higher sales price than advised because, they hope to increase their profit or they assume that buyers always make low offers so it's good to start high.



## 1. ON MARKET LONGER

Properties that are over priced tend to stay on the market significantly longer than those that are priced to sell.

## 2. PRICE REDUCTION

Overpriced properties will most certainly need to do at least 1 price reduction to regenerate interest in your property.

## 3. LOST TIME

Time lost in waiting for an offer can be time spent accepting offers, conducting inspections & opening escrow.

## 4. STIGMA DEVELOPED

As buyers see the property advertised over and over again, they will start wondering if there's something wrong with it.

# AVERAGE DAYS ON MARKET

How long will it take to sell your home.

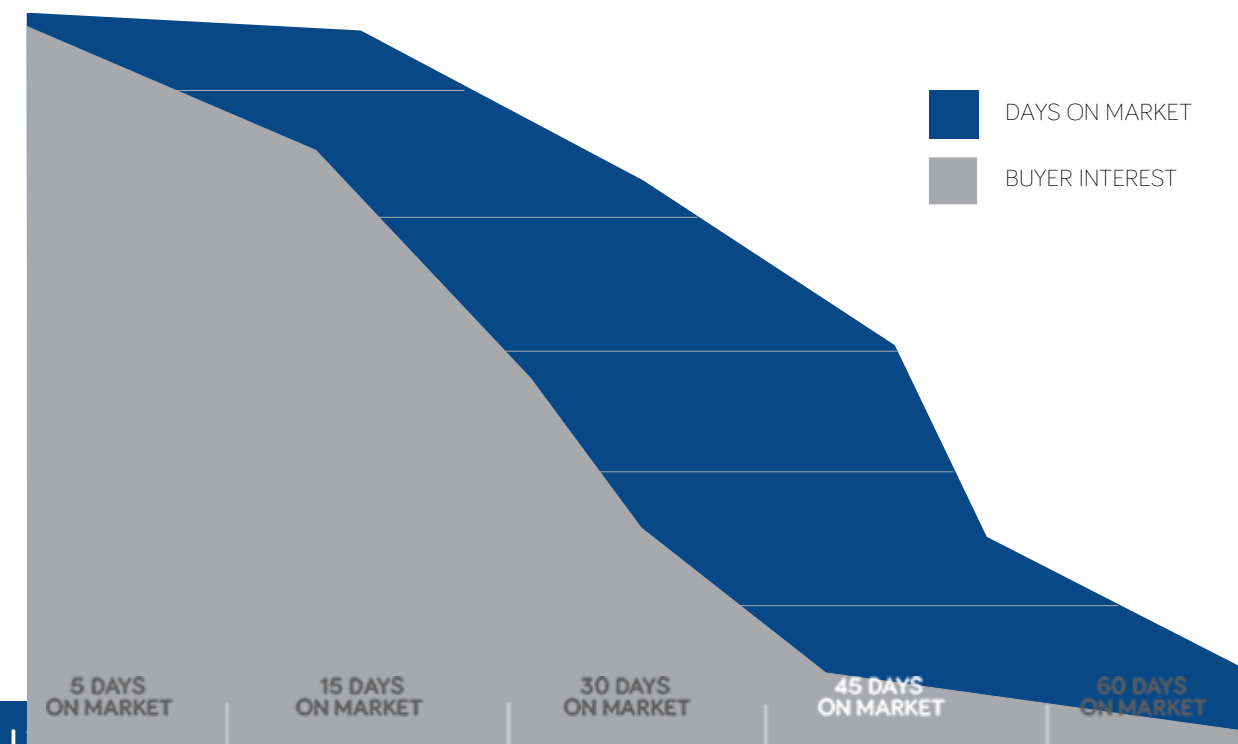
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**Avg. Days On Market**

Days on market has a direct correlation with a buyers interest level in your property. Depending on the geographic area of your home the number of days that your home is on the market can vary. Currently the market is in an upswing and the shortage of inventory is leading to homes flying off the market

There are a few factors that come into play when attempting to determine how long it will take these factors are

Market	Season	Economy
A market can be a geographic location or type of housing. So if a certain exlcetic neighborhood is deemed desirable that create demand which will lead to homes being sold quickly.	When someone is looking to pack up and move they typically would do so in good weather. So if your home is listed during the winter or the rainy season this may add to days on market.	When interest rates are low the typical median home price tends to rise. During this time motivated buyers take less time to commit to a home which leads to less time on market and quicker sales



# MARKETING ACTION PLAN

Getting maximum exposure for your home.



## Professional Photos

Reducing the price on your home is never an easy call but often time is a necessary one might need to be



## Luxury Yard Sign

Reducing the price on your home is never an easy call but often time is a necessary one might need to be



## Property Brochure

Reducing the price on your home is never an easy call but often time is a necessary one might need to be



## Property Website

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## Submit to MLS

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## Online Exposure

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## Just Listed Flyers

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## Open House

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## Broker Preview

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## Marketing E-Blast

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## Just Listed Mailing

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## Home Staging

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## In-office Networking

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## Family & Friends

Reducing the price on your home is never an easy call but often time is a necessary one might need to be



# ANALYZE & OPTIMIZE

## Review selling price

When your property first hits the market the entire audience which consists of realtors, prospective buyers, and sellers all place eyes on your listing. They all make rapid judgements to as to it's price, condition, and location. How they first perceive it will determine the viewing activity over the next few weeks. If we receive no viewings we are facing the possibility that that market as a whole is rejecting the value proposition of your listing. Our solution? Reduce the price.

Reducing the price on your home is never an easy call but often time is a necessary one might need to be made in order to get your home sold. Many homeowners feel that they are giving up hard won equity that they have built but a slight reduction can help avoid problems down the line. The question is – When is the best time? How long do you wait from the time your home is placed on the market until you consider adjusting the sales price. The rule of thumb is about 30-45 days.

### Listing Example

■ Initial Listing

■ After Price Reduction

Home A	Home B	Joe & Jane's Home	Home C	Home D	Home E
\$368,000	\$349,000	\$345,000	\$345,000	\$333,000	\$329,000

Home A	Joe & Janes	Home B	Home C	Home D	Home E	Home F	Home G	Home H
EXPIRED	\$345,000	\$339,000	\$335,000	SOLD	PENDING	\$326,000	\$325,000	\$319,000
		Reduced	Reduced			New Listing	New Listing	New Listing

Joe and Jane went from being very competitively priced to being the highest property in their price range. From a buyer's perspective, their home now offers the worst value proposition in the marketplace.



# NEGOTIATING OFFERS

Keeping things on your terms.

In a perfect world, every homebuyer and every home seller would get exactly the deal they want for their real estate transaction. In reality, the best deals are the ones in which each side feels they got most of what they wanted and didn't have to up too much

The negotiating portion of a real estate transaction can be exciting, frustrating, and tedious. As a seller you want to get you feel your home is worth and I want to help make that happen. My qualifications will help keep the negotiating terms in your favor. The goal is to make sure you avoid pitfalls that many sellers are faced when selling their home. The most common are:

- Not making buyers are qualified
- Not understanding contract forms
- Failing .to disclose material facts regarding the property
- Setting up contingencies
- Handling the buyers deposit

**“ The thing to remember about negotiating is that its not where you start but rather where you finish. “**



As your agent  
i will...

Present offers immediatly and help discard unfavorable ones.

Help you review and understand the offer that you like most

Create contingencies to help protect your selling interests

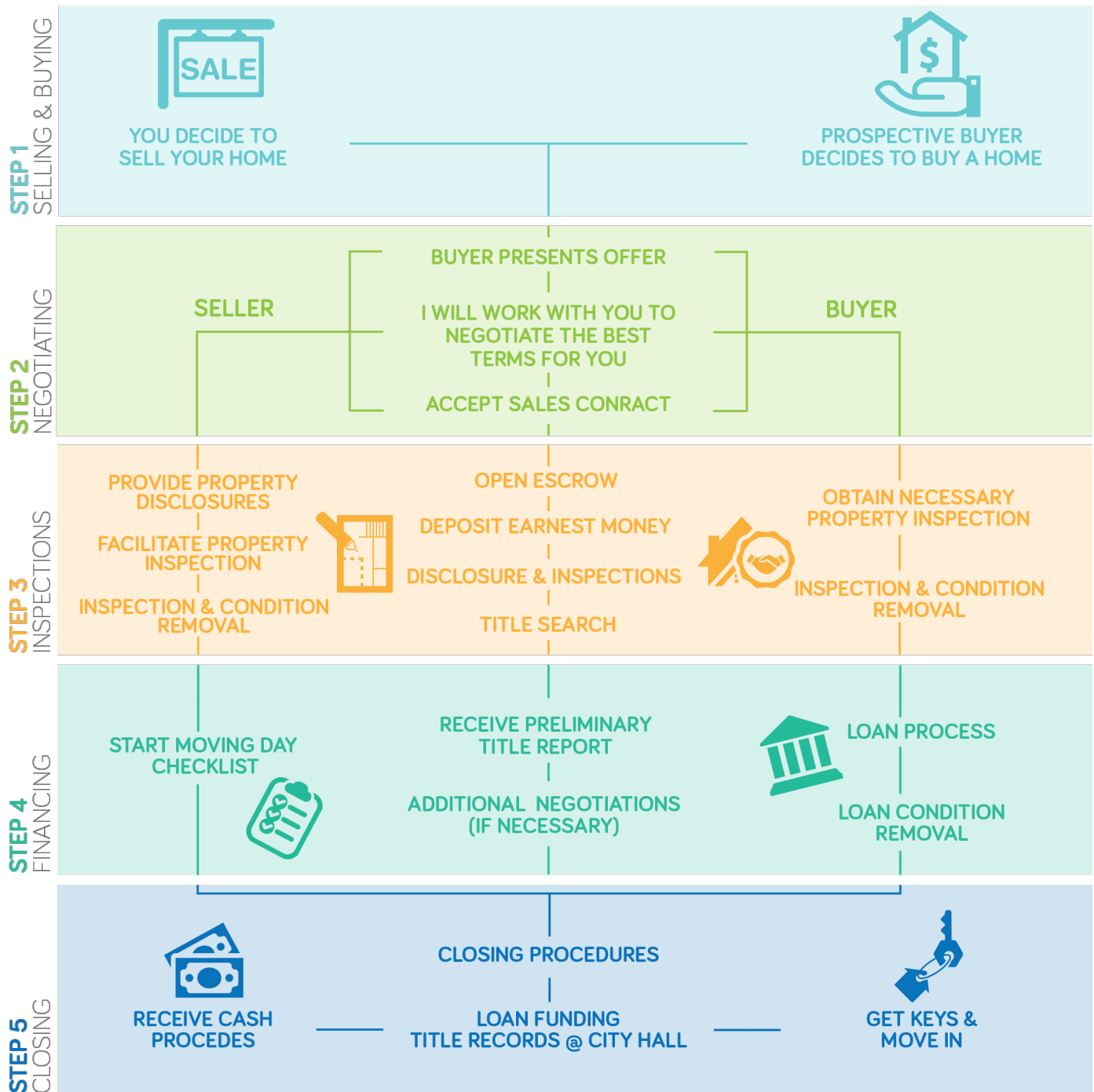
Disclose all details of your prop-erty to help protect you

Get you the most money in the quickest time possible



# TYPICAL TRANSACTION

What you should expect moving forward.



# A PROMISE TO MY CLIENTS

## My duties to you

"As your real estate agent i am held under law to owe you certain specific duties, in addition to any duties or obligations set forth in our listing agreement my fiduciary duties to you include:"

### Loyalty

Loyalty is one of the most fundamental fiduciary duties owed by me to you. This duty obligates me to act at all times solely your best interest and exclude of all other interests, including my own self-interest.

### Confidentiality

As your agent I am obligated to safeguard your confidence and secrets. I therefore, must keep confidential any information that might weaken your bargaining position if it were revealed.

### Disclosure

As your agent I am obligated to disclose to you all relevant and material information that I know might affect the seller's ability to obtain the highest price and best terms in the sale of his property.

### Obedience

As your agent I am obligated to obey promptly and efficiently all lawful instructions that you give me pertaining to the sale of your property. However, this duty plainly does not include an obligation to obey any unlawful instructions

### Reasonable care and diligence

As your agent I am obligated to use reasonable care and diligence in pursuing your real estate affairs. The standard of care expected by me to you is that of a competent real estate professional.

### Accounting

As your agent I am obligated to account for all money or property belonging to you that is entrusted to you. This duty compels me to safeguard any money, deeds, or other documents entrusted to me that relate to your transactions or affairs.

