

OUR HOME SELLING DIFFERENCE

SELLING YOUR HOME
DOESN'T HAVE TO BE STRESSFUL



Devin and Reagan Doherty



hello!



REAGAN

DRE#02204141

DEVIN

DRE#01323878

We're The Doherty's

We are long-time Orange County resident and love everything about the lifestyle here. Having easy access to the beach, mountains and desert, fuels Devin's passion for extreme sports and offers a great place to raise a family. Devin's wife Judy comes from a local multi-generational real estate family. In the early 90's Devin left a career in tech start-ups to work with them in real estate, even became a contractor on top of it all to build and renovate the commercial and luxury properties in their portfolio.

Our daughter Reagan is now licensed and has joined our team!

There is nothing more thrilling and satisfying to my family than helping another family build their wealth portfolio through real estate.



LET'S CONNECT



949.629.4400



Devin@DohertyRealEstateGroup



www.DohertyRealEstateGroup.com



@DevinTDoherty

WHAT TO EXPECT AT YOUR APPOINTMENT



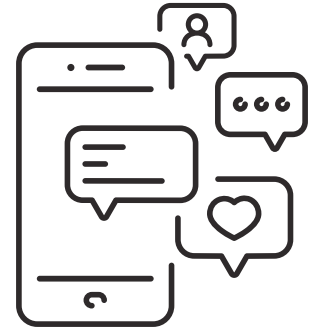
TOUR PROPERTY

I will walk through your home with you to take notes, ask questions, and provide staging advice..



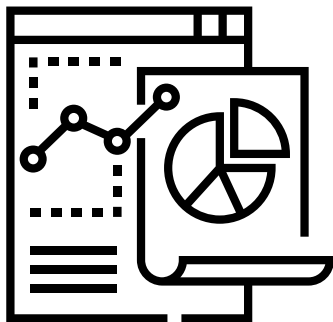
ASK QUESTIONS

I will clarify all information so that I have a clear understanding of your needs for your upcoming move.



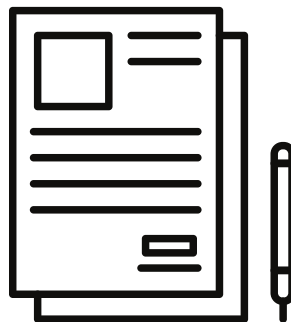
MARKETING PLAN

I will discuss our aggressive marketing plan and customize it to fit your home and objectives that control the saleability of your home.



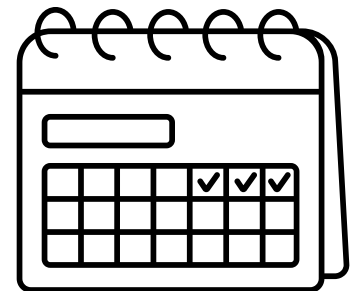
MARKET ANALYSIS

I will go through a detailed market analysis that includes both the SOLD properties and our CURRENT competition in and around your neighborhood.



REVIEW FORMS AND DISCLOSURES

We will go over all of the forms, and the required disclosures necessary to list and sell your home.



DETERMINE MARKET LAUNCH DATE

Based on your needs, we will determine together a list date, taking into account all market nuances such as expected marketing time, etc.

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

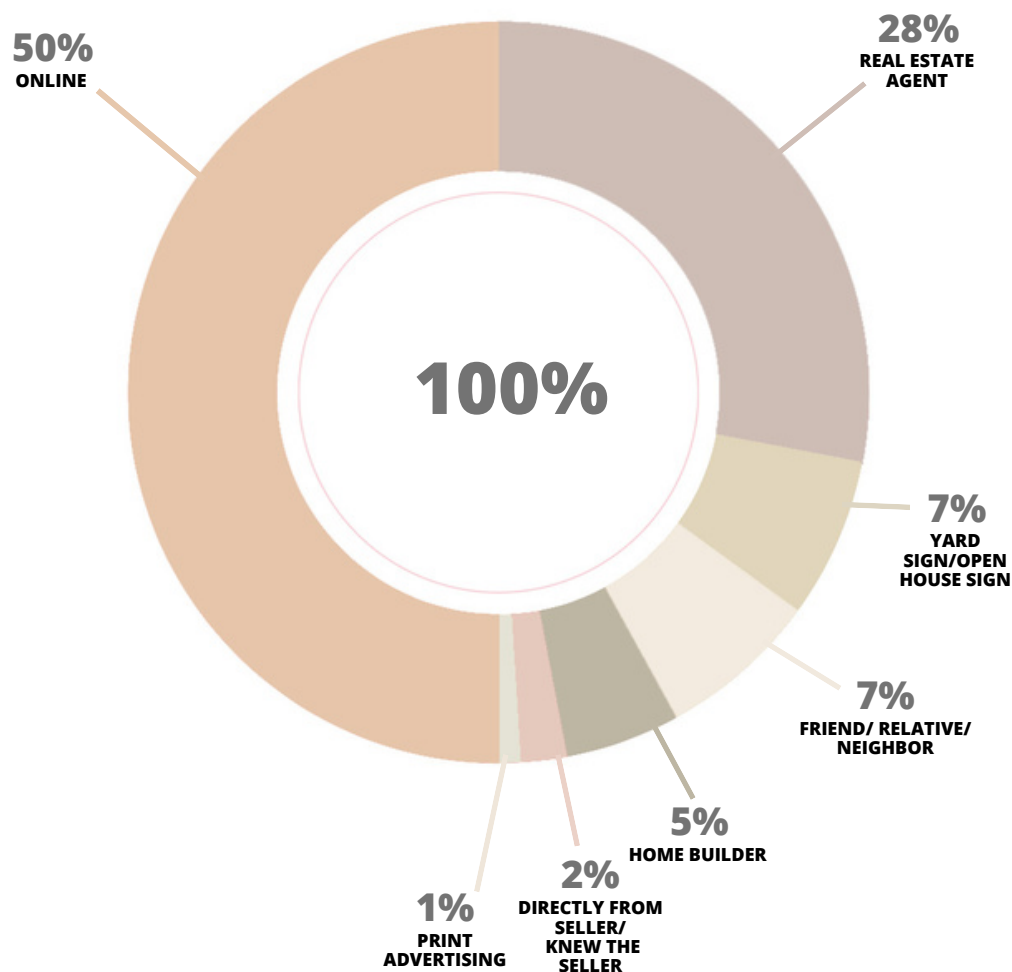
Hooray! Time to hand over your keys and celebrate selling your home.

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



ENHANCING YOUR HOME

*"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."*

It can be a little overwhelming when preparing your home for the market, but it is so important because **first impressions are everything!** You want your home to make a positive statement and to do this you must inspect your home through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.

CLEAN YOUR HOME AND DECLUTTER

After giving your home a good deep cleaning, consider sorting through clutter and tossing out or donating any unwanted items.

CONSIDER HAVING A PRE-LISTING HOME INSPECTION

This is optional, but having a pre-listing inspection can help you resolve any major issues and have a better idea of what to expect during inspection negotiations.

MAKE ANY NECESSARY REPAIRS

Even if you don't opt for a pre-listing inspection, it's still a great idea to go ahead and make any repairs that might deter a buyer away from your home.

NEUTRALIZE YOUR HOME

Consider neutralizing your home by painting your walls a neutral color and removing any distracting elements of your decor.

NEUTRALIZE ANY FOUL ODORS

The presence of foul odors can instantly turn potential buyers away from your home. This includes pet odors and cigarette odors.

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

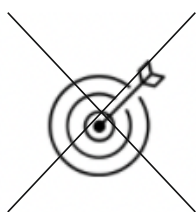
- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

PRICING MISCONCEPTIONS

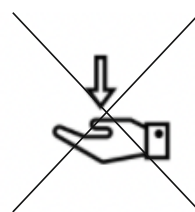
THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET. It is very important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT YOU WANT



WHAT YOU NEED



WHAT ANOTHER
AGENT SAYS



WHAT YOUR
NEIGHBOR SAYS



COST TO REBUILD
NEW

REVIEWS



"Devin, Reagan and Judy are the best. Go Team Doherty. They are professional, responsive, respectful and truly care! Amazingly creative! Let's Gooooo DREG."

- Doug H.

"Devin really helped our family settle down in California and if it wasn't for him and his team, we would not be in the advantageous spot we are in today. Thank you Devin!"

- Jay L.

"Devin and his team brought a wealth of experience, negotiating skills and marketing that helped us on both sides of our sell/buy transaction. They helped us sell at the highest price with the least amount of hassle. Thanks Devin!"

- Rick M.

"Devin is why I was able to buy my first house. I knew almost nothing going in and Devin went out of his way educate me and my fiance so that we could make an informed purchase. We definitely intend to work with him in the future."

- Darin N.

"Devin and his team are excellent! They go about their business with integrity, professionalism and amazing expertise. You MUST use their team for what will likely be your biggest transaction of your life!"

- Cami V.

"Devin Doherty group was referred to me by a friend at work I was telling him that I was going through lots of stress because my last Realtor was so horrible it was a nightmare selling my house. I had to drop him and had to wait until my contract was up to find a new Realtor. I believe things happen for a reason because I found Devin and he made our selling process much easier and we got more than expected which made it even better. I will not hesitate to refer this team to anyone. You will be satisfied with their hard work and be pleased at the end."

-Buyer/Seller in Riverside

"If you want to sell your house then Devin is the realtor you're looking for. Our house needed some work and Devin gave us great advise and connected us with the right people. People that know Devin always say "there are realtors that show houses and there are ones that sell houses and Devin sells houses."

- Vilma T.

Thank you!

for considering us for the sale of your property. We would be honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions? We're always available to help! Helping our clients sell their home for top dollar and with the most ease is what we are passionate about – We're always here to answer your questions.



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SALES ASSOCIATE
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