



Thank you for the opportunity to speak with you about offering our marketing services. We have found that our clients initially come to us with a handful of questions. The most helpful thing that we can do for them is empower them by providing useful information.

Enclosed you will find a variety of information. Feel free to skip to the section that interests you most. I will answer any questions that you have when we meet.

- Essential Aspects of our Success
 - A Brief Overview of Services
 - Factors That We Do and Don't Control

- Who We Are
 - Datta Khalsa, Broker and Owner
 - My Transaction and Marketing Team
 - Main Street Realtors

- What We Do and How We Do It
 - Preparing Your Property For Sale
 - Pre-Inspections
 - Pricing For The Current Market

The three essential factors to selling your property are 1) choosing the best agent for your needs, 2) presenting your property in its best light, and 3) determining the perfect price. Main Street Realtors is here to help you every step of the way.

Since your most important goal is to sell your property for the highest amount and best terms, you will want the most competent professional and proven agent on your side. We can be that for you!

We look forward to meeting with you soon,

Datta Khalsa
Broker/Owner
Senior Real Estate Specialist

Glenda Whitlow
Realtor®, Notary
Transaction Coordinator

Miguel Aguirre
Digital Media Specialist
Marketing Coordinator

After all the work you have put into your property, we are here to help you market it in the most effective manner possible!

Factors That We Do Control

- **Condition** - The condition of the property directly affects both the speed of the sale and the price received.
- **Terms** - The more terms available, the broader the market, the quicker the sale, the higher the price.
- **Price** - If the property is not properly priced a sale may be delayed or even prevented.

Factors That We Do Not Control

- **Location** - The single factor with the greatest effect on value is location. The desirability of being located within a given neighborhood is basic to a property's fair market value.
- **Competition** - Every buyer makes a decision about which home to buy and how much it is worth based on the choices available at the time. The inventory of homes the buyer will compare with yours is constantly changing.
- **Timing** - The condition of the real estate market at the time of the listing is significant. It may be a seller's market or a buyer's market. Neither the seller nor the agent can change the market condition at the time the property is for sale.

In the end, the cornerstone of our success lies in our founding principle:

“Better Marketing, Better Service and Better Results”

About Us:



Datta Khalsa, Broker

Founder and President, Main Street Realtors

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Current Member: Santa Cruz Masterminds Association.

Past Member: Santa Cruz Association of Realtors (SCAOR) Board of Directors, SCAOR Grievance Committee. SCAOR Technology Committee. RE Infolink MLS Operations Board.

With 14 years as a top producer in Santa Cruz County, Datta offers a wealth of information with a sound foundation in ethics and negotiating skills, plus his personal experience as the owner of multiple commercial and rental properties. He has built his business and reputation on an unflinching dedication to serving his clients needs. By remaining instantly accessible by e-mail and cell phone, he is able to maintain contact and control throughout the listing and escrow process while remaining committed to furthering the standards of the real estate profession at the local level. Datta enjoys hands-on involvement in every phase of his clients' real estate projects and the rewards of taking on and solving the unique challenges that each transaction presents. Datta attributes his success to thorough training, a commitment to excellence, great support, and a good sense of humor.



Glenda Whitlow

Realtor/ Transaction Coordinator

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Email: glenda@mainstreetrealtors.com

Glenda has over 26 years in the real estate industry. She offers a unique level of expertise having worked in all aspects of the business including Title and Lending, Transaction Coordinating and as an Agent. These qualities give her a service edge for Buyers and Sellers during all aspects of real estate transactions. As an experienced agent and former escrow officer, she has an unparalleled insight and sensitivity to the nuances of each transaction, and has time and again proven herself to be an integral part of keeping transactions together in the face of seemingly impossible odds. Community minded, she strongly supports and sponsors the Santa Cruz County Youth Soccer League and is actively involved in contributing to the Soquel School District. She believes in serving each transaction with a high level of service, honesty and integrity.



Miguel Aguirre

Electronic and Print Media Marketing Coordinator

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Miguel brings a wealth in digital media and marketing experience. His skillset and duties include photography and videography of our listings, complete design and layout of all advertising materials including flyers, postcards, e-mail campaigns, plus full maintenance of the Main Street Realtors website and updating of third-party websites (Craigslist, etc). A tireless advocate for our campaigns, he also has the distinction of coordinating all our print advertising with the local magazines newspapers to assure our listings get top placement.

Main Street Realtors

It is our goal that every person that we meet comes away with an appreciation for who we are and what we represent. Each Main Street agent is experienced and skilled in his or her field of specialization and prides themselves as a model of the best that the industry has to offer. Our reputation is built upon a good knowledge of the market, our use of state of the art technology and the value of a well-written contract. We have built our business with a firm basis in relationships with our clients and the fellow professionals who drive our success.

You will hear companies boast about being the biggest office in town. You won't get that here. What you will get is an efficient team of professionals working together to provide the highest level of service available in the industry today. We maintain a staff-to-agent ratio well above the industry standard and provide our agents with total support, including full-time transaction coordinator and property manager. And with a current roster of over 10 full-time agents, our numbers have steadily grown to offer a strong system of support while maintaining the same small-town values that built us up to where we are today.

We regularly get calls from other agents in the county asking about our superior quality flyers and e-mail brochures. How do we do it? We have **on staff a full-time media and graphic design specialist** to design and maintain the advertising campaigns that we build for each property. From concept to execution, all photography, media advertising, website, and on-site material is designed and produced in-house to ensure that our listings receive the highest quality presentations possible and the quickest response.

Main Street Realtors enjoys a reputation of integrity and excellence in the community as a result of our past success, innovative ideas, and commitment to quality. The Main Street Realtors *For Sale* sign on your property says you are working with the very best!

Ultimately, we are a relationship driven company and we recognize that our success is built upon the trust and happiness of our clients. We listen well and respond proactively to make sure that your needs are met every time. In each transaction we strive to exceed all expectations, recognizing that above all, our bond with our clients supersedes the short-range benefit that any single transaction could offer, for it is our clients' trust that we value the most.

We value our long-standing client relationships and hope we may count you among them. We are here for all of your real estate needs.

What We Do and How We Do It

The real estate world has evolved over the decades. As you can imagine marketing a home today is much different than it was ten or twenty years ago. Before the internet an agent would put a sign in the yard, advertise in the paper, and hold open houses.

Some agents still do business this way. They put the For Sale sign up in your yard and wait for the phone to ring.

We do not subscribe to this way of business. We often times put in as much time and effort before the sign goes up as we do after!

Preparing Your Property For Sale

We subscribe to the theory that you will only get **one chance to make a first impression** with a potential buyer and/or their agent. Therefore a large part of what we do for our client's lies in preparing your property for potential buyers.

Some sellers believe they can do a minimal amount of preparation on their house and then do more if it does not sell. Unfortunately your potential buyer may have already purchased another property at this point. If not, you cannot guarantee that they will come back and take another look.

Our listings receive a level of service that is amongst the best in the industry, with our active input and participation on staging, pre-inspections, and our ability to identify potential problems. We believe in this approach so much that we will pay for the majority of this up-front work.

We want to make sure that your property is shown in its best light and that when the right person walks through the door they don't hesitate to make a good, solid offer! First we will take a look at your property through a buyer's eyes. We will start from the curb & front yard and consider what could improve its appeal. We will work our way through the house, garage, and back yard making suggestions.

Often times we will have a professional staging consultant accompany us. She will help you improve the appeal for the marketing of your property.

In the case of larger projects, we will set up a model unit to be staged with furniture as part of our marketing budget.

If you are an absentee owner we can handle everything for you. All you need to do is entrust us with the keys and we will work with you via phone and fax.

Main Street cooperates fully with all brokerage firms in the Silicon Valley and Monterey Bay Area, and has developed good working relationships with the other reputable firms in the region. Since more than 80% of real estate transactions involve some form of

broker cooperation our connections and rapport with other offices often make the difference in successfully negotiating and keeping together a transaction for our clients.

Pre-Inspections

California is a full-disclosure state so you are responsible for disclosing any known defects to a potential buyer. We have a series of forms that will help you share this information. We also purchase third party reports in attempt to move the majority of the liability away from you and your family.

To facilitate this we may recommend pre-inspections. Even on a new project, it is advisable to have a neutral third party Home Inspector take a look at your property and write up a report of their findings. This helps provide documentation to at least partially protect an owner-builder from potential latent or patent defect liability down the road.

We will also purchase a Natural Hazard Report that identifies if you are in a flood zone, on a fault line, in a flight path, etc. Again, removing the liability from you!

As part of our service we will create a Disclosure Book for your property. It will contain all of the relevant information that a buyer needs to make an informed offer. This book contains some, if not all, of the following:

- Property Profile from the County
- Preliminary Report from the Title Company
- Natural Hazard Report
- Home Inspection
- Pest/Termite Inspection
- Transfer Disclosure & PRDS
- CC&Rs (if applicable)

We leave this disclosure book at your property and have the information available on-line. We ask that potential buyer's review this before making an offer. This way they understand exactly what they are buying and not attempt to renegotiate during their inspection period.

Since we have already completed the inspections, we will advise our clients to reduce the Buyer's inspection period.

As mentioned earlier, some sellers believe that they can do a minimal amount of clean up and repairs to their property – making changes later if the property does not sell. Some also believe in pricing it higher than the market will support and reducing it later if it does not sell.

Again, we disagree with this method. **The current market is favorable for sellers of appropriately priced properties.** Overpriced listings may not sell and can rapidly age in the market, resulting in the perception by many prospective buyers that something is wrong with the property.

Pricing for the Current Market

To assist you in pricing your property, we will prepare a market analysis that reviews properties similar to yours. These are properties which have recently sold in your area that are of a similar age, square footage and lot size. Your listing price will be determined by reviewing these comparable properties. We will then combine these statistics with experienced judgment, looking at all factors that might be considered in helping you to determine the listing price for your property.

We do not determine the value of your home – the current market does.

The Next Step

After meeting with you and touring your property, we will go back to our office and do our homework. We will analyze the current market and pull together comparable sales for you to review. We will also design a custom marketing plan and recommended timeline for your sale.

We will set up a time to meet with you again. At this point, we will share our marketing plan, timeline, and recommended price range with you. You can then let us know if you would like to work with our team!

Our Promise To You

We are well trained, knowledgeable and dedicated to providing you with the highest quality service. With our team approach to the business, our top notch escrow coordinator, and our in-house media designer, we are well equipped to meet your real estate needs.

We promise you a dedication to excellence and the highest standard of personalized service. We promise to make your transaction as smooth and uncomplicated as possible. We will always be at your service to furnish answers and expedite solutions.

Sincerely,

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