



EXPERIENCE THE **DIFFERENCE**

MIGUEL SEPULVEDA SELLING SYSTEM

Fifty Hills
Real Estate

ABOUT ME

MIGUEL SEPULVEDA

REALTOR® | DRE: 02180879

925-428-8128

1320 WILLOW PASS RD
STE600 CONCORD CA 94520

WWW.FIFTYHILLS.COM



I bring many attributes and confidence to real estate. My work ethic is unparalleled and I have major determination to get great results. I also bring a lot of passion to real estate in serving many clients in finding & selling their home. I am here to get the results that you want & deserve.

My experience includes:

- Locating & securing well priced owner occupied / invest properties
- Getting offers accepted in a highly competitive marketplace
- Evaluating "after repair & improvement" value
- Creating multiple "investment exit strategies"
- Creating long term "Wealth & Investment" plans for ALL my clients

MIGUELSEPRALESTATE@GMAIL.COM

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MIGUEL SEPULVEDA HOME SELLING PYRAMID

MIGUEL SEPULVEDA'S SELLING STRATEGY INVOLVES FINDING OUT FIRST WHAT IS MOST IMPORTANT FOR THE CLIENTS ABOUT MAKING THE MOVE.

SELLING A HOME IS A BIG DECISION AND I WANT TO BE ALIGNED WITH THE CLIENTS GOALS SO THAT THEY ARE ON THE SAME PAGE THROUGHOUT THE SALE.

IN ADDITION, I USE BASIC OLD SCHOOL TECHNIQUES AS WELL AS NEW INNOVATIVE MARKETING TO SELL EVERY HOME FOR THE HIGHEST PRICE POSSIBLE.

MOBILE & EMAIL MARKETING

PERSONALIZED WEBSITE

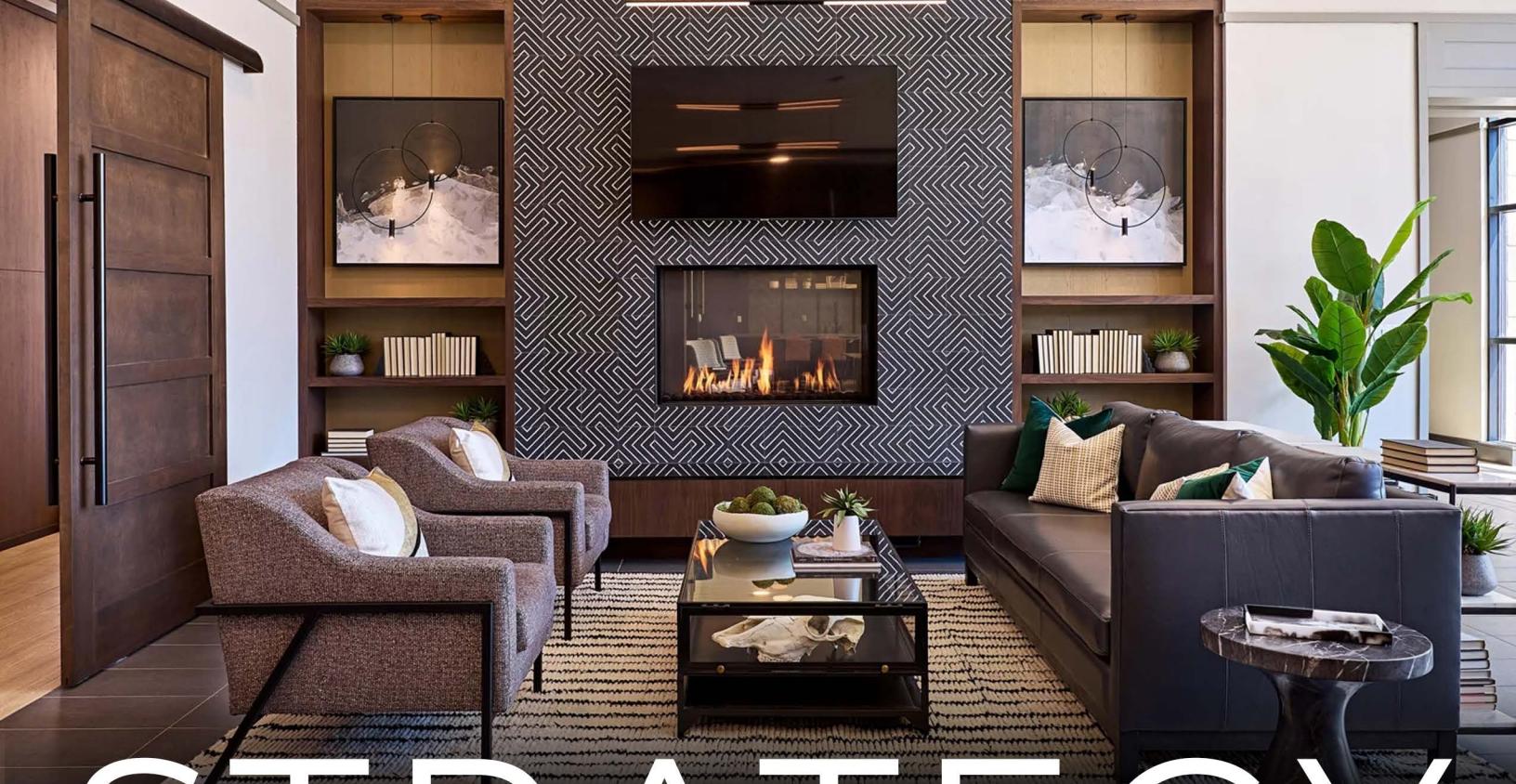
INTERNET MARKETING

VIDEOGRAPHY

PHOTOGRAPHY

PRICING

STRATEGY



STRATEGY

UNDERSTANDING WHAT'S IMPORTANT TO YOU

EVERY HOME IS DIFFERENT AND EACH ONE REQUIRES A SPECIFIC MARKETING PLAN TO ACHIEVE THE HOMEOWNER'S GOAL WHILE PROVIDING THE SERVICE THEY DESERVE. THE ANSWERS TO QUESTIONS LIKE THESE GIVE ME THE BASE TO FORM A UNIQUE HOME-SELLING STRATEGY FOR YOU.

WHY DO YOU WANT TO MOVE?

WHERE DO YOU WANT TO MOVE TO?

WHAT IS YOUR IDEAL TIME FRAME?

WHY IS IT IMPORTANT FOR YOU TO MOVE IN THAT TIME FRAME?

WHAT IS YOUR "PLAN B" IN CASE YOUR HOME DOES NOT SELL?

SELLING

WHAT EVERY HOME SELLER SHOULD KNOW

YOU CAN CONTROL

CONDITION

LISTING PRICE

TERMS

AVAILABILITY

WE CONTROL

MARKETING

PROMOTION

LOCATING QUALIFIED

PROSPECTS

NO ONE CONTROLS

SELLING PRICE

THE MARKET

INTEREST RATES

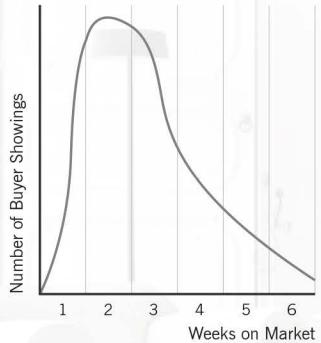
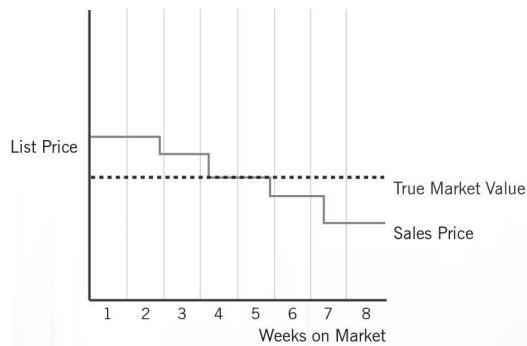
COMPETITION



THE ART OF HOME PRICING

The first two weeks a home is on the market is typically the most active. A seller should expect immediate showings and offers if the home is priced correctly. If the home is over priced a seller should expect the home to take longer to sell and for less as buyer activity decreases with time on the market.

EFFECT OF OVER-PRICING ON TIME AND SELLING PRICE



It's important to position your home at the best price during its first market exposure.



MIGUEL SEPULVEDA

PRICING SOLUTION



WHAT A BUYER IS
WILLING TO PAY



WHAT A SELLER IS
WILLING TO SELL FOR



AMOUNT A LENDER
IS WILLING TO FINANCE

I WANT TO ENSURE THAT YOUR HOME IS PRICED CORRECTLY SO IT IS
ELIGIBLE FOR FINANCING AT THE PRICE YOU'RE SELLING FOR AND
THAT THE PURCHASER OF YOUR HOME CAN OBTAIN A MORTGAGE.

MIGUEL SEPULVEDA HOME SOLUTION

IS AN AUTOMATED ONE SIZE FITS ALL COMPUTER GENERATED CMA
(COMPARATIVE MARKET ANALYSIS) ENOUGH TO ENSURE THE HOME'S
VALUE IS CORRECT AND THAT IT WILL APPRAISE AT THE LIST PRICE, OR
IS A PROFESSIONAL IN DEPTH ANALYSIS MORE ACCURATE?



WHAT IS A CMA?

A CMA is an estimate of your home's value done by your real estate broker to help determine a price for your home. A CMA is made by using recent sales data and knowledge of the local market. He will compare your home to other homes in your neighborhood of the same type, size, condition, and number of units that have sold. He will also compare your home to other homes currently listed for sale, how long similar properties have been on the market, and homes that have not sold.

BENEFITS OF A PROFESSIONAL MARKET ANALYSIS

- ▶ More specific range of value
- ▶ Specific adjustments based on features of home
- ▶ Establish accurate square footage
- ▶ Understand updated value standards
- ▶ Establish what features appraisers will give additional value
- ▶ Have a clear understanding of market conditions in your home's area



PHOTOGRAPHY

HOW OUR PROFESSIONAL PHOTOS
CAN INCREASE YOUR BOTTOM LINE

LISTINGS WITH PROFESSIONAL PHOTOGRAPHS:

- Sell at a higher price
- Increase the odds for a sale
- Get more attention online
- Make a great first impression



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Studies show homes tend to sell for more when photographed with professional-level cameras

According to The Wall Street Journal, real estate listings featuring high-quality photographs shot with professional-level camera systems actually commanded higher asking prices and tended to sell at greater prices than listings shot with ordinary consumer cameras. It was also found that high-quality listing photos attract far more attention online.

Source: Wall Street Journal: In Real Estate, A Picture Is Worth \$1,000 or More

**Only 20% of Luxury Homes are professionally photographed.
Give your home a competitive edge with professional photography.**

Source: Redfin.com



- Mobile applications are used by 68% of new home shoppers at the onset and throughout their search

Source: Google & Compete Home Shopper Mobile Survey

- 92% of homebuyers search for homes online, and 98% of them found photos to be the most useful features

Source: NAR Profile of Home Buyers & Sellers



*“You only get one first impression.
Professional photos can be worth
thousands more”*

-THE WALL STREET JOURNAL



INTERNET MARKETING ON THE WEB

Premium Placement On The Top 3 Real Estate Websites

REALTOR.COM

- Highlighted address and photos on search results for increased exposure
- Additional photos to showcase your house in front of others
- My direct contact info on multiple points of your listing
- Ability to post unique special message to buyer
- Ability to post unique, attention-getting headline
- Add customized description of your home
- Ability to add video tour
- International exposure



TRULIA.COM

- Premium placement on top of search results
- 5x more exposure than regular home listings
- Premium reporting and stats
- No agent ads on your home listing

ZILLOW.COM

- Premium placement on top of search results
- 3x more buyers viewing your property
- Premium reporting and stats
- No agent ads on your home listings

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REACH OUT TO YOUR **MARKET!**



THE LISTING PROCESS



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CLIENT REVIEWS

IVETTE GOMEZ



“

I really appreciate you Miguel for your help. God bless you with great success in what you do ! Thank you very much Miguel for all your help, you are an excellent person.

ANGELICA GONZALEZ



“

Thank you Miguel, you've made this process very easy for us. We wouldn't have been able to do this without you so thank you !

CRISTINA ROBLES



“

Miguel was very helpful. I truly appreciate and recommend him !



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