

Real Estate Services Proposal

Prepared Especially for:
Michael Byung and Joan Woo

For Marketing the Property Located at:
513 S Palisade Drive



Prepared by:

Jo Ann Outland, NRBA, CDPE, CDSF

Owner / Broker

Office: 805-481-3939

Cell Phone 805-441-5574

Fax 805-481-3737

Email JoAnn@outlandinc.com

Website <http://joannoutland.com/>

Outland & Associates Real Estate

2665 Shell Beach Rd, Ste J1

Pismo Beach, CA 93449

Date: July 8, 2019



July 8, 2019

Michael Byung and Joan Woo
513 S Palisade Drive
Santa Maria, Ca 93454

Dear Mr. & Mrs. Woo:

Thank you very much for giving me the opportunity to present the enclosed proposal to market your home. I appreciate the time you spent with me reviewing the features of your home and outlining your financial goals and time considerations.

You will receive competent and professional service when you select me and Outland & Associates Real Estate to represent you. We have represented many families in this area concluding transactions that realize maximum value in a reasonable time. I hope you will select me as your agent in this very important transaction.

This proposal includes a comprehensive market analysis that will assist us in determining the market value and pricing of your home. I hope the information included on me and Outland & Associates Real Estate will confirm that I am best qualified to market your home.

Sincerely,

Jo Ann Outland, NRBA, CDPE, CDSP
Owner / Broker, REALTOR®



Why use a REALTOR®?



When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace including price, financing and terms of competing properties. These are key factors in a successful sale of your property at the best price in the least amount of time.

Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. They are committed to treat all parties to a transaction honestly. REALTOR® business practices are monitored at local board levels. Arbitration and disciplinary systems are in place to address complaints from the public or other board members.

Your REALTOR® can help you objectively evaluate every buyer's proposal and then help write an appropriate legally binding sale agreement. Between the initial sales agreement and settlement, questions may arise. For example, unexpected repairs may be required to obtain financing or a problem with the title is discovered. Your REALTOR® is the best person to help you resolve those issues and move the transaction to settlement.



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Determining the Value of Your Home

A Comparative Market Analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.



Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

- ❖ Realistic pricing will achieve maximum price in a reasonable time.
- ❖ Your cost or profit desire is irrelevant; the market determines the price.
- ❖ The cost of improvements are almost always more than the added value.
- ❖ Houses that remain on the market for a long time do not get shown.
- ❖ A house that is priced right from the beginning achieves the highest proceeds.



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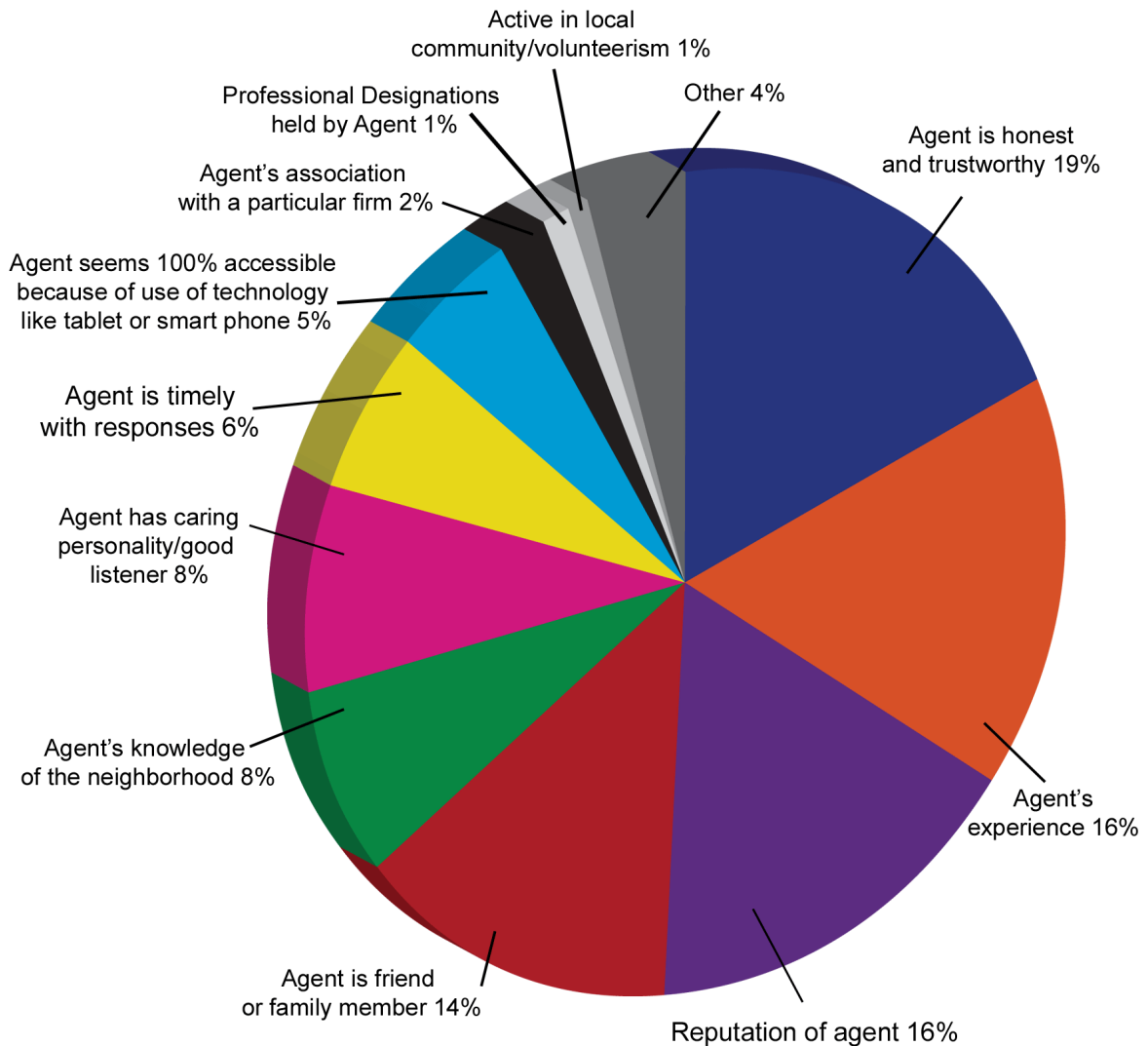
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Important Factors In Choosing A Real Estate Agent

A variety of factors influence a seller's decision to list with a particular real estate agent.



Source: National Association of Realtors®
Profile of Home Buyers and Sellers.

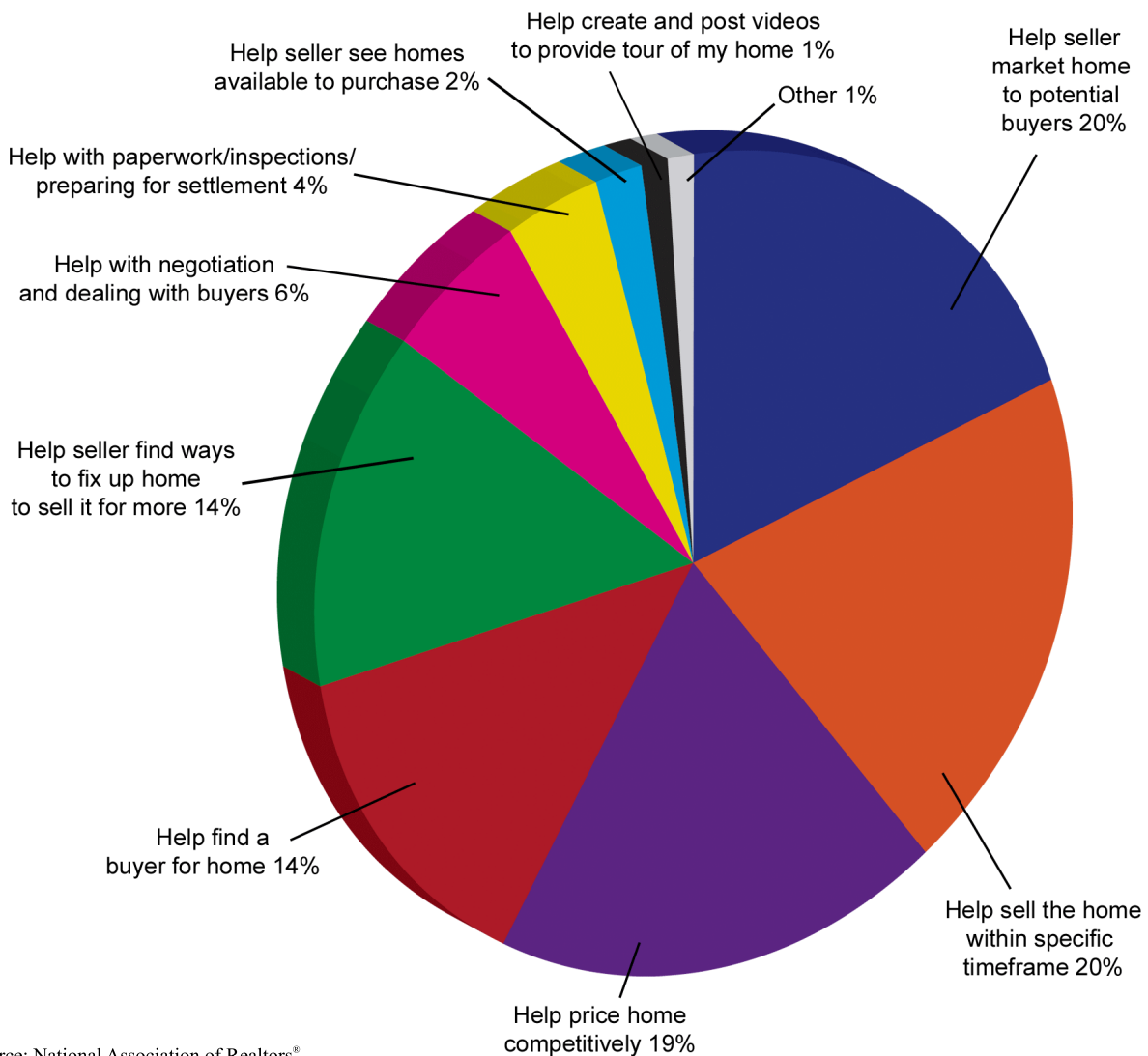


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What Sellers Want Most From Real Estate Professionals

Real estate agents can best serve their clients when they fully understand what their clients expect from them.



Source: National Association of Realtors®
Profile of Home Buyers and Sellers.



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Subject Property Profile for

513 S Palisade Drive



The following features have been identified to aid in the search for properties that are comparable to yours. This will help in determining proper pricing for your home.

<i>City:</i> Santa Maria	<i>County:</i> Santa Barbara	<i>Year Built:</i> 1984
<i>Acres:</i> 0.21	<i>Tot SqFt:</i> 2468	<i>Levels:</i> 1
<i>Exterior:</i> Stucco/brick	<i>Bedrooms:</i> 4	<i>Full Baths:</i> 2
<i>Half Baths:</i> 1	<i>Heating:</i> Forced Air	<i>Cooling:</i>
<i>Fireplace:</i> yes	<i>Parking:</i> 3-car garage	<i>Foundation:</i> Slab
<i>Floors:</i> Wood	<i>Roof:</i> Tile	<i>Int Feat:</i>
<i>Int Feat:</i>	<i>Ext Feat:</i>	<i>Ext Feat:</i>
<i>Appliances:</i>	<i>Appliances:</i>	<i>View:</i> Park across street
<i>Lot Desc:</i> Level	<i>Site Imprv:</i>	<i>Site Imprv:</i>



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Comparative Market Analysis Summary

Currently On The Market

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Fbath</u>	<u>Hbath</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
1442 Marilyn Way	One	3	2	1	2653		\$524,990
535 S Palisade Drive	One	3	2	1	2628		\$565,000
442 Palisade Drive	One	3	2	1	2419		\$585,000
417 Chalfonte Court	Two	4	3		2667		\$590,000

Average of 4 Properties: \$566,247

Min: \$524,990

Max: \$590,000

Median: \$575,000

Recently Sold

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Fbath</u>	<u>Hbath</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
459 Palisade Drive		3	2	1	2414	\$425,000	\$475,000
1509 Goldsmith Court	One	3	2	1	2455	\$510,000	\$519,000
1519 Marilyn Way	One	4	1	1	2557	\$558,000	\$575,000
577 S Palisade Drive	Two	3	2		2800	\$585,000	\$589,000

Average of 4 Properties: \$519,500

Min: \$425,000

Max: \$585,000

Median: \$534,000



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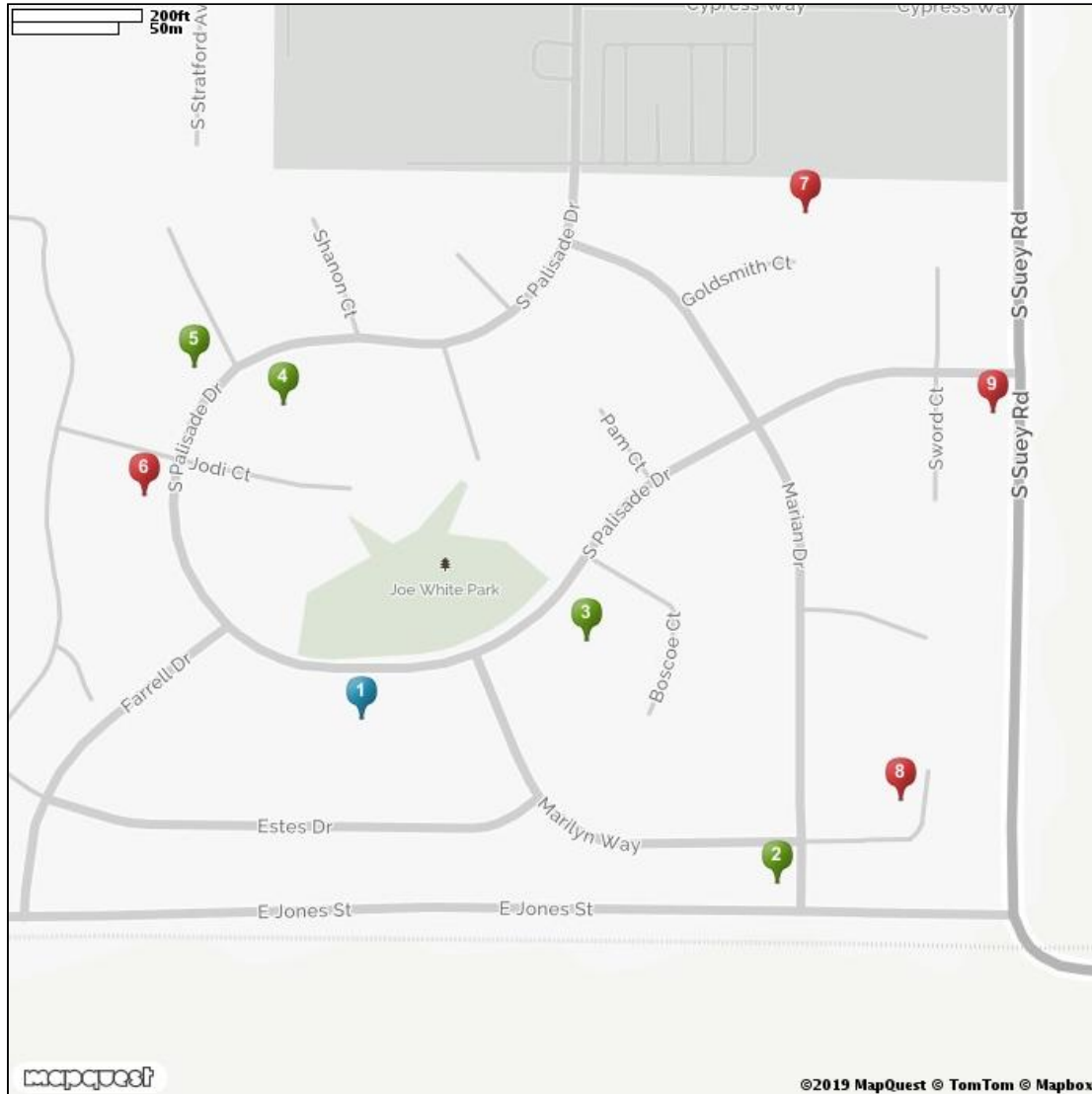
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Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
1	Subject Property	513 S Palisade Drive
2	Currently On The Market	1442 Marilyn Way
3	Currently On The Market	535 S Palisade Drive
4	Currently On The Market	442 Palisade Drive
5	Currently On The Market	417 Chalfonte Court
6	Recently Sold	459 Palisade Drive
7	Recently Sold	1509 Goldsmith Court
8	Recently Sold	1519 Marilyn Way



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List of mapped properties continued...

<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Recently Sold	577 S Palisade Drive



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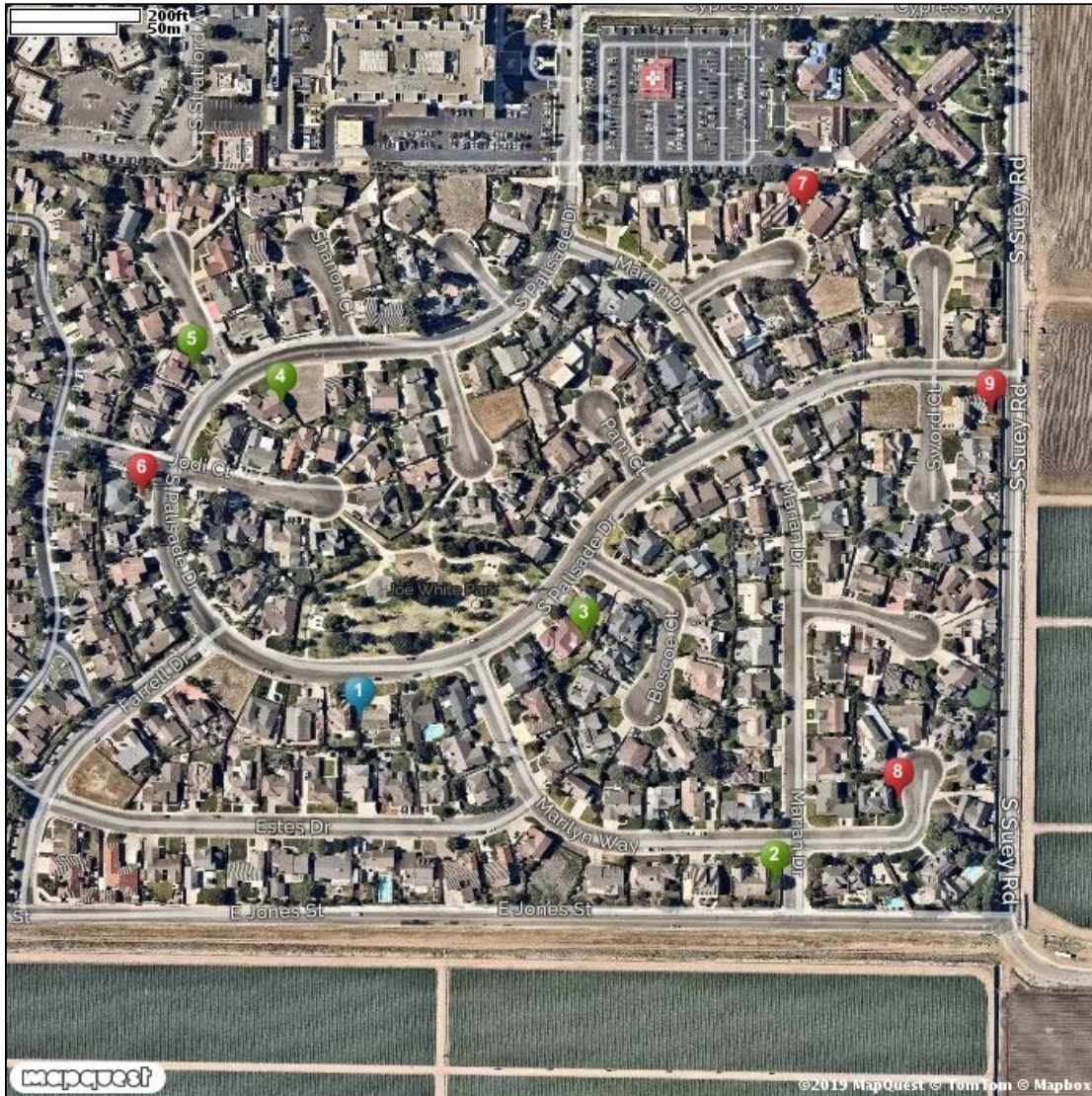
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1	Subject Property	513 S Palisade Drive
2	Currently On The Market	1442 Marilyn Way
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4	Currently On The Market	442 Palisade Drive
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9	Recently Sold	577 S Palisade Drive



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Currently On The Market

1442 Marilyn Way

List Price: \$524,990

DOM: 12

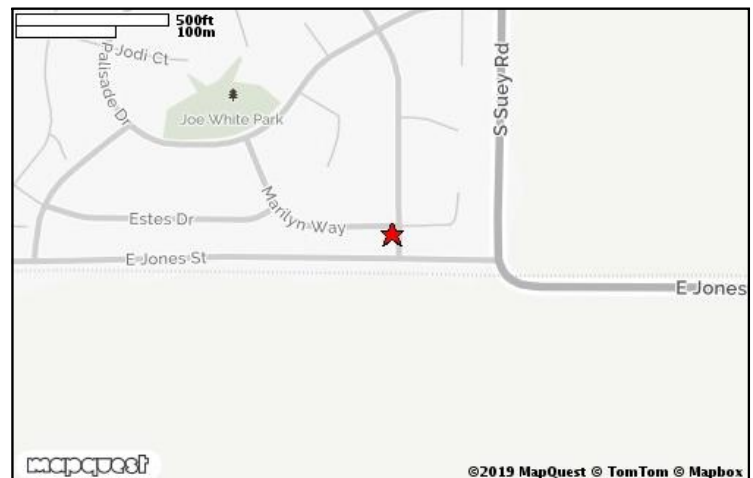


Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1981
Acres: 0.27
Tot SqFt: 2653
Levels: One
Exterior: Brick/Stone
Bedrooms: 3
Full Baths: 2
Half Baths: 1
Heating: Forced Air
Cooling: None
Fireplace:
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Concrete
Int Feat: Cathedral Ceilin
Int Feat:
Ext Feat: Fenced Yard
Ext Feat: Patio Covered

Description

Pristine Hancock Park Neighborhood! Opportunity is knocking on this 3 bedroom 2.5 Bathroom home! Wonderful vaulted ceilings with wood beams and a brick fireplace in the family room. Spacious kitchen with tiled counter tops and island. Indoor laundry conveniently located next to the bedrooms. Tons of cabinets for storage. This home is ready for someone to add their personal touch and style.. A wonderful corner lot location with only one neighbor... Warm and inviting South facing backyard with fruit trees and huge covered patio. This is a must see!



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Additional Photos

1442 Marilyn Way

List Price: \$524,990

DOM: 12



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1442 Marilyn Way

List Price: \$524,990

DOM: 12



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OUTLAND & ASSOCIATES

Currently On The Market

535 S Palisade Drive

List Price: \$565,000

DOM: 45



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1983
Acres: 0.24
Tot SqFt: 2628
Levels: One
Exterior: Brick/Stone
Bedrooms: 3
Full Baths: 2
Half Baths: 1
Heating: Forced Air
Cooling: None
Fireplace: Family Room
Parking: Attached Garage
Foundation: Slab
Floors: Tile
Roof: Tile
Int Feat: Dual Pn Windows
Int Feat:
Ext Feat: Patio
Ext Feat:

Description

Charming single story home located in South East Santa Maria, across the street from Joe White Park, convenient to medical, easy access to Hwy 101, shopping, restaurants and Hancock College. Formal Entry to Living Room, Dining Room, Kitchen and Family Room with fireplace. Three Bedrooms with Two and Half Baths, inside laundry complete the picture. The large kitchen with granite counters allows for ample room to prepare for the family dinners and entertainment, complete with an eating area and large breakfast bar overlooking the Family Room. Sliding glass doors lead to great Patio areas and rear yard. Oversized garage and RV Parking area, additional storage building in rear yard are always a plus.



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Currently On The Market

442 Palisade Drive

List Price: \$585,000

DOM: 29

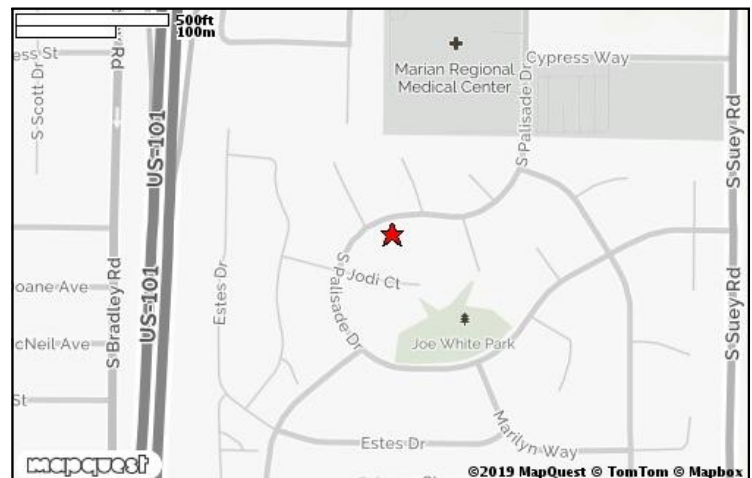


Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1984
Acres: 0.22
Tot SqFt: 2419
Levels: One
Exterior: Stucco
Bedrooms: 3
Full Baths: 2
Half Baths: 1
Heating: Forced Air
Cooling: None
Fireplace: Family Room
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Tile
Int Feat:
Int Feat:
Ext Feat: Fenced Yard
Ext Feat: Patio

Description

OPEN HOUSE Sunday, June 23rd 1:00-3:00pm. Come On By! Beautiful Estate Property In Prestigious Hancock Park. 3 Bedrms, 2.5 Baths, Approx. 2,419 Sq.Ft., 3-Car Garage On An Approx. .22 Acre Lot. Property Features Include; Comfortable Large Center Family Room That Has Gorgeous Wood Style Floor; High Vaulted Exposed Wood Beam Ceiling, Fireplace With Tile Surround And Wood Mantle, Attractive Interior Design Paint And Double French Door Access To Back Yard Patio. Gourmet Kitchen With Quartz Counter Tops & Tile Backsplash, Lovely White Cabinetry, Premium Stainless Steel Appliances Including Kenmore Elite Gas Cooktop Stove & Frigidaire Gallery Double Ovens, Impressive Tray Ceiling Design, Breakfast Area & Separate Formal Dining Room. Relaxing Bedrooms Including Spacious Master Suite.



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OUTLAND & ASSOCIATES

Currently On The Market

417 Chalfonte Court

List Price: \$590,000

DOM: 34

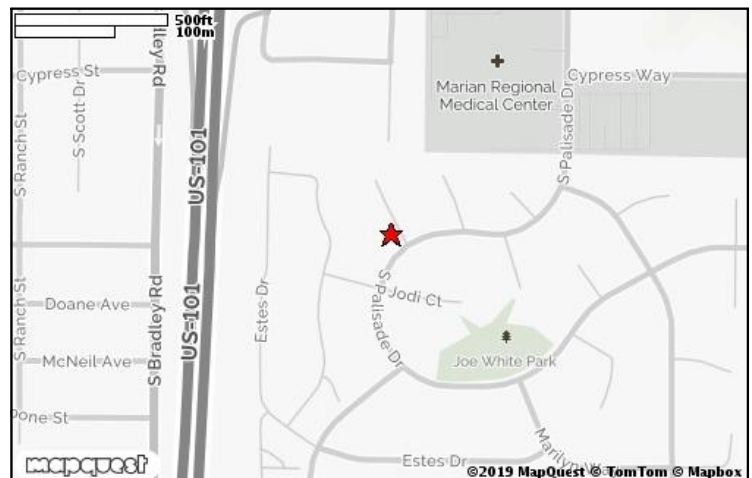


Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1980
Acres: 0.24
Tot SqFt: 2667
Levels: Two
Exterior: Stucco
Bedrooms: 4
Full Baths: 3
Half Baths:
Heating: Forced Air
Cooling: Ceiling Fans
Fireplace:
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Clay
Int Feat: Pantry
Int Feat:
Ext Feat: Fenced
Ext Feat: Patio Covered

Description

Beautifully updated home in Hancock Park, large corner lot with heated pool making it ideal for gatherings and entertaining. This 4 Bedroom 3 bath home with neutral updated color scheme includes one room and 3/4 bath downstairs. Updates include high end hardwood flooring throughout home, high-end carpet in bedrooms and living room, ceiling fans, inside designer paint, electrical plugs and switches, concrete around pool, pool fence, garage remodel, and new plumbing faucets. Make this home yours TODAY!



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417 Chalfonte Court

List Price: \$590,000

DOM: 34



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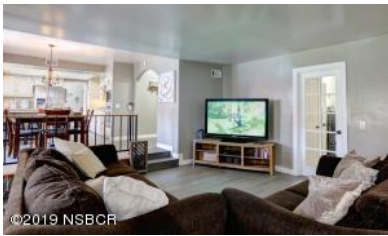


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Recently Sold

459 Palisade Drive

List Price: \$475,000 Sold Price: \$425,000 DOM: 144

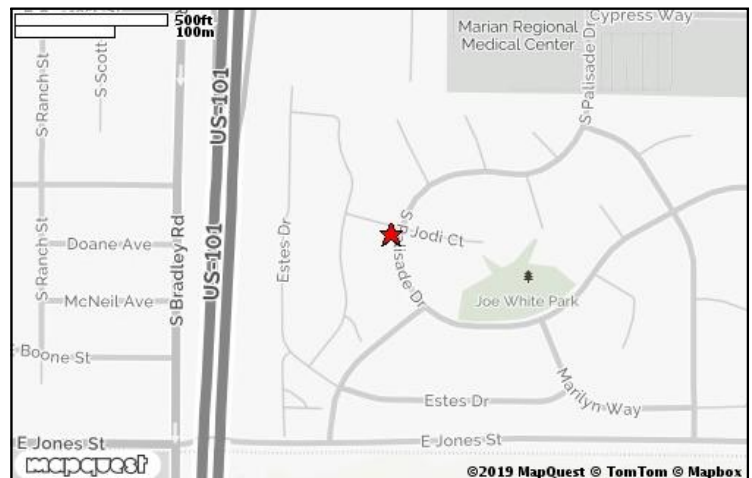


Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1982
Acres: 0.23
Tot SqFt: 2414
Levels:
Exterior:
Bedrooms: 3
Full Baths: 2
Half Baths: 1
Heating: Forced Air
Cooling: None
Fireplace: Family Room
Parking: Attached Garage
Foundation: Slab
Floors:
Roof: Shingle
Int Feat:
Int Feat:
Ext Feat:
Ext Feat:

Description

This Hancock Park home will impress! It has 3 bedrooms, 2 full baths and a 1/2 bath. It measures 2,414 SqFt +/- on a corner lot of 10,019 SqFt +/-. Features include separate living and family rooms, a formal dining room, a large kitchen with dining area, indoor laundry room, a large master suite with walk-in closet, and a 2 car direct access garage! Additional features include an access gate to the rear yard from the street. All bedrooms are generously sized and located on one wing of the home, making this a perfect home for entertaining in the living and family rooms! What's more, the master bedroom has direct access to the backyard under a covered patio!



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Additional Photos

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Recently Sold

1509 Goldsmith Court

List Price: \$519,000 Sold Price: \$510,000 DOM: 100

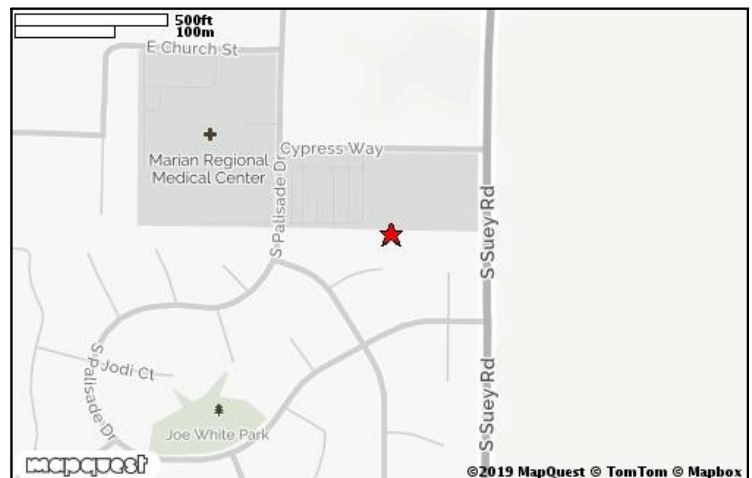


Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1983
Acres: 0.23
Tot SqFt: 2455
Levels: One
Exterior: Stucco
Bedrooms: 3
Full Baths: 2
Half Baths: 1
Heating: Forced Air
Cooling: None
Fireplace:
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Tile
Int Feat:
Int Feat:
Ext Feat: Fenced Yard
Ext Feat:

Description

Hancock Park ? This 3 bedroom home is nestled inside a cozy culdesac. Cathedral ceiling and formal living and dining areas allow plenty of places to gather with your friends and loved ones. The two guest bedrooms and bathroom are located toward the front of the home allowing for privacy and quiet in the master bedroom. Enjoy a large 2 car garage situated in the back of the property but attached to the home and indoor laundry.



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Recently Sold

1519 Marilyn Way

List Price: \$575,000 Sold Price: \$558,000 DOM: 31



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1981
Acres: 0.22
Tot SqFt: 2557
Levels: One
Exterior: Brick/Stone
Bedrooms: 4
Full Baths: 1
Half Baths: 1
Heating: Forced Air
Cooling: Central Air
Fireplace: Brick/Stone
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Metal
Int Feat: Pantry
Int Feat:
Ext Feat: Fenced Yard
Ext Feat: Yard Sprinklers

Description

Prestigious Hancock Park ! Beautiful Custom Single Story in Cul-de-sac! 4 Bedr, 2 1/2 Baths, Frml Living Rm & Dining Rm., Family Room, Informal Breakfast Rm, 50 Year Metro Steel Roof 2004 (\$27,000). Central Air Conditioning w/Electronic Cleanser (2009), New Hot Water Heater, Recirculating Hot Water, Plantation Shutters, Crown Molding! Fam Rm Has Attractive Brick Fireplace, Raised Hearth, Beautiful Wood Mantle, Recessed Lighting, Full Wall of Windows Overlooking Private Backyard, Spacious Brick Patio w/Outdoor Kitchen! Indoor Kitchen Features White Cabinets, Granite Counters, Full Wall Pantry & Addtl Walk-in Pantry, Breakfast Bar, Jenn Air Refrigerator. Spacious Mstr Bedr Has Lrg Walk-in Closet w/Built-ins./Sliding Door to Patio/Great Mstr Bath! Perfect Laundry Rm ! Much More.



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Additional Photos

1519 Marilyn Way

List Price: \$575,000 Sold Price: \$558,000 DOM: 31



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Additional Photos

1519 Marilyn Way

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Recently Sold

577 S Palisade Drive

List Price: \$589,000 **Sold Price:** \$585,000 **DOM:** 128

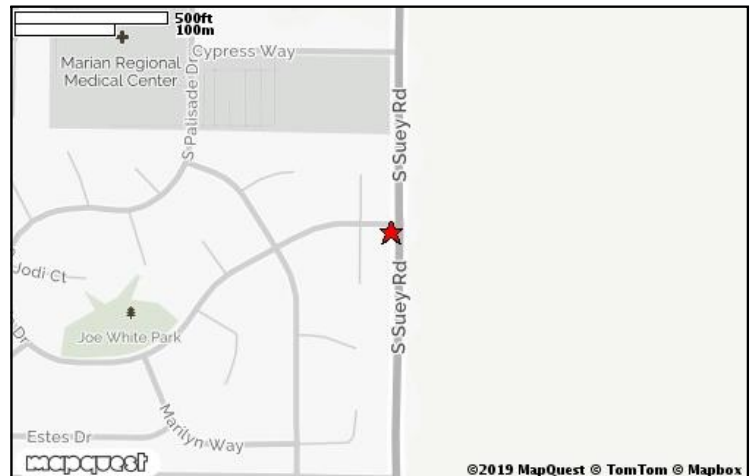


Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1983
Acres: 0.28
Tot SqFt: 2800
Levels: Two
Exterior: Stucco
Bedrooms: 3
Full Baths: 2
Half Baths:
Heating: Forced Air
Cooling: None
Fireplace: Family Room
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Tile
Int Feat: Skylights
Int Feat: Cathedral Ceilin
Ext Feat: Fenced Yard
Ext Feat: Yard Sprinklers

Description

Huge Home! for a small Price! This amazing corner lot has 3 plus huge bonus rooms 2 1/2 bathrooms. 3 car garage with 3rd garage is a drive through the back yard, RV parking. 2 Fire place, Family room plus formal living room. Corner Lot. And the exclusive neighborhood of Hancock Park!



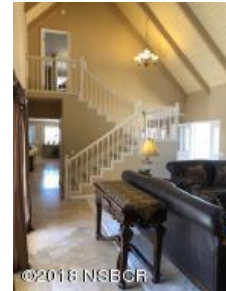
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Additional Photos

577 S Palisade Drive

List Price: \$589,000 Sold Price: \$585,000 DOM: 128



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Comparative Market Analysis

	1442 Marilyn Way	535 S Palisade Drive	442 Palisade Drive	417 Chalfonte Court	459 Palisade Drive
					
Status	A	A	A	A	C
List Price	\$524,990	\$565,000	\$585,000	\$590,000	\$475,000
List\$ SqFt	\$198	\$215	\$242	\$221	\$197
Sold Price					\$425,000
Sold\$ SqFt					\$176
Contract Date					02/18/19
Sold Date					03/04/19
DOM	12	45	29	34	144
City	Santa Maria	Santa Maria	Santa Maria	Santa Maria	Santa Maria
County	Santa Barbara	Santa Barbara	Santa Barbara	Santa Barbara	Santa Barbara
Year Built	1981	1983	1984	1980	1982
Acres	0.27	0.24	0.22	0.24	0.23
Tot SqFt	2653	2628	2419	2667	2414
Levels	One	One	One	Two	
Exterior	Brick/Stone	Brick/Stone	Stucco	Stucco	
Bedrooms	3	3	3	4	3
Full Baths	2	2	2	3	2
Half Baths	1	1	1		1
Heating	Forced Air	Forced Air	Forced Air	Forced Air	Forced Air
Cooling	None	None	None	Ceiling Fans	None
Fireplace		Family Room	Family Room		Family Room
Parking	Attached Garage	Attached Garage	Attached Garage	Attached Garage	Attached Garage
Foundation	Slab	Slab	Slab	Slab	Slab
Floors	Carpet	Tile	Carpet	Carpet	
Roof	Concrete	Tile	Tile	Clay	Shingle
Int Feat	Cathedral Ceilin	Dual Pn Windows		Pantry	
Int Feat					
Ext Feat	Fenced Yard	Patio	Fenced Yard	Fenced	
Ext Feat	Patio Covered		Patio	Patio Covered	
Appliances	Oven	Dishwasher	Oven/Range-Gas	Gas Cooktop	
Appliances					
View	Elec Cooktop	Oven/Range-Elect	Gas Cooktop	Oven	
View		Other			
Lot Desc		Level		Cul-De-Sac	Corner
Site Imprv	Paved Streets	Paved Streets	Paved Streets	Paved Streets	
Site Imprv	Sidewalks	Telephone	Sidewalks	Sidewalks	



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Comparative Market Analysis

	1509 Goldsmith Court	1519 Marilyn Way	577 S Palisade Drive	
				
Status	C	C	C	
List Price	\$519,000	\$575,000	\$589,000	
List\$ SqFt	\$211	\$225	\$210	
Sold Price	\$510,000	\$558,000	\$585,000	
Sold\$ SqFt	\$208	\$218	\$209	
Contract Date	04/09/19	03/04/19	12/07/18	
Sold Date	05/08/19	03/29/19	03/19/19	
DOM	100	31	128	
City	Santa Maria	Santa Maria	Santa Maria	
County	Santa Barbara	Santa Barbara	Santa Barbara	
Year Built	1983	1981	1983	
Acres	0.23	0.22	0.28	
Tot SqFt	2455	2557	2800	
Levels	One	One	Two	
Exterior	Stucco	Brick/Stone	Stucco	
Bedrooms	3	4	3	
Full Baths	2	1	2	
Half Baths	1	1		
Heating	Forced Air	Forced Air	Forced Air	
Cooling	None	Central Air	None	
Fireplace		Brick/Stone	Family Room	
Parking	Attached Garage	Attached Garage	Attached Garage	
Foundation	Slab	Slab	Slab	
Floors	Carpet	Carpet	Carpet	
Roof	Tile	Metal	Tile	
Int Feat		Pantry	Skylights	
Int Feat			Cathedral Ceilin	
Ext Feat	Fenced Yard	Fenced Yard	Fenced Yard	
Ext Feat		Yard Sprinklers	Yard Sprinklers	
Appliances	Dishwasher	Dishwasher	Gas Cooktop	
Appliances	Microwave	Refrigerator	Microwave	
View			Other	
Lot Desc	Level	Cul-De-Sac	Corner	
Site Imprv	Paved Streets	Paved Streets	Street Lights	
Site Imprv	Sidewalks	Telephone	Telephone	



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Comparative Market Analysis

	513 S Palisade Drive	459 Palisade Drive		1519 Marilyn Way		577 S Palisade Drive	
							
			Adjustments		Adjustments		Adjustments
Sold Price		\$425,000	\$425,000	\$558,000	\$558,000	\$585,000	\$585,000
Sold\$ SqFt		\$176		\$218		\$209	
List Price		\$475,000		\$575,000		\$589,000	
List\$ SqFt		\$197		\$225		\$210	
Contract Date		02/18/19		03/04/19		12/07/18	
Sold Date		03/04/19		03/29/19		03/19/19	
DOM		144		31		128	
County	Santa Barbara	Santa Barbara		Santa Barbara		Santa Barbara	
City	Santa Maria	Santa Maria		Santa Maria		Santa Maria	
Lot SqFt							
Year Built							
SqFt	2468	2414		2557		2800	
Levels	1			One		Two	
Bedrooms	4	3		4		3	
Bathrooms							
Gar Capacity	3-car garage	Attached Garage		Attached Garage		Attached Garage	
Parking							
Heating							
Cooling							
Fireplace							
Fireplace							
Eating Area							
Laundry							
Patio							
Pool							
Floors							
Floors	Tile	Shingle		Metal		Tile	
Roof				Pantry		Skylights	
Int Feat						Cathedral Ceilin	
Int Feat							
Int Feat							
Ext Feat				Fenced Yard		Fenced Yard	
Ext Feat				Yard Sprinklers		Yard Sprinklers	
Ext Feat							
Ext Feat							
	\$519,500		\$425,000		\$558,000		\$585,000



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Comparative Market Analysis

513 S Palisade Drive

1509 Goldsmith Court



			Adjustments	Adjustments	Adjustments
Sold Price		\$510,000	\$510,000		
Sold\$ SqFt		\$208			
List Price		\$519,000			
List\$ SqFt		\$211			
Contract Date		04/09/19			
Sold Date		05/08/19			
DOM		100			
County	Santa Barbara	Santa Barbara			
City	Santa Maria	Santa Maria			
Lot SqFt					
Year Built					
SqFt	2468	2455			
Levels	1	One			
Bedrooms	4	3			
Bathrooms					
Gar Capacity					
Parking	3-car garage	Attached Garage			
Heating					
Cooling					
Fireplace					
Fireplace					
Eating Area					
Laundry					
Patio					
Pool					
Floors					
Floors					
Roof	Tile	Tile			
Int Feat					
Int Feat					
Int Feat					
Ext Feat		Fenced Yard			
Ext Feat					
Ext Feat					
Ext Feat					
	\$519,500		\$510,000		



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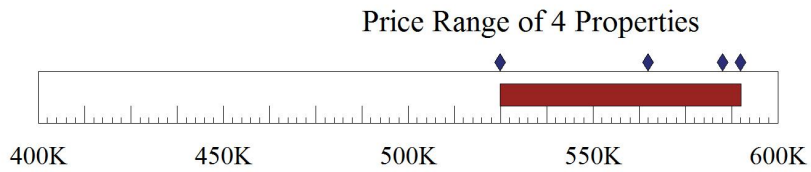
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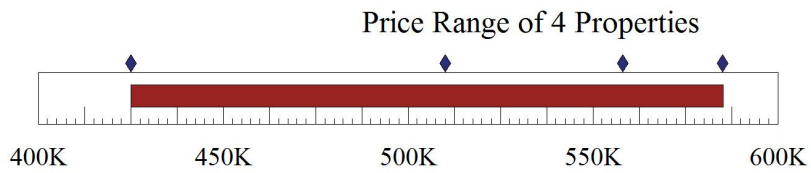
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Comparative Market Analysis Graphed by Status

Currently On The Market



Recently Sold



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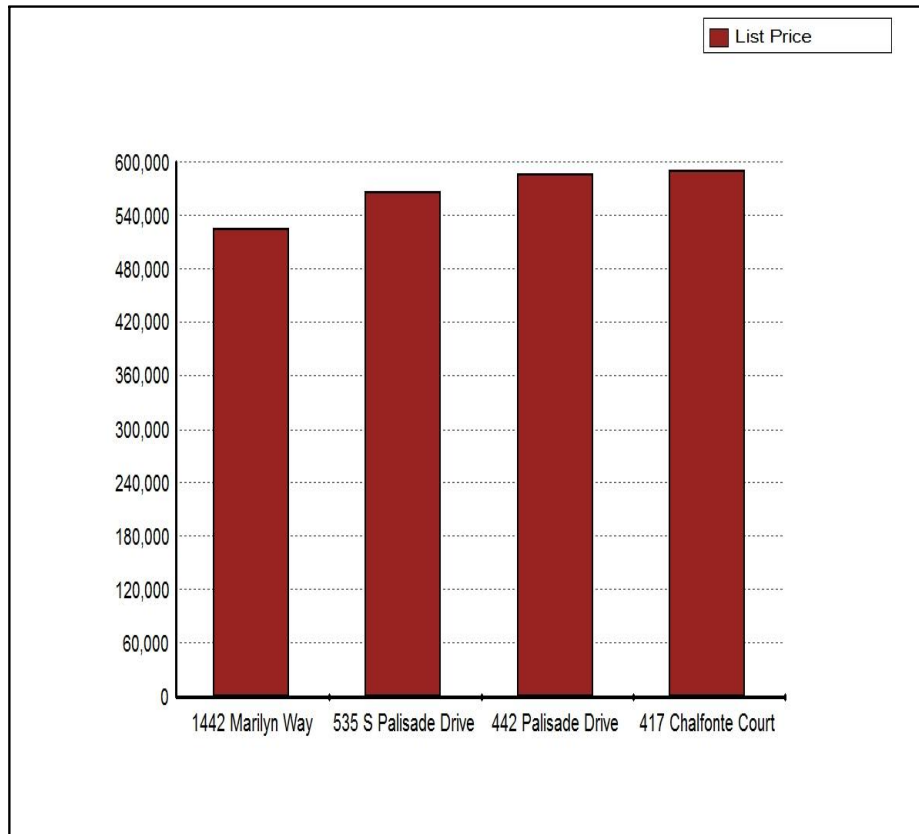
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Comparative Market Analysis Statistics

Graphic Analysis of Currently On The Market Properties



Summary Statistics of 4 Properties:

Average Price: \$566,247
High Price: \$590,000
Low Price: \$524,990
Median Price: \$575,000
Average \$ per SqFt: \$219.00
Average Year Built: 1982
Average Days On Market: 30



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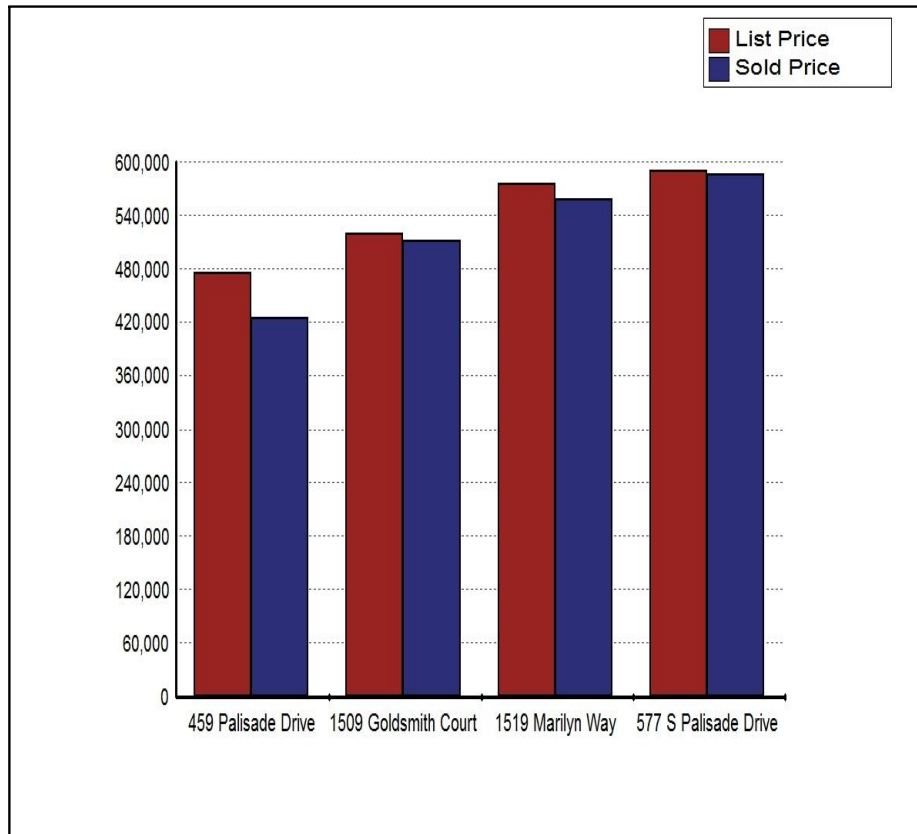
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Comparative Market Analysis Statistics

Graphic Analysis of Recently Sold Properties



Summary Statistics of 4 Properties:

Average Price: \$519,500
High Price: \$585,000
Low Price: \$425,000
Median Price: \$534,000
Average \$ per SqFt: \$202.75
Average Year Built: 1982
Average Sale Price % List Price: 96.29
Average Days On Market: 100



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Pricing Your Property to Sell

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value.

Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.

Analysis of the comparable properties
suggests a list price range of:

\$504,000 to \$559,000



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When An Appointment Is Made

Agents from many real estate firms will want to show your home. Please allow any agent who calls to show your home at the suggested time. If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door. You will increase your odds for a sale by allowing more qualified buyers to see your home. You do not want to miss an out-of-town transferee because your home was not able to be shown.

During a showing:

- ❖ Open all draperies and window shades during daylight hours.
- ❖ The kitchen & bathroom should sparkle.
- ❖ Open windows one half hour before showing to circulate fresh air.
- ❖ Open all the doors between rooms to give an inviting feeling.
- ❖ Place fresh flowers on kitchen table and/or in the living room.
- ❖ If possible, bake cookies or bread to add an inviting aroma.
- ❖ Turn on all lights and replace bulbs with high wattage bulbs where needed.
- ❖ Pets should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals. Some people may be allergic to them.
- ❖ All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- ❖ Replace any items not included in the sale, or tag them appropriately with “to be replaced with...” or “not included” signs.
- ❖ Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.
- ❖ When you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it!



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Preparing Your Home

Your home has just one chance to make a great impression with each potential buyer. And it can! The following "tricks of the trade" will help you keep track of what needs to be done. The whole idea is to present a clean, spacious clutter-free home--the kind of place you'd like to buy. Accomplish a little everyday, and before long your home will be ready to make the impression that can make the sale.

Your Home's Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

General Interior Tips

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved

- Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc. picked up--especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

The Living Room

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

The Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

The Kitchen

- Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
- Make sure all appliances are in perfect working order
- Clean often forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant shine, clean baseboards
- Unclutter all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

The Bathrooms

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

The Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping, and dressing areas

The Garage

- Sell, give away, or throw out unnecessary items
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

The Basement

- Sell, give away, or throw out unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

The Attic

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

When It's Time To Show

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available
- Open all draperies and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins



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Additional Real Estate Resources

You may want to search schools, demographic & crime data, weather, restaurants, etc. We have compiled a list of resources that provide comprehensive data. If you do not have internet access, we will gladly print information on request.

Schools:

www.greatschools.org
www.education.com/schoolfinder
www.schooldigger.com

Demographic and Crime Information:

www.melissadata.com/lookups
www.zipwho.com
www.spotcrime.com
www.crimereports.com
www.census.gov



Weather:

www.theweathernetwork.com/forecasts/statistics/list
www.wunderground.com/history
www.accuweather.com

Restaurants:

www.yelp.com
www.tripadvisor.com/restaurants
www.fodors.com/world/restaurant-reviews.html

Walk Score:

www.walkscore.com



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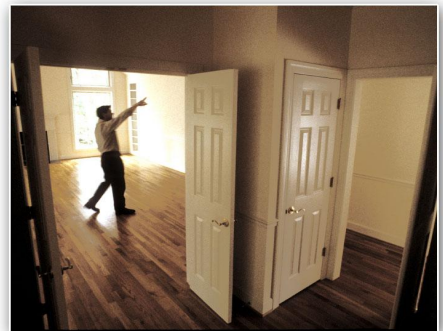
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In Conclusion

**When you choose Jo Ann Outland
you will receive:**

- ❖ Excellent service and support.
- ❖ A market analysis of your home.
- ❖ A winning marketing plan.
- ❖ Every effort to sell your home promptly.
- ❖ The resources of Outland & Associates Real Estate.

***List Your Home Now
with Jo Ann Outland!***



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Outland & Associates Real Estate

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Office: (805) 481-3939 ♦ Fax: (805) 481-3737 ♦ License #01799035

Website: www.outlandinc.com ♦ Email: info@outlandinc.com

Jo Ann Outland Owner, CEO, Broker and Realtor® Outland & Associates Real Estate

PROFILE

Accomplished, savvy real estate professional with over 35 years experience executing sales and purchases of residential, commercial and income properties. Exceptional communication and interpersonal skills, as well as expertise in all facets of real estate transactions including REO, HUD and short sale properties.

SUMMARY OF SKILLS

- Residential, commercial and income transactions
- REO, HUD and short sale transaction experience
- Asset management, Broker Price Opinions (BPOs) and Market Strategy Reports (MSRs)
- Property preservation and pre-foreclosure services
- Effective communication and interpersonal skills
- Motivational personnel management techniques
- Applicable rules, standards, laws and regulations
- Decision-making, negotiating and planning abilities
- Accurate document preparation and processing

CURRENT WORK EXPERIENCE

Outland & Associates Real Estate	Shell Beach, CA	2007 to Present
Owner, CEO, Broker and Realtor®		

- Owns and operates a successful real estate office that specializes in REO, HUD and short sale transactions
- Conduct pre-foreclosure services, property preservation, stabilization, loss mitigation, analysis and valuations
- Process forms, applications, reports, contracts, agreements and official documents with proficiency and accuracy
- Show properties, follow-up on referrals, generate leads and implement marketing and advertising strategies
- Interact effectively with buyers, sellers, lenders, title companies, contractors, vendors and other agents
- Maintain an impressive sales record, which includes over 1,200 properties sold within the last eight years
- Keep abreast of industry changes, augment knowledge base and testify as an expert witness in legal cases
- Consistently exhibits industry insight and foresight with a heartbeat on present and future real estate markets

PREVIOUS WORK EXPERIENCE

Keller Williams Realty	Pismo Beach, CA	2004 to 2007
Re/Max	Grover Beach, CA	1992 to 2004
Coldwell Banker	Arroyo Grande, CA	1987 to 1992
Century 21	Arroyo Grande, CA	1982 to 1987

- Built a strong customer base by consistently ensuring customer satisfaction with all sales and purchases
- Earned a reputation as a skilled Realtor® with comprehensive knowledge of the real estate industry
- Demonstrated proficiency in all aspects of real estate transactions from generating leads to closing escrow

EDUCATION, LICENSES AND CERTIFICATIONS

Cuesta Community College, San Luis Obispo, CA	
Real Estate Agent License	1979
Real Estate Broker's License	1985
Graduate Realtor® Institute (GRI)	1988
Accredited Buyer Representative (ABR)	1990
Certified Residential Specialist (CRS)	1995
Certified Distressed Property Expert® (CDPE)	2009
Certified Default Services Professional (CDSP)	2010
Certified Commercial Investment Member (CCIM)	Ongoing

MEMBERSHIPS

National and California Associations of Realtors®	Current
Member of National REO Brokers Association (NRBA)	2005 to Present
Asian Real Estate Association of America (AREAA)	2013 to Present
National Association of Hispanic Real Estate Professionals (NAHREP)	2013 to Present
Make a Wish Foundation	2007 to Present



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Jo Ann Outland Owner, CEO, Broker and Realtor® Outland & Associates Real Estate



As a leading agent California's scenic central coast, Jo Ann Outland achieves success in any situation. With over 75 completed transactions in 2014 alone, Outland & Associates is an industry leader in San Luis Obispo and northern Santa Barbara counties. A licensed real estate agent for more than 35 years and an accredited broker for nearly as long, Jo Ann Outland is a member of the National and California Associations of Realtors® and the National REO Brokers Association. Jo Ann is the consummate professional, emanating integrity and expertise while completing thousands of purchases and sales involving residential, commercial, income, short sale and bank-owned properties.

Jo Ann Outland has a clear vision and an honest voice. After excelling at a variety of real estate firms, she founded Outland Inc. in 2006. Innovative and perceptive, she anticipated changes in the market before real estate values decreased. Focusing her energy on bank-owned and short sale properties, Jo Ann acquired the knowledge, training and certifications to expertly handle these types of matters. She had the foresight to seek out opportunities, make strategic connections and continue her education to become the REO leader in the region.

Jo Ann is a Certified Default Services Professional (CDSP), a Certified Distressed Property Expert (CDPE) and a Certified Residential Specialist (CRS). In addition, she is an Accredited Buyer Representative (ABR), completed training at the Graduate Realtor® Institute (GRI) and plans to finish the program to become a Certified Commercial Investment Member (CCIM).

Since 2007, Outland & Associates has sold over 1,200 properties. To effectively handle the volume of work, Jo Ann has compiled a REO collaborative team consisting of: a pre-marketer, an eviction team, an escrow coordinator, asset administrator, a portfolio manager and field service specialists. Jo Ann manages a staff of 4 including agents and administrative personnel. She negotiates complex agreements and coordinates dozens of deals simultaneously. She has developed mutually beneficial relationships with hundreds of local businesses and contractors to ensure dependable, high-quality service. With a talented team, extensive experience and in-depth knowledge of pertinent regulations, Jo Ann's transactions proceed quickly and smoothly.

Jo Ann Outland is a skilled and trained professional who has earned the trust and respect of her community. Primarily due to Jo Ann and her outstanding reputation, Outland & Associates is a highly successful agency that receives referrals from countless sources. Big or small, Jo Ann knows that each transaction is a reflection of her character. She treats every client like family and consistently gives 100%. With Jo Ann and Outland & Associates, you can conduct business with confidence.

Reach Jo Ann at (805) 441-5574 or joann@outlandinc.com (email) or joannoutland.com (website).



Outland & Associates Real Estate

Corporate Headquarters: 2665 Shell Beach Rd, Suite J1 ◊ Pismo Beach ◊ CA ◊ 93449
Office: (805) 481-3939 ◊ Fax: (805) 481-3737 ◊ License #01799035

Website: www.outlandinc.com ◊ Email: info@outlandinc.com

James Outland Jr.

Co-owner, Broker Associate, and Realtor® DRE#01314390
Outland & Associates, Inc.

PROFILE

Knowledgeable and motivated real estate professional who utilizes technology to resourcefully generate leads and complete real estate transactions for a vast array of property types including REO, HUD and short sales. Thorough understanding of applicable regulations and exceptional ability to limit liability for the buyers, sellers and brokerage.

QUALIFICATIONS SUMMARY

- Residential, commercial and income real estate
- Advanced capacity for computers and technology
- Efficient document preparation and submission
- High-tech approach and web-based lead generation
- Strategic marketing and effective sales techniques
- HUD, REO and short sale property transactions
- Persuasive communication and bargaining abilities
- Loss mitigation and property preservation
- Pertinent regulations, rules, laws and standards
- Organization, multitasking and interpersonal skills

CURRENT WORK EXPERIENCE

Outland & Associates, Inc. **Shell Beach, CA** **2007 to Present**
Co-owner and Realtor®

- Own, manage, and serve as an instrumental component responsible for the REO success of the agency
- Recognized the change in the real estate industry and transformed business practices to suit market needs
- Handle pre-foreclosure services including property preservation, stabilization, loss mitigation and valuations
- Implement high-tech solutions to enhance business and generate leads including web advertising and SEO
- Thoroughly prepare and submit documentation to successfully complete real estate sales and purchases
- Coordinate buyers, sellers, lenders, title companies, contractors, utility companies, vendors and other agents
- Achieve a remarkable sales record, which includes over 1,200 properties sold within the last eight years
- Research regulations and incorporate current standards into office practices to ensure code compliance
- Utilize technology to coordinate with the REO collaborative team that consists of a pre-marketer, eviction team, field service team, asset manager, portfolio manager and broker

PREVIOUS WORK EXPERIENCE

Outland and Associates, Inc. **Shell Beach, CA** **2007 to Date**
Keller Williams Realty **Pismo Beach, CA** **2005 to 2007**
Re/Max **Grover Beach, CA** **2001 to 2005**

- Established a significant client base and successfully conducted multifaceted real estate transactions
- Acquired expertise and comprehensive knowledge of real estate rules, methods, regulations and procedures

LICENSES AND CERTIFICATIONS

Real Estate Agent License **2001**
Real Estate Broker's License **2013**
Certified Distressed Property Expert (CDPE) **2008**
e-PRO® Real Estate Technology **2004**
RES.NET and EQUATOR **Current**

MEMBERSHIPS

National Association of Realtors® **2001**
National Association of Hispanic Real Estate Professionals (NAHREP) **2011-2012**