

DIVERSITY
REAL ESTATE

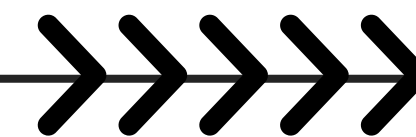


DIVERSITY
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REAL ESTATE LISTING

PRESENTATION



2023

ABOUT US

Laura K Baker

PROFILE

This company has been created to serve the always changing needs of our community. One thing we all have in common is the need for a place to call HOME. In the always changing Real Estate market, there is not a one size fits all, and our team is dedicated to find the best solution for your unique needs.

REAL ESTATE BUSINESS

We understand that buying or selling a home isn't just a business transaction, it's a whole new beginning. That's why we offer an extensive array of services, as well as the human touch, making the process as easy and hassle-free as possible. Contact us to get started today.





OUR SERVICES



01

RESIDENTIAL SALES

Every house is unique, and our tailored Comparative Market Analysis will show you the best value for your property. Starting from the initial walkthrough that comes with a customized action plan, all the way through negotiations and closing day, your dedicated agent will be supporting you with market knowledge, industry relations, and a toolbox with the best negotiating tactics.

02

RESIDENTIAL PURCHASE

We will put together an action plan based on your needs and wants for your new HOME. Starting from securing your financing, to instant alerts when the perfect listing hits the market, and all the way to Closing Day, your dedicated agent will be supporting you with market knowledge, and a toolbox with the best negotiating tactics.

03

PROPERTY MANAGEMENT

Looking to become an investor? We offer Property Management Services, from advertising, placing a tenant, to handling any maintenance issues and money accounting. Ask me for more information!



TEAM MEMBERS

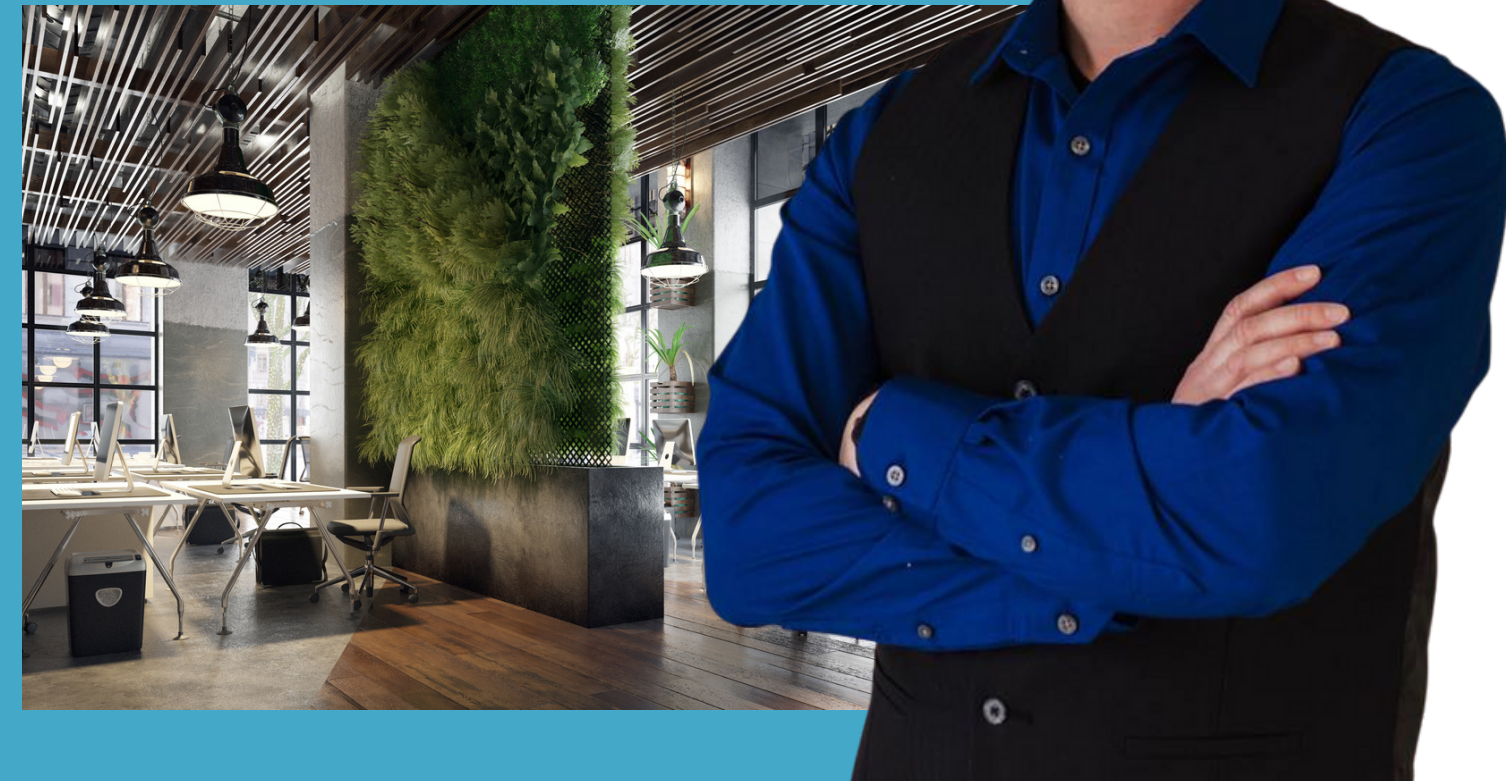
01



LAURA K BAKER
OWNER AND QUALIFYING BROKER

I specialize in residential property management and BRRR - Buy-Rehab-Refinance-Rent purchases. My role is to oversee the business operations, team training, and marketing.

02



MARSHALL BAKER
OWNER AND BUSINESS DEVELOPMENT MANAGER

I specialize in business development. My role is to make sure you connect with our team, to find the best solution for your Real Estate needs.

SALES PROCESS TIMELINE

01 Initial consultation to establish your needs and expectations for the sale of your property. During this consultation you will be provided with an action plan to get the house ready for sale. Possibly ordering a pre-inspection.



02 Establishing List Price and projected net out from the sale. Determining good times to show the property and showing process. Signing the listing agreement and scheduling professional pictures. Placement of signs and lockbox.



03 At this stage the house is ready to be shown, and the seller has packed most of the personal items that are not used on a daily basis. Property is advertised and showings are being scheduled. Weekend open house has been scheduled.

04 We are receiving feedback from showings and negotiating incoming offers. When a desired offer gets accepted, we are 30-45 days from closing. Title work gets ordered and seller will provide disclosures to the buyer.



05 At this stage the buyer will be completing inspections, and the lender will be ordering an appraisal. Repairs are being negotiated and the transaction is moving towards closing. Seller will finalize next home plans.



06 Repairs are being completed and seller is completely moved out. The buyer's loan is in final underwriting and lender is getting final numbers to the title company. Buyer does final walkthrough and we schedule the closing.

SEE US IN ACTION!

MAKING THE CALLS

When we list your property, we actively call other agents and current buying clients to let them know about your house. We share the listing on our professional social media page, and provide you with a link as well, so you can share it too. Your house will be shown on over 100 websites!

We understand the strategies it takes to advertise to the target audience and we receive high traffic on our postings.





THE VISUALS

The first impression matters! We provide professional grade pictures with 3D walkthrough and video. Your home will be a Star!

If your property is not vacant, we can help you get it ready for pictures. The first step is store any personal items, like pictures, toiletries and clothing, out of sight, and keep countertops mostly empty. If you have pets, make sure that they are crated or off the property during showings, also plan to remove any pet smells and stains prior to closing.



THE FEATURES

Highlighting the great attributes of your property is part of the package! Pictures say a thousand words, but some technical items can help to give buyers a full understanding of your property. Success is in the details!

Let us know of any updates you did in the past 5 years and make sure not to forget items like solar panels, water softener, pool, hot tub, shed etc. Some easy updates can help increase the value of your house, and we can help identify them.

NAVIGATING SHOWINGS

After getting your house ready to show, buyers will want to see it. Showings will get scheduled, and if you leave in the house, you will need to pick showing times that work for you. I suggest to pick a 2 hour block each day, and 4 hours on the weekend. A lockbox will be placed on the door, to make for easy access. A feedback survey will be sent out after each showing.

Buyers will enter your house accompanied by a licensed agent, but make sure all medications, jewelry, weapons and other valuables are stored in a safe place. And don't forget the pets!





NEGOTIATING OFFERS

Congratulations, you received an offer!

Interested buyers will be submitting an offer on the property. Each contract has multiple terms that can be negotiated, besides price. We will make sure to address the items that are important for you.

In the current market it's not unusual to receive multiple offers. I will present all offers, and you will be able to choose the one that works best for you. You can always counter and negotiate some terms within reason.

Remember, offers have a response deadline, so don't miss it!

BUYER DUE DILIGENCE

After the Purchase Agreement is signed, the buyer will be delivering the Earnest Money to the title company and will order inspections.

Inspections will be scheduled and they will take about 4-6 hours, depending on the size of the house.

The lender will be ordering the appraisal, and an appraiser will come out to do the evaluation.

After inspections, the buyer will be sending a list of repair requests and inspector findings. The appraiser can also request some repairs to be able to approve the buyer's loan.





REPAIRS AND VALUE

NEGOCIATING REPAIRS

Every inspection report will have certain items that need repaired, from the electric panel, to the leaky faucet you said you will fix a while back. It is important to address any safety concerns and items that might be deal breakers for any buyer. Repairs can range from \$500 - \$15,000 if a major item like a new roof is needed. I will help connect you with vendors that can help complete the work before closing.

Appraised Value - if the appraisal does not come in at the contract price, you might have to adjust.



TITLE, HOA AND CLOSING

The Title Company will be doing a title search to make sure there are no liens on the property. They will also require a survey, and will initiate the HOA transfer documentation.

After the buyer's file goes through underwriting, the title company will work with the lender to put together the ALTA (American Land and Title) statement.

Final walkthrough is performed and Closing is scheduled.

Congratulations, you sold your house!





THANK YOU!

Thank you for choosing to put your trust in me for the process of buying and/or selling your home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.



Contact

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REAL ESTATE LISTING



PRIVATE HOUSE



CONDOMINIUM



APARTMENTS



LAND

