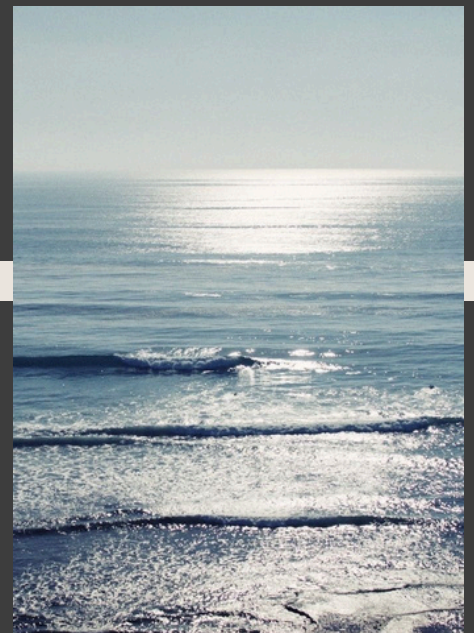




SOLD.

TIFFANY ROSE REAL ESTATE

HOW TO SELL YOUR HOME
IN 90 DAYS WITHOUT
LOSING YOUR MIND OR
YOUR MONEY.



WELCOME



Hi, I'm Tiffany.

I SPECIALIZE IN:
RESULTS.

The real estate industry as a whole,
is broken. A revolution is coming.

Sellers deserve better.

Sellers want ideas.

Sellers do not want a sales pitch.

There is a new wave of conscious
Realtors redefining the real estate
industry.

Sellers want a human lighthouse to
guide them through the process,
not because they “can’t” do it
themselves, but because time is
their most precious resource.

About Me + Team

Successful Selling Process

Listing Consultation

Commission Packages

Photos & Timeline

Marketing

Online Debut

Contingency Period

Closing Day

CONTENTS



ABOUT ME

TIFFANY ROSE

ENCINITAS' TRUSTED REALTOR & BROKER

ABOUT ME

- ★ Specializing in North County
- ★ Ally for entrepreneurs, pro athletes, investors & retirees
- ★ PhD in Real Estate strategy
- ★ Neuroaesthetics expert- sell for up to 20% more than comps

 @realtortiffanyrose



TRUSTED BY:

Naomi Girma SD WAVE FC

Matt Brower SD SUPERIOR JUDGE

Emory Wright ALIGN TECH

TOP CLIENTS	Downsizers	22 %
	Investors	78 %

TOP AREAS	San Diego	55 %
	Pleasanton	35 %
	Danville	10 %

AVERAGE PERFORMANCE

LAST 90 DAYS



12
Days on market



101%
List to sales price



\$25,700
Marketing spent

WHY HIRE A TEAM?

When it comes to selling a property, having a quality real estate team on your side is a game-changer. Not only will they always be available to do their own special kind of magic, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of team players who are at the tiffy tiffy top in their field. As a team we follow a tried and true plan for your home sale. Each listing we take on is highly valuable to the entire team, which ensures you have a well oiled machine working for you.

Our job is to get you the best price and provide the smoothest journey. We leverage our combined skillsets...and NETWORKS to get results.

While we personalize our approach to you as a client, we systemize our approach to communication, ensuring you always know what's coming next.

SAY HELLO TO MY TEAM...



KATE-
ASSISTANT



DONNA-
FIDELITY TITLE



STAGING



INFINITE VIEWS
PHOTOGRAPHY

SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be real, moving to a new home is EXCITING! (once it's done!)

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your Realtor, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

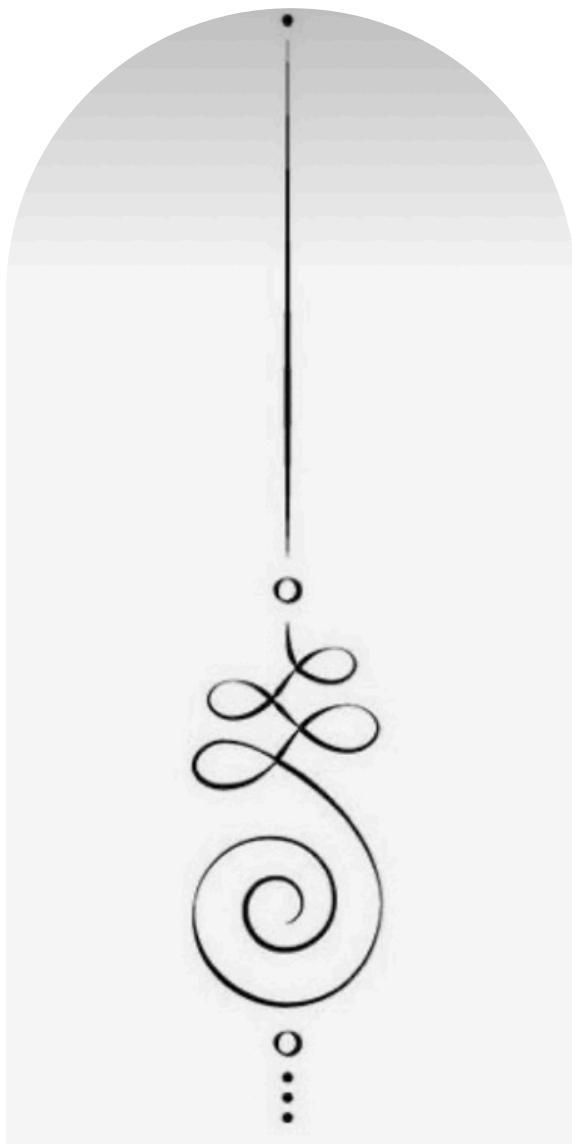
What is your ideal moving timeline?

What are the obstacles you are facing?

What concerns do you have about listing ?

Write these things down before we meet so we can talk through all the details.

-Tiffany



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning, prepping & staging your home to sell
can increase its value by over 5% !!!!

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Commission PACKAGES

PICK YOUR PACKAGE

YOU PICK THE
COMMISSION BASED
ON YOUR UNIQUE
NEEDS.

COACH PACKAGE

- Sign in yard
- Photography interior/exterior
- Home uploaded MLS+website
- Collect deposit/ present offer
- Highest level E & O coverage

FEE

Who it is for?

Entry level condos and DIY'ers

- 2.5 % - seller commission fee

BUSINESS PACKAGE

- Professional staging
- Targeted marketing campaign
- Professional photography
- Disclosure io (listing management)
- Open house weekend launch

FEE

Who is it for?

Vacant homes or model homes

- 2.75 % - seller commission fee

FIRST CLASS PACKAGE

- Twilight, aerial + video tour
- 2D floor plan
- House, windows, blinds, fireplace, carpets cleaned
- Neuroasthetics - sell for up to 20% higher than comps
- Professional staging \$5-8K value

FEE

Who is it for?

High end homes -top level exposure, quality staging -best chance to sell for more + faster.

- 3 % - seller commission

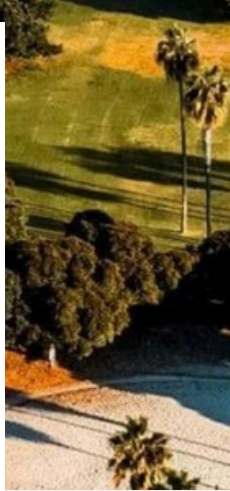


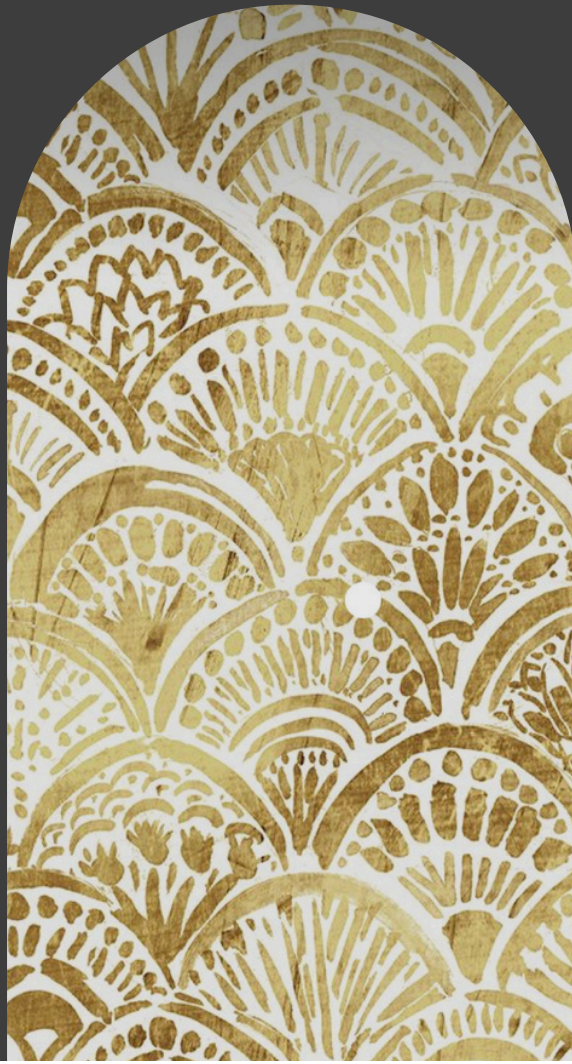
PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.





Shocking Truths...



#1 item stolen from open house - prescription drugs. Put 'em away, along with money, jewelry & valuables.



Realtors and buyers will be annoying. They will use the bathroom, leave on lights, show up announced. Brace yourself.



Expect things like the gardener turning off the water the day the window washers arrive. Expect the unexpected & breathe deep breathes.

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- All online websites
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house promotions



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an intentional marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home, and they tell their friends.

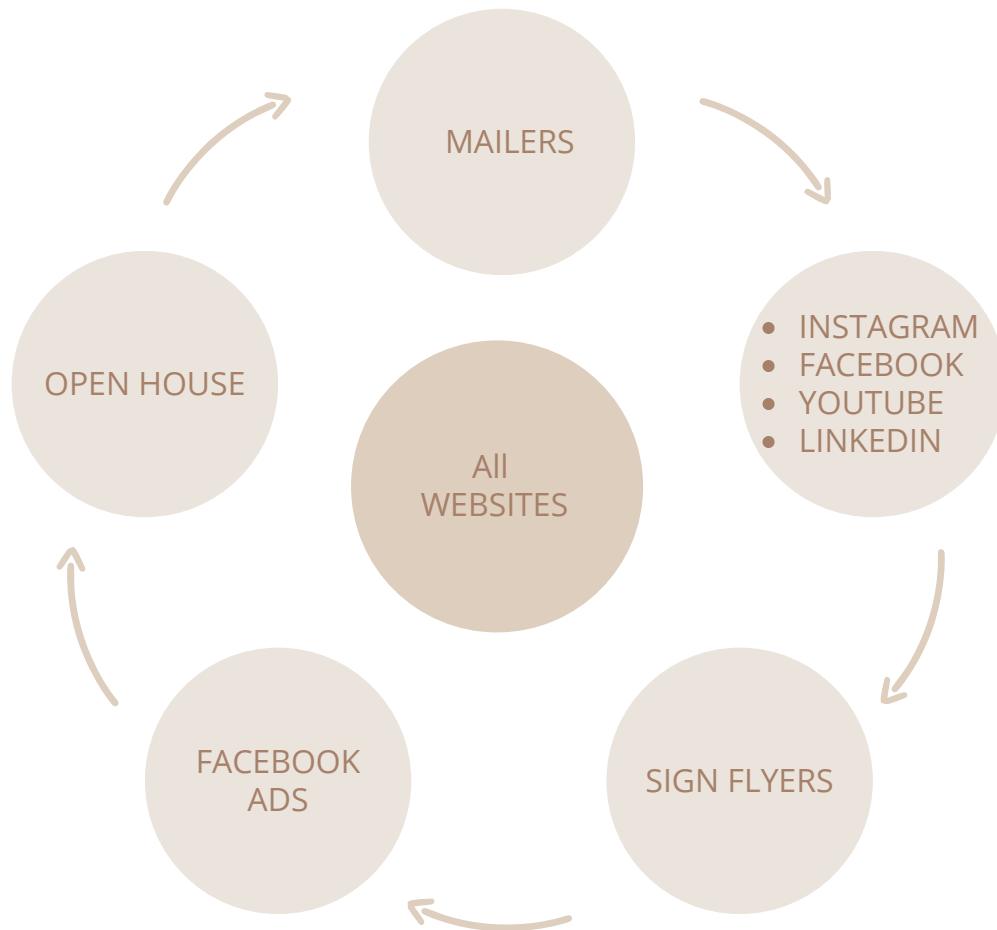
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

CONNECTS TO ALL REAL ESTATE WEBSITES

- Copy and marketing website built to promote your listing
- Tracks all visitor activity

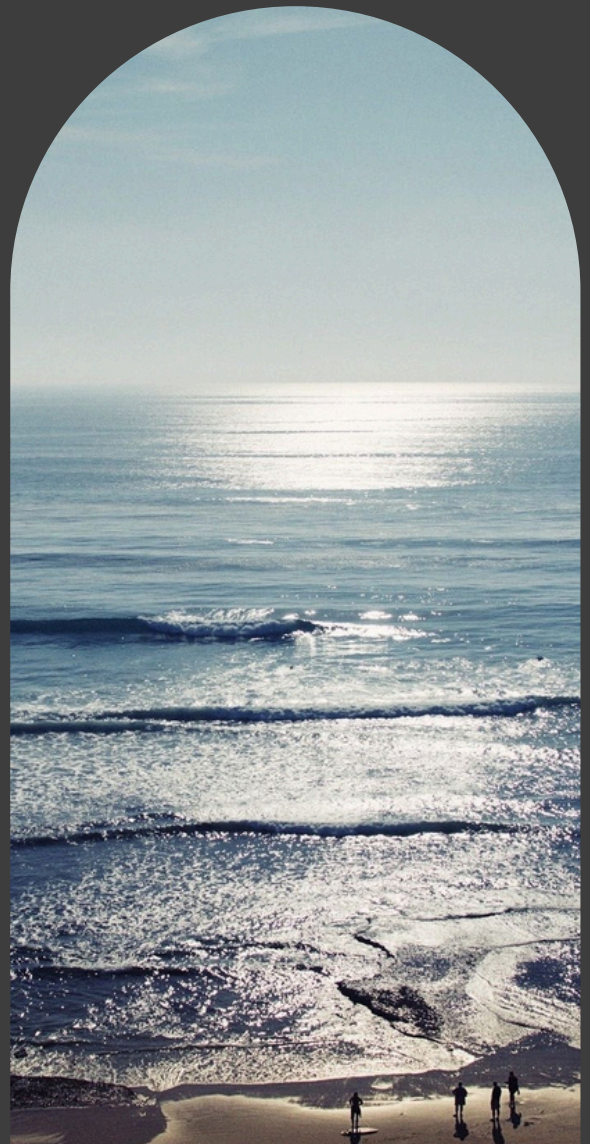
OPEN HOUSE

- Opening weekend, no showings prior
- Open House on opening weekend-Saturday & Sunday

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 92 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers.*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

OPEN HOUSE



Open houses the first weekend are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer. We'll get together as a team to review the offer. After carefully reviewing all the terms & buyer qualifications, you will decide whether to accept, reject or give a counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.



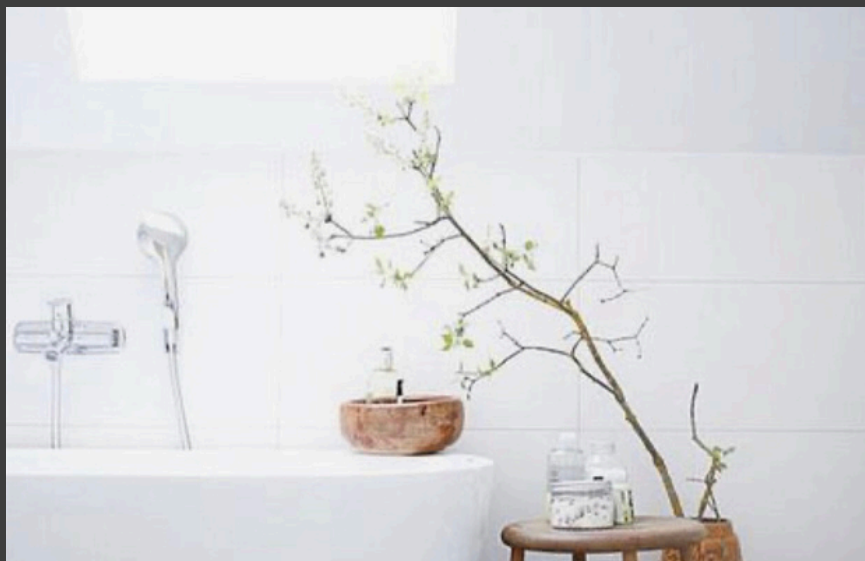


CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract. Loan, appraisal, and inspection are most common contingencies.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a loan funded and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

01 Inspection Contingency

Most contracts have a 10-14-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with professional inspectors.

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork a few days before this big day, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This will occur in the afternoon of "closing day".
2. Depending on when the loan funds, the recording will follow. Some loans fund the same day, some take up to 24-48 hrs after buyer signing. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company will have the funds wired, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



What you **CAN EXPECT**

I know ultimately this is about selling high and buying low, AND not losing your mind or in the process. I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect phone calls/texts/emails with transparency, honesty & creative problem solving to get us to the finish line.

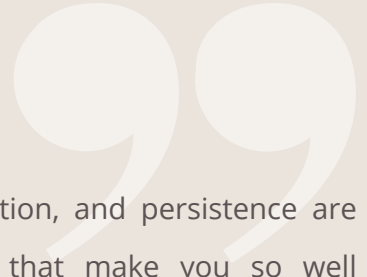
Tiffany

what clients **ARE SAYING**



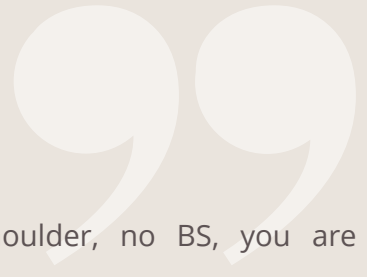
ANDREA R.

Your charm, sales skills, dedication, and persistence are hallmarks of your personality that make you so well rounded and a winner in the real estate community. Our sweetheart deal was a direct result of your flat out hard work. You are our rose!



EMMA W.

There is no chip on your shoulder, no BS, you are confident, different and you get things done. You truly advocated for us. You made us believe & achieve this overwhelming task of trying to sell with a house full of boys and 5 dogs.



READY TO SELL?

Schedule your free
consultation call here:
CALL TODAY !!!



[https://calendly.com
/tiffany_rose](https://calendly.com/tiffany_rose)






GET IN CONTACT



TIFFANY ROSE

REAL ESTATE BROKER

 www.realtortiffanyrose.com
 hello@realtortiffanyrose.com
 [realtortiffanyrose - IG](#)