

Real Estate Services Proposal

Prepared Especially for:
John & Geraldine Chiminello

For Marketing the Property Located at:
222 North 3rd Street



Prepared by:

**Jo Ann Outland, NRBA, CDPE, CDSP
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: June 7, 2019



June 7, 2019

John & Geraldine Chiminello
234 Mcculloch Circle
Marina, Ca

Dear John and Geraldine:

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®



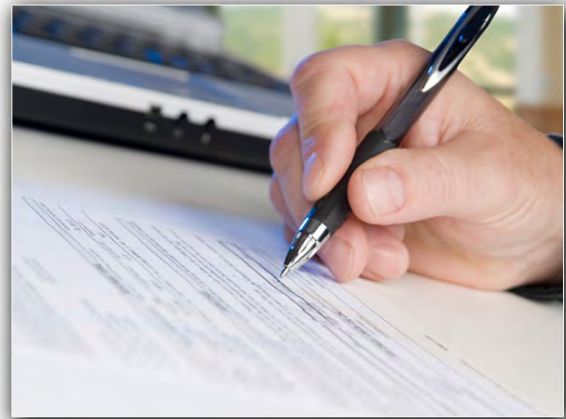
Why use a REALTOR®?



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:

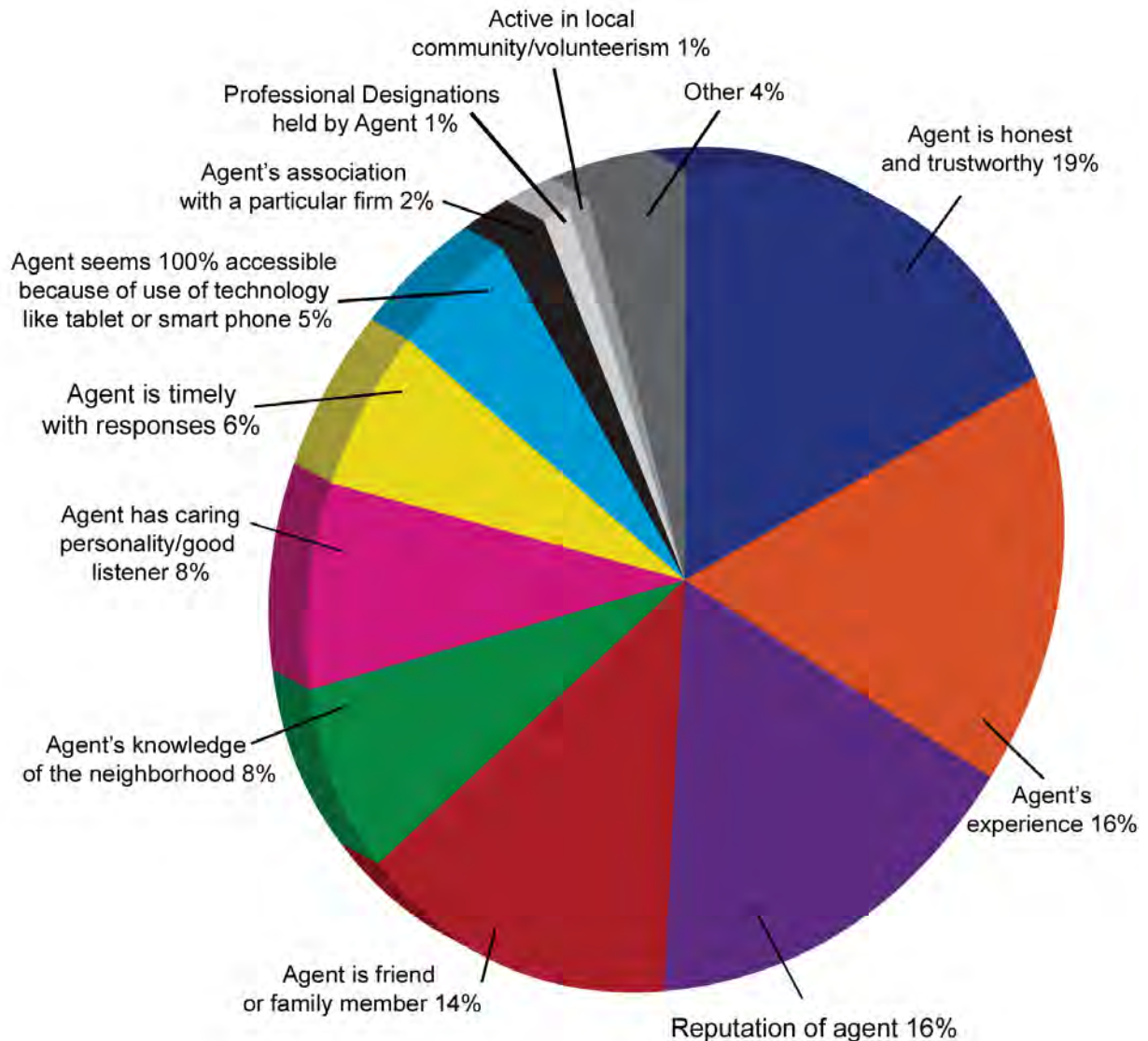
- ❖ Realistic pricing will achieve maximum price in a reasonable time.
- ❖ Your cost or profit desire is irrelevant; the market determines the price.
- ❖ The cost of improvements are almost always more than the added value.
- ❖ Houses that remain on the market for a long time do not get shown.
- ❖ A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



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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.

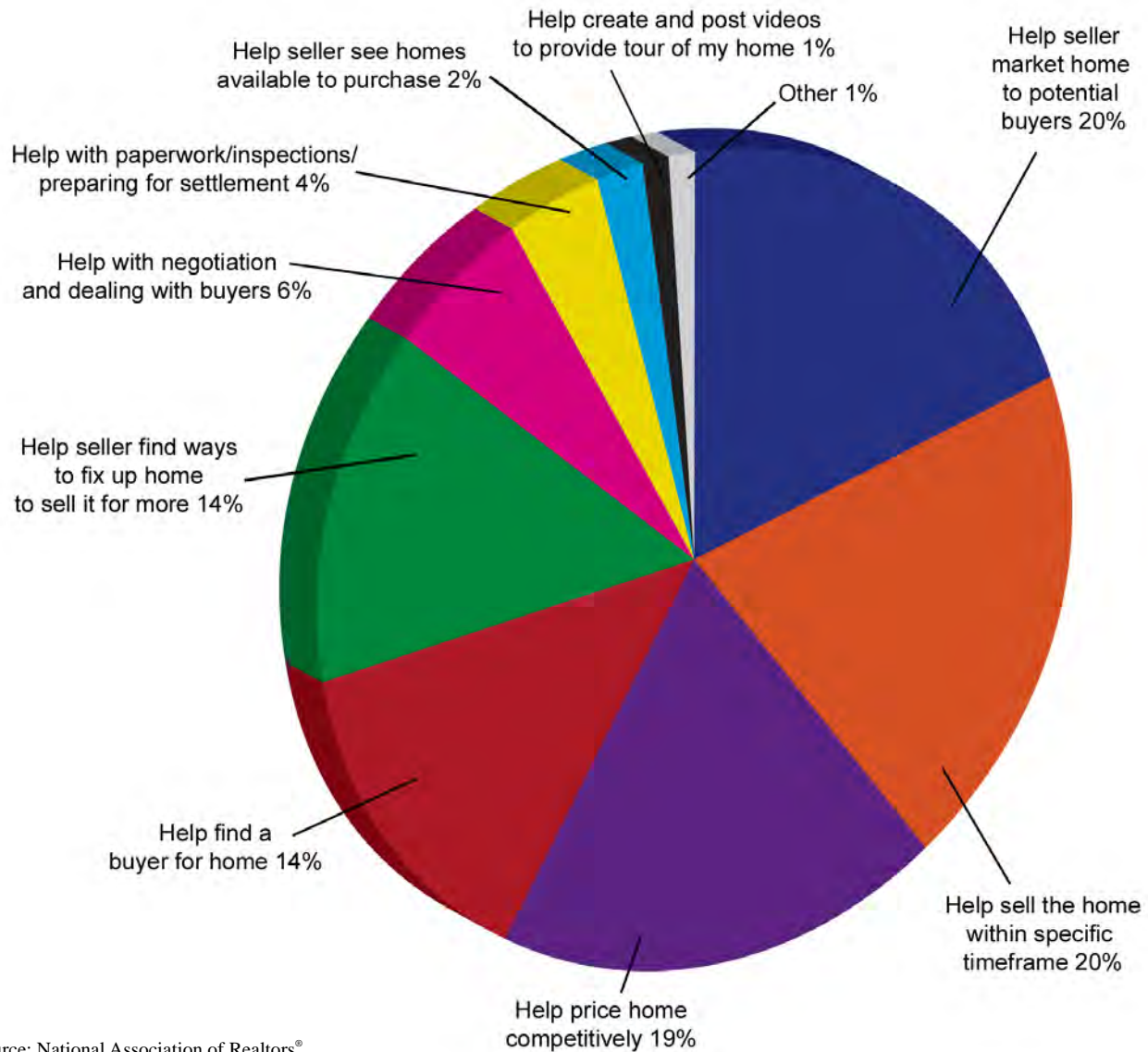


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What Sellers Want Most From Real Estate Professionals

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



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Subject Property Profile for

222 North 3rd Street



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.

County: San Luis Obispo
Year Built: 1990
Bedrooms: 3
Parking: street
Fireplace: Living room
Laundry:
Floors:
Int Feat:
Ext Feat:

City: Grover Beach
SqFt: 1506
Bathrooms: 2.5
Heating: Forced Air
Fireplace:
Patio:
Floors:
Int Feat:
Ext Feat:

Lot SqFt: 2500
Levels: 2
Gar Capacity: 2
Cooling: Ocean breeze
Eating Area:
Pool:
Roof:
Int Feat:
Ext Feat:



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Comparative Market Analysis Summary

Currently On The Market

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
1871 Newport Avenue	Multi/Split	3	2	1988	1336		\$543,500
1885 Newport Avenue	Two	3	2	1988	1488		\$559,000
1533 Brighton Avenue	Two	3	3	2006	1584		\$569,900
222 N 3rd Street	Two	3	3	1990	1506		\$585,000
248 N 14th Street	Three Or More	4	3	2008	1873		\$589,000

Average of 5 Properties: \$569,280 Min: \$543,500 Max: \$589,000 Median: \$569,900

Recently Sold

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
233 N 13th Street	Two	3	3	1990	1449	\$525,000	\$549,000
275 N 9th Street	Two	3	2	1989	1600	\$542,000	\$544,900
480 N 3rd Street	Two	3	3	1992	1400	\$575,000	\$599,000

Average of 3 Properties: \$547,333 Min: \$525,000 Max: \$575,000 Median: \$542,000

Off The Market

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
1533 Brighton Avenue	Two	3	3	2006	1584		\$565,000

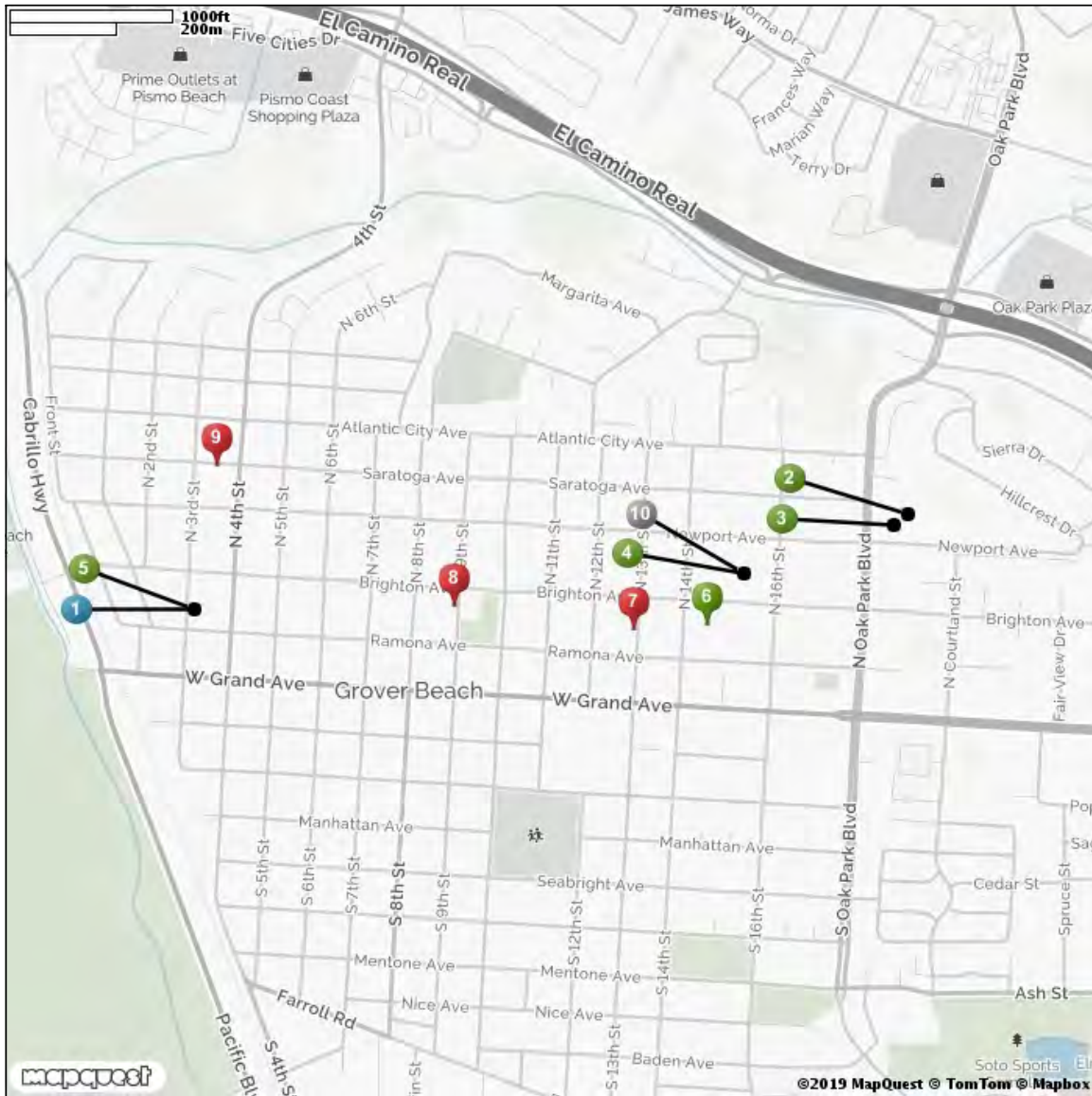
Average of 1 Properties: \$565,000 Min: \$565,000 Max: \$565,000 Median: \$565,000



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Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
1	Subject Property	222 North 3rd Street
2	Currently On The Market	1871 Newport Avenue
3	Currently On The Market	1885 Newport Avenue
4	Currently On The Market	1533 Brighton Avenue
5	Currently On The Market	222 N 3rd Street
6	Currently On The Market	248 N 14th Street
7	Recently Sold	233 N 13th Street
8	Recently Sold	275 N 9th Street



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List of mapped properties continued...

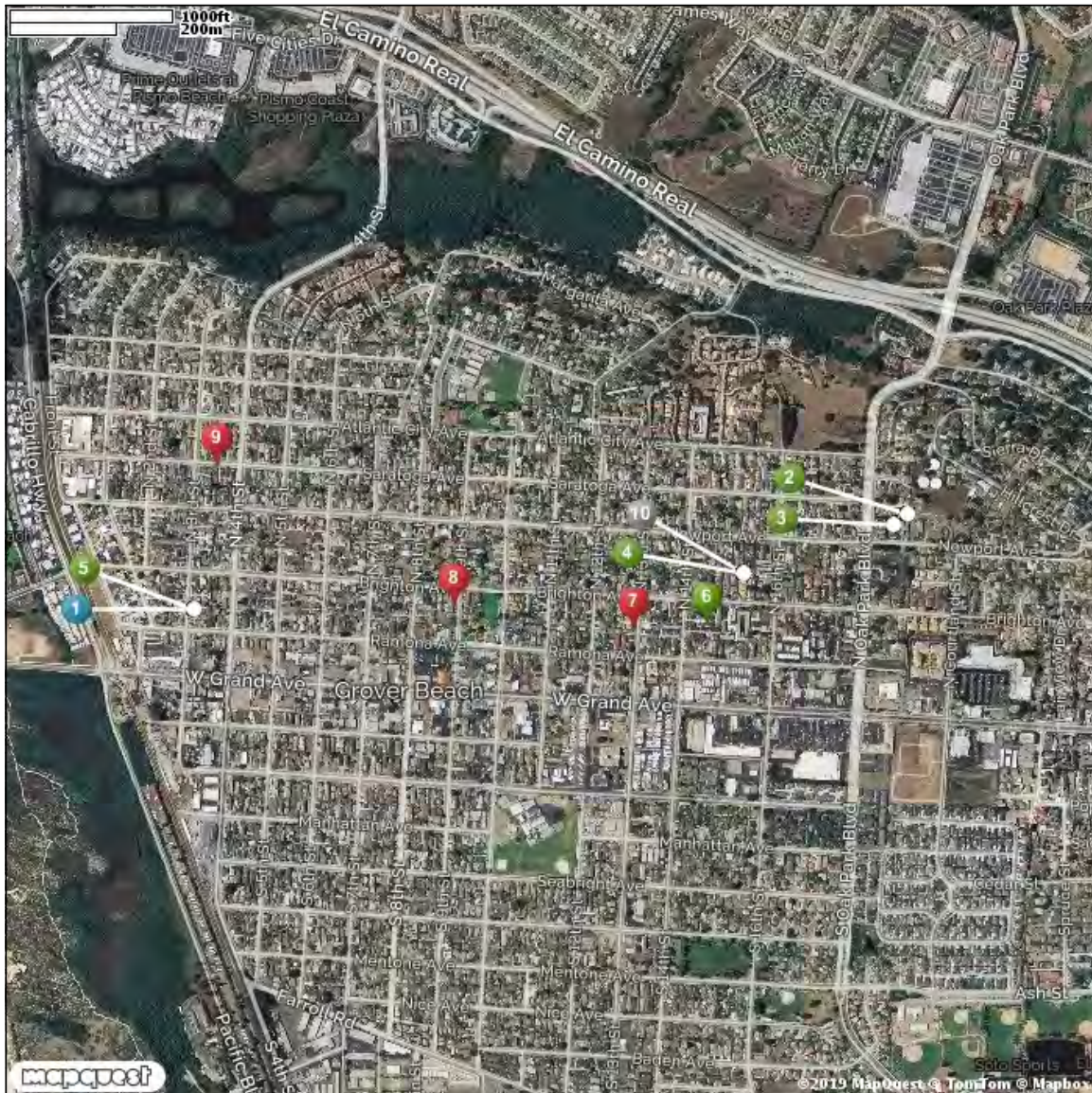
<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Recently Sold	480 N 3rd Street
10	Off The Market	1533 Brighton Avenue



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9	Recently Sold	480 N 3rd Street
10	Off The Market	1533 Brighton Avenue



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Currently On The Market

1871 Newport Avenue

List Price: \$543,500

DOM: 36



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3157

Year Built: 1988

SqFt: 1336

Levels: Multi/Split

Bedrooms: 3

Bathrooms: 2

Gar Capacity: 2

Parking: Driveway

Heating: Forced Air

Cooling: None

Fireplace: Yes

Fireplace: Living Room

Eating Area: Area

Laundry: In Garage

Patio: Concrete

Pool: None

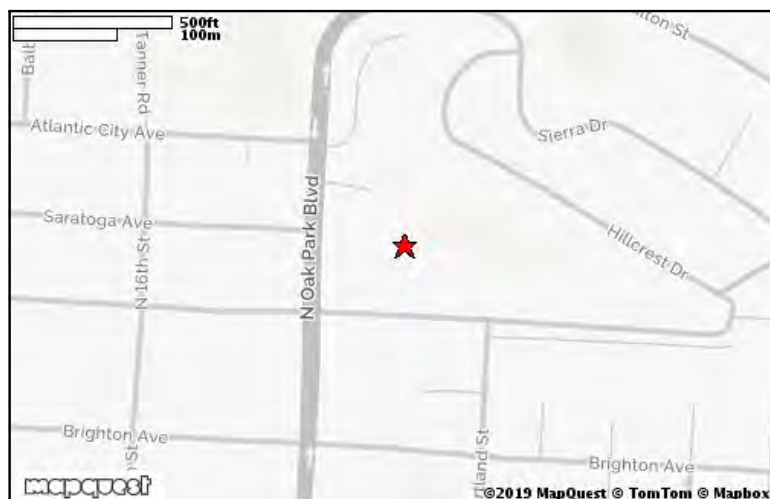
Floors: Bamboo

Floors: Tile

Roof: Tile

Description

Looking for a beautiful turnkey home minutes to the Beach? We Got It! This 3 bedroom 2 bath 1336 SF home has gorgeous Bamboo flooring throughout, open floor plan, peek-a-boo Ocean views and lots of fresh paint. The large open kitchen has wainscoting ceiling light, newer stainless steel stove and a balcony perfect for enjoying your coffee while taking in the distant ocean views. Spacious master bedroom with ceiling fan, custom shutters and a master bath with tile shower & tub. The living room has a spectacular updated fireplace with fire-glass and a hearth. The private Backyard with custom decorative pavers is the perfect size for Barbequing or hanging out with friends. The low maintenance side yard is perfect for storing Sand Toys or Gardening. This home is conveniently located near Beautiful Beaches, Renowned Wineries, schools.



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Additional Photos

1871 Newport Avenue

List Price: \$543,500

DOM: 36



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Currently On The Market

1885 Newport Avenue

List Price: \$559,000

DOM: 79



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3111

Year Built: 1988

SqFt: 1488

Levels: Two

Bedrooms: 3

Bathrooms: 2

Gar Capacity: 2

Parking: Driveway Level

Heating: Forced Air

Cooling: None

Fireplace: Yes

Fireplace: Gas

Eating Area:

Laundry: Gas & Electric D

Patio: Deck

Pool: None

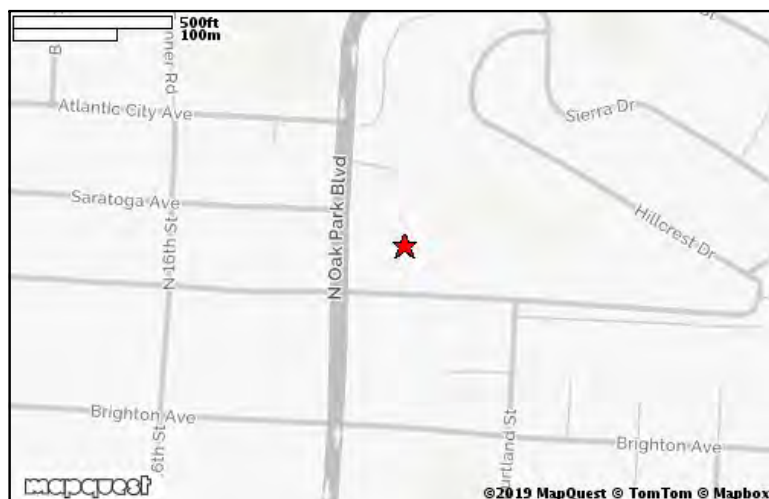
Floors: Carpet

Floors: Laminate

Roof: Concrete

Description

Peek-A-Boo view of Ocean and Dunes in this move-in ready PUD in North Grover Beach. This 3 Bedroom, 2 Bath home has a great location being very close to the on-off ramp of Hwy 101 and close to the shopping of Grand Avenue. New carpeting enhances the tastefully decorated home. Newport Oaks is one of the most desirable PUD's in South County. Walking distance to schools, shopping, and restaurants. A bike ride to the beach, 2 miles from the Outlet Mall, and 15 minutes to Wine Country. This home is a great place to raise a family, or as a vacation home that will be secured within the PUD.



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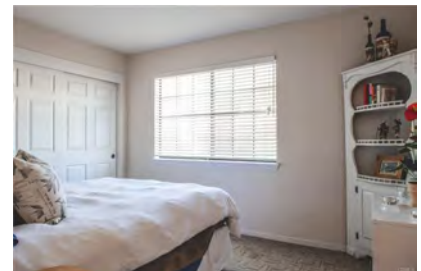


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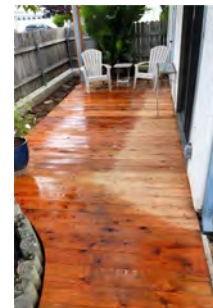


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Currently On The Market

1533 Brighton Avenue

List Price: \$569,900

DOM: 296



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3788

Year Built: 2006

SqFt: 1584

Levels: Two

Bedrooms: 3

Bathrooms: 3

Gar Capacity: 2

Parking: Paved

Heating: Central

Cooling: None

Fireplace: No

Fireplace: None

Eating Area: Area

Laundry: Common Area

Patio: Deck

Pool: None

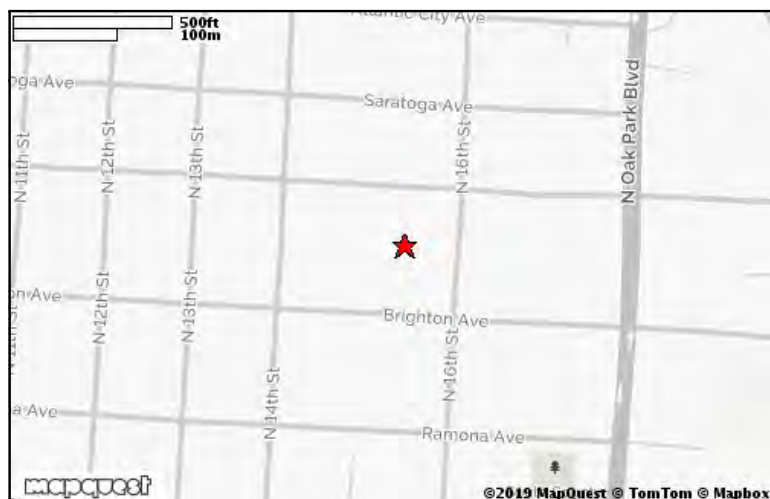
Floors: Stone

Floors:

Roof: Tile

Description

This detached townhome was the builder's personal unit and has high end finishes that you would normally only find in a million dollar custom home. The kitchen has special order cherry cabinets with wood carvings, granite counters and backsplash, two separate sinks stainless steel sinks, stainless steel appliances, a pot filler fixture for pasta, a RO unit and custom fixtures. The refrigerator opening was sized for an extra large Sub Zero type unit. There are travertine floors downstairs and up the stairway and cherry wood floors upstairs. The bathrooms are very well appointed with travertine showers and floors and unique natural stone sinks. This is the end unit in the back down a custom paver common driveway. If you have been searching for that perfect first or second home that is turnkey and move-in ready then this is the property for you!



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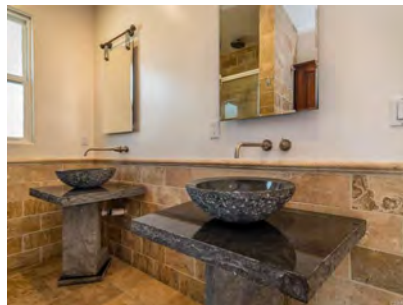
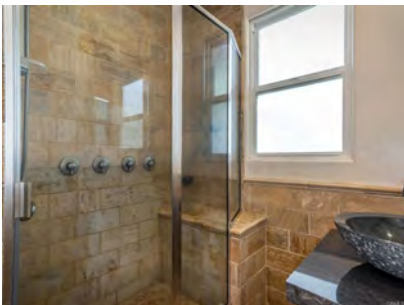
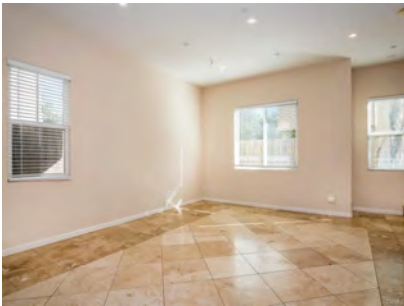
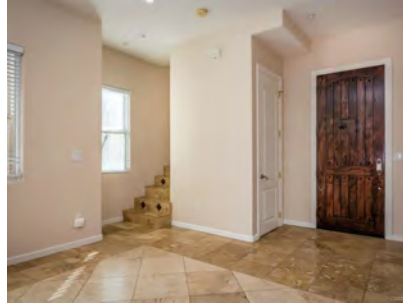


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Currently On The Market

222 N 3rd Street

List Price: \$585,000

DOM: 71



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 2500

Year Built: 1990

SqFt: 1506

Levels: Two

Bedrooms: 3

Bathrooms: 3

Gar Capacity: 2

Parking:

Heating: Forced Air

Cooling: None

Fireplace: Yes

Fireplace: Living Room

Eating Area:

Laundry: Inside

Patio:

Pool: None

Floors:

Floors:

Roof:

Description

Location Location Location Enjoy beach living... just blocks to the ocean, shops and restaurants. Ideal second home or primary residence. Light & airy 3 bedroom 2 1/2 bath with kitchen, dining, living room, guest bath and master suite all on the upper level with views of the ocean. Master bath has a tub and a separate shower. Lower level has 2 bedrooms, one with a loft, hall bathroom and laundry area. Very spacious garage with huge storage space. Enjoy your morning coffee at The Red Bean, lunch at The Spoon Trade and dinner at the Rib Line all just a few short blocks away.



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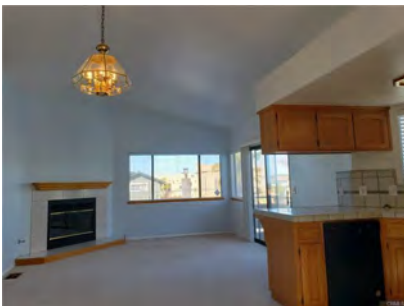


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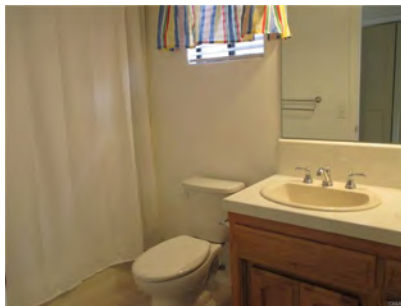
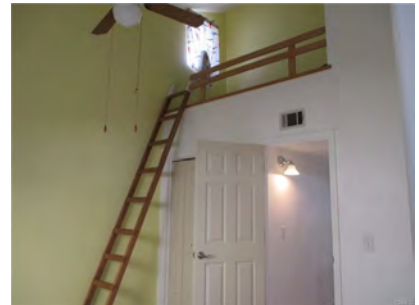


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Currently On The Market

248 N 14th Street

List Price: \$589,000

DOM: 205



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 1183

Year Built: 2008

SqFt: 1873

Levels: Three Or More

Bedrooms: 4

Bathrooms: 3

Gar Capacity: 2

Parking: Garage

Heating: Forced Air

Cooling: None

Fireplace: No

Fireplace: None

Eating Area:

Laundry: Inside

Patio:

Pool: None

Floors: Carpet

Floors: Tile

Roof:

Description

Enjoy the ocean breeze and dazzling sunset from one of the two balconies in this beautiful Grover Beach townhouse. Close to shopping, dining, and the beach, this spacious 4 bedroom, 3 bath unit boasts brand new carpet, as well as wood and tile floors. Bright and airy kitchen features upgraded countertops, cabinets and stainless steel appliances. Large master bedroom upstairs features tall ceilings, an ensuite bathroom, and views of dunes and ocean. Located in a quiet area, and just a short commute to both San Luis Obispo and Santa Maria, this is a must see!



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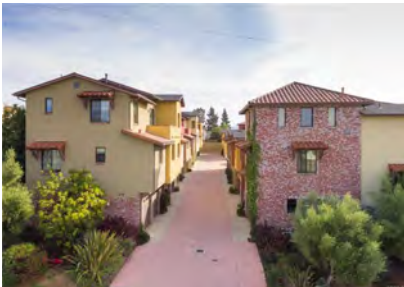
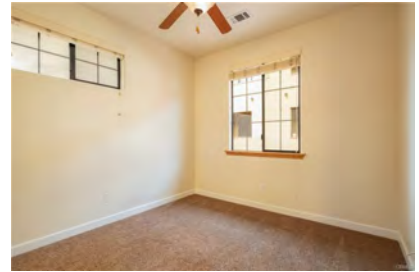


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248 N 14th Street

List Price: \$589,000

DOM: 205



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Recently Sold

233 N 13th Street

List Price: \$549,000 Sold Price: \$525,000 DOM: 8



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3300

Year Built: 1990

SqFt: 1449

Levels: Two

Bedrooms: 3

Bathrooms: 3

Gar Capacity: 2

Parking:

Heating: Forced Air

Cooling: None

Fireplace: Yes

Fireplace: Gas

Eating Area:

Laundry: In Garage

Patio:

Pool: None

Floors:

Floors:

Roof:

Description

Great Grover Heights home with distant peek-a-boo ocean views! Located in a planned unit development with NO HOA dues! Nestled back off of 13th street this home provides privacy, space and tranquility for you to enjoy. Just 1 mile from the beach! This home is not only close to the beach but close to shopping, Grover Heights school and park, the Dunes, and golfing! You are welcomed by beautiful wood floors with and a spacious living room filled with light and views! Come see this home today and make it your own here on the central coast!



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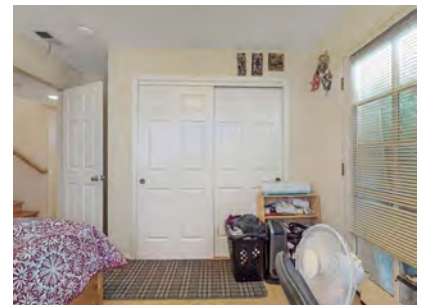


OUTLAND & ASSOCIATES

Additional Photos

233 N 13th Street

List Price: \$549,000 Sold Price: \$525,000 DOM: 8



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233 N 13th Street

List Price: \$549,000 *Sold Price:* \$525,000 *DOM:* 8



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Additional Photos

233 N 13th Street

List Price: \$549,000 *Sold Price:* \$525,000 *DOM:* 8



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Recently Sold

275 N 9th Street

List Price: \$544,900 Sold Price: \$542,000 DOM: 160



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3049

Year Built: 1989

SqFt: 1600

Levels: Two

Bedrooms: 3

Bathrooms: 2

Gar Capacity: 2

Parking:

Heating: Forced Air

Cooling: See Remarks

Fireplace: Yes

Fireplace: Living Room

Eating Area:

Laundry: Inside

Patio:

Pool: None

Floors:

Floors:

Roof:

Description

Price reduced! Beautiful Beach Home completely renovated with cathedral ceilings. So many new items this home is a must see. Bright open floor plan with plenty of space to entertain. Sit back and relax while enjoying the fireplace or Peak of the Ocean. Just a few blocks to the beach or a short stroll to Ramona Gardens to enjoy Summer Concerts in the Park . 2 Blocks to several hot spots to dine. Features include skylights, can lighting, 10' Entertainment/breakfast bar. New stainless appliances include Kitchen Aide Refrigerator, Whynter Wine Fridge, Fisher & Paykel drawer dishwasher, Bosch double oven and Bosch 5 burner gas cooktop. Granite counter tops, Kraftmade soft close cabinets, waterproof vinyl wood look flooring, remote gas fireplace, custom drapes throughout the home. Walk in pantry also 48" walk in linen/storage closet and coat closet, custom solid core 5 panel doors.



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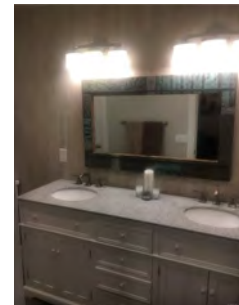
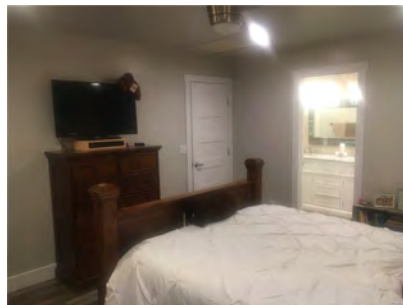
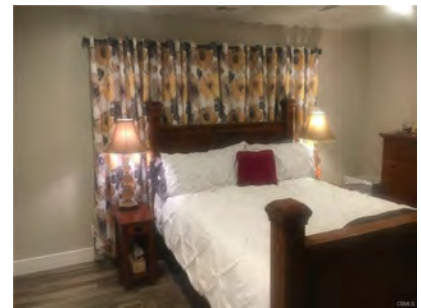


OUTLAND & ASSOCIATES

Additional Photos

275 N 9th Street

List Price: \$544,900 Sold Price: \$542,000 DOM: 160



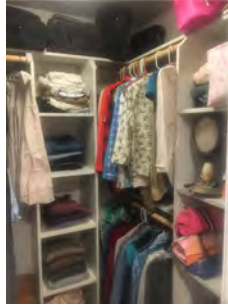
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Additional Photos

275 N 9th Street

List Price: \$544,900 *Sold Price:* \$542,000 *DOM:* 160



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Recently Sold

480 N 3rd Street

List Price: \$599,000 Sold Price: \$575,000 DOM: 14



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3162

Year Built: 1992

SqFt: 1400

Levels: Two

Bedrooms: 3

Bathrooms: 3

Gar Capacity: 2

Parking:

Heating: Forced Air

Cooling: None

Fireplace: Yes

Fireplace: Family Room

Eating Area:

Laundry: In Garage

Patio:

Pool: None

Floors:

Floors:

Roof:

Description

Corner Unit with Peeks of the Ocean. Conveniently located in North Grover Beach. You will not be disappointed in this well appointed home. A deck off of the living room area to look out over the Pacific ocean and dunes.



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Off The Market

1533 Brighton Avenue

List Price: \$565,000

DOM: 188



Property Details

County: San Luis Obispo

City: Grover Beach

Lot SqFt: 3788

Year Built: 2006

SqFt: 1584

Levels: Two

Bedrooms: 3

Bathrooms: 3

Gar Capacity: 2

Parking: Paved

Heating: Central

Cooling: None

Fireplace: No

Fireplace: None

Eating Area: Breakfast Counte

Laundry: Inside

Patio: Patio

Pool: None

Floors: Tile

Floors: Wood

Roof: Tile

Description

Beautifully appointed home featuring many upgrades, including stainless steel appliances, granite counter tops, travertine tile floors, cherry hardwood floors and cabinets. Bathroom upgrades include unique bowl sinks, travertine tiled shower and floors. Backyard is newly hard landscaped with rock water features. Two car garage with additional parking space. Home is at the end of the shared driveway. No HOA fees. Information not verified.



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Additional Photos

1533 Brighton Avenue

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1533 Brighton Avenue

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Comparative Market Analysis

	1871 Newport Avenue	1885 Newport Avenue	1533 Brighton Avenue	222 N 3rd Street	248 N 14th Street
					
Status	A	A	A	A	A
List Price	\$543,500	\$559,000	\$569,900	\$585,000	\$589,000
List\$ SqFt	\$407	\$376	\$360	\$388	\$314
Sold Price					
Sold\$ SqFt					
Contract Date					
Sold Date					
DOM	36	79	296	71	205
County	San Luis Obispo	San Luis Obispo	San Luis Obispo	San Luis Obispo	San Luis Obispo
City	Grover Beach	Grover Beach	Grover Beach	Grover Beach	Grover Beach
Lot SqFt	3157	3111	3788	2500	1183
Year Built	1988	1988	2006	1990	2008
SqFt	1336	1488	1584	1506	1873
Levels	Multi/Split	Two	Two	Two	Three Or More
Bedrooms	3	3	3	3	4
Bathrooms	2	2	3	3	3
Gar Capacity	2	2	2	2	2
Parking	Driveway	Driveway Level	Paved	Forced Air	Garage
Heating	Forced Air	Forced Air	Central	None	Forced Air
Cooling	None	None	None	None	None
Fireplace	Yes	Yes	No	Yes	No
Fireplace	Living Room	Gas	None	Living Room	None
Eating Area	Area		Area		
Laundry	In Garage	Gas & Electric D	Common Area	Inside	Inside
Patio	Concrete	Deck	Deck		
Pool	None	None	None	None	None
Floors	Bamboo	Carpet	Stone		Carpet
Floors	Tile	Laminate			Tile
Roof	Tile	Concrete	Tile		
Int Feat	2 Staircases	Ceiling Fan(S)	Ceiling Fan(S)		Balcony
Int Feat	Balcony		High Ceilings		Built-In Featur
Int Feat	Ceiling Fan(S)		Open Floorplan		Ceiling Fan(S)
Ext Feat	Rain Gutters		Rain Gutters		
Ext Feat					
Ext Feat					



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Comparative Market Analysis

	233 N 13th Street	275 N 9th Street	480 N 3rd Street	1533 Brighton Avenue	
					
Status	S	S	S	K	
List Price	\$549,000	\$544,900	\$599,000	\$565,000	
List\$ SqFt	\$379	\$341	\$428	\$357	
Sold Price	\$525,000	\$542,000	\$575,000		
Sold\$ SqFt	\$362	\$339	\$411		
Contract Date	03/23/19	11/01/18	02/19/19		
Sold Date	04/19/19	12/31/18	04/03/19		
DOM	8	160	14	188	
County	San Luis Obispo	San Luis Obispo	San Luis Obispo	San Luis Obispo	
City	Grover Beach	Grover Beach	Grover Beach	Grover Beach	
Lot SqFt	3300	3049	3162	3788	
Year Built	1990	1989	1992	2006	
SqFt	1449	1600	1400	1584	
Levels	Two	Two	Two	Two	
Bedrooms	3	3	3	3	
Bathrooms	3	2	3	3	
Gar Capacity	2	2	2	2	
Parking				Paved	
Heating	Forced Air	Forced Air	Forced Air	Central	
Cooling	None	See Remarks	None	None	
Fireplace	Yes	Yes	Yes	No	
Fireplace	Gas	Living Room	Family Room	None	
Eating Area				Breakfast Counte	
Laundry	In Garage	Inside	In Garage	Inside	
Patio				Patio	
Pool	None	None	None	None	
Floors				Tile	
Floors				Wood	
Roof				Tile	
Int Feat				Balcony	
Int Feat				Granite Counter	
Ext Feat				Rain Gutters	
Ext Feat					
Ext Feat					



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Comparative Market Analysis

	222 North 3rd Street	233 N 13th Street	Adjustments	275 N 9th Street	Adjustments	480 N 3rd Street	Adjustments
							
Sold Price		\$525,000	\$525,000	\$542,000	\$542,000	\$575,000	\$575,000
Sold\$ SqFt		\$362		\$339		\$411	
List Price		\$549,000		\$544,900		\$599,000	
List\$ SqFt		\$379		\$341		\$428	
Contract Date		03/23/19		11/01/18		02/19/19	
Sold Date		04/19/19		12/31/18		04/03/19	
DOM		8		160		14	
County	San Luis Obispo	San Luis Obispo		San Luis Obispo		San Luis Obispo	
City	Grover Beach	Grover Beach		Grover Beach		Grover Beach	
Lot SqFt	2500	3300		3049		3162	
Year Built	1990	1990		1989		1992	
SqFt	1506	1449		1600		1400	
Levels	2	Two		Two		Two	
Bedrooms	3	3		3		3	
Bathrooms	2.5	3		2		3	
Gar Capacity	2	2		2		2	
Parking	street						
Heating	Forced Air	Forced Air		Forced Air		Forced Air	
Cooling	Ocean breeze	None		See Remarks		None	
Fireplace	Living room	Yes		Yes		Yes	
Fireplace		Gas		Living Room		Family Room	
Eating Area							
Laundry	Inside	In Garage		Inside		In Garage	
Patio							
Pool		None		None		None	
Floors							
Floors							
Roof							
Int Feat							
Int Feat							
Int Feat							
Ext Feat							
Ext Feat							
Ext Feat							
Ext Feat							
	\$547,333		\$525,000		\$542,000		\$575,000



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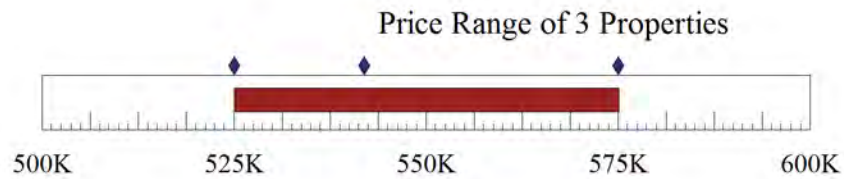


Comparative Market Analysis Graphed by Status

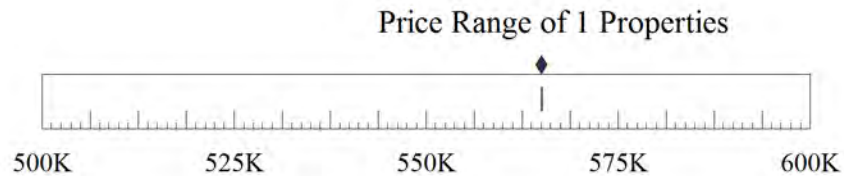
Currently On The Market



Recently Sold



Off The Market

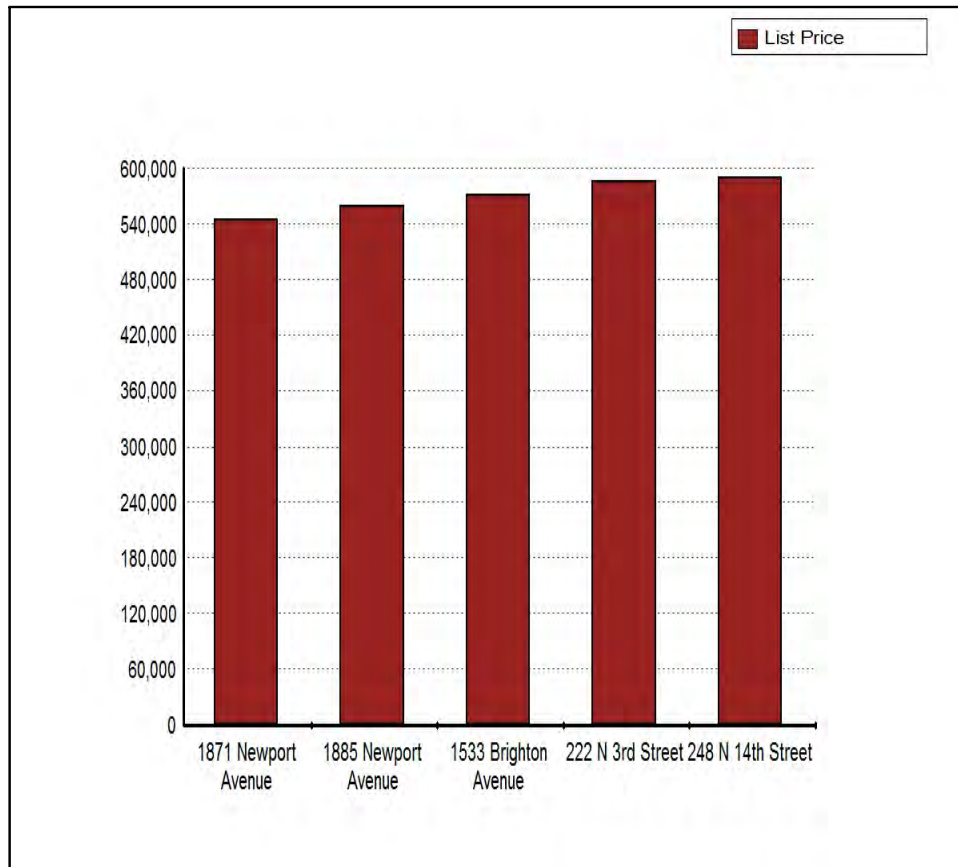


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Comparative Market Analysis Statistics

Graphic Analysis of Currently On The Market Properties



Summary Statistics of 5 Properties:

Average Price: \$569,280
High Price: \$589,000
Low Price: \$543,500
Median Price: \$569,900
Average \$ per SqFt: \$369.00
Average Year Built: 1996
Average Days On Market: 137

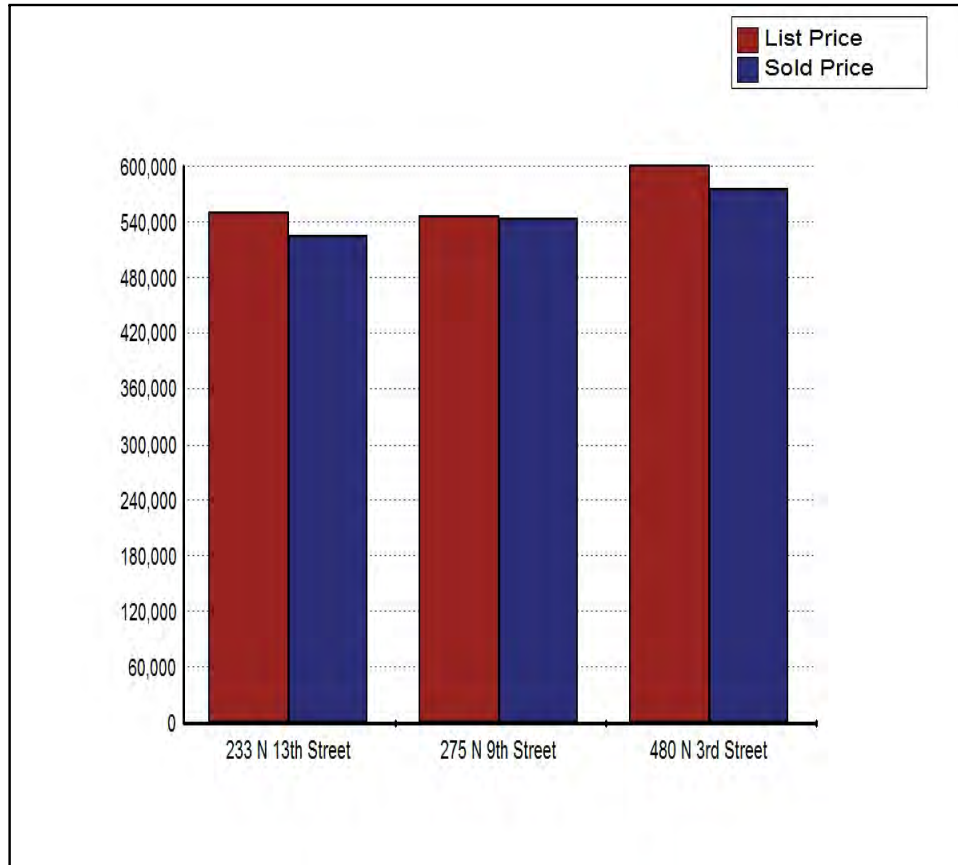


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Comparative Market Analysis Statistics

Graphic Analysis of Recently Sold Properties



Summary Statistics of 3 Properties:

Average Price: \$547,333
High Price: \$575,000
Low Price: \$525,000
Median Price: \$542,000
Average \$ per SqFt: \$370.67
Average Year Built: 1990
Average Sale Price % List Price: 96.99
Average Days On Market: 60



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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:

\$531,000 to \$564,000



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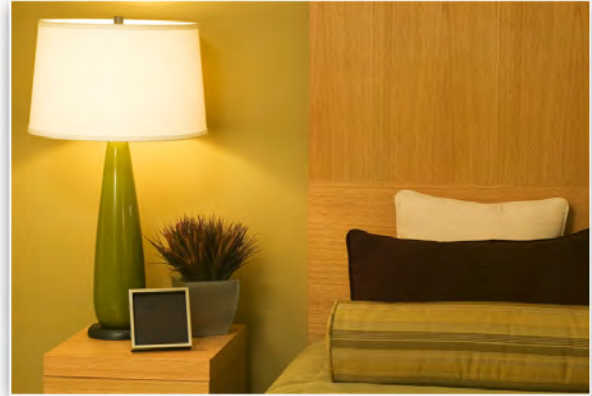


When An Appointment Is Made

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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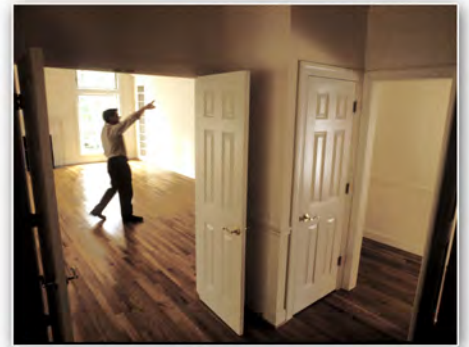


In Conclusion

**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



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

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).



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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®		
<ul style="list-style-type: none"> ▪ 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
<ul style="list-style-type: none"> ▪ 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