

Real Estate Services Proposal

Prepared Especially for:
Ciavarelli Marlene Rae Trust (8/26/14)

For Marketing the Property Located at:
125 W Mcelhany Ave



Prepared by:

**Jo Ann Outland, NRBA, CDPE, CDSP
Owner / Broker**

Office: 805-481-3939

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Email JoAnn@outlandinc.com

Website <http://joannoutland.com/>

Outland & Associates Real Estate

2665 Shell Beach Rd, Ste J1
Pismo Beach, CA 93449

Date: November 7, 2019



OUTLAND & ASSOCIATES

November 7, 2019

Ciavarelli Marlene Rae Trust (8/26/14)
125 W Mcelhany Ave
Santa Maria, Ca 93458

Dear Estate of Marlene Rae Ciavarelli:

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®



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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:

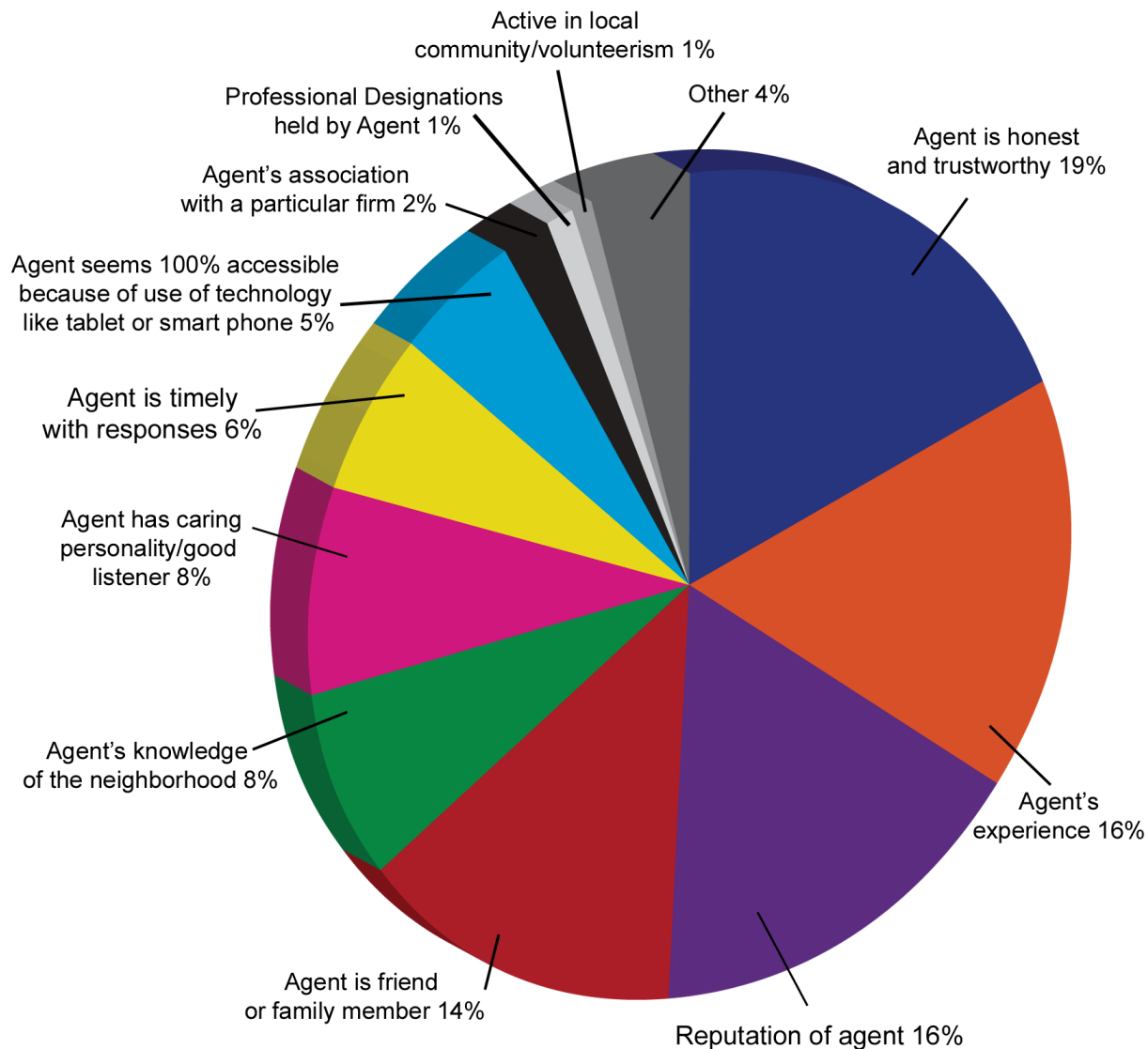
- ❖ Realistic pricing will achieve maximum price in a reasonable time.
- ❖ Your cost or profit desire is irrelevant; the market determines the price.
- ❖ The cost of improvements are almost always more than the added value.
- ❖ Houses that remain on the market for a long time do not get shown.
- ❖ A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

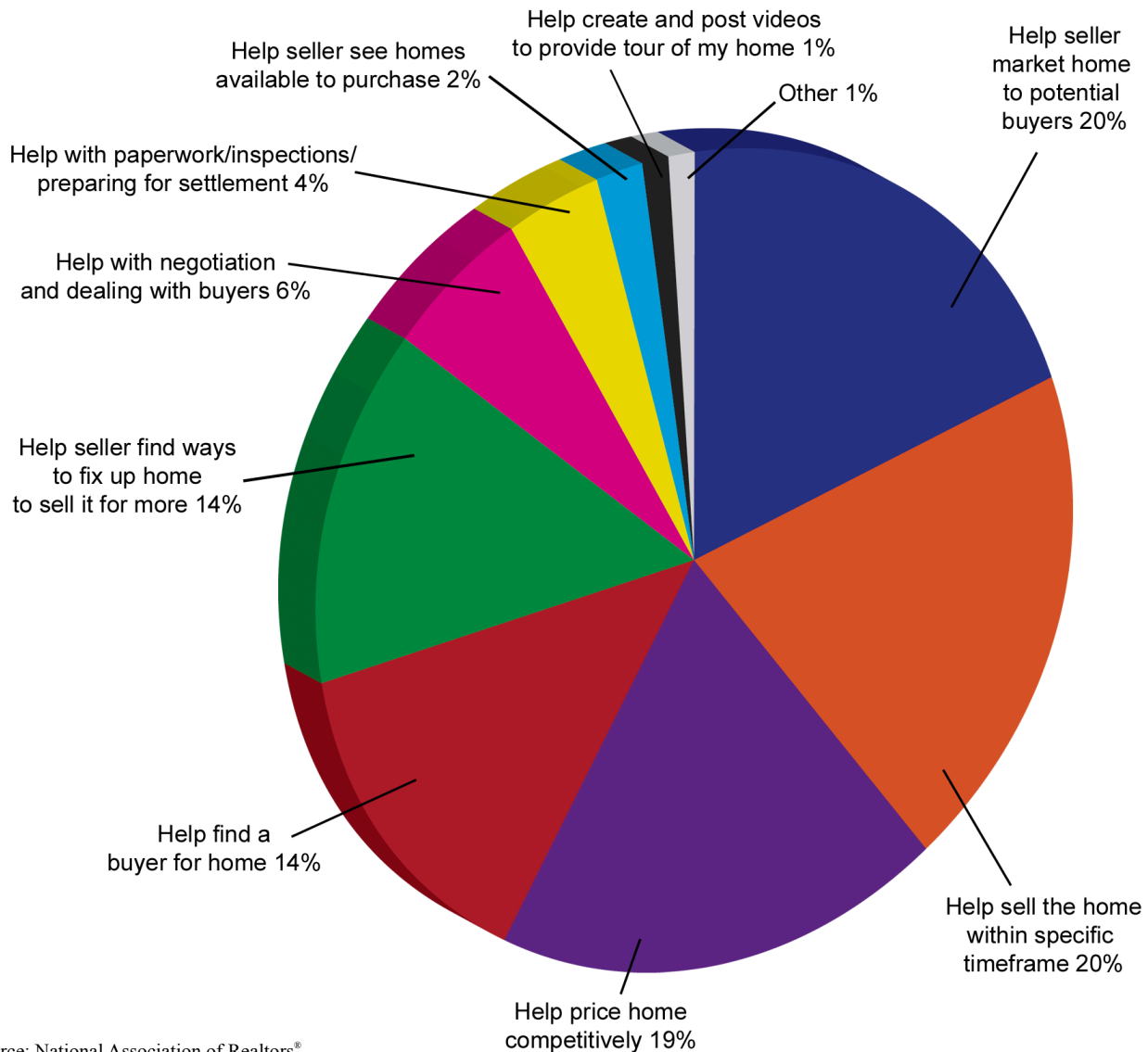


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What Sellers Want Most From Real Estate Professionals

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



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Profile of Home Buyers and Sellers.



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Subject Property Profile for

125 W Mcelhany Ave



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> 1953
<i>Acres:</i> 0.20	<i>Tot SqFt:</i> 1438	<i>Levels:</i> 1
<i>Exterior:</i> Stucco	<i>Bedrooms:</i> 3	<i>Full Baths:</i> 1
<i>Half Baths:</i>	<i>Heating:</i> Wall Heater	<i>Cooling:</i>
<i>Fireplace:</i> 1	<i>Parking:</i>	<i>Foundation:</i> Raised
<i>Floors:</i>	<i>Roof:</i>	<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> Neighborhood
<i>Lot Desc:</i>	<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>
1106 N Oakley Avenue		3	1	1	1312		\$314,999

Average of 1 Properties: \$314,999 Min: \$314,999 Max: \$314,999 Median: \$314,999

Under Contract

<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>
401 N Dejoy Street	One	3	1		1237		\$339,999
411 W Williams Street	One	3	2		1232		\$349,000

Average of 2 Properties: \$344,499 Min: \$339,999 Max: \$349,000 Median: \$344,499

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>
830 W Donovan Road	One	3	2		1300	\$309,900	\$309,900
513 W Evergreen Avenue		3	1		1292	\$315,000	\$329,900
423 W Sunset Avenue		3	2		1200	\$325,000	\$315,000
202 W Harding Ave.		3	2		1696	\$327,500	\$350,000
520 W Williams Street	One	4	2		1356	\$331,000	\$325,000
813 Gaylene Drive	One	3	2		1218	\$350,000	\$349,900

Average of 6 Properties: \$326,400 Min: \$309,900 Max: \$350,000 Median: \$326,250

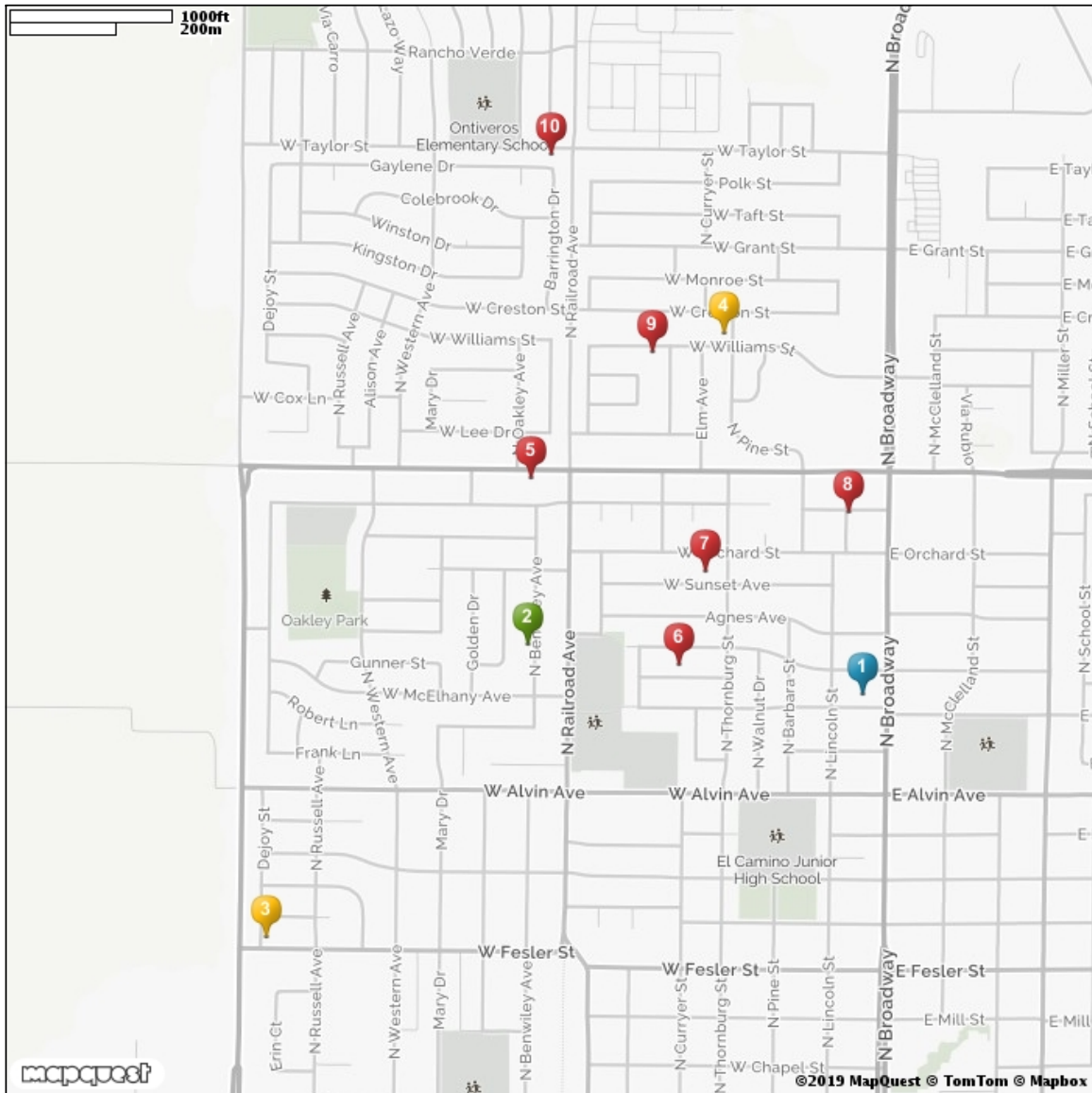


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Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
1	Subject Property	125 W Mcelhany Ave
2	Currently On The Market	1106 N Oakley Avenue
3	Under Contract	401 N Dejoy Street
4	Under Contract	411 W Williams Street
5	Recently Sold	830 W Donovan Road
6	Recently Sold	513 W Evergreen Avenue
7	Recently Sold	423 W Sunset Avenue
8	Recently Sold	202 W Harding Ave.



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List of mapped properties continued...

<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Recently Sold	520 W Williams Street
10	Recently Sold	813 Gaylene Drive

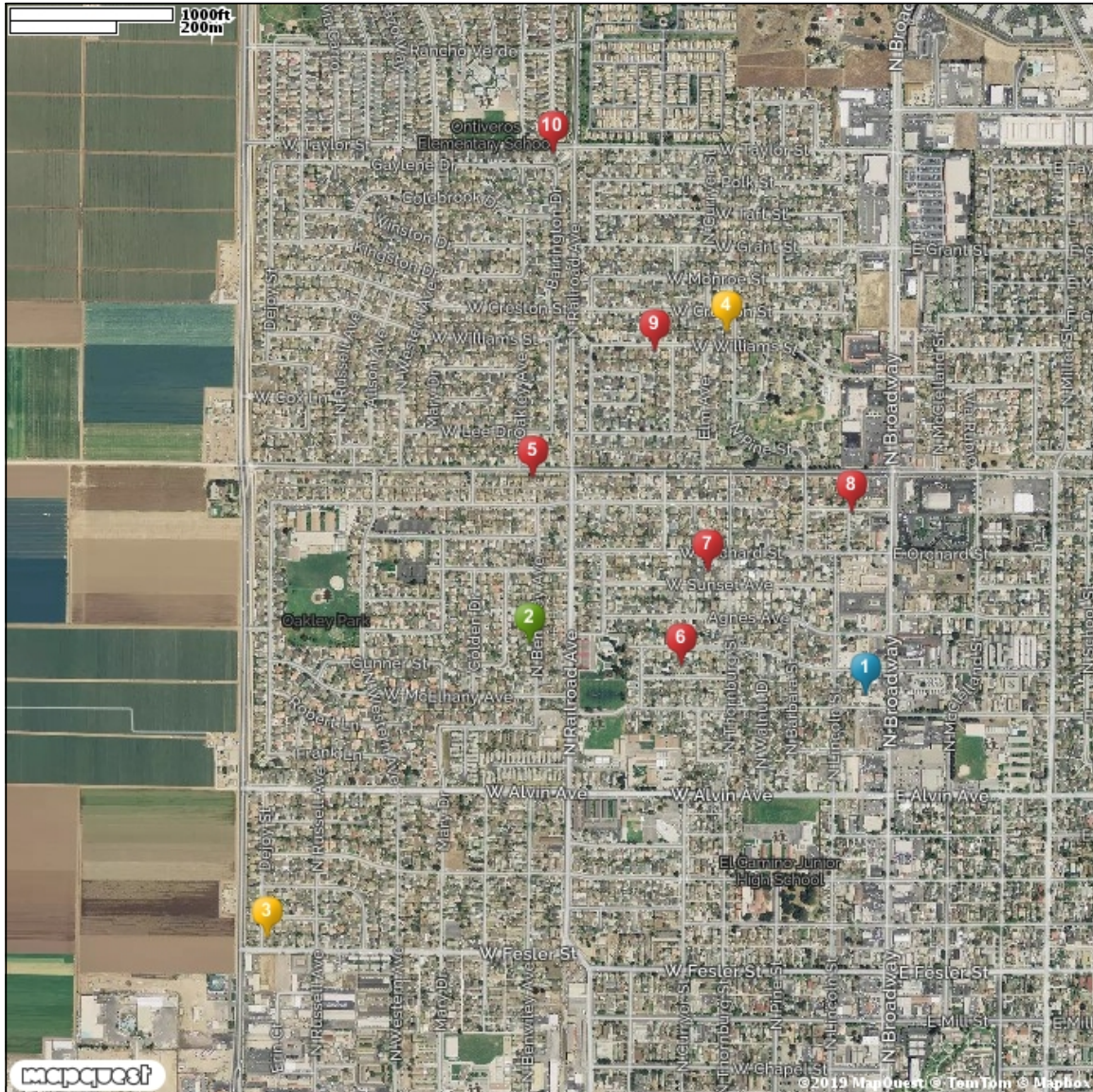


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Currently On The Market

1106 N Oakley Avenue

List Price: \$314,999

DOM: 16



Property Details

City: Santa Maria

County: Santa Barbara

Year Built: 1962

Acres: 0.14

Tot SqFt: 1312

Levels:

Exterior:

Bedrooms: 3

Full Baths: 1

Half Baths: 1

Heating: Wall Furnace

Cooling: None

Fireplace:

Parking: Attached Garage

Foundation: Concrete Block

Floors:

Roof: Other

Int Feat:

Int Feat:

Ext Feat:

Ext Feat:

Description

Great investment property.



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Under Contract

401 N Dejoy Street

List Price: \$339,999

DOM: 38



Property Details

City: Santa Maria

County: Santa Barbara

Year Built: 1930

Acres: 0.16

Tot SqFt: 1237

Levels: One

Exterior:

Bedrooms: 3

Full Baths: 1

Half Baths:

Heating: Forced Air

Cooling: None

Fireplace:

Parking: Attached Garage

Foundation: Raised

Floors: Wood

Roof: Composition

Int Feat:

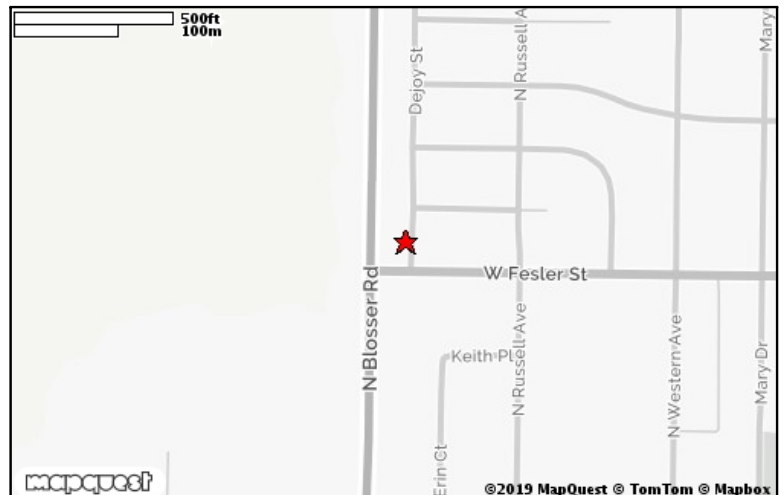
Int Feat:

Ext Feat:

Ext Feat:

Description

This great home features 3 bedrooms, fireplace, beautifully updated kitchen, detached garage all on a large corner lot. Property comes with a surveillance and alarm package.



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Additional Photos

401 N Dejoy Street

List Price: \$339,999

DOM: 38



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OUTLAND & ASSOCIATES

Under Contract

411 W Williams Street

List Price: \$349,000

DOM: 70



Property Details

City: Santa Maria

County: Santa Barbara

Year Built: 1963

Acres: 0.14

Tot SqFt: 1232

Levels: One

Exterior: Stucco

Bedrooms: 3

Full Baths: 2

Half Baths:

Heating: Forced Air

Cooling: None

Fireplace: Living Room

Parking: Attached Garage

Foundation: Slab

Floors: Tile

Roof: Composition

Int Feat:

Int Feat:

Ext Feat: Fenced

Ext Feat:

Description

Come and view this 3 bd; 2 ba home with a spacious kitchen and living room. Great opportunity for a family to own one of the lowest priced homes in Santa Maria. Close to shopping and the freeway. Make an appointment with your favorite realtor to schedule an appointment to view.



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Additional Photos

411 W Williams Street

List Price: \$349,000

DOM: 70



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Recently Sold

830 W Donovan Road

List Price: \$309,900 Sold Price: \$309,900



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1961
Acres: 0.14
Tot SqFt: 1300
Levels: One
Exterior: Wood Siding
Bedrooms: 3
Full Baths: 2
Half Baths:
Heating: Wall Furnace
Cooling: None
Fireplace:
Parking:
Foundation: Slab
Floors: Carpet
Roof: Composition
Int Feat:
Int Feat:
Ext Feat: Fenced
Ext Feat:

Description

This West side home is Perfect for first time buyer or investor. This 3+ 2 also has an addition that's adds a 4th room, bathroom and indoor laundry. Addition appears to be included in permitted sqft, buyer to verify all! There's also a giant rear yard with gated alley access and room for RV and more.



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Additional Photos

830 W Donovan Road

List Price: \$309,900 Sold Price: \$309,900



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Additional Photos

830 W Donovan Road

List Price: \$309,900 *Sold Price:* \$309,900



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Recently Sold

513 W Evergreen Avenue

List Price: \$329,900 Sold Price: \$315,000 DOM: 60



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1950
Acres: 0.14
Tot SqFt: 1292
Levels:
Exterior: Stucco
Bedrooms: 3
Full Baths: 1
Half Baths:
Heating: Wall Furnace
Cooling: None
Fireplace:
Parking: Attached Garage
Foundation: Slab
Floors: Tile
Roof: Composition
Int Feat:
Int Feat:
Ext Feat: Fenced
Ext Feat:

Description

WOW curbside appeal - this home has seen a major renovation - 3 bedrooms and 1 bath - kitchen, laundry room, living room, drop down family room - all freshly painted inside and out-perfect starter home or great investment property! Large workshop in the back of the house



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513 W Evergreen Avenue

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Additional Photos

513 W Evergreen Avenue

List Price: \$329,900 *Sold Price:* \$315,000 *DOM:* 60



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Recently Sold

423 W Sunset Avenue

List Price: \$315,000 Sold Price: \$325,000 DOM: 12



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1956
Acres: 0.14
Tot SqFt: 1200
Levels:
Exterior:
Bedrooms: 3
Full Baths: 2
Half Baths:
Heating: Forced Air
Cooling: None
Fireplace: Brick/Stone
Parking: Attached Garage
Foundation: Slab
Floors:
Roof: Composition
Int Feat:
Int Feat:
Ext Feat:
Ext Feat:

Description

Santa Maria Northwest. 3 BR/ 2 BA, recently remodeled three years ago with: plumbing water and drain, central heating system, water heater, and flooring. Walls have been upgraded with interior thin wall plastering. Vaulted ceiling. Big front and back yard with patio. Seller is doing a 1031 exchange. Property sold as is. Buyer to pay for inspections.



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Additional Photos

423 W Sunset Avenue

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Recently Sold

202 W Harding Ave.

List Price: \$350,000 Sold Price: \$327,500 DOM: 42



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1958
Acres: 0.17
Tot SqFt: 1696
Levels:
Exterior:
Bedrooms: 3
Full Baths: 2
Half Baths:
Heating: Wall Furnace
Cooling: None
Fireplace:
Parking: Attached Carport
Foundation: Slab
Floors:
Roof: Shingle
Int Feat:
Int Feat:
Ext Feat:
Ext Feat:

Description

Nice for a Big Family who love staying together. This could be the home you're looking for! Located within the center of the City on a nice corner lot. 3Bedroom, 2bath with an Office, living room and a separate family room. 1,696 sq ft and 7,405 lot area. Near freeway access and shopping centers. Home needs TLC and being sold AS-IS. Grab your Realtor and send me an offer!



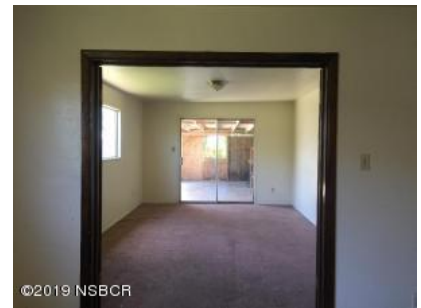
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Additional Photos

202 W Harding Ave.

List Price: \$350,000 Sold Price: \$327,500 DOM: 42



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Additional Photos

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Recently Sold

520 W Williams Street

List Price: \$325,000 Sold Price: \$331,000 DOM: 7



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1962
Acres: 0.15
Tot SqFt: 1356
Levels: One
Exterior: Stucco
Bedrooms: 4
Full Baths: 2
Half Baths:
Heating: Forced Air
Cooling: None
Fireplace:
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Composition
Int Feat:
Int Feat:
Ext Feat:
Ext Feat:

Description

Classic Ranch Style Santa Maria Home For Sale. 4 Bedroom, 2 Bath, 1356 SF Home on a 6534 SF Lot w/ Tons of Vintage Elements. Cozy Private Living Area at the Back of Home w/ Sliding Glass Door Access to Backyard. New Carpet and Vinyl Flooring Installed for Sale. Roof is Approximately 5-6 Years Old. Newer Furnace & Water Heater. Master Bedroom w/ Private Bath & Large Closet Area. Spacious Hall Bathroom w/ Tub. Refrigerator, Washer & Dryer are Negotiable. As-Is Sale. Information Deemed Reliable But Not Verified or Guaranteed by Broker.



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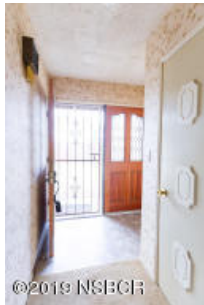


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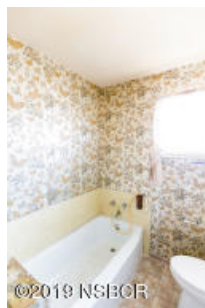
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Recently Sold

813 Gaylene Drive

List Price: \$349,900 Sold Price: \$350,000 DOM: 36



Property Details

City: Santa Maria
County: Santa Barbara
Year Built: 1984
Acres: 0.14
Tot SqFt: 1218
Levels: One
Exterior:
Bedrooms: 3
Full Baths: 2
Half Baths:
Heating: Forced Air
Cooling: None
Fireplace:
Parking: Attached Garage
Foundation: Slab
Floors: Carpet
Roof: Other
Int Feat:
Int Feat:
Ext Feat:
Ext Feat:

Description

Come and look at this Cute 3 bedroom 2 bath home in Santa Maria. This home Features New Exterior Paint, Solar Panel, Beautiful Tile Flooring, Fireplace in the Living Room and Huge Backyard. Spacious Driveway can accommodate 4 cars and RV/Boat Parking. Walking Distance to Ontiveros Elementary School. Call your Realtor now to view this Property!



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Additional Photos

813 Gaylene Drive

List Price: \$349,900 Sold Price: \$350,000 DOM: 36



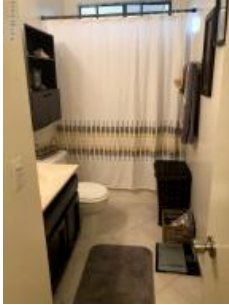
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Additional Photos

813 Gaylene Drive

List Price: \$349,900 Sold Price: \$350,000 DOM: 36



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Additional Photos

813 Gaylene Drive






List Price: \$349,900 Sold Price: \$350,000 DOM: 36



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Comparative Market Analysis

	1106 N Oakley Avenue	401 N Dejoy Street	411 W Williams Street	830 W Donovan Road	513 W Evergreen Avenue
					
Status	A	P	P	C	C
List Price	\$314,999	\$339,999	\$349,000	\$309,900	\$329,900
List\$ SqFt					
Sold Price				\$309,900	\$315,000
Sold\$ SqFt					
Contract Date		11/04/19	10/15/19	09/23/19	08/21/19
Sold Date				11/06/19	08/27/19
DOM	16	38	70		60
City	Santa Maria	Santa Maria	Santa Maria	Santa Maria	Santa Maria
County	Santa Barbara	Santa Barbara	Santa Barbara	Santa Barbara	Santa Barbara
Year Built	1962	1930	1963	1961	1950
Acres	0.14	0.16	0.14	0.14	0.14
Tot SqFt	1312	1237	1232	1300	1292
Levels		One	One	One	
Exterior			Stucco	Wood Siding	Stucco
Bedrooms	3	3	3	3	3
Full Baths	1	1	2	2	1
Half Baths	1				
Heating	Wall Furnace	Forced Air	Forced Air	Wall Furnace	Wall Furnace
Cooling	None	None	None	None	None
Fireplace			Living Room		
Parking	Attached Garage	Attached Garage	Attached Garage		Attached Garage
Foundation	Concrete Block	Raised	Slab	Slab	Slab
Floors		Wood	Tile	Carpet	Tile
Roof	Other	Composition	Composition	Composition	Composition
Int Feat					
Int Feat					
Ext Feat			Fenced	Fenced	Fenced
Ext Feat					
Appliances			Oven/Range-Gas	Oven/Range-Gas	
Appliances					
View				None	None
Lot Desc			Level	Alley	
Site Imprv			Paved Streets	Paved Streets	Paved Streets
Site Imprv			Sidewalks	Sidewalks	Sidewalks




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Comparative Market Analysis

	423 W Sunset Avenue	202 W Harding Ave.	520 W Williams Street	813 Gaylene Drive	
					
Status	C	C	C	C	
List Price	\$315,000	\$350,000	\$325,000	\$349,900	
List\$ SqFt					
Sold Price	\$325,000	\$327,500	\$331,000	\$350,000	
Sold\$ SqFt					
Contract Date	04/27/19	06/14/19	05/21/19	07/18/19	
Sold Date	07/03/19	08/22/19	06/13/19	08/22/19	
DOM	12	42	7	36	
City	Santa Maria	Santa Maria	Santa Maria	Santa Maria	
County	Santa Barbara	Santa Barbara	Santa Barbara	Santa Barbara	
Year Built	1956	1958	1962	1984	
Acres	0.14	0.17	0.15	0.14	
Tot SqFt	1200	1696	1356	1218	
Levels			One	One	
Exterior			Stucco		
Bedrooms	3	3	4	3	
Full Baths	2	2	2	2	
Half Baths					
Heating	Forced Air	Wall Furnace	Forced Air	Forced Air	
Cooling	None	None	None	None	
Fireplace	Brick/Stone				
Parking	Attached Garage	Attached Carport	Attached Garage	Attached Garage	
Foundation	Slab	Slab	Slab	Slab	
Floors			Carpet	Carpet	
Roof	Composition	Shingle	Composition	Other	
Int Feat					
Int Feat					
Ext Feat					
Ext Feat					
Appliances			Elec Cooktop		
Appliances					
View					
Lot Desc				Curbs/Gutter	
Site Imprv				Cable Available	
Site Imprv					



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Comparative Market Analysis

	125 W Mcelhany Ave	520 W Williams Street		423 W Sunset Avenue		202 W Harding Ave.	
							
			Adjustments		Adjustments		Adjustments
Sold Price		\$331,000	\$331,000	\$325,000	\$325,000	\$327,500	\$327,500
Sold\$ SqFt		\$244		\$271		\$193	
List Price		\$325,000		\$315,000		\$350,000	
List\$ SqFt		\$240		\$263		\$206	
Contract Date		05/21/19		04/27/19		06/14/19	
Sold Date		06/13/19		07/03/19		08/22/19	
DOM		7		12		42	
County	Santa Barbara	Santa Barbara		Santa Barbara		Santa Barbara	
City	Santa Maria	Santa Maria		Santa Maria		Santa Maria	
Lot SqFt							
Year Built							
SqFt	1438	1356		1200		1696	
Levels	1	One					
Bedrooms	3	4		3		3	
Bathrooms							
Gar Capacity							
Parking		Attached Garage		Attached Garage		Attached Carport	
Heating							
Cooling							
Fireplace							
Fireplace							
Eating Area							
Laundry							
Patio							
Pool							
Floors							
Floors							
Roof		Composition		Composition		Shingle	
Int Feat							
Int Feat							
Int Feat							
Ext Feat							
Ext Feat							
Ext Feat							
Ext Feat							
	\$326,400		\$331,000		\$325,000		\$327,500







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Comparative Market Analysis

	125 W Mcelhany Ave	813 Gaylene Drive		513 W Evergreen Avenue		830 W Donovan Road	
							
			Adjustments		Adjustments		Adjustments
Sold Price		\$350,000	\$350,000	\$315,000	\$315,000	\$309,900	\$309,900
Sold\$ SqFt		\$287		\$244		\$238	
List Price		\$349,900		\$329,900		\$309,900	
List\$ SqFt		\$287		\$255		\$238	
Contract Date		07/18/19		08/21/19		09/23/19	
Sold Date		08/22/19		08/27/19		11/06/19	
DOM		36		60			
County	Santa Barbara	Santa Barbara		Santa Barbara		Santa Barbara	
City	Santa Maria	Santa Maria		Santa Maria		Santa Maria	
Lot SqFt							
Year Built							
SqFt	1438	1218		1292		1300	
Levels	1	One				One	
Bedrooms	3	3		3		3	
Bathrooms							
Gar Capacity							
Parking		Attached Garage		Attached Garage			
Heating							
Cooling							
Fireplace							
Fireplace							
Eating Area							
Laundry							
Patio							
Pool							
Floors							
Floors							
Roof		Other		Composition		Composition	
Int Feat							
Int Feat							
Int Feat							
Ext Feat				Fenced		Fenced	
Ext Feat							
Ext Feat							
Ext Feat							
	\$326,400		\$350,000		\$315,000		\$309,900



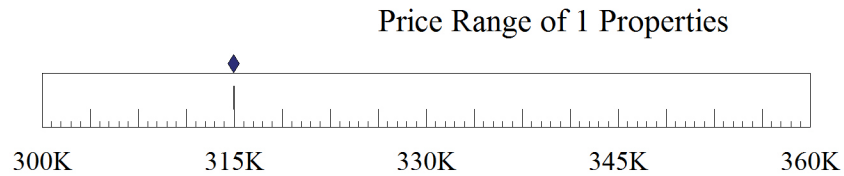
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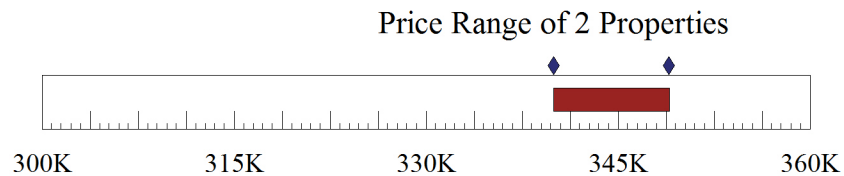
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Comparative Market Analysis Graphed by Status

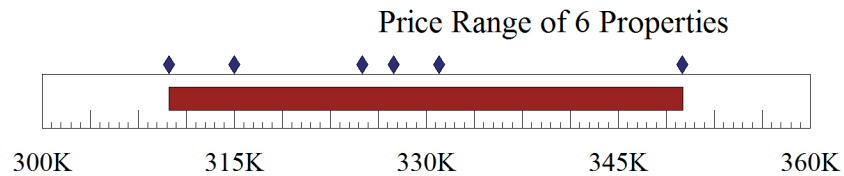
Currently On The Market



Under Contract



Recently Sold



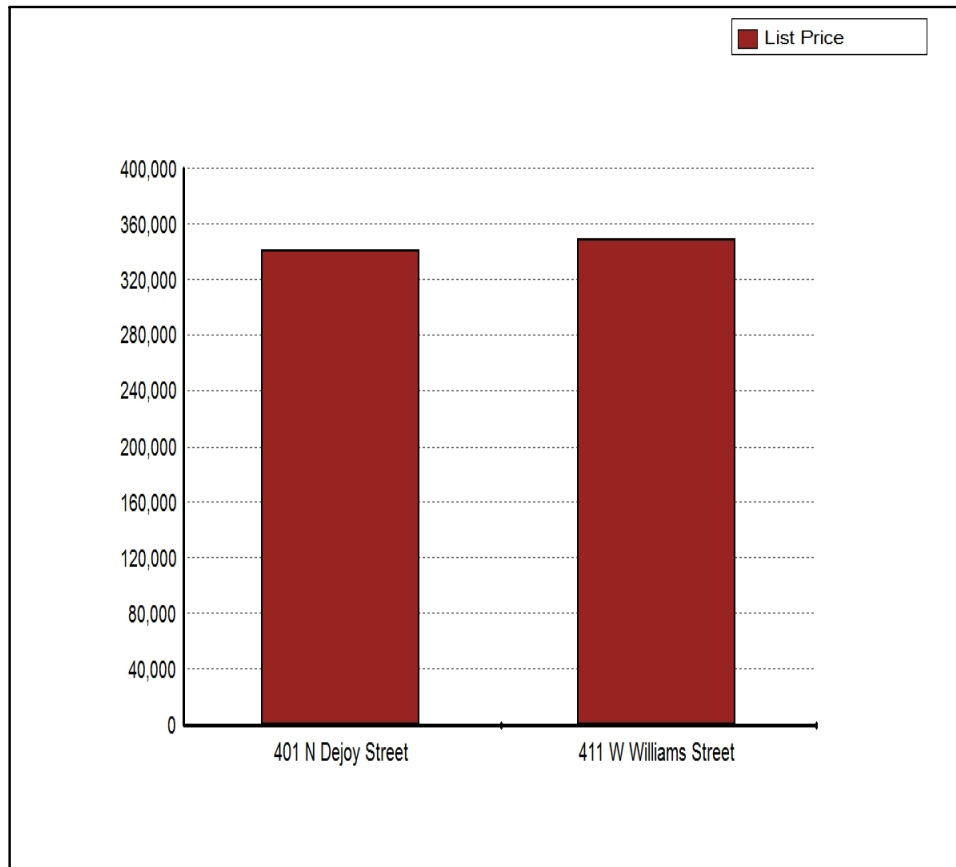
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Comparative Market Analysis Statistics

Graphic Analysis of Under Contract Properties



Summary Statistics of 2 Properties:

Average Price: \$344,499
High Price: \$349,000
Low Price: \$339,999
Median Price: \$344,499
Average Year Built: 1946
Average Days On Market: 54



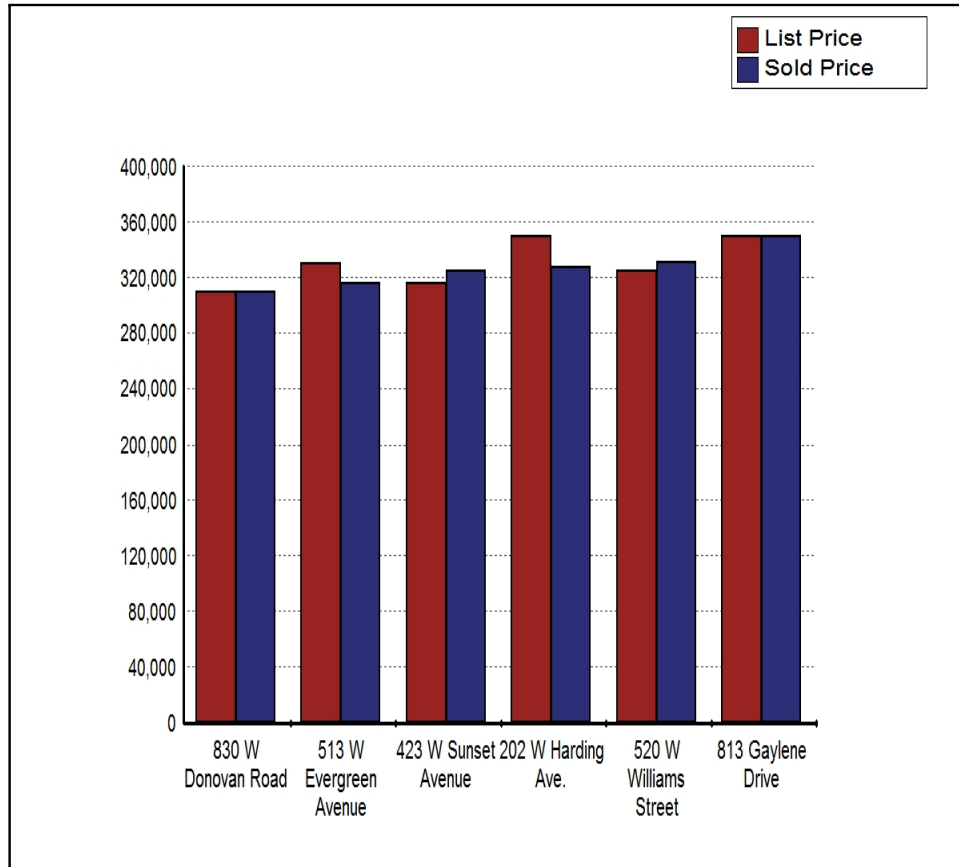
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Comparative Market Analysis Statistics

Graphic Analysis of Recently Sold Properties



Summary Statistics of 6 Properties:

Average Price: \$326,400
High Price: \$350,000
Low Price: \$309,900
Median Price: \$326,250
Average Year Built: 1961
Average Sale Price % List Price: 98.92
Average Days On Market: 31



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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:

\$317,000 to \$337,000



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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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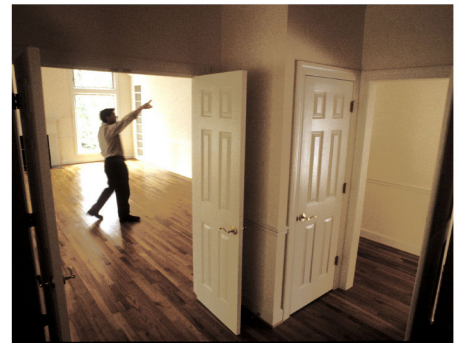
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In Conclusion

**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).



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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

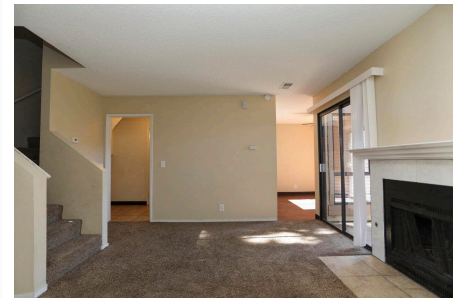
MEMBERSHIPS

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

Jo Ann Outland Proudly Presents
1700 Lynne Dr #25 Santa Maria Ca 93454



REAL ESTATE
(805) 481-3939
License #01799035



MONTEREY VILLAS CONDO FOR SALE

3 bedroom 2.5 bath unit of approx., 1226 sq.ft., close to shopping, schools, Alan Hancock College and freeway access. Living room features a fireplace. Kitchen features, refrigerator, dishwasher and stove, wood cabinets and nice counter space. Half bathroom downstairs and Master bedroom and Master bath and 2 bedrooms and hall bath upstairs.

Offered at: \$254,900

- 3 Bedrooms
- 2.5 Bathrooms
- 1 Car Garage
- 1,226 Sq.Ft.



All information deemed reliable but not guaranteed.
If your property is listed with a real estate broker, please disregard.

Jo Ann Outland
OWNER/ BROKER

Office:805-481-3939
Cell:805-441-5574

JoAnn@Outlandinc.com
DRE# 00646902



Jo Ann Outland Proudly Presents
220 E Grant St Unit #58, Santa Maria, Ca 93454



REAL ESTATE
(805) 481-3939
License #01799035



Updated River Ranch Condo For Sale

3 Bedrooms | 2.5 Bathrooms | Detached | Car Garage | 1,257 Sq.Ft.

Don't let your buyers miss this one! Updated with new carpet in bedrooms, Stony Oak Vinyl planking in kitchen, dining area and bathrooms. New white kitchen cabinets, quartz counter tops. New stainless steel kitchen appliances. Bathrooms have been updated with new cabinets, sinks and faucets and quartz counter tops. 2 new wall heaters and new water heater. New interior paint, 2 new wall heaters, new lighting, new water heater. This property is close to shopping and schools. Move in ready.



Offered at: \$259,900

Check out the QR Code 3D Matterport Walkthrough Tour Below



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OWNER/ BROKER

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James Outland Proudly Presents
2610 Sadie Way, Santa Maria, Ca 93455



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License #01799035



Updated Bradley Traditions Home For Sale

Don't miss this Bradley Traditions home with brand new carpet and interior paint. 3 bedroom with 4 bedroom/office (no closet). Master bath features dual sinks, tile flooring and a separate tub and shower. Open kitchen, with ample tile counter tops, cabinetry and pantry. Kitchen also features stainless steel oven, microwave and gas stove top, and a breakfast bar. Open living room with vaulted ceilings and fireplace, dining area is off of living room. 2 bedrooms and 1 full bath upstairs with open area for office or media area. Very low maintenance back yard. Most of the back yard has been tiled and has a brick wall for privacy. Close to shopping, schools and freeway access.

3beds,2.75baths
New carpet & paint
2,570 Sq. Ft.
Bonus room
Office area
HOA \$175 Annually

Check out the QR code Matterport Tour Below | Offered at: \$499,000



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James Outland
CO-OWNER/ BROKER ASSOCIATE

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DRE# 01314390



James Outland Proudly Presents

1206 E Sunset Ave, Santa Maria, Ca 93454



Single Level Ranch Style Home For Sale

3 Bedrooms | 1.5 Bathrooms | 2 Car Garage | 1,034 Sq.Ft.

Single level ranch style home in Southeast Santa Maria. 3 bedroom 1.5 baths on nice corner lot. Double car garage, front yard and back yard has a BBQ. Living room, dining and kitchen areas. Located close to shopping and school.

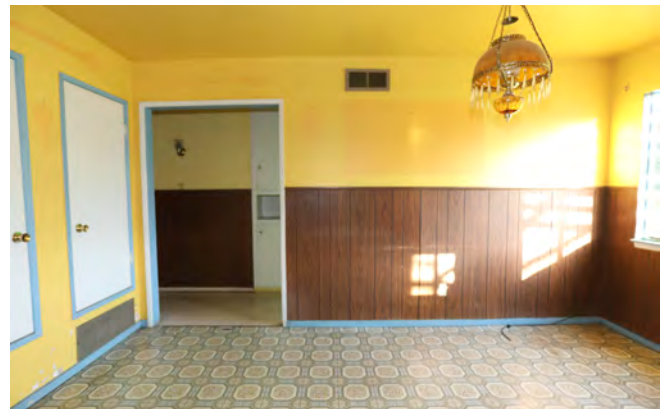
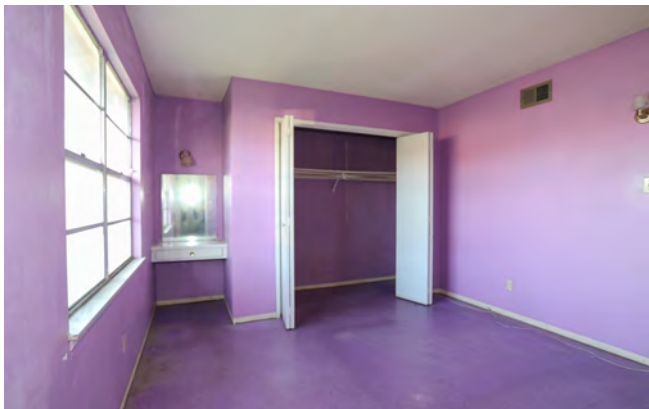
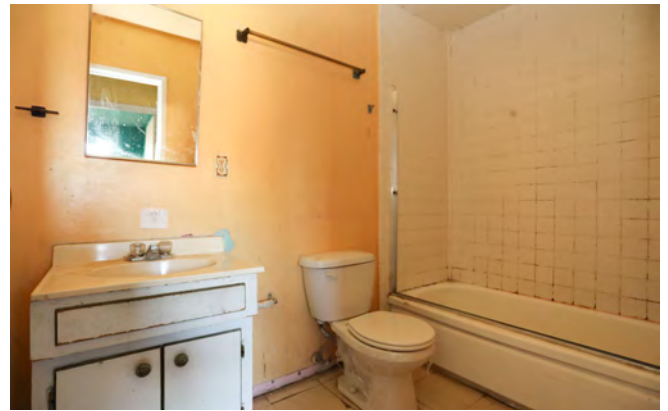
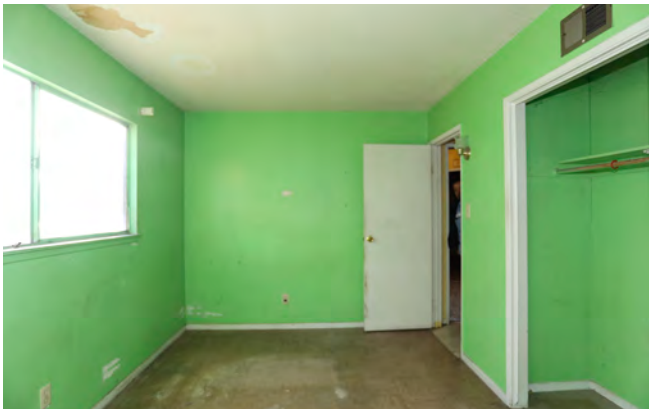
Offered at: \$270,000

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Additional Features

- Located in Southeast Santa Maria
- On a corner lot
- Back yard has a BBQ
- Close to shopping and school

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