

# Strategic Marketing Plan for Your Property



**RANCON**  
REAL ESTATE



**EXPERIENCE**  
**KNOWLEDGE**  
**RESULTS**



# Real Estate Services Proposal



**Prepared by:**  
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# About the Company

## RANCON REAL ESTATE - A TRADITION OF EXCELLENCE

Rancon Real Estate is a powerful, independent real estate company located in Southwest Riverside County. Rancon has earned the respect of being a quality organization with more sales of real estate property than any other company in our marketplace over the past 40 years.

Founded in 1971 by our CEO Dan Stephenson, Rancon Real Estate has grown into a full service organization specializing in marketing Residential, Land, and Commercial properties along with providing escrow and title services to our clients. We believe that our community is one of the finest in southern California. Rancon's commitment to personalized service, continuing innovation, and overall real estate expertise makes Rancon the success we are today.

**EXPERIENCE.** There is NO substitute for experience! Rancon's broad scope of experience, professionalism, and education makes our sales team outstanding. Rancon agents have a high degree of longevity and possess commanding skills in all aspects of brokerage. As real estate experts we can provide you with helpful insights about the area, and can show you why the Temecula Valley is truly something special.

**SERVICE.** Rancon Real Estate is committed to our customers. Our unwavering dedication to serve for the past 40 years has allowed us to assist thousands of satisfied customers. Trust is hard to come by in today's fierce and competitive real estate market. We are here to provide you with the professionalism and integrity needed to ensure that you feel secure in making important real estate decisions.

**MANAGEMENT.** Rancon Real Estate has a management team with over 50 years of experience. Their expertise and skill in all aspects of brokerage insures that Rancon agents and customers receive the benefit of the finest foundation of real estate experience. We continually strive to improve, educate, and conduct business with ethical conduct being the forefront of our company's philosophy.

**MARKETING.** Rancon is aggressive and diversified in this arena spending much time and research devising effective marketing for our properties. We understand that the world wide web has become an integral part of everyday life. Both buyers and sellers are searching the internet for information and properties, and Rancon is doing our part to deliver. We have an aggressive internet campaign to market our listings and an informative and consumer friendly website. Rancon has introduced the use of video to create a marketing advantage for our clients. Our direct mail campaign announcing to homeowners Just Listed, Just Sold, and Open Houses is a marketing technique that we continue to have great success promoting.

**COMMUNITY.** For more than 40 years Rancon has been an avid supporter of the communities we serve. Giving back to the community through sponsorships and donations for recreational youth sports, scholarships, community needs, and our crowning achievement, The Temecula Valley Playhouse, gives us great satisfaction. We take great pride in supporting our community in which we live.

RANCON REAL ESTATE - Providing quality, personalized service by an experienced sales team that cares about you. We welcome the opportunity to serve our new and past clientele.

Combining years of ourstanding performance and an unwavering dedication to ensuring customer satisfaction.

Experts in: Residential ● Custom Homes ● Tracts ● Lots ● Land  
Commercial Sales ● Commercial Leases ● Groves



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## Family of Companies

**Rancon Real Estate**  
Temecula Office - (951)676-5736  
Murrieta Office - (951)677-1800  
Menifee Office - (951)679-1959



Priority Title Company - (951)236-3797



Chardonmay Escrow - (951)676-4225



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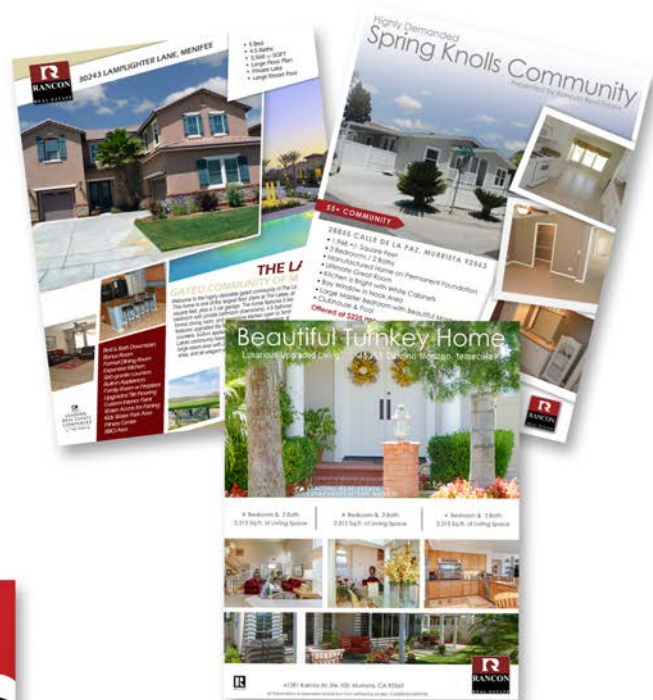




# Property Brochures and Mailings

Unique branding, image and marketing tools for your property.

- Professionally printed property brochures distributed to buyers
- Just Listed and Just Sold postcard mailings to target market area
- Quality photography, design and copywriting



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# Realtor.com

## Realtor.com Showcase Listing Enhancement for Agents

**2243 Hollister Street**  
Any Town, US 00000

**\$479,000**

**Property Details:**  
 - Bedrooms: 3  
 - Bathrooms: 3  
 - House Size: 6,800 Sq Ft  
 - Price: \$3,360/Sq Ft  
 - Property Type: Single Family Home  
 - Stories: 2

**Bedrooms:**  
 - 3 Bedrooms: 3  
 - Bedroom Features: Master Suite, Entry, Master Bedroom (Ensuite)

**Bathrooms:**  
 - 3 Bathrooms: 3  
 - Bathroom Features: Shower Chair Tub, Double Vanity, Sunkin Tub, Double Vanity

**Kitchen and Dining:**  
 - Kitchen Features: Pantry, Stove/oven, Eating Area, Formal Dining Rm, Kitchen (Is), Granite Countertops (Is), Island

**Other rooms:**  
 - Laundry: Kitchen Linen (Is), Living Room, Bonus Room, Dining Room, Family Room, Office, Concessional Storage, Walk-In Pantry, Walk-In Closet, Home Theater, Billiard Room, Study/Office, Entry, Formal Entry

### What is a Showcase<sup>SM</sup> home?

- Up to 36 high resolution photos of your home or community
- Descriptive paragraph to capture buyer attention
- Brightly colored headlines and call-outs make the listing more noticeable

### Why Showcase<sup>SM</sup> homes matter

- My contact information is on the listing for your home so I am positioned to answer inquiries from buyers personally and quickly

**My Listing Report** June 17, 2014

**2243 Hollister Street**  
Any Town, US 00000

**\$479,000**

**Monthly Listing Trends**  
A monthly summary of the total search results displays and listing page views on my listing

Month	Search Results Displays	Listing Detail Views	Mobile App
November	200	10	8
December	200	10	4
January 1-15	90	4	0

**Weekly Listing Breakdown**  
A week-over-week summary of the search results displays, listing detail views, and activities on my listing

**Listing Detail Views**

Bar chart showing listing detail views from 11/1 to 1/17. The chart shows a peak in views around 12/13 and 12/20.

**2243 Rue Hollister**  
French, Any Town, France 00000

**€317,576**

**Description du bien:**  
 Fabuleux endroit au bord de la mer... (Detailed description in French)

**Smart Steps:**  
 - If you just bought a house, here's what you need to know.

**Contact Agent:**  
 Kelly Agent  
 Phone: +386 588 1312  
 Email: +386 588 4301  
 Pager: +386 998 8888

### Realtor.com<sup>®</sup> International

- Translated into 11 languages, the realtor.com<sup>®</sup> international site offers global and investment buyers the opportunity to view your listing in their native language.
- International buyers have an easy way to contact me with questions regarding your home.

### Buyer activity reporting

- As your agent, I will keep you up to date on buyer activity with reports showing interest and actions

- French
- Chinese
- Dutch
- English
- German
- Italian
- Japanese
- Korean
- Portuguese
- Russian
- Spanish





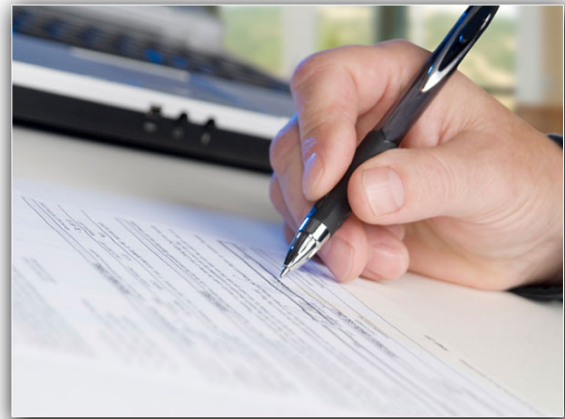
## Why use a REALTOR®?



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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# The Importance of Intelligent Pricing

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home. As *Figure 1* illustrates, more buyers purchase their properties at market value than above market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market (*see Figure 2*). Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. This may lead to a below market value sale price (*see Figure 3*), or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

We can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

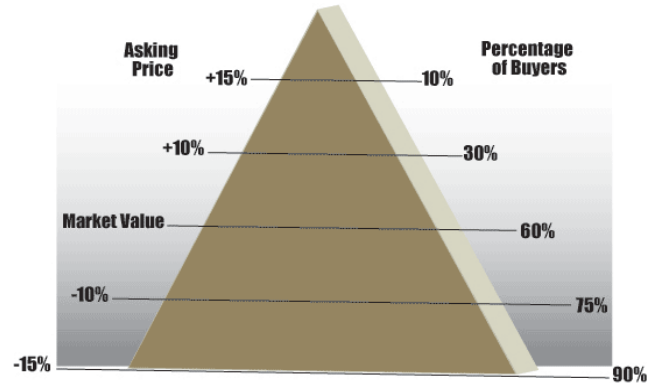


Figure 1 - Percentage of Buyers by Asking Price

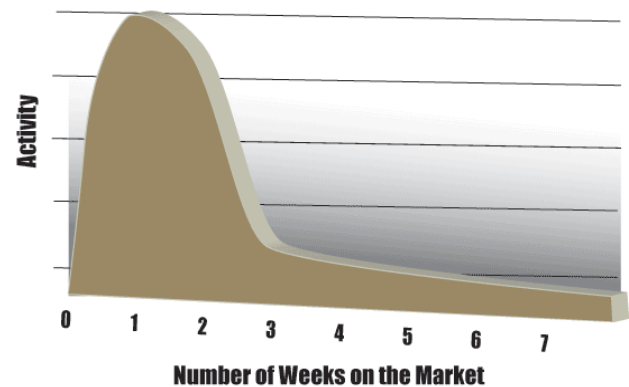


Figure 2 - Activity versus Timing

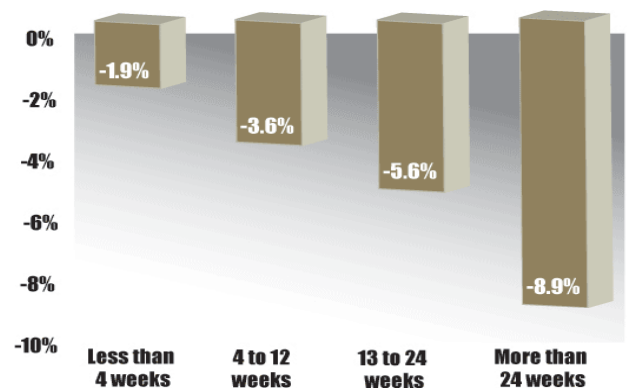


Figure 3 - The Effect of Overpricing



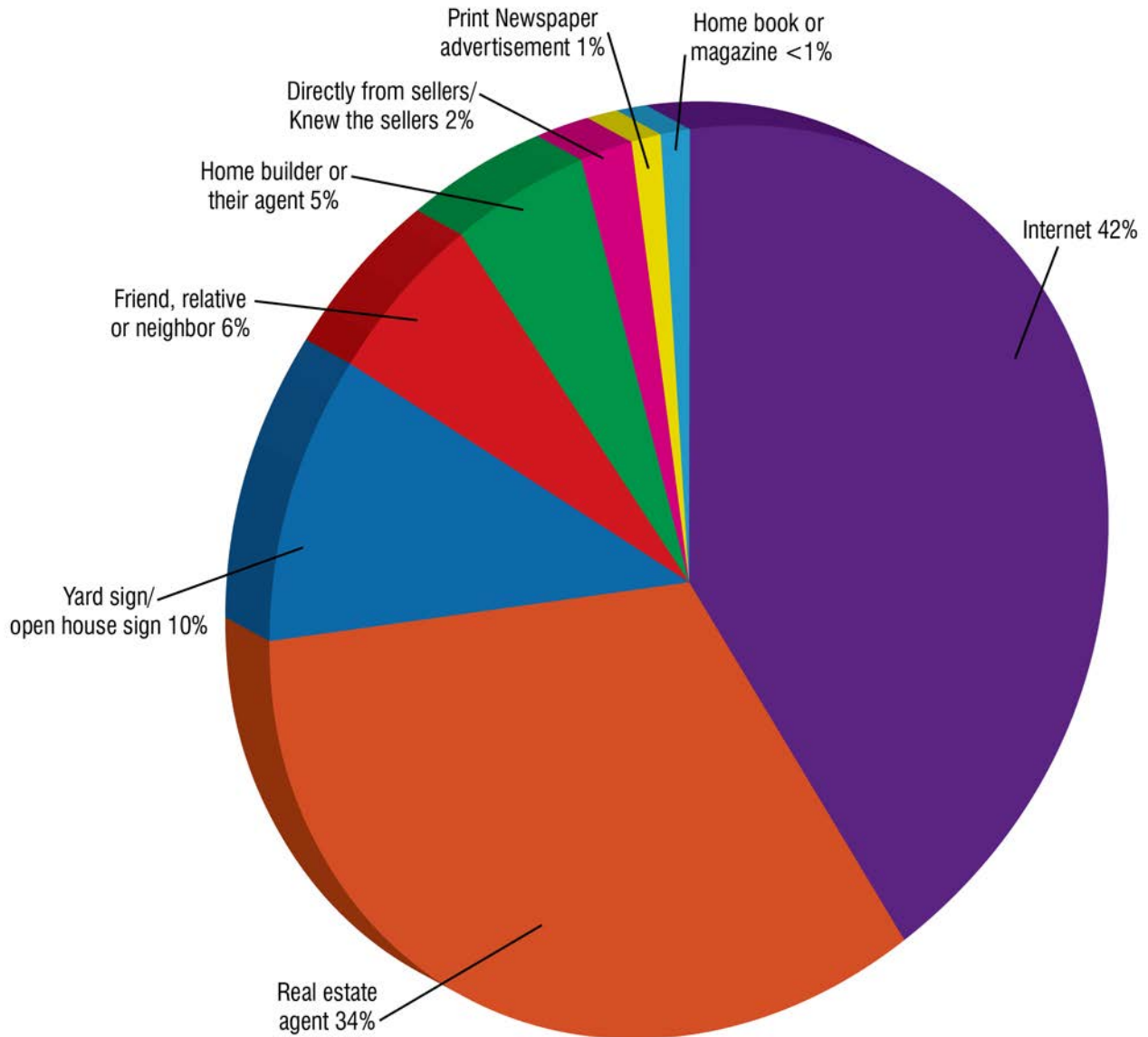
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# How Buyers Found the Home They Purchased

Homebuyers may use several information sources in their search process, but they are most likely to find the home they actually purchase through a real estate sales professional.



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



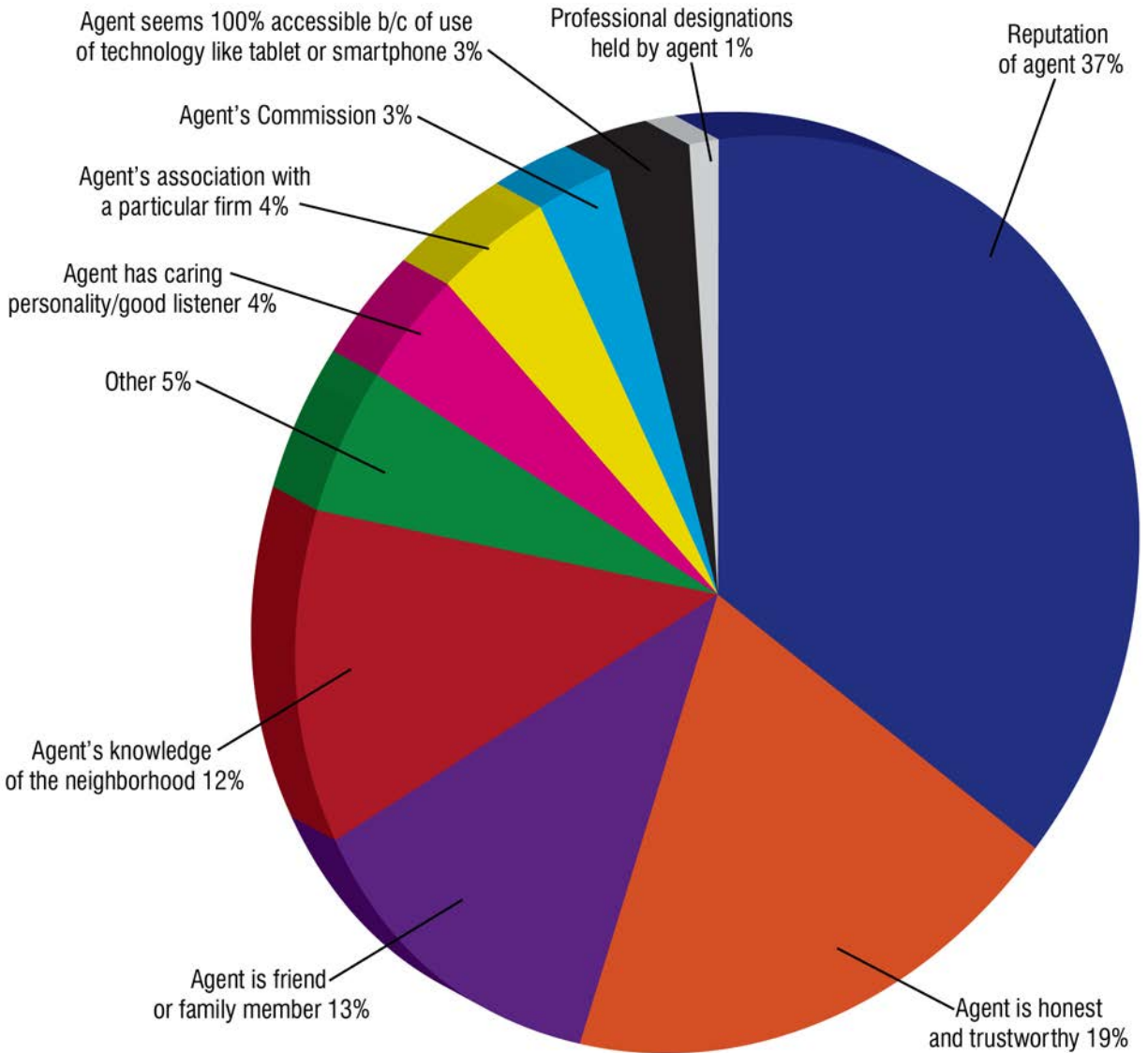
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# Important Factors In Choosing A Real Estate Agent

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



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



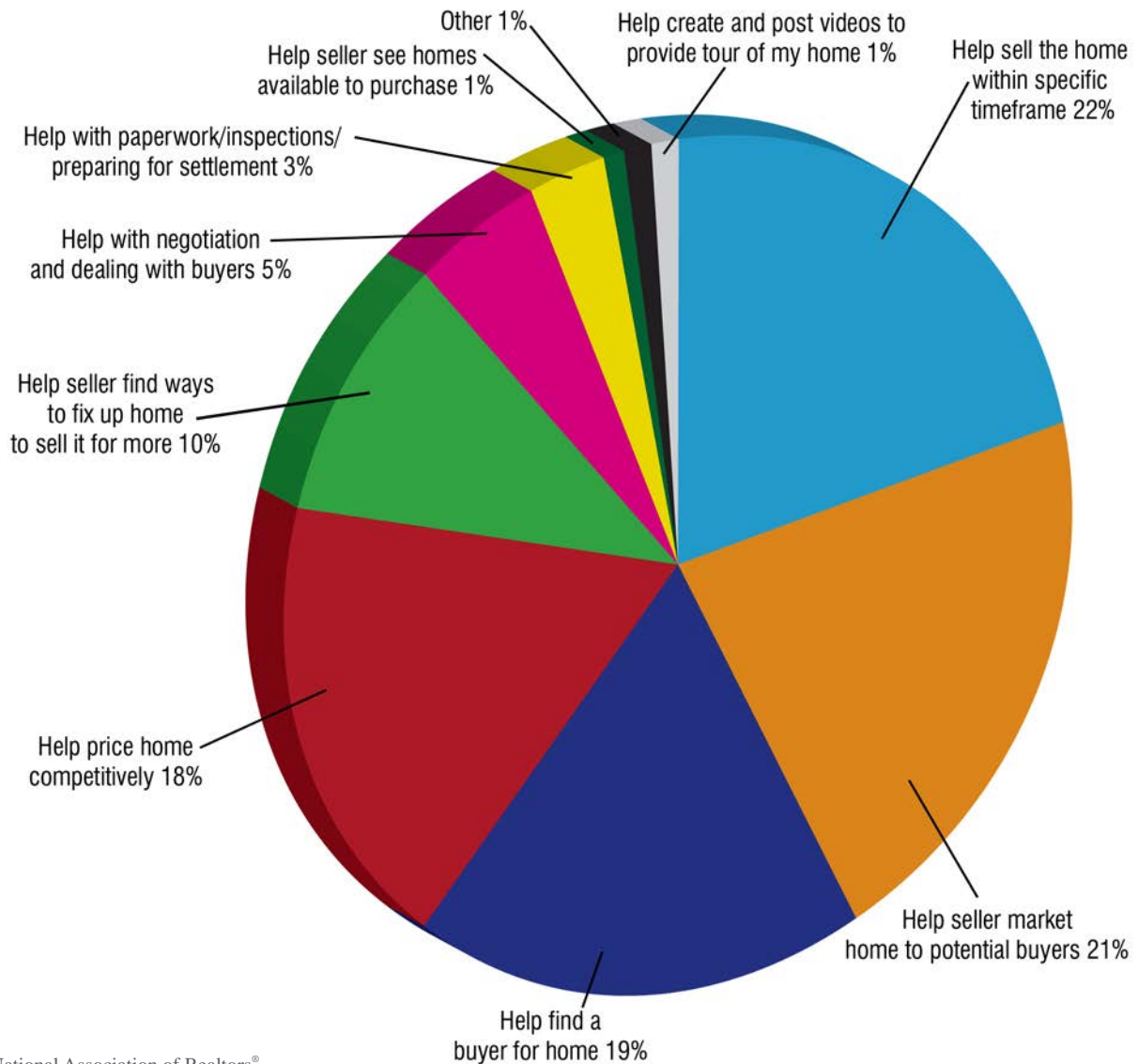
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# What Sellers Want Most From Real Estate Professionals

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



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



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# Comparative Market Analysis Summary

## Currently On The Market

<u>Address</u>	<u>Story</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
31795 Abrazo Street	Two Level	5	3	2005	3113		\$380,000
38468 Tranquila Avenue	Two Level	5	3	2003	3113		\$394,500
38069 Florcita Street	Two Level	5	3	2004	3113		\$399,000
38049 Bella Rosa Drive	Two Level	5	3	2012	2809		\$409,000
31534 Borega Road	Two Level	4	3	2004	3165		\$410,000
37938 Palomera Lane	One Level	3	3	2003	2600		\$414,900
38030 Spring Canyon Dr	Two Level	5	3	2012	3105		\$455,000
38090 Spring Canyon Dr	Two Level	5	3	2012	3404		\$479,900
<i>Average of 8 Properties:</i>						\$417,787	
		<i>Min:</i>	<i>\$380,000</i>	<i>Max:</i>	<i>\$479,900</i>	<i>Median:</i>	<i>\$409,500</i>

## Under Contract

<u>Address</u>	<u>Story</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
31546 Rosales Avenue	Two Level	4	3	2004	2579		\$379,900
38422 Encanto Road	Two Level	4	3	2004	3113		\$379,900
37994 Perez Court	Two Level	5	3	2004	3613		\$399,000
31109 Rose Arbor Court	Two Level	5	3	2012	2809		\$409,000
37948 Palomera Lane	Two Level	5	4	2005	3613		\$440,000
31245 Ivy Hill Court	Two Level	5	3	2012	3105		\$455,000
<i>Average of 6 Properties:</i>						\$410,466	
		<i>Min:</i>	<i>\$379,900</i>	<i>Max:</i>	<i>\$455,000</i>	<i>Median:</i>	<i>\$404,000</i>

## Recently Sold

<u>Address</u>	<u>Story</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
38288 Tranquila Avenue	Two Level	4	3	2004	2579	\$346,000	\$349,900
31483 Whitefield Court	Two Level	4	3	2003	3167	\$347,000	\$359,000
38134 Amador Lane	Two Level	4	3	2005	2916	\$350,000	\$350,000
38261 Tranquila Avenue	Three Or More Le	5	3	2004	2750	\$354,000	\$354,900
38450 Magdalena Street	Two Level	5	3	2005	2750	\$355,000	\$349,900
31807 Empresa Circle	Two Level	5	3	2004	2916	\$360,000	\$360,000
38482 Encanto Road	Two Level	5	3	2005	3113	\$365,000	\$365,000
38420 Magdalena Street	Three Or More Le	5	3	2005	2750	\$365,000	\$349,999
31215 Ivy Hill Court	Two Level	5	4	2012	2986	\$397,000	\$419,000
38082 Encanto Road	Two Level	4	3	2004	3301	\$400,000	\$399,990
31955 Mirada Circle	Two Level	5	4	2005	3771	\$425,000	\$429,900
31660 Serrento	Two Level	5	4	2004	3613	\$460,000	\$469,900
<i>Average of 12 Properties:</i>						\$377,000	
		<i>Min:</i>	<i>\$346,000</i>	<i>Max:</i>	<i>\$460,000</i>	<i>Median:</i>	<i>\$362,500</i>



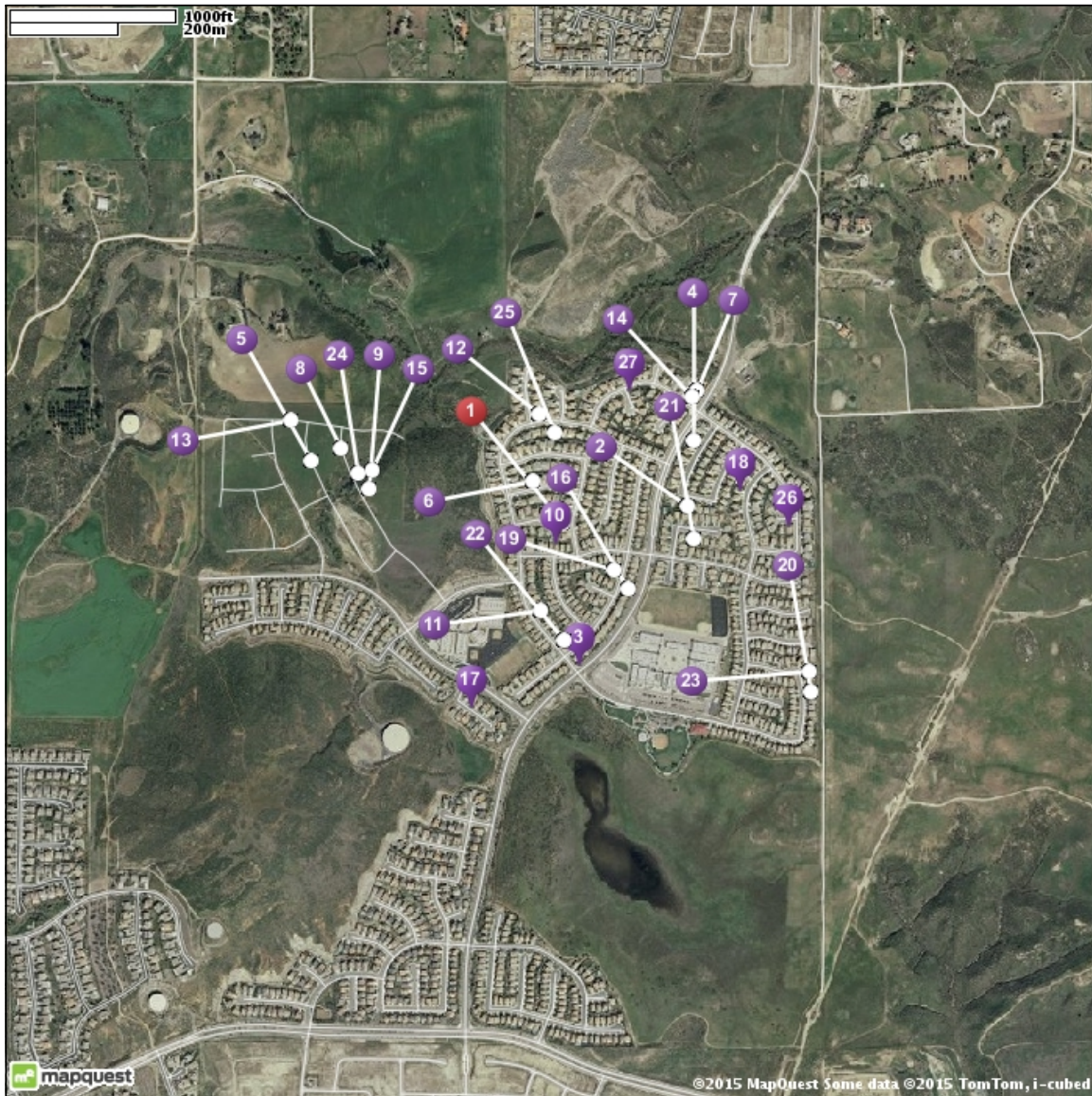
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# Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
1	Subject Property	38177 Padaro Street
2	Currently On The Market	31795 Abrazo Street
3	Currently On The Market	38468 Tranquila Avenue
4	Currently On The Market	38069 Floricita Street
5	Currently On The Market	38049 Bella Rosa Drive
6	Currently On The Market	31534 Borega Road
7	Currently On The Market	37938 Palomera Lane
8	Currently On The Market	38030 Spring Canyon Drive



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## List of mapped properties continued.

<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Currently On The Market	38090 Spring Canyon Drive
10	Under Contract	31546 Rosales Avenue
11	Under Contract	38422 Encanto Road
12	Under Contract	37994 Pereza Court
13	Under Contract	31109 Rose Arbor Court
14	Under Contract	37948 Palomera Lane
15	Under Contract	31245 Ivy Hill Court
16	Recently Sold	38288 Tranquila Avenue
17	Recently Sold	31483 Whitefield Court
18	Recently Sold	38134 Amador Lane
19	Recently Sold	38261 Tranquila Avenue
20	Recently Sold	38450 Magdalena Street
21	Recently Sold	31807 Empresa Circle
22	Recently Sold	38482 Encanto Road
23	Recently Sold	38420 Magdalena Street
24	Recently Sold	31215 Ivy Hill Court
25	Recently Sold	38082 Encanto Road
26	Recently Sold	31955 Mirada Circle
27	Recently Sold	31660 Serrento



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# Comparable Properties

*Recently Sold*

## 31483 Whitefield Court



**List Price:** \$359,000  
**List \$ SqFt:** \$113  
**Year Built:** 2003  
**Beds:** 4  
**Baths:** 3  
**Heat:** Central Furnace  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$347,000  
**Sold \$ SqFt:** \$110  
**Lot SqFt:** 6098  
**SqFt:** 3167  
**Story:** Two Level  
**Gar Sz:** 3  
**Garage:** Attached  
**Flr:**  
**Flr:**

**DOM:** 153  
**County:** Riverside  
**Eat Ar:**  
**Patio:**  
**Inter:** Kitchen Island  
**Inter:** Open Floor Plan  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** This is a 4 bedroom home PLUS DOWNSTAIRS OFFICE which could be a bedroom if you add closet doors. There is a FULL BATHROOM DOWNSTAIRS TOO! The property has large rooms, high ceilings and wide open spaces. There is a separate living room and dining room and a further family room attached to the kitchen - this home has an easy flowing floor plan.

*Recently Sold*

## 38134 Amador Lane



**List Price:** \$350,000  
**List \$ SqFt:** \$120  
**Year Built:** 2005  
**Beds:** 4  
**Baths:** 3  
**Heat:** Central Furnace  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$350,000  
**Sold \$ SqFt:** \$120  
**Lot SqFt:** 5663  
**SqFt:** 2916  
**Story:** Two Level  
**Gar Sz:** 2  
**Garage:** Attached  
**Flr:**  
**Flr:**

**DOM:** 67  
**County:** Riverside  
**Eat Ar:** Area  
**Patio:** Concrete  
**Inter:** Kitchen Island  
**Inter:** Kitchen Open To  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** Great community of Bella Vista ! Super low maintenance backyard and lush green front. Enter into a 2 story formal room! This home has amazing attributes for entertaining. One can be in the formal and still see and speak with the guest in the family room, kitchen or office. The stairs are the enter of the room and all rooms are open to each other embracing the.

*Recently Sold*

## 38261 Tranquila Avenue



**List Price:** \$354,900  
**List \$ SqFt:** \$129  
**Year Built:** 2004  
**Beds:** 5  
**Baths:** 3  
**Heat:** Forced Air  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$354,000  
**Sold \$ SqFt:** \$129  
**Lot SqFt:** 4792  
**SqFt:** 2750  
**Story:** Three Or More Le  
**Gar Sz:** 2  
**Garage:** Attached  
**Flr:** Wall-To-Wall Car  
**Flr:** Ceramic Tile

**DOM:** 51  
**County:** Riverside  
**Eat Ar:** Breakfast Counte  
**Patio:** Concrete  
**Inter:** Ceiling Fan  
**Inter:** Kitchen Island  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** Owners have taken great pride in this Beautiful 5 Bedroom Family Home in the very Desirable Community of Rancho Bella Vista. This home has it all! 4 Spacious Bedrooms on the Second Story and the Ever Desired Downstairs Bedroom adjacent to a 3/4 Bathroom for Family and Friends. And Don't Forget the Upstairs Third Story Bonus Room that can be your Office.



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## Comparable Properties

*Recently Sold*

### 38450 Magdalena Street



**List Price:** \$349,900  
**List\$ SqFt:** \$127  
**Year Built:** 2005  
**Beds:** 5  
**Baths:** 3  
**Heat:** Central Furnace  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

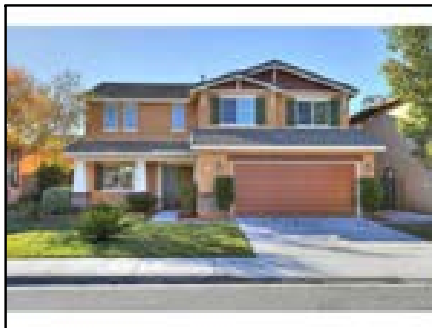
**Sold Price:** \$355,000  
**Sold\$ SqFt:** \$129  
**Lot SqFt:** 5227  
**SqFt:** 2750  
**Story:** Two Level  
**Gar Sz:** 2  
**Garage:** Attached  
**Flr:**  
**Flr:**

**DOM:** 58  
**County:** Riverside  
**Eat Ar:**  
**Patio:**  
**Inter:**  
**Inter:**  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** Back on the Market!! TURNKEY!! Rancho Bella Vista Home. Features:5 bdrms, 2.75 baths. MAINFLOOR: 1 bedroom and 3/4 bath along with open kitchen, formal dining, living and family rooms. New granite and flooring. 2ND FLOOR: Huge Master Suite and inviting master bath. 2 walk-n closets 3 additional bdrms, full bath and laundry room. ALL NEW CARPET.

*Recently Sold*

### 31807 Empresa Circle



**List Price:** \$360,000  
**List\$ SqFt:** \$123  
**Year Built:** 2004  
**Beds:** 5  
**Baths:** 3  
**Heat:** Forced Air  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$360,000  
**Sold\$ SqFt:** \$123  
**Lot SqFt:** 5227  
**SqFt:** 2916  
**Story:** Two Level  
**Gar Sz:** 2  
**Garage:** Attached  
**Flr:** Ceramic Tile  
**Flr:** Wood Laminate

**DOM:** 177  
**County:** Riverside  
**Eat Ar:** Breakfast Nook  
**Patio:** Stone  
**Inter:** Bathtub  
**Inter:** Ceiling Fan  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** MAGNIFICENT HOME IN RANCHO BELLA VISTA. (5) Bedrooms, (3) Bathrooms,2916 sqft, (2) Car Garage, upstairs offers a loft or bonus area, stairs and bedrooms have laminated wood flooring, all walking areas have tile flooring, REMARKABLE KITCHEN with a large island, walk-in pantry, and plenty of cabinets.

*Recently Sold*

### 38482 Encanto Road



**List Price:** \$365,000  
**List\$ SqFt:** \$117  
**Year Built:** 2005  
**Beds:** 5  
**Baths:** 3  
**Heat:** Central Furnace  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$365,000  
**Sold\$ SqFt:** \$117  
**Lot SqFt:** 6098  
**SqFt:** 3113  
**Story:** Two Level  
**Gar Sz:** 2  
**Garage:** Attached  
**Flr:** Wall-To-Wall Car  
**Flr:** Ceramic Tile

**DOM:** 19  
**County:** Riverside  
**Eat Ar:** Area  
**Patio:** Covered  
**Inter:** Granite Counters  
**Inter:** Kitchen Island  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** LARGE PRICE REDUCTION FOR QUICK SALE! Gorgeous Two Story Home in the desirable Rancho Bella Vista community. This home offers approximately 3113 square feet, featuring 5 bedrooms, 3 full baths, and a huge loft. Enter the doors to this highly upgraded home into the formal living room/dining room condo featuring upgraded tile flooring and custom light.



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**EXPERIENCE  
KNOWLEDGE  
RESULTS**

## Comparable Properties

*Recently Sold*

### 38420 Magdalena Street



**List Price:** \$349,999  
**List \$ SqFt:** \$127  
**Year Built:** 2005  
**Beds:** 5  
**Baths:** 3  
**Heat:**  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Den

**Sold Price:** \$365,000  
**Sold \$ SqFt:** \$133  
**Lot SqFt:** 6970  
**SqFt:** 2750  
**Story:** Three Or More Le  
**Gar Sz:** 2  
**Garage:** Attached  
**Flr:**  
**Flr:**

**DOM:** 4  
**County:** Riverside  
**Eat Ar:**  
**Patio:**  
**Inter:**  
**Inter:**  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** You better come quick to see this absolutely STUNNING Bella Vista POOL home with so many beautiful upgrades! This spacious home has a very attractive layout and an entertainer's dream for a back yard! The kitchen has been upgraded with recessed lighting, granite counter tops, tile back-splash, stainless steel appliances, a gas range.

*Recently Sold*

### 31215 Ivy Hill Court



**List Price:** \$419,000  
**List \$ SqFt:** \$140  
**Year Built:** 2012  
**Beds:** 5  
**Baths:** 4  
**Heat:** Central Furnace  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$397,000  
**Sold \$ SqFt:** \$133  
**Lot SqFt:** 7841  
**SqFt:** 2986  
**Story:** Two Level  
**Gar Sz:** 3  
**Garage:** Attached  
**Flr:** Partially Carpet  
**Flr:** Laminated

**DOM:** 6  
**County:** Riverside  
**Eat Ar:** Area  
**Patio:** Slab  
**Inter:** Granite Counters  
**Inter:** Kitchen Island  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** Wow. What a great floor plan. 4 Br., 3 Bath in main part of the home & 1 Br, Ba. in Guest/ In-Law Apartment. Close to Fantastic Schools. Home is on a Cul-De-Sac. Has Solar Panels..

*Recently Sold*

### 38082 Encanto Road



**List Price:** \$399,990  
**List \$ SqFt:** \$121  
**Year Built:** 2004  
**Beds:** 4  
**Baths:** 3  
**Heat:**  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$400,000  
**Sold \$ SqFt:** \$121  
**Lot SqFt:** 8712  
**SqFt:** 3301  
**Story:** Two Level  
**Gar Sz:** 4  
**Garage:** Attached  
**Flr:**  
**Flr:**

**DOM:** 54  
**County:** Riverside  
**Eat Ar:**  
**Patio:**  
**Inter:**  
**Inter:**  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** DO NOT MISS OUT ON THIS BEAUTIFUL 4 BEDROOM, 2 AND 3/4 BATHROOMS, WITH GREAT SCHOOL DISTRICT'S. THIS PROPERTY IS TURN KEY WITH LARGE LOT. TILE IN KITCHEN, ENTRY, AND ALL BATHROOMS WITH CARPET IN BEDROOMS AND LIVING AREAS. 1 BEDROOM DOWNSTAIRS AND BATHROOM DOWNSTAIRS. LARGE YARD FOR ENTERTAINING YOUR GUEST WITH BUILT IN BARBQ.



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# Comparable Properties

*Recently Sold*

## 31955 Mirada Circle



**List Price:** \$429,900  
**List \$ SqFt:** \$114  
**Year Built:** 2005  
**Beds:** 5  
**Baths:** 4  
**Heat:** Central Furnace  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$425,000  
**Sold \$ SqFt:** \$113  
**Lot SqFt:** 6970  
**SqFt:** 3771  
**Story:** Two Level  
**Gar Sz:** 3  
**Garage:** Attached  
**Flr:** Partially Carpet  
**Flr:** Ceramic Tile

**DOM:** 214  
**County:** Riverside  
**Eat Ar:** Breakfast Counte  
**Patio:** Covered  
**Inter:** Bathtub  
**Inter:** Cathedral-Vault  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** Rancho Bella Vista Beauty. This home has 5 bedrooms, 4 bathrooms, and an extra large loft. Enter this spacious home through double doors that lead you to the elegant living room and formal dining room. The lovely kitchen has a large center island with breakfast bar, double oven and a nook area.

*Recently Sold*

## 31660 Serrento



**List Price:** \$469,900  
**List \$ SqFt:** \$130  
**Year Built:** 2004  
**Beds:** 5  
**Baths:** 4  
**Heat:** Forced Air  
**Cool:** Central  
**Frpl:** Yes  
**Frpl:** Family Room

**Sold Price:** \$460,000  
**Sold \$ SqFt:** \$127  
**Lot SqFt:** 8276  
**SqFt:** 3613  
**Story:** Two Level  
**Gar Sz:** 4  
**Garage:** Attached  
**Flr:** Ceramic Tile  
**Flr:**

**DOM:** 72  
**County:** Riverside  
**Eat Ar:**  
**Patio:**  
**Inter:** 2 Staircases  
**Inter:** Ceiling Fan  
**Exter:**  
**Exter:**  
**Exter:**

**Remarks:** Seller has completely remodeled this palatial home with beautiful new upgrades. This spacious property has over 3600 square feet of living space with FOUR car garage, five full bedrooms and three and a half baths. Separate bedroom with on suite bathroom is perfect for maids quarters or extended family. Formal living room and dining rooms on the main floor.



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# Comparative Market Analysis

	31795 Abrazo Street	38468 Tranquila Avenue	38069 Floricita Street	38049 Bella Rosa Drive	31534 Borega Road
<b>Status</b>	A	A	A	A	A
<b>List Price</b>	\$380,000	\$394,500	\$399,000	\$409,000	\$410,000
<b>List\$ SqFt</b>	\$122	\$127	\$128	\$146	\$130
<b>Sold Price</b>					
<b>Sold\$ SqFt</b>					
<b>Contract Date</b>					
<b>Sold Date</b>					
<b>DOM</b>	86	36	9	29	30
<b>County</b>	Riverside	Riverside	Riverside	Riverside	Riverside
<b>City</b>	Murrieta	Murrieta	Murrieta	Murrieta	Murrieta
<b>Lot SqFt</b>	5663	4792	5227	5663	6534
<b>Year Built</b>	2005	2003	2004	2012	2004
<b>SqFt</b>	3113	3113	3113	2809	3165
<b>Story</b>	Two Level	Two Level	Two Level	Two Level	Two Level
<b>Beds</b>	5	5	5	5	4
<b>Baths</b>	3	3	3	3	3
<b>Gar Size</b>	2	2	2	3	3
<b>Garage</b>	Attached	Attached	Attached	Attached	Attached
<b>Heat</b>		Forced Air	Forced Air	Forced Air	Forced Air
<b>Cool</b>	Central	Central	Central	Central	Central
<b>Fireplace</b>	Yes	Yes	Yes	Yes	Yes
<b>Fireplace</b>	Living Room	Living Room	Family Room	Family Room	Family Room
<b>Eating Area</b>	Formal Dining Ro	Formal Dining Ro	Area	Breakfast Counte	
<b>Laundry</b>	Individual Room	Individual Room	Area	Individual Room	
<b>Patio</b>		Covered		Slab	
<b>Floor</b>	Wall-To-Wall Car	Wall-To-Wall Car	Partially Carpet	Partially Carpet	
<b>Floor</b>	Ceramic Tile	Ceramic Tile	Ceramic Tile	Ceramic Tile	
<b>Roof</b>	Concrete	Tile		Tile	
<b>Int Feat</b>		Bathtub	2 Staircases	Bathtub	
<b>Int Feat</b>		Block Walls	Bathtub	Granite Counter	
<b>Int Feat</b>		Built-Ins	Ceiling Fan	Kitchen Island	
<b>Ext Feat</b>				Lighting	
<b>Ext Feat</b>				Rain Gutters	
<b>Ext Feat</b>					
<b>Ext Feat</b>					



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# Comparative Market Analysis

	37938 Palomera Lane	38030 Spring Canyon Dr	38090 Spring Canyon Dr	31546 Rosales Avenue	38422 Encanto Road
<b>Status</b>	A	A	A	P	P
<b>List Price</b>	\$414,900	\$455,000	\$479,900	\$379,900	\$379,900
<b>List\$ SqFt</b>	\$160	\$147	\$141	\$147	\$122
<b>Sold Price</b>					
<b>Sold\$ SqFt</b>					
<b>Contract Date</b>				05/19/15	06/11/15
<b>Sold Date</b>					
<b>DOM</b>	124	21	28	10	203
<b>County</b>	Riverside	Riverside	Riverside	Riverside	Riverside
<b>City</b>	Murrieta	Murrieta	Murrieta	Murrieta	Murrieta
<b>Lot SqFt</b>	7405	8712	7405	5227	6534
<b>Year Built</b>	2003	2012	2012	2004	2004
<b>SqFt</b>	2600	3105	3404	2579	3113
<b>Story</b>	One Level	Two Level	Two Level	Two Level	Two Level
<b>Beds</b>	3	5	5	4	4
<b>Baths</b>	3	3	3	3	3
<b>Gar Size</b>	3	3	2	2	2
<b>Garage</b>	Attached	Attached	Attached	Attached	Attached
<b>Heat</b>	Central Furnace	Central Furnace	Central	Central	Central Furnace
<b>Cool</b>	Central	Central	Central	Central	Central
<b>Fireplace</b>	Yes	Yes	Yes	Yes	Yes
<b>Fireplace</b>	Family Room	Family Room	Living Room	Family Room	Family Room
<b>Eating Area</b>	Breakfast Counte	Area		Breakfast Counte	Area
<b>Laundry</b>	Gas Dryer Hookup	Individual Room			Individual Room
<b>Patio</b>	Concrete	Concrete			
<b>Floor</b>	Partially Carpet	Partially Carpet		Partially Carpet	Partially Carpet
<b>Floor</b>	Ceramic Tile	Linoleum		Ceramic Tile	Ceramic Tile
<b>Roof</b>					
<b>Int Feat</b>	Cathedral-Vaulte	Ceiling Fan		Bathtub	Bathtub
<b>Int Feat</b>	Kitchen Island	Granite Counter		Ceiling Fan	Built-Ins
<b>Int Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					



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# Comparative Market Analysis

	37994 Perezza Court	31109 Rose Arbor Court	37948 Palomera Lane	31245 Ivy Hill Court	38288 Tranquila Avenue
<b>Status</b>	P	P	B	P	S
<b>List Price</b>	\$399,000	\$409,000	\$440,000	\$455,000	\$349,900
<b>List\$ SqFt</b>	\$110	\$146	\$122	\$147	\$136
<b>Sold Price</b>					\$346,000
<b>Sold\$ SqFt</b>					\$134
<b>Contract Date</b>	05/01/15	04/28/15	05/22/15	05/10/15	02/26/15
<b>Sold Date</b>					04/01/15
<b>DOM</b>	19	53	37	89	84
<b>County</b>	Riverside	Riverside	Riverside	Riverside	Riverside
<b>City</b>	Murrieta	Murrieta	Murrieta	Murrieta	Murrieta
<b>Lot SqFt</b>	7841	6098	7405	9583	4792
<b>Year Built</b>	2004	2012	2005	2012	2004
<b>SqFt</b>	3613	2809	3613	3105	2579
<b>Story</b>	Two Level	Two Level	Two Level	Two Level	Two Level
<b>Beds</b>	5	5	5	5	4
<b>Baths</b>	3	3	4	3	3
<b>Gar Size</b>	3	2	3	3	2
<b>Garage</b>	Attached	Attached	Attached	Attached	Attached
<b>Heat</b>	Central Furnace	Forced Air	Forced Air	Central Furnace	Central Furnace
<b>Cool</b>	Central	Central	Central	Central	Central
<b>Fireplace</b>		Yes	Yes	Yes	Yes
<b>Fireplace</b>		Family Room	Family Room	Family Room	Family Room
<b>Eating Area</b>		Breakfast Counte	Breakfast Counte	Area	Breakfast Counte
<b>Laundry</b>		Individual Room	Dryer Included	Area	Individual Room
<b>Patio</b>			Covered	Concrete	Concrete
<b>Floor</b>		Partially Carpet	Partially Carpet	Partially Carpet	Partially Carpet
<b>Floor</b>		Ceramic Tile		Wood Laminate	Ceramic Tile
<b>Roof</b>			Tile		
<b>Int Feat</b>		Kitchen Island	2 Staircases	Bathtub	Ceiling Fan
<b>Int Feat</b>			Ceiling Fan	Ceiling Fan	Kitchen Island
<b>Int Feat</b>			Granite Counter	Granite Counter	Kitchen Open To
<b>Ext Feat</b>				Kennel	
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					



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# Comparative Market Analysis

	31483 Whitefield Court	38134 Amador Lane	38261 Tranquila Avenue	38450 Magdalena Street	31807 Empresa Circle
<b>Status</b>	S	S	S	S	S
<b>List Price</b>	\$359,000	\$350,000	\$354,900	\$349,900	\$360,000
<b>List \$ SqFt</b>	\$113	\$120	\$129	\$127	\$123
<b>Sold Price</b>	\$347,000	\$350,000	\$354,000	\$355,000	\$360,000
<b>Sold \$ SqFt</b>	\$110	\$120	\$129	\$129	\$123
<b>Contract Date</b>	02/14/15	01/17/15	05/13/15	03/23/15	01/21/15
<b>Sold Date</b>	03/27/15	02/24/15	06/12/15	04/24/15	02/24/15
<b>DOM</b>	153	67	51	58	177
<b>County</b>	Riverside	Riverside	Riverside	Riverside	Riverside
<b>City</b>	Murrieta	Murrieta	Murrieta	Murrieta	Murrieta
<b>Lot SqFt</b>	6098	5663	4792	5227	5227
<b>Year Built</b>	2003	2005	2004	2005	2004
<b>SqFt</b>	3167	2916	2750	2750	2916
<b>Story</b>	Two Level	Two Level	Three Or More Le	Two Level	Two Level
<b>Beds</b>	4	4	5	5	5
<b>Baths</b>	3	3	3	3	3
<b>Gar Size</b>	3	2	2	2	2
<b>Garage</b>	Attached	Attached	Attached	Attached	Attached
<b>Heat</b>	Central Furnace	Central Furnace	Forced Air	Central Furnace	Forced Air
<b>Cool</b>	Central	Central	Central	Central	Central
<b>Fireplace</b>	Yes	Yes	Yes	Yes	Yes
<b>Fireplace</b>	Family Room	Family Room	Family Room	Family Room	Family Room
<b>Eating Area</b>		Area	Breakfast Counte		Breakfast Nook
<b>Laundry</b>		Individual Room	Individual Room		
<b>Patio</b>		Concrete	Concrete		Stone
<b>Floor</b>			Wall-To-Wall Car		Ceramic Tile
<b>Floor</b>			Ceramic Tile		Wood Laminate
<b>Roof</b>	Tile		Tile		
<b>Int Feat</b>	Kitchen Island	Kitchen Island	Ceiling Fan		Bathtub
<b>Int Feat</b>	Open Floor Plan	Kitchen Open To	Kitchen Island		Ceiling Fan
<b>Int Feat</b>		Tile Counters	Kitchen Open To		Kitchen Island
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					



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# Comparative Market Analysis

	38482 Encanto Road	38420 Magdalena Street	31215 Ivy Hill Court	38082 Encanto Road	31955 Mirada Circle
<b>Status</b>	S	S	S	S	S
<b>List Price</b>	\$365,000	\$349,999	\$419,000	\$399,990	\$429,900
<b>List\$ SqFt</b>	\$117	\$127	\$140	\$121	\$114
<b>Sold Price</b>	\$365,000	\$365,000	\$397,000	\$400,000	\$425,000
<b>Sold\$ SqFt</b>	\$117	\$133	\$133	\$121	\$113
<b>Contract Date</b>	03/20/15	04/13/15	04/28/15	04/15/15	04/25/15
<b>Sold Date</b>	04/20/15	06/02/15	05/29/15	05/20/15	06/09/15
<b>DOM</b>	19	4	6	54	214
<b>County</b>	Riverside	Riverside	Riverside	Riverside	Riverside
<b>City</b>	Murrieta	Murrieta	Murrieta	Murrieta	Murrieta
<b>Lot SqFt</b>	6098	6970	7841	8712	6970
<b>Year Built</b>	2005	2005	2012	2004	2005
<b>SqFt</b>	3113	2750	2986	3301	3771
<b>Story</b>	Two Level	Three Or More Le	Two Level	Two Level	Two Level
<b>Beds</b>	5	5	5	4	5
<b>Baths</b>	3	3	4	3	4
<b>Gar Size</b>	2	2	3	4	3
<b>Garage</b>	Attached	Attached	Attached	Attached	Attached
<b>Heat</b>	Central Furnace		Central Furnace		Central Furnace
<b>Cool</b>	Central	Central	Central	Central	Central
<b>Fireplace</b>	Yes	Yes	Yes	Yes	Yes
<b>Fireplace</b>	Family Room	Den	Family Room	Family Room	Family Room
<b>Eating Area</b>	Area		Area		Breakfast Counte
<b>Laundry</b>			Gas & Electric D		Individual Room
<b>Patio</b>	Covered		Slab		Covered
<b>Floor</b>	Wall-To-Wall Car		Partially Carpet		Partially Carpet
<b>Floor</b>	Ceramic Tile		Laminated		Ceramic Tile
<b>Roof</b>			Tile		Concrete
<b>Int Feat</b>	Granite Counters		Granite Counters		Bathtub
<b>Int Feat</b>	Kitchen Island		Kitchen Island		Cathedral-Vault
<b>Int Feat</b>	Open Floor Plan				Ceiling Fan
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					
<b>Ext Feat</b>					



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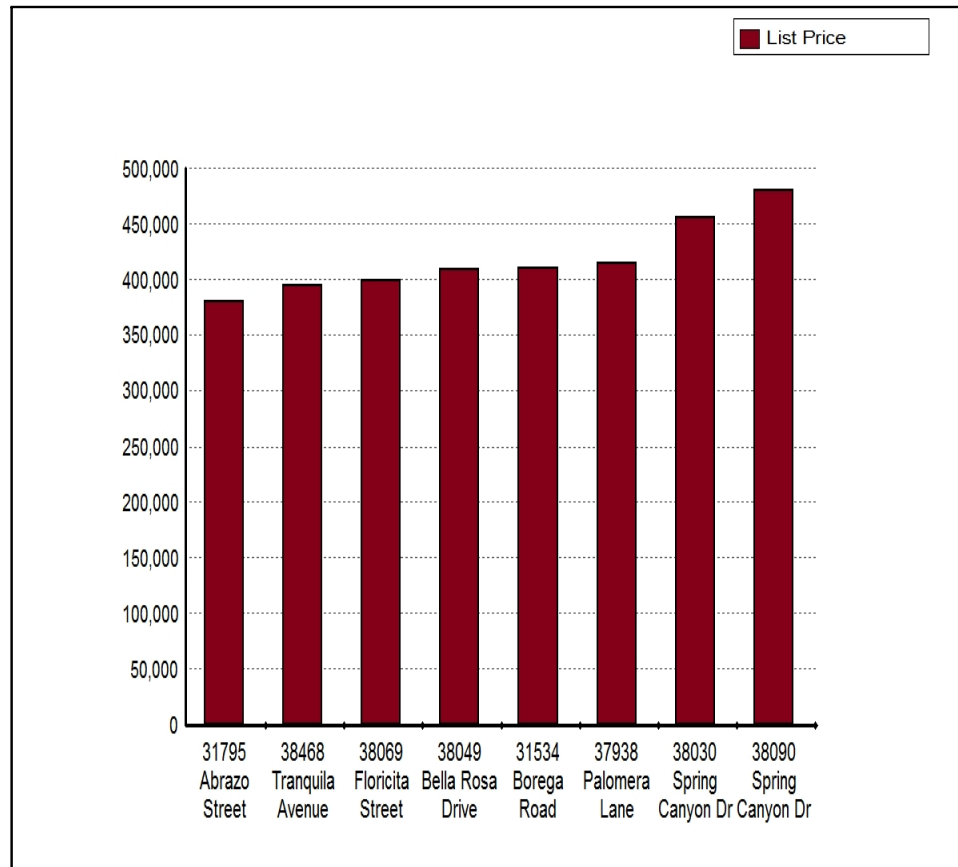




**EXPERIENCE  
KNOWLEDGE  
RESULTS**

# Comparative Market Analysis Statistics

## Graphic Analysis of Currently On The Market Properties



### Summary Statistics of 8 Properties:

Average Price: \$417,787  
 High Price: \$479,900  
 Low Price: \$380,000  
 Median Price: \$409,500  
 Average \$ per SqFt: \$137.63  
 Average Year Built: 2006  
 Average Days On Market: 45



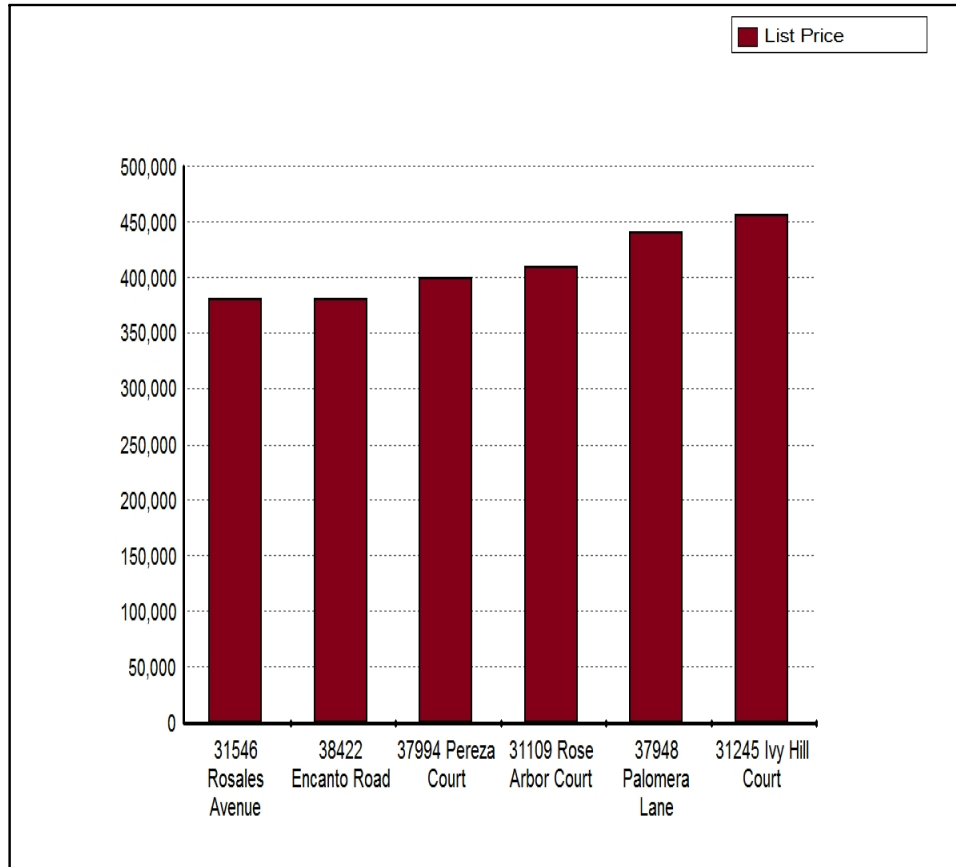
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# Comparative Market Analysis Statistics

## Graphic Analysis of Under Contract Properties



### Summary Statistics of 6 Properties:

Average Price: \$410,466  
 High Price: \$455,000  
 Low Price: \$379,900  
 Median Price: \$404,000  
 Average \$ per SqFt: \$132.33  
 Average Year Built: 2006  
 Average Days On Market: 68



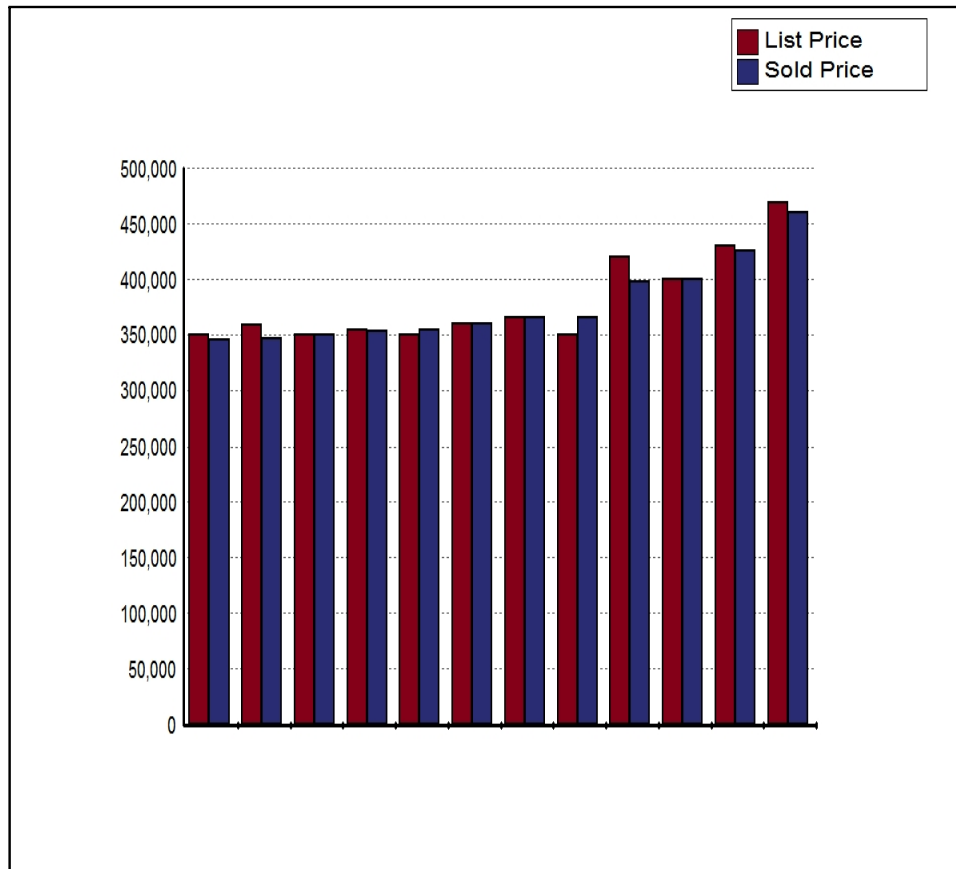
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# Comparative Market Analysis Statistics

## Graphic Analysis of Recently Sold Properties



### Summary Statistics of 12 Properties:

Average Price: \$377,000  
 High Price: \$460,000  
 Low Price: \$346,000  
 Median Price: \$362,500  
 Average \$ per SqFt: \$124.08  
 Average Year Built: 2005  
 Average Sale Price % List Price: 99.27  
 Average Days On Market: 79



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**EXPERIENCE  
KNOWLEDGE  
RESULTS**

# Marketing Plan of Action

"We Make it Easy For You!"

We will continuously market your property to qualified buyers until it is SOLD!  
We will achieve a timely sale, the best value with the fewest problems along the way.

## First Week on the Market

- Enter listing into the MLS system
- Install highly visible Rancon "For Sale" sign
- Install lock box
- Prepare property flyer/brochure
- Submit property listing with photos to select real estate websites

## Second Week on the Market

- Schedule virtual tour
- Invite local Realtors to tour your home
- Prepare and place advertisements with select print and online media outlets

## Third Week on the Market

- Submit open house announcement to the MLS, office sales meeting and multiple websites
- Prepare and distribute special open house flyer
- Hold open house

## On-going

- Handle incoming calls and schedule showing appointments
- Update owner on showings
- Present all offers and recommend counter offer strategies
- Review price based on agent input and market conditions

## ASAP

- Obtain an acceptable contract on your property!



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*Email: serinamyrealtor@gmail.com*

*Website: tomlinsongrouprealestate.com*





**EXPERIENCE  
KNOWLEDGE  
RESULTS**

## Services You Will Receive

- We will help you determine the best selling price for your home.
- We will suggest what you can do to get your home in top selling condition.
- We will develop a strategy to show your home.
- We will enter your home in the Multiple Listing System.
- We will implement the enclosed marketing plan.
- We will talk with you to review progress periodically.
- We will advise you of changes in the market climate.
- We will present all offers to you promptly and assist in evaluating them.



- We will monitor progress toward closing when a contract is accepted.
- We will monitor the appraisal and buyers loan approval.
- We will immediately advise you of events that may threaten closing.
- We will coordinate and monitor the settlement process.



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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](http://www.greatschools.org)  
[www.education.com/schoolfinder](http://www.education.com/schoolfinder)  
[www.schooldigger.com](http://www.schooldigger.com)

### Demographic and Crime Information:

[www.melissadata.com/lookups](http://www.melissadata.com/lookups)  
[www.zipwho.com](http://www.zipwho.com)  
[www.spotcrime.com](http://www.spotcrime.com)  
[www.crimereports.com](http://www.crimereports.com)  
[www.census.gov](http://www.census.gov)

### Weather:

[www.theweathernetwork.com/forecasts/statistics/list](http://www.theweathernetwork.com/forecasts/statistics/list)  
[www.wunderground.com/history](http://www.wunderground.com/history)  
[www.accuweather.com](http://www.accuweather.com)

### Restaurants:

[www.yelp.com](http://www.yelp.com)  
[www.tripadvisor.com/restaurants](http://www.tripadvisor.com/restaurants)  
[www.fodors.com/world/restaurant-reviews.html](http://www.fodors.com/world/restaurant-reviews.html)

### Walk Score:

[www.walkscore.com](http://www.walkscore.com)



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# RESUME

## *The Tomlinson Group*



### *About Our Team*

Our team specializes in Southwest Riverside County and San Diego County. We pride ourselves on customer service~We will be there to answer your call or email~Over 2000 homes sold~We know how to get the job done. Let us help you find or sell your home today!

### *Affiliations:*

CAR - California Association of Realtors  
CRMLS - California Regional Multiple Listing Service, Inc  
SANDICOR - San Diego's Regional Multiple Listing Service  
SRCAR - Southwest Riverside County Association of Realtors

### *Rancon Awards*

2011, 2012, 2013, 2014: Presidents Club  
2010, 2011, 2012, 2013, 2014: Platinum Club Member  
2011, 2012, 2013, 2014: Most Transactions  
2011, 2012, 2013, 2014: Sales Persons of the Year / Top Sales

### *What people are saying...*

From our clients Bob and Shelly:

"Serina and her staff assisted my wife and I in selling our home  
She was very detailed and always kept us updated"

From our clients Wade and Cyndi

"The Tomlinson Group sold our home in 4 days in a tough  
market, then closed in 20 days total!"





# Customer References

## Our Clients

Chad and Tina Marquette	Winchester, CA	951.265.9202
Richard Lawless-Investor	Temecula, CA	951.440.5230
Thomas and Hope Maseo	Temecula, CA	951.219.5784
Liz Vesneski	Temecula, CA	951.265.2468
Jason and Jessica Smith	Murrieta, CA	714.412.7589
Greta Ponterelli	Murrieta, CA	951.775.2555
Kevin and Rose Beall	Murrieta, CA	951.764.4394
Ann Dawkins	Temecula, CA	951.775.2687
Lance and Jennifer Tade	Menifee, CA	951.764.2440
Daniel and Karla Stevenson	Wildomar, CA	951.445.9755
Jeff and Erin Garcia	Temecula, CA	951.743.2232
Jeison Areiza	Murrieta, CA	858.344.0246
Christian and Stephanie Rivera	Winchester, CA	714.552.7629
Ketan and Nayana Shah	Temecula, CA	909.389.9539
Teddy and Crystal Bunnell	Winchester, CA	757.647.0114
Mr & Mrs Jim Burrows	Murrieta, CA	951.600.0293



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## 2014 Closed Transactions

### Address

1.	Calle Casera, Temecula	37.	Cherry Bark, Murrieta	73.	Temecky Way, Murrieta
2.	Sea Breeze Way, Menifee	38.	Memory Drive, Murrieta	74.	Temecky Way, Murrieta
3.	Wide Plaines, Menifee	39.	Sierra Court, Temecula	75.	Beavercreek Ln, Fallbrook
4.	Rosebay Court, Murrieta	40.	Paseo Goleta, Temecula	76.	Wilcox Lane, Murrieta
5.	Calle Viejo, Murriet	41.	Brandy Lane, Murrieta	77.	White Leaf, Murrieta
6.	Caden Court, Winchester	42.	Jane Place, Temecula	78.	Wrangler Dr, Murrieta
7.	Balverne Circle, Murrieta	43.	Portica Court, Wildomar	79.	Zinnia Ave, Murrieta
8.	Callaway Circle, Murrieta	44.	Oregon Trail, Murrieta	80.	Escalante Rd, Menifee
9.	Cabin Court, Temecula	45.	Gardenvail Dr, Temecula	81.	Fieldcrest Ln, Murrieta
10.	Corte Albara, Murrieta	46.	Gardenvail Dr, Temecula		
11.	Prescott Way, Temecula	47.	Fieldbrook Ct, Temecula		TOTAL: \$29,774,747.00
12.	Talavera Court, Murrieta	48.	Ashmill Ct, Temecula		
13.	Nutwood Way, Murrieta	49.	Clear Creek Ln, Temecula		
14.	Camino Caruna, Temecula	50.	Dowling Ct, Winchester		
15.	Heitz Lane, Temecula	51.	Acacia Hill Dr, Yorba Linda		
16.	Corktree Road, LkElsinore	52.	Mission Viejo Ct, Santee		
17.	Citrus View, Hemet	53.	Salvia, Lane, Murrieta		
18.	Drymen Ave, Temecula	54.	Moonflower, Murrieta		
19.	Hislop Way, Temecula	55.	Beth Dr, Menifee		
20.	Horning Road, Hemet	56.	Beth Dr, Menifee		
21.	Corte Illora, Temecula	57.	Shiraz Dr, Hemet		
22.	Breitner Way, Winchester	58.	Lewis St., Pomona		
23.	Breitner Way, Winchester	59.	Quiet Trail Dr, Winchester		
24.	Windstone, Wildomar	60.	Cara Way, Temecula		
25.	Tucana Place, Murrieta	61.	Five Tribes Trl, Murrieta		
26.	Kucera Court, Murrieta	62.	Fuerte Court, Hemet		
27.	Del Pizzoli, Lake Elsinore	63.	Elk Run Dr, Murrieta		
28.	Muirfield Drive, Temecula	64.	Green Branch, Menifee		
29.	Corte Arroyo, Temecula	65.	Emily Ave, Murrieta		
30.	Pacific Court, Menifee	66.	Chestnut Dr, Murrieta		
31.	Corte Rosario, Temecula	67.	Sotelo Dr, Temecula		
32.	Corte Sanchez, Temecula	68.	Bishop Rd, Murrieta		
33.	Sherman Road, Menifee	69.	Botan St, Perris		
34.	Supa Court, Wildomar	70.	Corte Carmona, Temecula		
35.	Supa Court, Wildomar	71.	Bruning Street, Murrieta		
36.	Jacarte Drive, Murrieta	72.	Chateau Ct, Temecula		



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## 2015 Closed Transactions to Date

### Address

- |                                |                               |
|--------------------------------|-------------------------------|
| 1. Silver Breeze, Murrieta     | 39. Blazing Star, Winchester  |
| 2. Bolina Drive, Murrieta      | 40. Blazing Star, Winchester  |
| 3. Gitano Drive, Murrieta      | 41. Carmine Circle, Menifee   |
| 4. Gold Mine Dr, Temecula      | 42. Yukon Court, Murrieta     |
| 5. Front Street, Wildomar      | 43. Byerly Street, Winchester |
| 6. Barclay Drive, Murrieta     | 44. Charleston Ct, Murrieta   |
| 7. Shady Brook Dr, Menifee     | 45. Colmar Lane, Murrieta     |
| 8. Turtle Creek St, Temecula   | 46. Colmar Lane, Murrieta     |
| 9. Via Escarlata, Murrieta     |                               |
| 10. Corte Fortuna, Murrieta    |                               |
| 11. Vista Road, Romoland       |                               |
| 12. Grouse Lane, Murrieta      |                               |
| 13. Grouse Lane, Murrieta      |                               |
| 14. Chimineas Ave, Tarzana     |                               |
| 15. Chimineas Ave, Tarzana     |                               |
| 16. Stonecrop Ct, Murrieta     |                               |
| 17. Bl Rosemary, Temecula      |                               |
| 18. Corte Illora, Temecula     |                               |
| 19. Via Las Junitas            |                               |
| 20. Corte Progreso Temecula    |                               |
| 21. Gardenside, Fallbrook      |                               |
| 22. Bobcat Way, Murrieta       |                               |
| 23. Prospect Ave, Lakeside     |                               |
| 24. Via Angeles, Temecula      |                               |
| 25. Garcia Way, Temecula       |                               |
| 26. Millbrook Way, Murrieta    |                               |
| 27. Primrose Ave, Temecula     |                               |
| 28. Clover Glen Cr, Murrieta   |                               |
| 29. Crt Arroyo Vista, Temecula |                               |
| 30. Grenada Corte, Murrieta    |                               |
| 31. Adrienne Street, Murrieta  |                               |
| 32. Doreen Drive, Murrieta     |                               |
| 33. Calle De Suenos, Murrieta  |                               |
| 34. Applewood Ct, Murrieta     |                               |
| 35. Cala Torrente, Temecula    |                               |
| 36. Shadow Hills, Menifee      |                               |
| 37. Shadow Hills, Menifee      |                               |
| 38. Parkside Dr, Temecula      |                               |

TOTAL: \$ 17,093,900.00



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## In Conclusion

When you choose **Serina Tomlinson** 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 Rancon Real Estate.

*List Your Home Now  
with Serina Tomlinson!*



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