## Strategic Marketing for Your Property



Real Estate Professionals



EXPERIENCE KNOWLEDGE RESULTS

# Real Estate Services Proposal







Prepared Especially for: Tracy Drumel

1971 Vermel Ave Escondido, CA, 92029

For marketing the property located at: 1971 Vermel Ave

Prepared by:
Serina Tomlinson
Agent
First Team Real Estate
44025 Margarita Road, Suite 100
Temecula, CA 92592

**Office:** 951-676-5736 **Cell Phone:** 951-805-1115

Email: serinamyrealtor@gmail.com Website: tomlinsongrouprealestate.com

Date: March 16, 2023





March 16, 2023

Tracy Drumel 1971 Vermel Ave Escondido, CA, 92029

Dear Tracy:

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 First Team 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 First Team Real Estate will confirm that I am best qualified to market your home.

Sincerely,

Serina Tomlinson Agent, REALTOR®



#### MEET OUR PROFESSIONAL REAL ESTATE TEAM



**Serina Tomlinson** 

Lic # 01152416

I have been a Real Estate
Agent in the Temecula & Murrieta
area for 30 years. My philosophy is
to make each & every client a top
priority by providing them with
outstanding personalized service.



**Eric Tomlinson** 

Lic # 01428634

I specialize in working with first time home buyers. Many of my clients are Marine Corps families who are looking for a great investment as well as the perfect place to raise their families.



Jan Tomlinson

Lic # 01249315

Specializes in: Corporate
Relocation, Military Relocation, The
Special Needs of the Senior
Community, First Time Home
Buyers, Residential Listings, Helping
Families to find the perfect home.



Susan McRae-Ferris
Loan Originator
Cross Country Mortgage



Steve Tempel Mortgage Advisor Vintage Mortgage Professionals



Jan Duran
VP of Sales
Corinthian Title
Company



Amanda Brock
Home Warranty Specialist
First American Home
Warranty



Wine Country Escrow Temecula, CA



Irene Bautista
Web Design &
Webmaster Services



& Julie Byrnes
Tomlinson Group
Assistants



Sue Henry &
Monique Blaschak
Transaction Coordinators
First Team Real Estate

## The Tomlinson Group



#### About Our Team

Our team specializes in Southwest Riverside County and San Diego County. We pride ourselves on customer service. With over 2200 homes sold and 31 years in real estate. 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

#### **Awards**

Presidents Club: 2011 through 2022 Platinum Club: 2010 through 2022 Most Transactions: 2011 through 2022 Top Sales of the Year: 2011 through 2022

#### Homes Sold 2018 - 2021

2018 - 95 Homes Sold and Closed 2019 - 86 Homes Sold and Closed 2020 - 81 Homes Sold and Closed 2021 - 102 Homes Sold and Closed

#### Homes Sold 2022 - 2023

2022 - 59 Homes Sold and Closed

2023 - 13 Homes Sold and Closed to Date



## What People Are Saying...

Being a first time home buyer, Serina walked me through all the steps of the process while building rapport and trust easily. I was able to get a home in this competitive market after only two offers and it's all thanks to her hard work! The seller's agents even complimented her professionalism and go getter attitude!

-Anna Zhou (Buyer, June 2022)

From the first time I meet Serina she has been so warm and friendly. Trustworthy in her knowledge and care in the whole process. I meet her through a dear friend of ours and I trusted her in helping me find my forever home. Relocating was very hard for me as I was an OC girl my whole life. This process took some time because of Covid and waiting to get out of a lease. So much uncertainty, but Serina always was reassuring me and staying connected. She always took the time to be available and showing me around the areas that are up and coming. She saw my desires and keep me up to date with ever listing throughout my journey. Such a crazy market and changing so fast! I decided for me a Condo that I bought brand new in Menifee, an area that is new and growing too. This location is close enough to OC in all directions. My decision was hard, but Serina knows this area so well and reassured me. I love how close I am to Temecula! I am so happy I was able to buy a home for myself and I couldn't feel more confident without having Serina by my side. Thanks girl you're the Best!!! Luv ya!

-Tracy Mills (Buyer, June 2022)

Serina is the most efficient and professional realtor. She has been my realtor for the last 15 years. I have bought and sold homes through her. She is the best and her clients are her top priority. I would recommend her always.

-Stephanie Miller (Seller, June 2022)

Serina was our realtor for the home we recently purchased. She was extremely knowledgeable, open, transparent, and reliable through the buying process. She negotiated and helped us to obtain the perfect home meeting our criteria. Her attention to detail and follow through made everything go smoothly. I would highly recommend her to anyone looking to purchase a home. She made us feel like family!

- Kelly Newcomb (Buyer, June 2022)

Serina is absolutely amazing and will take care of you every step of the way. I have worked with her and her team many times and they never disappoint. If you're on the fence, this is your sign, you will be glad you went with her trust me! 100% will work with her again!

-Tony Espinoza (Seller, May 2022)





## What People Are Saying...

I cannot recommend Serina and Tomlinson Group Real Estate highly enough, they deserve all the stars in the sky! My family had some pretty specific needs and we assumed the best we could hope for was a house that was "fine". Serina worked MAGIC and found our dream home. She gently guided us with support and wisdom, she gave perspective but never ever pushed, and she listened and responded with incredible patience. She is such a lovely human that I am certain one of the reasons we got the winning bid was the listing agent's response to her. Each connection she made for us has made our job easier. I felt so safe and taken care of and our whole family got what we were looking for. You shouldn't ever feel that you have to settle for a home, don't settle for any other realtor. Go with Serina. Start at the top.

- Kim Rhodes (Buyer, May 2022)

Serina did an amazing job selling our property. She knows the industry and market like no other. Serina had advised us to make a some improvements to the property which we didn't want to do. However, as soon as we did the improvements, the offers came in. I wish I would have listened to her recommendation in the very beginning! - Monette Stevens (Seller, April 2022 Serina, I just wanted to send a special thank you for all your hard work, suggestions and help selling my

home. Your knowledge of the industry and hand on the pulse of the market allowed me to obtain the maximum value for it. From day one your enthusiasm, effort and direction made preparing and selling this house go extremely smooth and eased what is usually a very stressful undertaking. Your positive attitude and energy was a pleasure to work with and be around while keeping me informed every step of the way. Thank you once again and I look forward to working with you in the near future.

- Adam Bergmann (Seller, April 2021)

Serena is amazing! She always goes above and beyond. She has years of experience and is so knowledgeable. She took the time explain and educate us on the process of selling our home. She kept us update with details every step of the way. Her energy and personality is contagious. She shows the utmost professionalism at all times. We were so happy to have her representing us in the sale of home!

- Laurie Reeves (Seller, March 2022)

Serina Ortiz-Tomlinson is an amazing real estate agent. She goes above and beyond to get her client(s) what they are looking for, whether you're buying or selling. In this case my wife and I were selling. She provided us with great detail of the current market in the area so that we were prepared with what to list at and what to expect. She pours a lot of time in with her client(s) giving them comfort throughout the process. She is strong and professional in her approach with other agents. I believe her efforts played a big role in getting us what we desired and more from our sale. We are very thankful for all her work. Of course in the future we suggest to those reading this (and all the other truthful reviews) choose Serina as their number one choice for real estate agent. She will more than meet your expectations!

- Glenn (Seller, March 2022)





## What People Are Saying...

Her knowledge of the industry, her guidance in helping us prepare for the sale and her commitment to selling the house for the maximum market price was invaluable. Because of her extra efforts, keeping in touch with us with phone calls and text messages throughout the process, she made the daunting task of selling our home, easy and less stressful. Serina's positive attitude, professionalism and dedication got us well over asking price and a buyer that was qualified and motivated to buy our home. Serina and her team are not typical real estate agents, they truly want to help people. If it's selling for the best price, or finding the right home for their clients, Serina and her team will find the best fit for all parties involved. Serina is the Best! - Suzanne Palmer (Seller, January 2022)

Serina was AMAZING, she sold my house quickly and for the highest price possible. She works hard for her clients and gets amazing results.

- Kristin Blasic (Seller, December 2021)

We have purchased two homes with Serina and she has always been responsive and professional. She strives to understand what we are looking for and custom tailors the home search to meet our unique criteria. Her strongest attribute is her ability to expediently move on home offers and ensure all parties are working together to close escrow on time. I would recommend Serina to anyone searching for a home in the SW Riverside area.

- Jase Warner (Buyer, December 2021)

Serena is an expert in Real estate, she knows the business well and is really dedicated to her clients. She conducts business in a professional manner and was always there to answer any questions I had. She made the process of buying a home a good experience. I trust her and would highly recommend her as an agent.

- Daniel Loera (Buyer, December 2021)

It was a wonderful experience working with Serina. Thank you for all your efforts to getting us the house we dreamed of. You made the process easy for us and made sure we were informed every step of the way. - Jamie Cornejo (Buyer, December 2021)





## The Tomlinson Group - Serina, Eric & Jan

- - 1. Sprucewood Ln, Murrieta
  - Silver Bullet Wy, Murrieta
  - 3. Shoshone Dr, Murrieta
  - 4. Vista Del Mar, Temecula
  - Sherry Lane, Murrieta
  - 6. Beechwood, Lk Elsinore
  - 7. Millbrook Wy, Murrieta
  - 8. El Diamante, Wildomar
  - 9. Bonita Mesa, Temecula
  - 10. Old Cypress Dr, Murrieta
  - 11. Wagon Wheel, Murrieta
  - 12. Flwr Basket, Winchester

  - 13. (L) Leigh Ln, Temecula
  - 14. (S) Leigh Ln, Temecula
  - 15. Newcastle Rd., Murrieta
  - 16. Bexfield Ct., Riverside
  - 17. Corte Sombrero, Murrieta
  - 18. Lncshire Cmn, Temecula
  - 19. Corte Veranos. Temecula
  - 20. Via Francisco, Murrieta
  - 21. Destiny Dr., Murrieta
  - 22. Almondwood, Menifee
  - 23. Gardenside, Menifee
  - 24. Via Del Trnjo, Temecula
  - 25. Douglass Union,
  - Murrieta 26. Terraza Portico.
  - Carlsbad
  - 27. Sunridge Ct, Menifee
  - 28. Newcastle Rd., Murrieta
  - 29. Walker Pt. Ln. Menifee
  - 30. Empresa Cir, Murrieta
  - 31. Boston Dr., Sun City
  - 32. Viridian St, Murrieta
  - 33. Via Sonrisa, Murrieta

- 34. Calle De Companero, Murrieta
- 35. Shoal Creek, Murrieta
- 36. Via Malagas, Murrieta
- 37. Stonecreek Ct., Menifee
- 38. Troyes Ln., Murrieta
- 39. Iron Bark Ct., Temecula
- 40. Sage Rd., Hemet
- 41. Mendocino Ct, Temecula
- 42. Dartmouth St., Hemet
- 43. Jon William, Temecula
- 44. S.Gen.Kearny, Temecula
- 45. Corte Salinas, Temecula
- 46. Chelsea Way, Murrieta
- 47. Calle Escadera. Temecula
- 48. Meadow Park, Wildomar
- 49. Dorval Ct., Menifee
- 50. Britton Cir., Temecula
- 51. Chloe Ct., Wildomar
- 52. Erica Ave., Murrieta
- 53. (L) Southern Cross, Temecula
- 54. (S) Southern Cross. Temecula
- 55. Elizabeth Ln., Wildomar
- 56. Galileo Ln., Murrieta
- 57. Corte Davila, Temecula
- 58. Glacier Cir., Winchester
- 59. Dianne Ln., Corona
- 60. CorteVeranos, Temecula
- 61. Eridanus Dr., Menifee
- 62. Pechanga Dr., Temecula
- 63. Calle Nacido. Temecula
- 64. Sillwater Dr., Menifee
- 65. McCormickCt., Wildomar



TOTAL: \$ 28,432,750.00



## The Tomlinson Group - Serina, Eric & Jan

- 1. Larchwood St., Menifee
- 2. Dolce St., Temecula
- 3. Centerstone Cir., Temecula
- 4. Remora St., Temecula
- Emerson Way, Temecula
- 6. Del Pizzoli, Lk Elsinore
- 7. Del Pizzoli, Lk Elsinore
- 8. Golden Pheasant, Murrieta
- 9. Isabella Cir., Lk Elsinore
- 10. Colmar Ln, Murrieta
- 11. Calle Gregorio, Menifee
- Calle San Vicente, Murrieta
- 13. Twilight Hill, Menifee
- 14. Greyhawk Rd., Wildomar
- 15. Portal Dr., San Jacinto
- 16. Harrow Hill, Wildomar
- 17. Harrow Hill, Wildomar
- 18. Fille Dr., Winchester
- 19. Montero Ct., Hemet
- 20. Hidden Trl, Winchester
- 21. S Buena Vista, Hemet
- 22. S Buena Vista, Hemet
- 23. Davidson St, Murrieta
- 24. Davidson St, Murrieta
- 25. Marion Ave, Hemet
- 26. Dawnridge Ct., Menifee
- 27. Star Track Wy, Fallbrook
- 28. Senna Ct., Temecula
- 29. Plantana Dr., La Mirada
- 30. Calle De La Paz, Murrieta
- 31. Portica Ct., Wildomar
- 32. Augusta Ct., San Jacinto
- 33. Augusta Ct., San Jacinto

- 34. Interlechen Dr., Menifee
- 35. Galatina, Temecula
- 36. Oakhaven Ln, Menifee
- 37. Brillante Dr., Wildomar
- 38. Madeira Ln., Murrieta
- 39. Madeira Ln., Murrieta
- 40. Corte Carmona, Temecula
- 41. Tranquila Ave., Murrieta
- 42. Boulder Crest, Menifee
- 43. Via Del Toronjo, Temecula
- 44. Paseo Goleta, Temecula
- 45. Mt. Ashland, Murrieta
- 46. Balboa Ct., Menifee
- 47. Calle Tampico, Cathedral City
- 48. Silver Fox Ct, Murrieta
- 49. Masters Dr., Murrieta
- 50. Charles St., Wildomar
- 51. Georgetown Ln, Temecula
- 52. Stepping Stone, Menifee
- 53. Saint Kitts, Murrieta
- 54. Warm Sands Dr., Menifee
- 55. Sainte Foy, Murrieta
- 56. Limecrest Pl., Murrieta
- 57. De Portola, Temecula
- 58. Vista Montana, Temecula
- 59. Pelican Bay, Murrieta
- 60. Bradshaw Dr., Menifee
- 61. Bradshaw Dr., Menifee
- 62. Hilldale Ln., Lk Elsinore
- 63. Corte Calanda, Temecula
- 64. Cuyamaca College Dr, El Cajon

- 65. W San Marcos Blvd, San Marcos
- 66. Apache Hill, Menifee
- 67. Simpson Rd., Hemet
- 68. Tierra Shores Ln, Menifee
- 69. Willow Run Rd., Temecula
- 70. Willow Run Rd., Temecula
- 71. Clubhouse Dr, Temecula
- 72. Hupa Dr., Temecula
- 73. W Fern Ave., Redlands
- 74. Pleasant Ln., Wildomar
- 75. Bedford Ave., Hemet
- 76. Fordham Dr., Menifee
- 77. Calle Los Padres, Temecula
- 78. Milano Ave., Norwalk
- 79. Milano Ave., Norwalk
- 80. Foxfire Ln., Fallbrook
- 81. Luz Del Sol, Temecula
- 82. Portarosa St., Winchester
- 83. Mercy Ct., Hemet
- 84. Tranquila Ave, Murrieta
- 85. Heliotrope Ln, Wildomar
- 86. Heliotrope Ln, Wildomar
- 87. Felicia Ave., Sun City
- 88. OldGroveCt, Winchester
- 89. Pinehurst Ct. Fallbrook
- 90. Calle De Lobo, Murrieta
- 91. Beech Tree St., Hemet
- 92. Stonecrop Ct., Murrieta
- 93. Center Stone, Temecula
- 94. Corral Canyon, Bonita
- 95. Calle De Lobo, Murrieta

TOTAL: \$42,717,012.50





## The Tomlinson Group - Serina, Eric & Jan

- 1. Paseo Goleta, Temecula
- 2. Thelborn St., West Covina
- 3. Citrus View, Hemet
- 4. Alcott Union Dr., Murrieta
- 5. Brentwood Way, Hemet
- 6. Starring Lane, Menifee
- 7. Soothing Ct., Corona
- 8. Ave Sombra, Murrieta
- 9. Ave Sombra, Murrieta
- 10. Appaloosa Ct, Cyn Lake
- Warm Sands Dr., Menifee
- 12. Via Serrano, Murrieta
- 13. Via Serrano, Murrieta
- 14. N. Palm Ave., San Jacinto
- 15. Carol Way, Hemet
- 16. Whitedove Ln., Murrieta
- 17. Elegante Ct., Corona
- 18. Sweepstakes Ln, Aguanga
- 19. Rolling Meadow, Menifee
- 20. Bexfield Ct., Riverside
- 21. Cupeno Ln., Temecula
- 22. Reidel St., Temecula
- 23. Reidel St., Temecula
- 24. Poets Sq., Fallbrook
- 25. Moonflower Ln., Murrieta
- 26. Lakes Landing, Menifee
- 27. Lakes Landing, Menifee
- 28. Champions Dr., Menifee
- 29. Indigo Pl., Temecula
- 30. Avenida Malaga, Anaheim
- 31. Agean Ct., Murrieta
- 32. Turtle Pond Ln., Murrieta

- 33. Royal Oaks Dr, Temecula
- 34. Castinette Way, Murrieta
- 35. Hacienda Dr., Murrieta
- 36. Monticello Way, Murrieta
- 37. Rainbow Hts., Fallbrook
- 38. Bocaw Cir., Temecula
- 39. Cypress Pt. Dr., Murrieta
- 40. Vallejo Ave., Temecula
- 41. Prestwick Rd., Menifee
- 42. Cameron Ln., Wildomar
- 43. Breitner Way, Winchester
- 44. Buttonbush Ct., Murrieta
- 45. Froude Way, Hemet
- 46. Wandering Ln., Murrieta
- 47. Via Del Rio, Lake Forest
- 48. Elizabeth Ln., Murrieta
- 49. Ave Castilla, Murrieta
- 50. Ave Castilla. Murrieta
- 51. Castle Ln., Murrieta
- 52. Bermuda St., Winchester
- 53. Corte Padrera, Temecula
- 54. Paseo Peonia, Murrieta
- 55. E. Lake Ct., Menifee
- 56. Summer Ridge, Murrieta
- 57. Panorama Hills, Menifee
- 58. Brandywine Dr., Menifee
- Chesterfield Ln. Wildomar
- 60. Kim Ct., Murrieta
- 61. Avenida Arconte. Mur.
- 62. Avenida Arconte, Mur.
- 63. Avenida Bonita. Murrieta
- 64. Isherwood St., Murrieta
- 65. Via Play Del Rey, Mur.
- 66. Corte Sanchez, Tem.
- 67. Corte Sanchez. Tem.
- 68. Almond Cir., Murrieta

- 69. Via Galletas, Murrieta
- 70. Via Galletas, Murrieta
- 71. Cherry St., Wildomar
- 72. View Ridge, Menifee
- 73. Lake Pointe Dr, Menifee
- 74. Saddlecrest St, Menifee
- 75. Larchwood St, Menifee
- 76. Keane Ct. Wildomar
- 77. Grissom St, San Diego
- 78. Mary PI, Murrieta
- 79. Via El Greco, Tem.
- 80. Via El Greco, Tem.
- 81. Roxbury Dr, Hemet
- 82. Lore Heights St, Hemet
- 83. Corte Tolosa, Temecula
- 84. Bordeaux, Rancho Mirage
- 85. Raymer Rd., Hemet
- 86. Corte Sombrero, Murrieta

TOTAL: \$40,853,991.00



## The Tomlinson Group - Serina, Eric, & Jan

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- 1. Twin Willow Rd, Murrieta
- 2. Georgia St, San Diego
- 3. Georgia St, San Diego
- 4. CrimsonPillar, Lk Elsinore
- 5. Avenida Musico, Murrieta
- 6. Emeraude Glen, Escondido
- 7. Coral Rock, Wildomar
- 8. San Quintin, Menifee
- 9. Moon Star Cir, Menifee
- 10. Kapalua Way, Temecula
- 11. Benwood Ct, Temecula
- 12. Benwood Ct. Temecula
- 13. Via Las Palmas, Murrieta
- 14. Wagon Trail Ln, Menifee
- 15. Ridge Oak Rd, Wildomar
- 16. Veronda PI, Temecula
- 17. Cherrybranch, Murrieta
- 18. Grand Oaks Ct, Murrieta
- 19. Rockledge Rd, Menifee
- 20. New Harmony Ct, Menifee
- 21. Prestwick Rd, Menifee
- 22. Calle Andalucia, Murrieta
- 23. Calle Andalucia LAND,
  - Murrieta
- 24. Tierra Robles Pl, Temecula
- 25. Rosedust Glen Dr, San Diego
- 26. Narciso Ct, Murrieta
- 27. Narciso Ct, Murrieta
- 28. Corte Santa Catalina, Temecula
- 29. Spindle Tree St, Winchester
- 30. Harvest Dr, Murrieta
- 31. Brentstone Way, Murrieta
- 32. Brown Galloway Ln, Fallbrook
- 33. Pachea Trail, Hemet
- 34. Torn Ranch, Lake Elsinore
- 35. Senna Dr., Wildomar
- 36. Foxfire Ln, Fallbrook

- 37. Java Hills Dr, Fallbrook
- 38. Harlequin Ct, Menifee
- 39. Gum Tree Ln, Fallbrook
- 40. Via Marsala, Menifee
- 41. Perigord Rd, Winchester
- 42. Womack Ln, Fallbrook
- 43. E Frances St, Corona
- 44. Calle Medusa, Temecula
- 45. Corte Padrera, Temecula
- 46. Verde Mare Dr. Winchester
- 47. Verde Mare Dr, Winchester
- 48. Wagon Trail, Fallbrook
- 49. Wagon Trail, Fallbrook
- 50. US Highway 371, Aguanga
- 51. Green Bean Ln, Wildomar
- 52. Cask Ln. Temecula
- 53. Brookside Ct, Murrieta
- 54. Woodland Dr. Riverside
- 55. Woodland Dr, Riverside
- 56. Carlton Oaks St, Murrieta
- 57. Linda Rosea Rd, Temecula
- 58. Fern Pine Way, Murrieta
- 59. College Ave, Redlands
- 60. Alta Mesa Ct, Temecula
- 61. Athel Way #37, Temecula
- 62. Isabella Cir, Lake Elsinore
- 63. Karen Pl. Murrieta
- 64. Calle Carabana, Temecula
- 65. Avenida Miguel Oeste, Murrieta
- 66. Novara Court, Temecula
- 67. Mount Lassen, Murrieta
- 68. Corte Padrera, Temecula
- 69. Peregrine Place, Murrieta
- 70. Lily Ave, Murrieta
- 71. Tinderbox. Murrieta
- 72. Five Tribes Trail
- 73. Lassen, Canyon Lake
- 74. 74. Corte Padrera, Temecula

- 75. Corte Padrera, Temecula
- 76. Abelia Street, Murrieta
- 77. Dartmouth Street, Hemet
- 78. Los Colinas, Circle Corona
- 79. Peach Street, Perris
- 80. Tuolomne Ct., Temecula
- 81. Cresthaven St # 2, Murrieta

TOTAL: \$ 44,309,155.00



## The Tomlinson Group - Serina, Eric, & Jan

- Newport Ave, Long Beach 1.
- 2. Corydon St, Wildomar
- 3. Weatherly Ct, Wildomar
- 4. S Cawston Ave, Hemet
- 5. Angel Falls Dr, Lake Elsinore
- 6. Angel Falls Dr, Lake Elsinore
- 7. Chantecler Rd, Winchester
- 8. Camino De Jugador, Murrieta
- 9. Plumas Dr, Lake Elsinore
- 10. Stargazer, Menifee
- 11. Mount Sterling Ct, Rancho Cucamonga
- 12. Pompei Ln, Winchester
- 13. Laguna Rd, Wildomar
- 14. Augusta Dr, Valley Center
- 15. Faber Ct, Temecula
- 16. Whembly Circle, Menifee
- 17. Nighthawk Pass, Temecula
- 18. Linda Rosea Rd, Temecula
- 19. Corte Padrera, Temecula
- 20. Bristol Rd, Temecula
- 21. Big Sage Ct, Temecula
- 22. Myron St, Perris
- 23. Quiet Trail Dr. Winchester
- 24. Rosewell Ct, Temecula
- 25. Delmonte St, Temecula
- 26. Delmonte St, Temecula
- 27. Calle Langarica, Temecula
- 28. Calle Langarica, Temecula
- 29. Shoal Creek Dr, Murrieta
- 30. Corte Sabrinas, Temecula
- 31. Pine St, Murrieta
- 32. Zinnia Ln, Murrieta
- 33. Jared Ln, Hemet
- 34. Via Norte Vista, Murrieta
- 35. Calle Banuelos, Temecula
- 36. Hyacinth Ct, Lake Elsinore
- 37. Willowbrook Ct, Murrieta
- 38. Bluebell St, Menifee

- 39. Riparian Rd, Poway
- 40. N El Camino Real #68, Oceanside
- 41. Lilac Sky Ln, Murrieta
- 42. Quail Dr. Lake Elsinore
- 43. Quail Dr, Lake Elsinore
- 44. Dale Mesa. Calimesa
- 45. Oakford Ct, Temecula
- 46. Callaway Ct, Palm Desert
- 47. Callaway Ct, Palm Desert
- 48. Cobblestone Cir, Murrieta
- 49. Joshua Tree Ct, Murrieta
- 50. Calle Medusa, Temecula
- 51. Palomar Dr, Hemet
- 52. Fair Oaks Lane. Menifee
- 53. Corte Padrera, Temecula
- 54. Perry Rd, Murrieta
- 55. Shorecliff Cir, Menifee
- 56. Wandering Ln, Murrieta
- 57. Wandering Ln, Murrieta
- 58. McVicar St, Wildomar
- 59. Radiant Dr. Temecula
- 60. Guilford Ave, Whittier
- 61. Coral Dr. Jurupa Valley
- 62. Alpine Union St Unit C, Murrieta
- 63. Jan Steen Ct, Winchester
- 64. Fille Dr. Winchester
- 65. Rocky Summit Dr, Perris
- 66. Desert View Ct, Menifee
- 67. Heyerdahl Ave, Murrieta
- 68. Camino Aguacero, Indio
- 69. Navut Ave, Wildomar
- 70. Shasta Way, Beaumont
- 71. Avenue C, Perris
- 72. Tucana PI, Murrieta
- 73. Rosedust Glen Dr, San Diego
- 74. Primrose Ave, Temecula
- 75. Viscaria Ct, Winchester



- 76. Corte Carmona, Temecula
- 77. Thornbush Dr, Hemet
- 78. Bishop Rd, Murrieta
- 79. Haute Ct, Winchester
- 80. Cameron Ln, Wildomar
- 81. Daisy Ln, Murrieta
- 82. Teton Ln, Winchester
- 83. Callesito Altar, Temecula
- 84. Derby Dr, Murrieta
- 85. Corte Argento, Temecula
- 86. Mountain Glen Dr. Menifee
- 87. Parma St, Riverside
- 88. Garcia Way, Temecula
- 89. Corte Aztec, Murrieta
- 90. Corte Aztec, Murrieta
- 91. Mountain Breeze Dr, Murrieta
- 92. Roseate Cir, Menifee
- 93. Vitner Ct, Winchester
- 94. Abelia St, Murrieta
- 95. Murrieta Rd, Menifee
- 96. Calle Barcaldo, Temecula
- 97. Spring Branch Ct, Murrieta
- 98. Camino Aguacero, Indio
- 99. Pablo Apiz Way, Murrieta
- 100. Blackstone Circle, Wildomar
- 101. Miracle Dr, San Jacinto
- 102. Britton Cir, Temecula

TOTAL: \$63,710,671.00



## The Tomlinson Group - Serina, Eric, & Jan

- Del Rey Rd, Temecula 1.
- Shadel Rd, Menifee
- 3. La Paz Rd, Temecula
- Via Astuto, Murrieta
- 5. Union Hill Dr, Menifee
- 6. Vera Cruz, Corona
- Via Serrano, Murrieta
- Via Serrano, Murrieta 8.
- 9. Hidden Trail, Winchester
- 10. Morella Circle, Murrieta
- 11. Jane Place, Temecula
- 12. Wandering Ln, Murrieta
- 13. Birchwood Dr, Lake Elsinore
- 14. Frederick St, Wildomar
- 15. Sycamore Creek Ave, Murrieta
- 16. Sycamore Creek Ave, Murrieta
- 17. Provincetown Way, Menifee
- 18. Capri Dr, WInchester
- 19. Sulphur Springs Rd, Moreno Valley
- 20. Bristol Gate Ln, Menifee
- 21. Snowfield St, Brea
- 22. 55th St, San Diego
- 23. New Harmony Ct, Menifee
- 24. Poets Sq, Fallbrook
- 25. Via Norte Vista, Murrieta
- 26. Ridgemoor Rd, Menifee
- 27. Ridgemoor Rd, Menifee
- 28. Corte Calanova, Murrieta
- 29. Eagle Ln, Hemet
- 30. Eagle Ln, Hemet
- 31. Arroyo Dr, Menifee
- 32. Sea Breeze Way, Menifee
- 33. Quiet Trail Dr, Winchester
- 34. Tulette Ln, Winchester

- 36. Meadow Walk St #2, Murrieta
- 37. Ollie Way, Hemet
- 38. Avenida Sombra, Murrieta
- 39. Cala Sandor, Temecula
- 40. Cala Sandor, Temecula
- 41. Rosewood Cir, Temecula
- 42. Caliente Springs Ave, Murrieta
- 43. Crestline Dr, Menifee
- 44. Seagull Way, Temecula
- 45. Rio Prado Dr, Valencia
- 46. Jan Steen Ct, Winchester
- 47. Jan Steen Ct, Winchester
- 48. Garber Ave, San Diego
- 49. Perigord Rd, Winchester
- 50. Prairie Crossing Dr, Winchester
- 51. Milano Rd, Temecula
- 52. Via Jalapa, Murrieta
- 53. Boulder Crest Way, Menifee
- 54. Boulder Crest Way, Menifee
- 55. Dorn Dr, Crestline
- 56. Calle Ciuita, Temecula
- 57. Narcissa Ct, Escondido
- 58. Mountain View PI, Canyon Lake
- 59. Portal Dr, San Jacinto

TOTAL: \$37,487,490.00





## 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.







## **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:

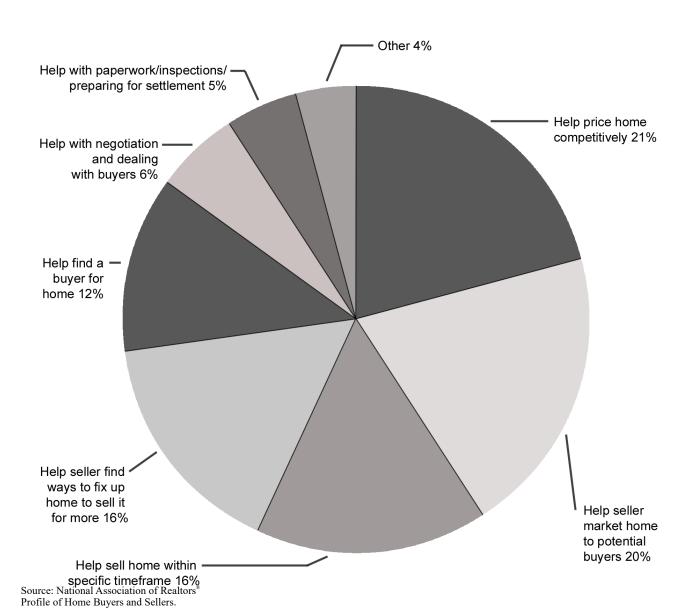
- Realistic pricing will achieve maximum price in a reasonable time.
- Your cost or profit desire is irrelevant; the market determines the price.
- The cost of improvements are almost always more than the added value.
- Houses that remain on the market for a long time do not get shown.
- A house that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





# 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.

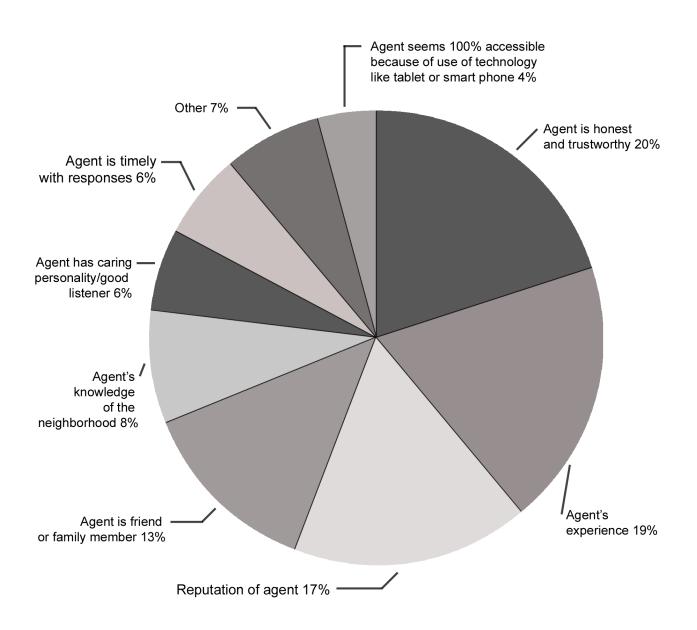






## Important Factors In Choosing A Real Estate Agent

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



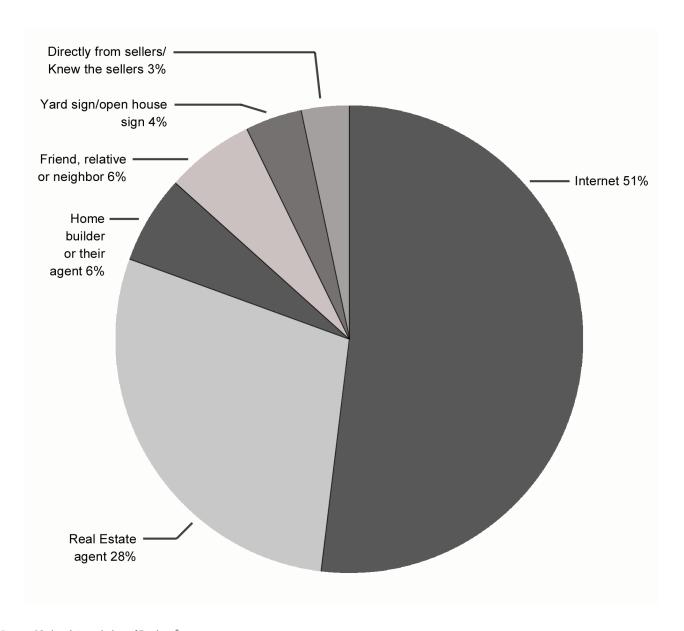
Source: National Association of Realtors® Profile of Home Buyers and Sellers.





## 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.





# Marketing Plan of Action "We Make it Easy For You!"

We will continuously market your property to qualified buyers until it is <u>SOLD!</u>
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 Corcoran "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!





## **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	☐ Remove extra furniture, worn rugs, and	The Garage
☐ Mow lawn	items you don't use; keep papers, toys, etc.	☐ Sell, give away, or throw out unnecessary
☐ Trim shrubs	picked upespecially on stairways	items
☐ Edge gardens and walkways	Repair problems such as loose door	☐ Clean oily cement floor
☐ Weed and mulch	knobs, cracked molding, leaking taps and	☐ Provide strong overhead light
☐ Sweep walkways and driveway, remove	toilets, squeaky doors, closets or screen	☐ Tidy storage or work areas
branches, litter or toys	doors which are off their tracks	, ,
☐ Add color and fill in bare spots with	☐ Add dishes of potpourri, or drop of vanilla	The Basement
plantings	or bath oil on light bulbs for scent	☐ Sell, give away, or throw out unnecessary
☐ Remove mildew or moss from walls or	☐ Secure jewelry, cash and other valuables	items
walks with bleach and water or other cleaner		☐ Organize and create more floor space by
☐ Take stains off your driveway with	The Living Room	hanging tools and placing items on shelves
cleanser or kitty litter	Make it cozy and inviting, discard chipped	☐ Clean water heater and drain sediment
☐ Stack woodpile neatly	or worn furniture and frayed or worn rugs	☐ Change furnace filter
☐ Clean and repair patio and deck area		☐ Make inspection access easy
☐ Remove any outdoor furniture which is not	The Dining Room	☐ Clean and paint concrete floor and walls
in good repair	☐ Polish any visible silver and crystal	☐ Provide strong overhead light
☐ Make sure pool or spa sparkles	☐ Set the table for a formal dinner to help	
☐ Replace old storm doors	viewers imagine entertaining here	The Attic
☐ Check for flat-fitting roof shingles	5 5	☐ Tidy up by discarding or pre-packing
☐ Repair broken windows and shutters,	The Kitchen	☐ Make sure energy-saving insulation is
replace torn screens, make sure frames and	☐ Make sure appliances are spotless inside	apparent
seams have solid caulking	and out (try baking soda for cleaning	☐ Make sure air vent is in working order
☐ Hose off exterior wood and trim, replace	Formica stains)	☐ Provide strong overhead lighting
damaged bricks or wood	☐ Make sure all appliances are in perfect	Trovide strong evernedd nghting
☐ Touch up exterior paint, repair gutters and	working order	When It's Time To Show
eaves	☐ Clean often forgotten spots on top of	☐ Make sure your property profile folder,
☐ Clean and remove rust from any window	refrigerator and under sink	utility bills, MLS profile, house location
air conditioning units	☐ Wax or sponge floor to brilliant shine,	survey, etc. are available
☐ Paint the front door and mailbox	clean baseboards	☐ Open all draperies and shades, turn on all
Add a new front door mat and consider a	☐ Unclutter all counter space, remove	lights
seasonal door decoration	countertop appliances	☐ Pick up toys and other clutter, check to
☐ Shine brass hardware on front door,	☐ Organize items inside cabinets, pre-pack	make sure beds are made and clothes are put
outside lighting fixtures, etc.	anything you won't be using before you	away
☐ Make sure doorbell is in good working	move	☐ Give the carpets a quick vacuuming
order		☐ Add some strategically placed fresh
Conoral Interior Ting	The Bathrooms	flowers
General Interior Tips	☐ Remove all rust and mildew	☐ Open bathroom windows for fresh air
☐ Add a fresh coat of interior paint in light,	☐ Make sure tile, fixtures, shower doors, etc.	☐ Pop a spicy dessert or just a pan of
neutral colors	are immaculate and shining	cinnamon in the oven for aroma
☐ Shampoo carpeting, replace if necessary	☐ Make sure all fixtures are in good repair	☐ Turn off the television and turn on the
☐ Clean and wax hardwood floors, refinish if	☐ Replace loose caulking or grout	radio music at a low volume
necessary	☐ Make sure lighting is bright, but soft	☐ Make a fire in the fireplace if appropriate
☐ Clean and wash kitchen and bathroom		☐ Put pets in the backyard or arrange for a
floors	The Master Bedroom	friend to keep them
☐ Wash all windows, vacuum blinds, wash	☐ Organize furnishings to create a spacious	☐ Make sure pet areas are clean and
window sills	look with well-defined sitting, sleeping, and	odor-free
☐ Clean the fireplace	dressing areas	☐ Make sure all trash is disposed of in neatly
☐ Clean out and organize closets, add extra space by packing clothes and items you	C	covered bins
space by packing cionics and items you		



won't need again until after you've moved



## 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.

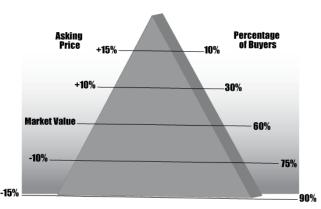


Figure 1 - Percentage of Buyers by Asking Price

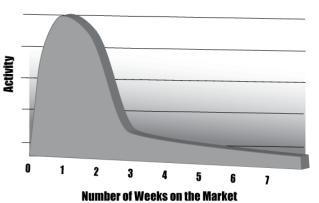


Figure 2 - Activity versus Timing

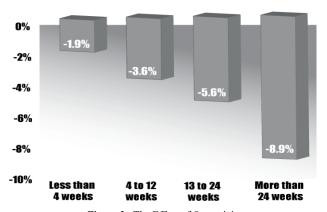


Figure 3 - The Effect of Overpricing





## 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!





## **Additional Real Estate Resources**

You may want to search schools, demographic & crime data, weather, restaurants, etc. We have compiled a list of resources that provide comprehensive data. If you do not have internet access, we will gladly print information on request.

#### Schools:

www.greatschools.org www.education.com/schoolfinder www.schooldigger.com

#### Demographic and Crime Information:

www.melissadata.com/lookups www.zipwho.com www.spotcrime.com www.crimereports.com www.census.gov



#### Weather:

www.theweathernetwork.com/forecasts/statistics/list www.wunderground.com/history www.accuweather.com

#### Restaurants:

www.yelp.com
www.tripadvisor.com/restaurants
www.fodors.com/world/restaurant-reviews.html

#### Walk Score:

www.walkscore.com





## **Comparative Market Analysis Summary**

#### Currently On The Market

AddressLevelsBedsBathsYearSqftSold PriceList Price847 Monticello DriveOne4219611989\$1,395,000

Average of 1 Properties: \$1,395,000 Min: \$1,395,000 Max: \$1,395,000 Median: \$1,395,000

#### **Under Contract**

Sold Price Address **Levels Beds Baths** Sqft List Price 330 Cypress Crest 2254 \$1,085,000 One 1966 Multi/Split 940 Luna Vista Dr 1970 \$1,069,000

Average of 2 Properties: \$1,077,000 Min: \$1,069,000 Max: \$1,085,000 Median: \$1,077,000

#### Recently Sold

Address	Levels	<b>Beds</b>	<b>Baths</b>	<u>Year</u>	<u>Sqft</u>	Sold Price	List Price
1936 Bernardo Ave	One	5	2	1960	2162	\$865,000	\$899,000
387 San Roque Dr	Two	3	3	1967	2050	\$849,900	\$849,900
957 Montview Drive	Two	5	3	1968	2950	\$1,040,000	\$1,079,000
1014 Gamble Lane	One	4	3	1957	2315	\$1,122,000	\$1,125,000
1944 Vermel Ave.	One	4	3	1964	2405	\$970,000	\$949,000
1137 Destree Road	Two	3	3	1967	2900	\$1,100,000	\$999,000
371 San Roque Drive	One	4	4	1969	2720	\$1,275,000	\$1,239,000
1925 Rohn Road	One	3	2	1960	2468	\$850,000	\$845,000
1933 Lejos Dr	One	6	4	1960	3198	\$1,265,000	\$1,295,000
2438 Bernardo Avenue	One	3	2	1957	1900	\$1,000,000	\$1,100,000
1060 Hamilton Ln	One	3	3	1958	1210	\$905,000	\$875,000

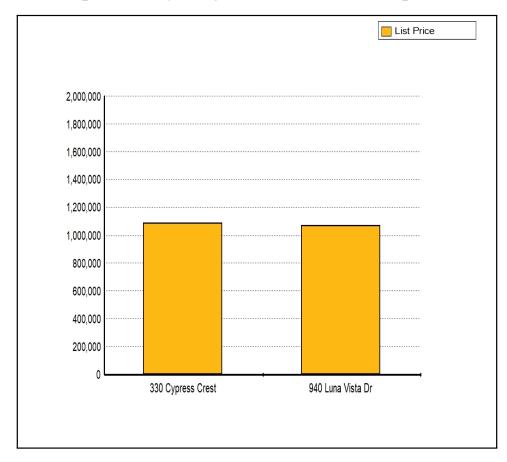
Average of 11 Properties: \$1,021,990 Min: \$849,900 Max: \$1,275,000 Median: \$1,000,000





## **Comparative Market Analysis Statistics**

#### Graphic Analysis of Under Contract Properties



#### Summary Statistics of 2 Properties:

Average Price: \$1,077,000 High Price: \$1,085,000 Low Price: \$1,069,000

Median Price: \$1,077,000 Average \$ per SqFt: \$375.50 Average Year Built: 1968

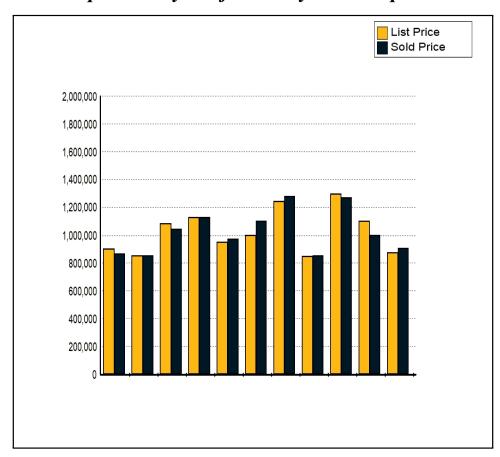
Average Days On Market: 50





## **Comparative Market Analysis Statistics**

#### Graphic Analysis of Recently Sold Properties



### Summary Statistics of 11 Properties:

Average Price: \$1,021,990 High Price: \$1,275,000

Low Price: \$1,273,000 Median Price: \$1,000,000

Average \$ per SqFt: \$447.09

Average Year Built: 1962 Average Sale Price % List Price: 99.88

Average Days On Market: 19





## 11457 VALLEY OAK LN, CORONA 92883

# Stunning 2 Story Home SERRANO RIDGE COMMUNITY













Erie 4 Serina Tomlinson

(951) 970.6727 / (951) 805.1115

28960 BOULDER CREST WAY, MENIFEE 92584

# Gorgeous Ranch Style Home NEWPORT HILLS II COMMUNITY











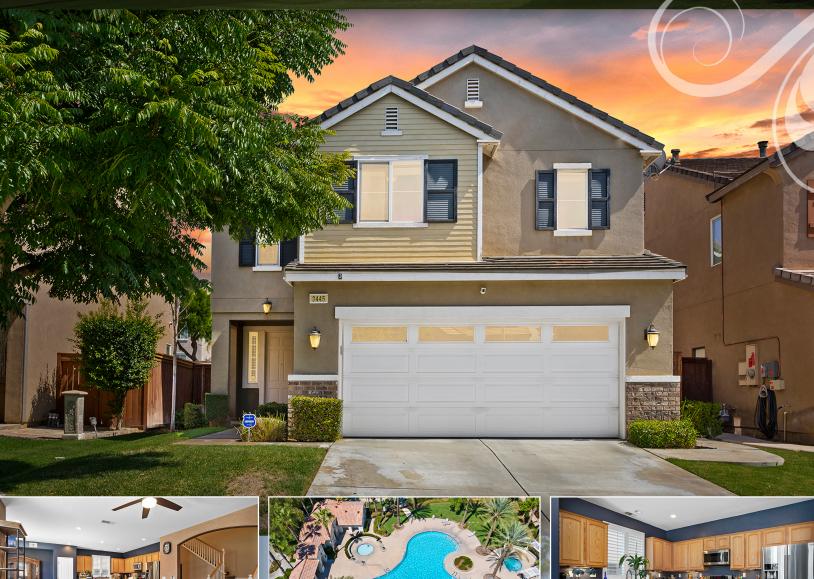


Eric & Serina Tombinson

(951) 970.6727 / (951) 805.1115

3445 SAINT AUSTELL WAY, PERRIS, CA 92571









30070 MILANO RD, TEMECULA 92591













F1RSTTEAM®
CHRISTIE'S

Erie & Serina Temlinsen

(951) 970.6727 / (951) 805.1115







Hello,

Thank you for taking the time to review the proposal for real estate services I have prepared especially for you. I hope the information included will confirm my qualifications to fulfill your real estate service needs. You will receive competent, professional service when you select me and First Team Real Estate to represent you. Many families in this area have benefited from our commitment to conclude transactions that realize maximum benefit in a reasonable amount of time.

I hope you choose to let me represent you in this important transaction and I look forward to making it a great experience from start to finish.

Sincerely,
Wina Jomlinson

Serina Tomlinson

"The Tomlinson Group"

First Team Real Estate

31 Years licensed Realtor

951-805-1115

License #01152416

serinamyrealtor@gmail.com





## 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 First Team Real Estate.

# List Your Home Now with Serina Tomlinson!





