



MONUMENT
GLOBAL ESTATES



SELLERS GUIDE

First *and Foremost*



KRISTINA NOVAK

FOUNDER | REALTOR | ADVISOR

Over 35 years of experience expertly representing buyers and sellers.

805-325-8843

kristina@monumentglobalestates.com

DRE# 01140992

You're about to sell a property in one of the most competitive real estate markets in the world, so having an experienced and well-connected real estate agent isn't just helpful, it's essential. Monument Global Estates is the team you've been looking for.

We provide deep insights on current buyer demands, offer access to an exclusive network of top agents and the buyers they represent, and leverage top technology tools to promote your listing. This formula sets the stage for our team to negotiate the optimal final sale price on your behalf, ensuring that you get the very best return on your real estate investment.

Beyond data, tools, and technology, our talented team invests our unrivaled industry expertise, time, and energy into making sure you feel confident throughout your transaction. We work tirelessly to make sure you're satisfied with our service from our first meeting to the moment you sign on the line and finalize your sale.

Most importantly, we recognize that real estate is about much more than managing transactions. It's about building relationships and supporting you through a significant life event. That's why our team prioritizes getting to know you. It's our privilege to have the opportunity to learn about your real estate and life goals and to help you achieve them. We can't wait to get started!

Sincerely,

A stylized, handwritten signature of Kristina Novak in black ink.

ABOUT MONUMENT GLOBAL ESTATES

Monument Global Estates serves everyone from first-time homebuyers to very high-end clients, including well-known names and celebrities. We pride ourselves on working hard on behalf of our clients and take client confidentiality very seriously. We service the Central Coast Wine Country of California, all of Santa Barbara County, Ventura County including Agoura and Thousand Oaks, and Riverside County's Temecula Valley. We specialize in homebuyers, sellers, investors, and the sales of Fine Homes, Ranches, and Estates. The "Monument" in our name speaks to our impeccable reputation in the community and over 35 years of proven real estate success.

At Monument Global Estates, we lead with integrity and always place our client's interests as our first priority. Our founder, Kristina Novak, possesses a background in lending and has worked in the real estate industry for over 35 years, accumulating a wealth of experience that she leverages to help ensure your long-term success. In 2021, Kristina was named the #1 agent at her former agency and the #1 Solo Agent for Sales in Santa Ynez. She has closed hundreds of transactions over her career, and her knowledge and negotiation skills are invaluable. Utilizing her far-reaching network, Kristina's access to off-market opportunities is priceless.

Monument and Kristina go all out when marketing your property, including but not limited to using great photographers, video, 3D digital floor plans, interactive Matterport tours, virtual staging when needed, M3 Digital Marketing (your property appears on prospective buyers' phones when they search), and print ads. The team also utilizes GLOBAL online sites and three different MLSS, so the listing gets seen by as many prospective buyers as possible. Contact Kristina to go over a marketing strategy for your property.

An equestrian enthusiast, Kristina built her own horse ranch, ran a horse boarding and breeding facility, and currently shows her horses on the Hunter Jumper circuit. Kristina is the area's leading expert in equestrian and vineyard estates. She intimately knows and understands Santa Barbara County, Santa Ynez Valley, and the surrounding markets, enabling her to connect clients with the homes and areas that best suit their unique needs.

Kristina's assistance in the due diligence period ensures her clients have the right inspections. She works with a team of inspectors and service providers to make sure both buyer and seller are protected. With her 20-plus years in the Santa Ynez Valley, Kristina knows who to call to get things done.

Following the core values of hard work, professionalism, fairness, and integrity, Monument goes above and beyond for our clients because we genuinely care about your real estate goals, whether selling your existing home or looking to purchase a new home. We take the time to understand you on a deeper level and form a plan to accomplish your dreams. Throughout the journey, we remain in consistent communication, keeping you in the loop with every step. While we are approachable, authentic, and fun, we still go to bat for you, employing our expert-level negotiation skills, so all parties involved are satisfied. We value genuine human connections and form long-lasting friendships with many of our clients.

Kristina is so very proud of her past client's testimonials, as she feels the biggest reward is seeing her clients happy and satisfied.

Contact us today to see how we leverage our expertise to help you come out ahead.



MEET THE TEAM

KRISTINA NOVAK

FOUNDER | REAL ESTATE PROFESSIONAL | ADVISOR

805-325-8843

kristina@monumentglobalestates.com

DRE# 01140992

- + 37+ Years of Experience
- + Mortgage Banking Background
- + Equine Enthusiast
- + 2021 #1 Agent - E&V Santa Ynez
- + 2021 #1 Solo Agent Sales in Santa Ynez
- + 2025 Most Trusted Agent - CEO Weekly



With more than 37 years of real estate experience and thousands of successful transactions, Kristina Novak has built her career on a foundation of knowledge, trust, and results. From Rancho Mission Viejo, San Juan Capistrano, Orange County, Santa Barbara County to the Santa Ynez Valley and beyond, Kristina has represented buyers and sellers across California in markets ranging from luxury estates and vineyards to equestrian ranches and family homes. Her longevity in the business is a testament not only to her skill but also to the lasting relationships she forms with her clients.

Kristina's difference lies in the way she works. She does not just facilitate transactions, she becomes a true partner in the process. With decades of experience navigating shifting markets, she brings strategy, foresight, and calm confidence to every negotiation. She guides her clients step by step, ensuring they are informed, supported, and empowered. When extra resources are needed, she connects them with her extensive network of trusted vendors, service providers, and industry contacts, making every detail seamless.

Her passion for real estate is matched by her love of horses. A lifelong equestrian and active competitor on the A circuit with her hunter jumpers, Kristina has not only lived the lifestyle but also built and managed her own boarding and training facility from the ground up. This unique perspective gives her an insider's understanding of equestrian and lifestyle properties, allowing her to advise clients with clarity and authenticity. Her expertise is by no means limited to ranches. She has successfully represented clients in every facet of residential real estate, tailoring each search and sale to fit her clients' unique needs.

For buyers, Kristina is known for her ability to uncover the right property, whether it is a boutique vineyard retreat, an equestrian estate, or a welcoming home in town. For sellers, she crafts each listing's story with care, marketing properties with precision and leveraging her experience to achieve the strongest results. Her clients often say that working with Kristina feels less like doing business and more like being cared for by a trusted friend with a world of knowledge. Many have become lifelong friends, drawn to her honesty, warmth, and dedication.

At Monument Global Estates, Kristina leads with heart, hustle, and experience. She is by her clients' side at every stage of the process, offering the kind of insight and guidance that only decades of true experience can provide. Her ethos is simple: relationships first, results always.

If you are searching for a real estate partner with the expertise to navigate any market, the dedication to go above and beyond, and the passion to truly understand your goals, Kristina Novak is ready to guide you. With her, it is not about promises, it is about delivering meaningful results.

MEET THE TEAM

WADE KOCH

SALES PARTNER | LICENSED AGENT

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DRE# 02232803



Meet Wade Koch – Precision, Experience, and Service You Can Count On

With a distinguished 38-year career in the Defense Industry and a deep foundation in leadership, strategy, and negotiation, Wade Koch brings a unique edge to California real estate. His career began in the United States Air Force, where he logged thousands of hours flying helicopter search and rescue missions—an experience that instilled in him an unmatched level of discipline, precision, and care under pressure.

Transitioning seamlessly into the corporate world, Wade built a successful track record in Business Development, Operations, Strategic Planning, and Contract Negotiation, leading initiatives across the globe. Today, he applies this same high-level expertise to real estate, representing clients with the same commitment and clarity that have defined his professional life.

Wade is known for his servant leadership style, thoughtful communication, and solutions-oriented mindset. He takes pride in delivering exceptional real estate results with the same integrity and attention to detail that shaped his military and corporate careers. Whether you're buying, selling, or investing, Wade approaches every transaction with purpose and professionalism.

Beyond real estate, Wade is deeply committed to service and community impact. He serves as Chairman of the Board for That Others May Live Foundation (TOMLF), supporting U.S. service members and their families, and as a Board Member of Join-Up International, which provides equine-assisted programs to help veterans and first responders heal from trauma. These roles reflect Wade's lifelong mission to serve others and give back in meaningful ways. With Wade, you gain more than a real estate agent. You get a trusted advisor, strategic thinker, and community-minded professional—ready to help you navigate the California real estate market with confidence and success.

MEET THE TEAM

KELLEEN GREENWALD

SALES PARTNER | LICENSED AGENT

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kelleen@monumentglobalestates.com

DRE# 02190292



With an impressive background spanning over two decades in multi-unit business operations within the beauty and salon industry, Kelleen Greenwald seamlessly blends her expertise in customer service, business strategy, and negotiation into her thriving career in real estate. Her keen eye for detail and commitment to excellence ensure that every client receives unparalleled guidance and support throughout their real estate journey.

A proud third-generation Santa Ynez Valley native, Kelleen possesses an intimate knowledge of the region that only a lifelong local can offer. Her deep-rooted connections and appreciation for the area's distinct charm make her an invaluable asset to buyers and sellers alike. Whether assisting clients in finding their dream

home or strategically marketing a property for sale, she approaches every transaction with dedication and integrity.

Beyond her professional endeavors, Kelleen is a devoted wife to her husband, Dan, and a loving mother to their two sons. You'll often find her cheering enthusiastically from the sidelines of baseball diamonds, basketball courts, football fields, and soccer pitches. Her passion for community involvement extends beyond the game, as she understands that a home is more than just a place—it's where lasting memories are made.

Committed to delivering exceptional results with a personal touch, Kelleen Greenwald is honored to help individuals and families navigate the Santa Ynez Valley real estate market with confidence and ease. Whether you're looking to buy, sell, or invest, Kelleen is ready to make your real estate goals a reality.

MEET THE TEAM

LIZA HORAN

SALES PARTNER | LICENSED AGENT

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liza@monumentglobalestates.com

DRE# 02439816



Liza Horan brings nearly 30 years of experience in international equestrian sport, along with a strong foundation in leadership, client service, and relationship-driven professionalism. Her career began in California's East Bay and took her to the East Coast, including Pennsylvania, Virginia, South Carolina, and Florida during the winter months, where she trained, competed, and coached before returning to the California Central Coast. Along the way, Liza built extensive experience in team and staff leadership, careful management, attention to detail, and clear, effective communication. Her work in competition and coaching expanded into client services in horse purchases and sales, where she developed valuable skills in negotiation, partnership building, and guiding clients through important decisions with confidence and clarity.

Her background in equestrian facility management, along with involvement in property selection and development, created a natural transition into real estate. A business opportunity nearly a decade ago brought her to the Santa Ynez Valley, where she quickly felt at home and developed deep connections within the community.

As a Realtor, Liza brings a calm, attentive, and thoughtful approach to every client relationship. She is committed to helping buyers and sellers feel informed, supported, and confidently guided through each step of the process. With a strong foundation in communication, negotiation, and detail-oriented service, she understands the importance of listening closely, anticipating needs, and creating a seamless experience from start to finish.

Her background in the equestrian world also gives her a unique perspective on lifestyle, land, and the qualities that matter most to clients seeking not just a property, but the right fit for how they live. Rooted in the Santa Ynez Valley community, Liza is proud to offer the kind of trusted guidance, personal dedication, and steady professionalism that helps clients move forward with clarity and confidence.

MEET THE TEAM



**HILARY
SAUNDERS, ESQ**
BROKER-OF-RECORD



**JAI
KOHLI**
DIRECTOR OF
AGENT SUCCESS



**ASHLEY
BLED SOE**
MARKETING DIRECTOR



**COREY
ALVERSON**
CREATIVE DIRECTOR



**AUDREY
LEE**
SUCCESS MANAGER

MARKETING DEPARTMENT

PAM RELOJ

MARKETING HEAD AND ADMINISTRATIVE ASSISTANT

PAM@MONUMENTGLOBALESTATES.COM

Headed by Pam Relej, Monument Global Estates takes a collaborative, hands-on approach to marketing, with every member of the team contributing to how each property is positioned, presented, and promoted. From luxury branding and compelling property storytelling to digital campaigns, targeted social media, email marketing, print collateral, and agent outreach, each launch is built around a tailored strategy designed to reach qualified buyers and protect value. Pam coordinates the full marketing process to ensure every detail stays brand-consistent, elevated, and performance-driven, blending refined design with modern marketing technology to deliver standout exposure and exceptional representation across every platform.



Client Testimonials



Alexander Horwitz ★★★★★

One of the Best in the Business!

This is the fifth time we've purchased a home.

We met Kristina Novak when she was representing a property of interest to us in the Santa Ynez valley. It was immediately obvious how expert and knowledgeable Kristina was about property in The Valley as well as local building laws. We worked with Kristina looking for a property with a home for my wife and I as well as space to build a second family home for one daughter's family and a large ADU for the other. Our appreciation rapidly grew for Kristina's ability to communicate clearly and often, her consistent efforts to solve each of our problems (sometimes before my wife or I understood the problem existed) and to always be there when we needed her.

Our search took almost a full year from beginning to finding and closing on the property we now own. We made an offer on a property and had it accepted. As we learned more during the escrow, we then withdrew it.

Our search continued but without any pushing from Kristina. Kristina was clearly our expert partner in this process, not simply an agent focused on quickly earning the largest commission possible. For example, Kristina ensured we performed all of the necessary inspections, including an arbor specialist on one property, septic, roofing and solar experts on another, and contractor repair/upgrade evaluations on several.

And even in these months since closing, Kristina has not disappeared. When we need the name of a good and trusted plumber, HVAC or insulation company, or other service personnel, Kristina is quick to reply with one or several resources.

Kristina is a realtor for whom we would provide a reference to our family, friends and anyone looking for property in the SY Valley. I doubt that there is an agent in The Valley who is more experienced and knowledgeable, as easy to work and communicate with, or who understands the legal ramifications of nearly every part of the buying process as well.

Kristina Novak is the consummate Real Estate Professional.

Lisa Krempasky ★★★★★

I reached out to Kristina Novak to sell our property in a timely manner. Kristina was on it right from the get-go! I was immediately assured that I had reached out to the right professional! Kristina's years of experience as an industry professional were evident! Kristina exhibited outstanding communication, professionalism, and integrity. Kristina was always prompt and courteous throughout our experience. All in all Kristina comprehensively exceeded every expectation! We are most grateful that even after the sale of our property Kristina went the extra mile to locate a short-term rental property for us so that we would have a place to land before making our final move. Kristina left no stone un-turned! I highly recommend Kristina Novak to assist you with all of your real estate needs!

★★★★★

Exceeds expectations!

Kristina Novak is in a league of her own! Not only did she meet our expectations, she exceeded them time and time again! Kristina is a true professional in every sense of the word. Her years of experience in the industry shows. Kristina keeps herself informed on market trends and forecasts. Her communication is impressively prompt, courteous, and helpful. Kristina is always looking out for the welfare of the client. Kristina is a dedicated professional, a team player, who conducts business with integrity. Plus, she is a pleasure to work with!

Ulysses McKeown ★★★★★

Look no further, Kristina and Monument Global Estates are THE best in the business. Kristina has provided invaluable representation for me on multiple transactions in the Santa Ynez Valley area. Our first interaction involved the sale of a residential development on vacant land. The sale was complicated and technical, but Kristina worked diligently to secure the right buyer for me. More recently, Kristina found the home of our dreams and made the purchasing process a breeze!

Laura Mallaley ★★★★★

I cannot express just how pleased I am with Kristina and the team at Monument Global Estates. Kristina worked with us for a year to find our perfect home. Through the highs and lows, she was persistent, fighting for us to get into the home of our dreams. She stayed in constant communication with us throughout the process, ensuring that we were always kept up-to-date and providing us with transparency. We will definitely be coming back to Kristina and her team with our next real estate purchase!

Carol Dailey ★★★★★

Efficiency & effectiveness demonstrates an agent and their teams ability to manage the intricacies of real estate dealings. Kristina and team at Monument worked diligently to ensure a quick and effective selling experience. Outstanding communication detailing the entire process for the sale of our home from start to finish. With Monuments effective marketing skills, open houses on the weekends generated numerous interested buyers every time ending with the perfect sale of our home. The level of dedication was beyond our expectations. Thank you, Kristina and your team @ Monument. The BEST experience!!!!

Victoria A. ★★★★★

Wade was communicative, helpful, warm, and all around wonderful to work with. We are moving from Santa Rosa to Solvang and he helped us find the perfect home for our family. He is extremely professional and knowledgeable about all facets of the business. We are grateful for his time and expertise!



The Morgan Family ★★★★★

If you are looking to sell your home and/or buy a new one, we cannot recommend Kristina Novak of Monument Global Estates highly enough. The way we discovered her and the property we now call home was nothing short of kismet. Our journey spanned more than a year from the moment we first saw the house—and through every challenge along the way, Kristina stood by us. She worked tirelessly, advocated for us, and ultimately made our dream a reality.

Thanks to her dedication, we now own a piece of history and natural beauty in the town we've loved for almost two decades. Kristina doesn't just talk about building lasting relationships—she lives it. She is honest, hard-working, and genuinely puts her clients first. Any future real estate needs we have will begin with Kristina and Monument Global Estates. If you want someone who will not only guide you through the process but also truly care about your journey, Kristina is the real deal.

Gena Lugli ★★★★★

Above & Beyond!

Kristina and her team are not just waiting for a paycheck! They are knowledgeable and remain actively involved from the first connect until the finish line. Even wrapping issues that come up post closing. They are a pleasure to work with. Don't hesitate to call whether you are selling or buying!

Christina Mentes ★★★★★

Kristina was so much help and did an excellent job in selling the house! She helped me with every step along the way and was available right away when I called her. I will definitely use her next time that I buy or sell the house.

Stephanie C. ★★★★★

With Wade Koch, it's not just the buying and selling of property, it is a "Relationship and a "Friendship" in business and in life. From my experience, Wade Koch isn't just a real estate agent — he's deeply woven into the fabric of the Santa Ynez Valley. He has invested the time to truly learn this community inside and out — its homes, its businesses, and most importantly, its people. His knowledge isn't just from research; it's built through real relationships, involvement, and genuine care.

Wade approaches every transaction with kindness, diligence, and determination. He makes the process feel effortless, yet you always know there's great strategy behind the scenes. His ability to negotiate and leverage opportunities is exceptional — and always done with integrity.

Wade has anchored himself in the real estate community in mind, action and heart by diligently educating and connecting himself in knowledge and closeness to all happenings and involvement related to the businesses, residential housing and individuals of the community throughout the entire Valley.

What sets Wade apart is how connected and resourceful he is. Whether you're buying, selling, renovating, or just settling into the community, he has trusted contacts for everything — and he shares them generously. Beyond that, he takes the time to build a personal relationship, not just a professional one.

With Wade, you don't just gain an agent — you gain an ally, a guide, a lifelong friend!

Andrea Kaye ★★★★★

My experience with Kelleen was wonderful. Easy and professional.

Mandy Gocong & James Sanchez of Village Properties ★★★★★

As the selling agents, we had a smooth and successful transaction working with Kristina and Kelleen. From the first time we met them at the showing, they were friendly, professional, and extremely knowledgeable about the property they represented. Throughout the transaction, it was clear that they are organized, responsive, and truly work as a team to help get both sides to the finish line. It was great to collaborate with them, especially for our first-time homebuyers. Overall, it was a pleasure working together, and we look forward to doing so again in the future!

Russel Lugli ★★★★★

The best representation that I have had in the last three years. Kristina marketed our property in every way possible. Communicated extremely well and excellent follow up.

Nicole Voss ★★★★★

Working with Kelleen was a wonderful experience from start to finish. She was professional, knowledgeable and responsive. She made the whole process smooth and stress-free, offering great advice along the way. We couldn't be happier how the process went and would highly recommend Kelleen to anyone looking to buy or sell. Thank you Kelleen!

Happy Sellers, Santa Ynez Valley ★★★★★

It was a pleasure working with Wade and Kristina at Monument Global Estates from the very beginning as property managers and eventually as realtors. They helped us renovate our country rentals into chic modern homes, and sold them in record time! One home sold before it was even officially listed for sale. Very trustworthy, friendly, and experts at what they do, I highly recommend them both!

Aubryn Thompson ★★★★★

Highly recommend working with Monument! Kristina is very knowledgeable, level headed and always goes above and beyond.

Linda D'Ambrosi ★★★★★

I just wanted to take a moment to sincerely thank you for your professionalism and partnership throughout our recent escrow at 310 Sycamore in Buelton. It was truly a pleasure working with you from start to finish. Your responsiveness, attention to detail, and collaborative spirit made all the difference, and I appreciated how smoothly everything moved forward. It's always such a joy to work with agents who are committed to doing what's best for their clients while also supporting a strong, respectful working relationship. I hope we have the chance to work together again in the future—it was an absolute pleasure!

Gena Lugli ★★★★★

Knowledgeable & Committed Agent. Kristina has been a rockstar! She has walked with us through this entire process. She spent the time to get to know our property and marketed to the right kind of people. She was always ready with a quick response to our questions and walked with us all the way to the finish line. Don't hesitate to work with Kristina!

Above & Beyond! ★★★★★

Kristina and her team are not just waiting for a paycheck! They are knowledgeable and remain actively involved from the first connect until the finish line. Even wrapping issues that come up post closing. They are a pleasure to work with. Don't hesitate to call whether you are selling or buying!



Peg Crowley ★★★★★

Best Agent in the Santa Ynez Valley!

Kristina is thorough, ethical, knowledgeable and professional. She always has a 'can do' attitude and in the MOST tense and frustrating situations, Kristina ALWAYS keeps her cool! I found her to be outstanding, amazing and remarkable. I buy and sell a lot of real estate and Kristina is truly one of the VERY BEST Realtors I've EVER worked with, bar none!

Catherine Herrera ★★★★★

The Best in Santa Barbara County!

We met Kristina in 2018 when she represented us in our first real estate transaction! This is our fourth real estate transaction with Kristina representing us I can't even tell you how hard she worked on getting this last sale done. She did an outstanding job on staging our property and the sale wouldn't have gone through without her and her teams diligence communication and integrity.

★★★★★

Kristina is a joy to work with! Her advice has been 100% solid. She really has the best, sound real estate advice of any other Realtor we have worked with. That's why we have used her in our last three real estate investments.

Dave Hansen ★★★★★

Krystal was absolutely incredible to work with. She made what could have been a stressful process feel effortless. Thanks to her hard work and expertise, we were able to get the property under asking price and close escrow in less than 15 days — an impressive feat! Her professionalism, attention to detail, and commitment to her clients truly set her apart. I couldn't be happier with the outcome and would highly recommend her to anyone looking for a top-notch realtor.

Bree Valla ★★★★★

Kristina was quick to respond. She listened closely and tailored the showings to houses that met what we were looking for. She was approachable and did an excellent job of explaining the processes. She continued to be as responsive and helpful throughout the entire process.

Larry and Renee Dominique ★★★★★

Kristina worked with us for over 2 1/2 years, patiently helping us find the property of our dreams. She was super responsive on any questions we asked and went above and beyond in any request. She even helped us find an excavator to meet us at a property we were looking at. You had a question, she found the answer, fast. We consider her our friend after spending this journey together. Kristina truly had our best interest, and backs, from the beginning of our journey until the end. She truly cares about her clients and helping them find their perfect home. We wouldn't have wanted to spend this long journey with any other agent. She's the best!

Happy Sellers, Santa Ynez Valley ★★★★★

It was a pleasure working with Wade and Kristina at Monument Global Estates from the very beginning as property managers and eventually as realtors. They helped us renovate our country rentals into chic modern homes, and sold them in record time! One home sold before it was even officially listed for sale. Very trustworthy, friendly, and experts at what they do, I highly recommend them both!

Marjorie G. ★★★★★

Kristina did an excellent job in helping us find a tenant for our rental. She was very knowledgeable and proactive. We appreciated her positive attitude and great communication. I would highly recommend Kristina. Very professional with excellent follow through. We look forward to using her in the future.

Charlie and Kathleen Schaffer ★★★★★

Amazing real estate agent!

Kristina has an excellent understanding of the real estate market in SYV. She knows the pros and cons of each area and has great relationships with her colleagues in the area. She was able to refer us to mortgage brokers that were able to find products for us that were suitable to our needs as well as to inspectors and other professionals that we needed throughout the process. Kristina was persistent, always let us be in control of the process and respected our decisions along the way. She truly feels that it is her job to do everything that her clients need in order for them to make the best decisions for their home purchase and she worked very hard to secure us the property we wanted.

Matt Swartwood ★★★★★

Couldn't be happier with Kristina! A++

I would absolutely recommend 10/10. Kristina Novak was a pleasure and extremely easy to work with. It was like having a friend on the "inside" that is working with you, for you. It is very obvious she really cares about her clients, as well as the community and neighborhood she lives in. She made buying a house for my wife and I such a positive experience as first time buyers. Kristina was always professional and personal. She never made us feel uncomfortable and helped every step of the way. Even when things got tricky, (which they did), she was always a call or text away. Kristina made sure things went as smooth as possible and thought of absolutely everything. Having someone like Kristina in our corner going to bat for us every step of the way was so important to us and our particular experience. We have made a wonderful friend in Kristina and will always use her services should we need them again without a doubt. We are sure to send our friends and family her way. Thank you again!

Fabienne Guerin ★★★★★

Queen of the Valley

Kristina's knowledge of the Santa Ynez Valley was so comforting, as I knew so little of the area. I had an immediate connection with her. Her easy going attitude and punctuality are great attributes for a real estate agent. We have worked on 3 transactions in the last year; they all were so smooth with no issues that she couldn't figure out how to make good! She has such finesse in dealing with people and getting what is necessary in a kind and respectful way. It could be from her years of horsemanship to treat all beings with love and care. I would not hesitate, in the least, to recommend Kristina for my friends to work with for their real estate needs.

Shannon Brooks ★★★★★

Kristina was incredibly helpful and diligent helping me navigate buying my first home. Thanks to her efforts, relationships, and knowledge, I successfully secured a house that ticked all of the boxes for what I was seeking, between the neighborhood, location, style, and space. I'm still pinching myself that I scored this home given how competitive the market was/is and the limited inventory available. I am grateful to Kristina for the influential role she played in making my home ownership dreams come true!

Michael James Hey ★★★★★

Kristina Novak has been the selling agent for our home. She has marketed our home very professionally and has held monthly open houses. Kristina is enthusiastic, reliable and very knowledgeable. I recommend connecting with her for your real estate and equine journeys.

Kristina is an exceptional Realtor who brings a unique blend of personal skill, wisdom, expertise and drive to "get the deal done." It has been an absolute pleasure working with her; she quickly won my and my wife's full trust and her delivery has been flawless.

Sarah Worsham ★★★★★

Kristina is the best real estate agent I've ever worked with. She's caring, professional, smart and goes above and beyond for her clients. It was such a pleasure working with her. Her attention to detail and knowledge, of not only her business but the area that she represents, is unparalleled. If you are ever in need of a real estate agent in Santa Barbara County, there is no one better than Kristina! Furthermore, she's an amazing person, which helps during such a stressful period as buying a home.

Kevin Will ★★★★★

A professionally dedicated individual with the experience to go with it! After dealing with other real estate professionals marketing eight new homes, I wish I had Kristina Novak on all the listings and would absolutely recommend her!!

ridinghood4u ★★★★★

We had a truly wonderful experience purchasing our home through Kristina's representation. In the fall of 2017, we moved to California from out of state and found ourselves with horrible sticker shock. Everything seemed out of our price range and it was challenging finding a property that suited our family in Santa Ynez Valley. Kristina was wonderful about counseling us regarding the local real estate market and the areas that were up and coming. Kristina was great about only showing us properties within our budget. A couple of our transactions fell through during escrow for various reasons and we were becoming despondent that we would never find a suitable home. Kristina, however, remained cheerful and encouraging. She never complained about having to show us more homes, but did so with such positivity that we felt that she cared as much about finding the perfect home as we did. We always felt that she was on our side and representing and protecting our interests. She never tried to make a sale over ensuring that all of our needs were met. Her patience with us was incredible. We shopped for homes over the course of about two and a half months and FINALLY found the home of our dreams. Kristina is so knowledgeable about all aspects of real estate sales and she has the highest sense of ethics and integrity. If we ever need to engage in another real estate transaction, we definitely will seek her out again!

Kira Plymire ★★★★★

Kristina is one of the most knowledgeable and talented Realtors in California. Her connections, trustworthiness, and strong communication skills are unmatched. She has recently helped me with my search for a very specific type of property and the process has been nothing but efficient and pleasant. I cannot possibly recommend her enough!

Sandi Patterson ★★★★★

I have now used Kristina Novak on the purchase/sale of three houses and I can't say enough good things about her! She has always been very professional, is extremely knowledgeable and willing to go above and beyond any Realtor I have ever used in the past. She will work tirelessly to find just the right property you are looking for or representing you in the sale of your current home or property. You will NOT regret choosing this wonderful lady!

Luana and Dan Romanelli ★★★★★

It has been just over a year since we have been living in our new home...and about 2 years since we bought our dream home, did some updating and renovation and moved in!!! Time flies!!!

We wanted to take this opportunity to thank you again for everything you did to help us on this grand adventure!!! I am so grateful I met you and I remember the day I called you out of the blue for retired horse boarding...and you actually answered the phone immediately!!! A quality I admire greatly and one you have been consistent with throughout our relationship. We can't thank you enough for guiding us through the process of finding the right neighborhood, looking at homes, envisioning our future, and ultimately selecting the perfect property. You helped us negotiate a great purchase and the process of buying our home, with all the many details, was made simple. You provided contacts for everything we needed to renovate...and have continued to be incredibly helpful to this day. We could not have asked for a more professional and problem free experience!!!

We love our home!!! We love living in Santa Ynez!!! Thank you again for everything!!!

Sandra Patterson ★★★★★

I have now bought and sold several residences with Kristina. She's THE BEST! Kristina has always been incredibly professional and extremely knowledgeable. She is attentive to details, straightforward in her suggestions, & feedback and not only listens well, but follows through as requested. On top of this she is personable and a skilled communicator with all sorts of people. She's certainly a realtor I would not hesitate to recommend as one of the best I have ever worked with!

Josh & Emily Fagans ★★★★★

My husband and I were looking for our first horse property and decided that Santa Ynez was the place for us to relocate to. Kristina is a very skilled agent and we did find our dream property with her but I want to share a vignette that really illustrates the kind of person she is. We arrived to our new property and the hay delivery that was supposed to happen didn't and I was left on a holiday with 5 hungry horses and nothing to feed them. I phoned Kristina and she quickly connected me with a friend of hers who immediately offered to lend me bales of hay. She truly goes above and beyond for her clients!!

Buyer ★★★★★

Communicative and Savvy. Had a great experience locating and buying a home with Kristina. The key to a good experience for me is to have an agent who knows how to communicate. Kristina knows her business, answers questions clearly and quickly, and listens to her buyer. She was continually checking in with me on the progress and solving my issues quickly. Loved working with her.

Susan Miller and Peter Claydon ★★★★★

THANKS FOR YOUR TIME EFFORT AND GREAT ENERGY ! You've really made an enormous positive difference. Thank you Kristina for your very professional help selling our townhouse.

Buyer ★★★★★

Smarts, Gravitas & Delivery. I love working with Kristina, she is solution focused and has a fantastic "can-do" attitude, her deep knowledge of the local market and solid track record of delivery (this is the second property I've purchased with Kristina help) make her a "best choice" for the Santa Ynez valley. When I needed to act fast on a great investment opportunity Kristina took me from concept through to close of sale in under 13 days, she it top of her game and an easy 5 star review.

Sharon Jean Junghand ★★★★★

Meeting and working with Kristina was a wonderful experience. She's the one! She is upbeat, friendly, caring, and very experienced. She has immediate ideas and moves on them immediately quickly, and gets right back to you. Kristina has high energy and communication skills for her business, and shows sincere interest for her clients. She matches sellers and buyers well, and sells quickly. Thank you Kristina!

Buyer ★★★★★

We bought a foreclosed condo, which everyone knows is hard; Kristina did a great job at getting the bank to come down and always answered all our questions as this was our first real estate buy. I would always recommend her to everyone looking to get into real estate.

Dave Bogosian ★★★★★

There's so much wrapped up in a real estate transaction. It can be clunky, emotional and stressful. And that's even before a move takes place. To have someone with the ability to soften the edges of a typically unpleasant process was the ultimate gift. Deeply knowledgeable about her market and the craft of navigating these transactions, Kristina Novak was a consummate guide through the ups and downs of a house hunt, contract negotiation and due diligence. Her patience and professionalism were unparalleled and we can't wait to call her our neighbor.

Arthur Yuter ★★★★★

My wife Roni and I have known and worked with Kristina Novak in her capacity as real estate broker from about September 2014 to date. During this period, and with Ms. Novak acting as our agent, we purchased two houses, sold one house — each of which required some degree of major renovation prior to and/or after the purchase/sale — and rented several others, all in the Santa Ynez Valley.

Each of these transactions proceeded smoothly; there were neither delays nor bumps from our side of the table. Ms. Novak tactfully and adroitly handled every issue — valid or not — raised by the opposite party. She quickly and fully communicated to us every issue asserted by any person involved in the transaction, and carefully showed us the most efficacious means of resolving the question in our favor; the inspectors she recommended prior to the purchases were excellent.

Further, since each purchase/sold property required some renovation, we found Ms. Novak's contractor suggestions — all made to her at our request — to be fully satisfactory. This facet of her expertise and willingness to help (even after closing of the sale) was especially important in these particular Santa Ynez Valley transactions since we live several hours away, and do not have a knowledge bank for local costs, procedures, and merchants.

In sum, we can state — without qualification but with full confidence — that Ms. Novak has singularly been the most attentive, reliable, successful and prompt broker in our history of buying/selling properties dating back to 1983.

Kris Johnston Managing Broker/Partner ★★★★★

Kristina Novak has proven over and over again to be a Super Agent that often sells properties that are challenging. She makes it her job to discover new ways to market a property that reaches out to new audiences. Her creativity and drive to please her clients and associates is what makes her number 1 in my book. When looking for an agent to list your property, Kristina knocks it out of the park.

Gary F. ★★★★★

Kristina is exceptionally professional with a very natural, friendly disposition. My wife and I were often impressed with her diligence, local knowledge and exceptional ability to listen to our needs. She always took prompt action based on our input and provided a forthright opinion, sometimes in opposition to ours, but always honest. She is particularly ethical in her help to us during negotiations. This she did for us both in the process of a land purchase and then in a related home purchase for which we are forever grateful. In summary Kristina is the agent you want to represent you. We have only the very highest regard for her and the service she provides.

CatGeo ★★★★★

We really loved our real estate experiences with Kristina! She represented us in the most professional manner in both of our recent real estate transactions. She is knowledgeable and wonderfully kind. We highly recommend Kristina Novak!

Dana Harrison ★★★★★

Looking for a Top Agent: I recently bought a home in the Santa Ynez Valley. Kristina Novak was my agent. Kristina is professional, meticulous, smart, experienced and intuitive. Her mortgage banking background is a tremendous asset, as is her intimate knowledge of the community. Kristina is a clear communicator who keeps her client's interest in focus at all times.

I would highly recommend Kristina Novak to anyone who is looking for an agent that is knowledgeable and thorough, but perhaps most importantly, an agent you can trust to get the job done, simply and cost effectively. Thank you so much Kristina!!

Kyle MacKenzie Kemp CRS, G.R.I., SFR ★★★★★

Prudential California Realty, District Manager

Kristina, I can tell you that I do not get many letters like this. This speaks volumes to the service you are providing our clients. I am so impressed and proud you are part of my team. Keep up the great work!

Dr. George and Sandi Patterson ★★★★★

I recently told Kristina Novak that I wanted the contact information for her "boss." I then said, "This is a good thing!"

My father and brother were both brokers and real estate agents back in the Midwest. I grew up with open houses, hearing offers and counter offers, rarely seeing my dad on weekends, yet enjoyed seeing a home with the family name on a sign in the front of his office.

This experience gave me a taste of the life of a Realtor, the impact on their family and more importantly, a sense of the best qualities to look for in an agent when we were looking for a new home.

You should know that Kristina has been simply amazing. Her attention to detail, prompt return of my emails and/or phone calls and the follow through on every single question or concern I had, has been simply fabulous. The house we just purchased in Solvang began with an offer on the day after Thanksgiving, 2012 and closed on January 18, 2013. The speed with which the offer progressed and was accepted, the advice we got from her while nudging it along and the support during the process was not only professional, it was "right on" the money with expertise.

I have some recent health issues, which is one reason for the move out of LA to the cleaner air of Solvang. However, tackling the mess, dirt and debris left by the previous owners (outside the house in the side yard) was something I was dreading. Much to our surprise, Kristina got her crew in to clean up the inside and outside so that the house looked great when we arrived as new homeowners for the first time.

She also discovered that one of the near-by properties for sale had been vandalized, so she has been leaving her truck and stopping by frequently to insure that our home was intact and safe for us. I know that these touches are not common and we have been impressed by her thoughtfulness and attention to detail. When I needed to switch the utilities, she got all of the contact telephone numbers together for us to simplify the entire process and switchover.

Simply put, the genuine and professional interest of Kristina, her availability and her knowledge of the properties in the area have left us big fans, not only of her as a Realtor, but also as a person. We have already referred a good prospect to her and they have already been up to look at property with her and were pleased.

You have a winner in Kristina, and we wanted you to know what an excellent job she has done for us and more importantly, is obviously doing for your firm!



Photo credit: DeborahKalas.com

A Trusted Agent. A Proven Price Expert.

When you choose us to represent your home, you're choosing experience, transparency, and a trusted team committed to protecting your best interests from start to sold.

For more than 37 years, our approach has been shaped by guiding buyers and sellers through every type of market cycle. Our business has been built on long-standing relationships, referrals, and repeat clients—because trust is never assumed, it's earned.

Trust Is the Foundation of Our Work

We believe trust is created through honesty, clear communication, and consistent follow-through. Our role is to provide real guidance—not promises—and to ensure you feel informed and confident at every stage of the selling process.

When you work with us, you can expect:

- Open and transparent communication
- Straightforward advice grounded in experience
- Professional advocacy on your behalf
- A relationship-first approach that values long-term results over short-term wins

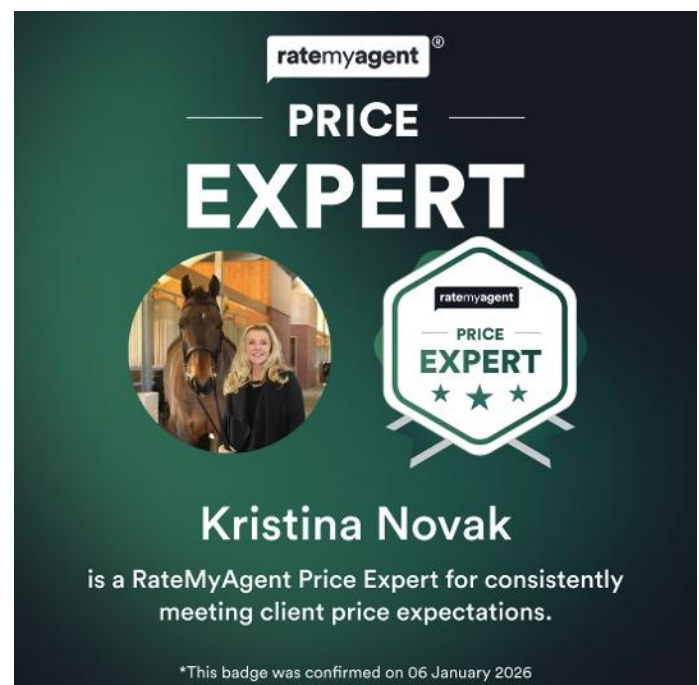
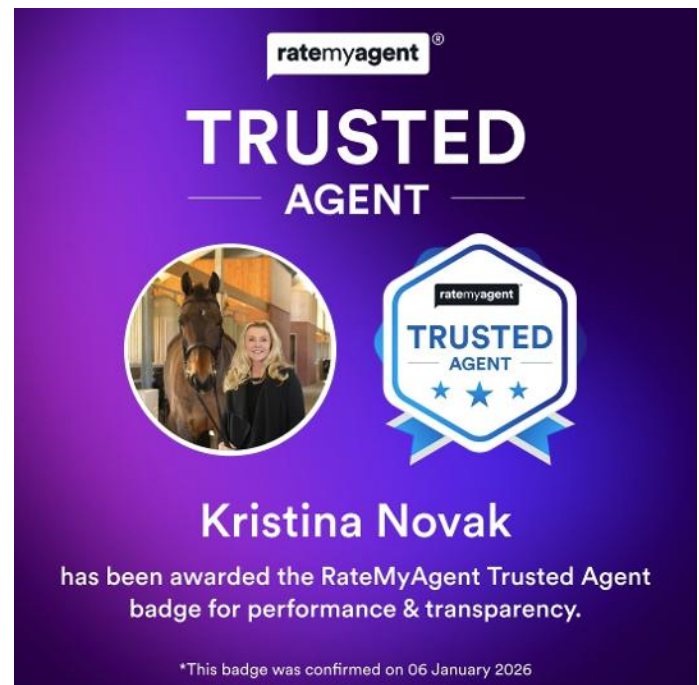
Selling a home is both a financial and emotional decision. We take that responsibility seriously and treat every property as if it were our own.

Pricing Right From the Start Matters

Pricing your home correctly is one of the most important decisions we'll make together—and it requires far more than reviewing recent sales.

We approach pricing as a strategy, not a guess.

With decades of experience and thousands of transactions behind us, we evaluate the market through multiple lenses: current demand, buyer behavior, timing, condition, location nuances, and how your home will emotionally resonate with buyers once it enters the market.



From preparing your home for market to navigating offers, negotiations, inspections, and closing, we serve as your advisors and advocates every step of the way.

Our focus remains constant:

To protect your interests, guide you with clarity, and deliver the strongest possible outcome—while making the process informed and seamless.

CURRENT OFFERINGS



1260 Hager Lane • Buellton
\$1,998,000



40 Bobcat Springs Road • Buellton
\$1,498,000



312 Freya Drive • Solvang
\$1,998,750



1840 Old Mission Drive • Solvang
\$2,290,000

UNDER CONTRACT/PENDING



17370 Rodeo Road • Rancho Capistrano
\$1,549,950

RECENT SALES



SOLD - SELLER

1510 Meadowvale Road • Santa Ynez
\$1,750,000



SOLD - BUYER

227 Valley Dairy Road • Buellton
\$1,100,000



SOLD - BUYER

546 Covelo Lane • Buellton
\$680,000



SOLD - BUYER

824 Cooper Drive • Lompoc
\$755,000

RECENT SALES



SOLD - BUYER & SELLER

1475 W Highway 246 • Buellton
\$1,650,000



SOLD - BUYER

793 Alisal Road • Solvang
\$1,760,000



SOLD - BUYER

2123 Village Lane • Solvang
\$615,000



SOLD - BUYER & SELLER

1871 Laurel Avenue • Solvang
\$1,520,000



SOLD - BUYER

671 Rincon Drive • Solvang
\$1,753,800



SOLD - BUYER

433 Dania Avenue • Buellton
\$1,049,000



SOLD - BUYER

111 Juniper Drive • Rancho Mission Viejo
\$825,000



SOLD - SELLER

553 Oakville Drive • Buellton
\$791,000

RECENT SALES



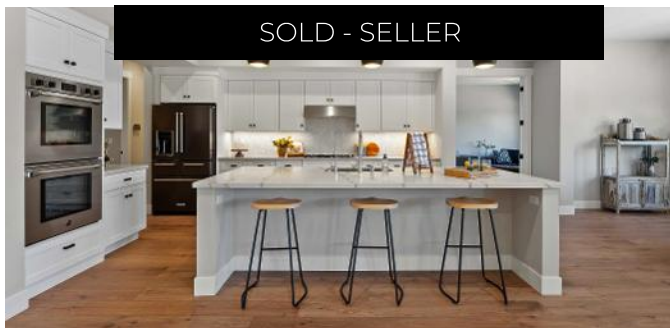
SOLD - SELLER

355 Glennora Way • Buellton
\$1,000,000



SOLD - SELLER

991 College Canyon Road • Solvang
\$2,700,000



SOLD - SELLER

1224 Hager Lane • Buellton
\$2,087,000



SOLD - SELLER

6500 Santa Rosa Road • Buellton
\$4,100,000



SOLD - SELLER

310 Sycamore Drive • Buellton
\$1,179,000



SOLD - SELLER

5010 Baseline Avenue • Santa Ynez
\$2,500,000



SOLD - SELLER

1335 Deer Trail Lane • Santa Ynez
\$1,900,000



SOLD - BUYER

3227 Glengary Road • Santa Ynez
\$2,395,000

RECENT SALES



SOLD - SELLER

1910 Tularosa Road • Lompoc
\$1,700,000



SOLD - SELLER

781 Fredensborg Canyon Road • Solvang
\$345,000



SOLD - SELLER

4518 Stonebrook Road • Orcutt
\$1,100,000



SOLD - BUYER

1190 N Refugio Rd • Santa Ynez
\$1,989,000



SOLD - SELLER

7 Camino San Carlos • Buellton
\$1,650,000



SOLD - BUYER

28843 Wagon Road • Agoura Hills
\$2,300,000



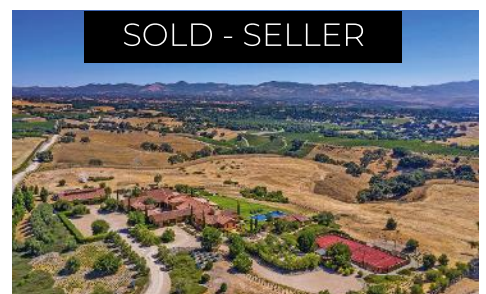
SOLD - BUYER

1218 Petersen Avenue • Solvang
\$1,525,000



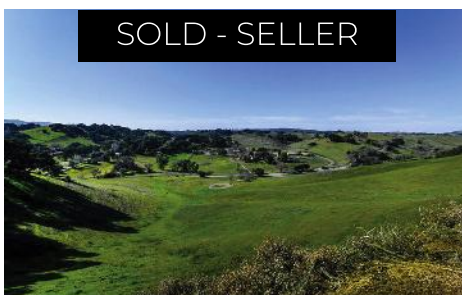
SOLD - BUYER

484 Kendale Road • Buellton
\$760,000



SOLD - SELLER

2051 Golpa Drive • Solvang
\$15,000,000



SOLD - SELLER

1230 Fredensborg Canyon Rd • Solvang
\$965,000



SOLD - BUYER

1510 Kronborg Drive • Solvang
\$1,770,000



SOLD - SELLER

558 Monticello Lane • Solvang • California
\$800,000

RECENT SALES



470 Valley Dairy Rd • Buellton • California
\$975,000



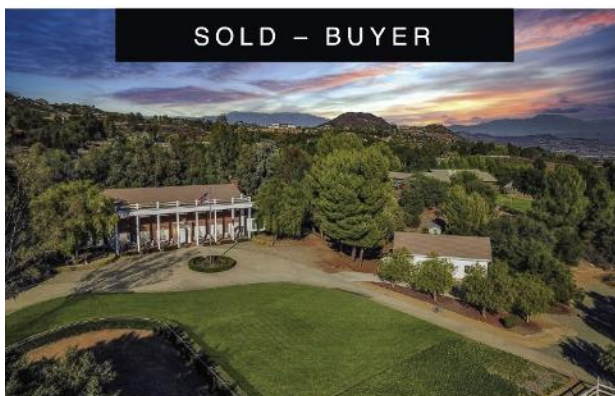
5566 Calle Ocho • Carpinteria • California
\$1,175,000



1580 Monarch Dr • Santa Ynez • California
\$3,675,000



4518 Stonebrook Rd • Santa Maria • California
\$762,000



20900 Avenida De Arobles • Murrieta • California
\$1,850,000



268 Valley Dairy Rd • Buellton • California
\$925,000

RECENT SALES



SOLD - SELLER

1400 Aarhus Dr. • Solvang
\$1,299,000



SOLD - BUYER

1910 Tularose Rd. • Lompoc
\$1,650,000



SOLD - SELLER

4190 Casey Ave. • Santa Ynez
\$4,000,000



SOLD - BUYER

3130 Riley Rd. • Solvang
\$1,525,000



SOLD - BUYER/SELLER

1680 Still Meadow Rd. • Solvang
\$3,184,000



SOLD - BUYER

2835 Long Valley • Santa Ynez
\$3,875,000



SOLD - BUYER

349 Savannah Dr. • Los Alamos
\$665,000



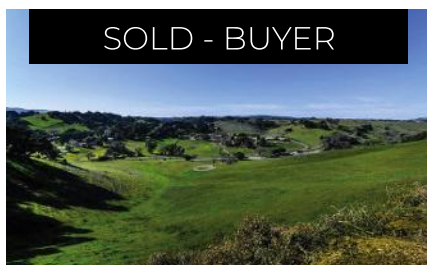
SOLD - SELLER

2000 Edison St. • Santa Ynez
\$5,000,000



SOLD - BUYER

1220 Dove Meadow • Solvang
\$745,000



SOLD - BUYER

1230 Fredensborg Cyn Rd. • Solvang
\$810,000



SOLD - BUYER

1398 Faraday St. • Santa Ynez
\$735,000



SOLD - BUYER

2051 Golpa Dr. • Santa Ynez
\$7,700,000

RECENT SALES



1170 Lincoln St. • Santa Ynez
\$600,000



541 Macaw Ct. • Nipomo
\$449,000



2000 Edison St. • Santa Ynez
\$4,145,000



1210 Hager Ln. • Buellton
\$1,065,000



546 Lehigh Ln. • Buellton
\$538,000



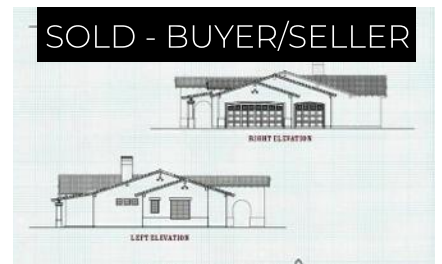
1224 Hager Ln. • Buellton
\$1,090,000



1180 Summer Place D • Santa Maria
\$303,000



1252 Hager Ln. • Buellton
\$1,060,000



1255 Hager Ln. • Buellton
\$1,030,000



1977 San Marcos Pass • Santa Ynez
\$1,650,000



1260 Hager Ln. • Buellton
\$907,989



4613 S Blosser Rd. • Buellton
\$850,000

RECENT SALES

1180 Sumner Place Apt D. Santa Maria	\$303,000	Represented Seller
648 Floral Dr. Solvang	\$390,000	Represented Buyer
2801 Kara Ln. Solvang	\$425,000	Represented Buyer
724 N Refugio Rd. Santa Ynez	\$900,000	Represented Buyer
5566 Calle Ocho Carpenteria	\$1,175,000	Represented Seller
1259 Hager Ln. Buellton	\$865,000	Represented Buyer
7 Camino San Carlos. Buellton	\$839,000	Represented Buyer
2550 Elk Grove Rd. Solvang	\$1,100,000	Represented Seller
2750 Baseline Ave. Santa Ynez	\$1,079,000	Represented Buyer
634 Valley Oak Rd. Solvang	\$790,000	Represented Buyer
3085 Short Rd. Santa Ynez	\$1,200,000	Represented Buyer
744 Hillside Dr. Solvang	\$579,500	Represented Seller
1477 Aarhus Dr. Solvang	\$675,000	Represented Seller
622 Aqueduct Way. Solvang	\$800,000	Represented Buyer
744 Hillside Dr. Solvang	\$475,000	Represented Buyer
3913 Roblar Ave. Santa Ynez	\$2,300,000	Represented Buyer
1873 N. Refugio Rd. Santa Ynez	950,000	Represented Buyer
1477 Aarhus Dr. Solvang	\$469,000	Represented Buyer
3003 Brinkerhoff Rd.	\$1,200,000	Represented Buyer
2065 Village Lane. Solvang	\$480,000	Represented Buyer
2397 Janin Place. Solvang	\$895,000	Represented Seller
3114 Calzada Ave. Santa Ynez	\$1,225,000	Represented Seller
2648 Grand Ave. Los Olivos	\$935,000	Represented Buyer
2397 Janin Place. Solvang	\$657,500	Represented Buyer
1270 Dove Meadow Rd. Solvang	\$1,100,000	Represented Seller

LEASED PROPERTIES



648 Floral Drive • Solvang
\$3,400/Month



3147 Samantha Drive • Santa Ynez
\$4,750/Month



1900 Old Mission Drive • Solvang
\$4,950/Month



352 Nykobing • Solvang
\$5,495/Month



750 E Hwy 246 B • Buellton
\$4,250/Month



1832 Old Mission Drive • Solvang
\$2,700/Month



724 N Refugio Road • Santa Ynez
\$7,000/Month



1840 Old Mission Drive • Solvang
\$4,850/Month



1860 Old Mission Drive • Solvang
\$4,850/Month



1840 Old Mission Drive • Solvang
\$4,500/Month



1900 Old Mission Drive • Solvang
\$4,500/Month



648 Floral Drive • Solvang
\$3,200/Month



1832 Old Mission Drive • Solvang
\$2,700/Month



1842 Old Mission Drive • Solvang
\$2,700/Month



1872 Old Mission Drive • Solvang
\$2,700/Month



1852 Old Mission Drive • Solvang
\$2,600/Month



1862 Old Mission Drive • Solvang
\$2,600/Month



1902 Old Mission Drive • Solvang
\$2,600/Month



1902 Old Mission Drive • Solvang
\$2,500/Month



1735 Laurel Avenue • Solvang
\$4,850/Month

BUYING & SELLING WITH MONUMENT GLOBAL ESTATES

7 CAMINO SAN CARLOS, BUELLTON



Buyer Represented in 2018
Sold for **\$839,000**



Seller Represented in 2024
Sold for **\$1,650,000**

2051 GOLPA DRIVE, SANTA YNEZ



Buyer Represented in 2021
Sold for **\$7,700,000**



Seller Represented in 2023
Sold for **\$15,000,000**

2000 EDISON STREET, SANTA YNEZ



Buyer Represented in 2020
Sold for **\$4,145,000**



Seller Represented in 2021
Sold for **\$5,000,000**

1400 AARHUS DRIVE, SOLVANG



Buyer Represented in 2014
Sold for **\$745,000**



Seller Represented in 2022
Sold for **\$1,275,000**

1477 AARHUS DRIVE, SOLVANG



Buyer Represented in 2013
Sold for **\$469,000**



Seller Represented in 2017
Sold for **\$675,000**

744 HILLSIDE DRIVE, SOLVANG



Buyer Represented in 2016
Sold for **\$475,000**



Seller Represented in 2017
Sold for **\$579,500**

2397 JANIN PLACE, SOLVANG



Buyer Represented in 2013
Sold for **\$657,500**



Seller Represented in 2015
Sold for **\$895,000**

Pricing *your Property*

List price is undoubtedly the first thing you want to talk about, and we get it. But the final decision on how to price your property will become clear after we've done the work to make it market-ready. During this process, we'll consider all variables; location, features, and demand.

COMPS MATTER, BUT THEY DON'T TELL THE WHOLE STORY

Your property is unique, and we'll work with you to set a price that:

- Illustrates your property's fair market value in relation to current conditions
- Considers the best features of your property, as well as realistic drawbacks
- Compares your property to others that have recently sold or have lingered on the market
- Reflects a deeply analyzed price range that will attract the most qualified buyers

It's essential to price your property correctly when it goes to market. Overpricing can pose significant challenges, especially if a correction is later required. More specifically, having to lower a price can send a negative signal to buyers, even if the property is everything they're seeking. We'll leverage our extensive local expertise to make sure we get it right the first time.





Sell a Property *in 7 Simple Steps*



Photo credit: DeborahKalas.com

1. FIND A REAL ESTATE AGENT

It's critical to enlist the help of a real estate agent with a proven track record in your local market. Our team has a long-standing reputation for success. We love what we do, and we're wholly dedicated to seamlessly navigating and supporting you through your property sale.

2. DETERMINE MARKET VALUE

We'll assess your property's market value by taking variables such as features, size, location, market demand, and recent comparable sales into consideration. Then, we'll create a comparative market analysis (CMA) or 'comp,' which will help determine a competitive listing price designed to attract qualified buyers and generate maximum interest in your property.

3. GET MARKET READY

We'll strategize with our network of skilled and vetted vendors to polish up your property. Together, we'll work to implement key improvements, ensure alluring curb appeal, professionally stage your space, and take eye-catching photos and videos of your property. Once complete, buyers will have multiple reasons to give your property more than just a passing glance.

4. LIST YOUR PROPERTY

A listing agreement gives us permission to advertise your property and handle your sale. It also covers the basic terms of our mutual commitment, including the length of time your property will be listed. Once an agreement is signed, we'll discuss our selling strategy and will explain what you can expect as we move deeper into the process. We believe in transparency, and we want you to feel confident about our plans to sell your property.

5. MARKET YOUR PROPERTY

A unique property needs a customized marketing plan to set it apart from others on the market. We'll leverage industry-leading tech and robust online marketing strategies in combination with tried-and-true techniques like high-quality statements, energetic open houses, and alerting local buyer's agents to give your property optimum exposure. We'll also utilize our trusted network of photographers and professional stagers to make your property come to life.

6. NEGOTIATION AND ESCROW

At this crucial stage, we'll leverage every negotiation tool in our arsenal to arrive at a price that both you and the buyer can agree on. We'll also use our expertise to coach you through terms, contingencies, and buyer financing. Once a fair price that meets your selling goals is offered and accepted, we head into escrow. At this point, the buyer must complete all necessary inspections, get their financing approved, and sign all legally mandated disclosure documents.

7. CLOSING TIME

We'll be right by your side during these final steps, engaging with the buyer's agent and lending institutions to ensure all requirements are met. Once we're certain all our ducks are in a row, you'll sign on the dotted line to finalize your property sale!



Pre-listing

VENDOR MANAGEMENT

Life doesn't stop just because you're selling a property, and rearranging your schedule to accommodate a stream of vendors working on getting your home market-ready is the last thing we want you to worry about. With your permission, we'll gladly take on the role of coordinating projects, determining start and completion dates, overseeing work on-site, and ensuring tasks are performed to the highest standards.

DISCOUNT SERVICES

Due to our high volume of listings, we're able to negotiate special pricing with many local vendors. These vendors are familiar with the type of work necessary to bring a home to market in the most cost-effective way. There is no markup or referral fee from any vendor that works with our team, and all savings are passed directly to you.

PROFESSIONAL STAGING

Our top-notch, talented, and highly qualified designers and stagers know how to make your property shine. As part of our initial consultation, we'll provide a thoroughly researched plan for staging your home that will help buyers love it for all the right reasons.

PHOTOGRAPHY + VIDEOGRAPHY

3D TOURS + FLOORPLANS

Strong visuals sell properties. We use professional, eye-catching listing photos to convey value and compel discerning buyers to see the space for themselves. Our professional photographers will capture your home in a way that'll make an excellent first impression and will drive interest and demand. Additionally, our advanced videography and 3D tours allow clients to explore your property's floor plan and features by providing a truly immersive and interactive experience.





Staging

STAGING TRULY IS THE *FIRST AND MOST IMPORTANT STEP* YOU CAN TAKE TO ENSURE YOUR LISTING GETS THE ATTENTION IT DESERVES.

53% of seller's agents say that staging a home decreases the amount of time a home spends on the market*

83% of buyer's agents say that staging makes it easier for buyers to 'visualize' the property as their future home*

Photography *and Videography*

AMAZING PHOTOS AND VIDEOS CAN *SELL*
YOUR PROPERTY BEFORE A BUYER STEPS
FOOT IN THE DOOR.



3D Matterport Tours *and Floor Plans*

3D MATTERPORT TOURS ALLOW CLIENTS AN
IMMERSIVE AND INTERACTIVE EXPERIENCE THAT'S
THE NEXT BEST THING TO ACTUALLY BEING THERE.

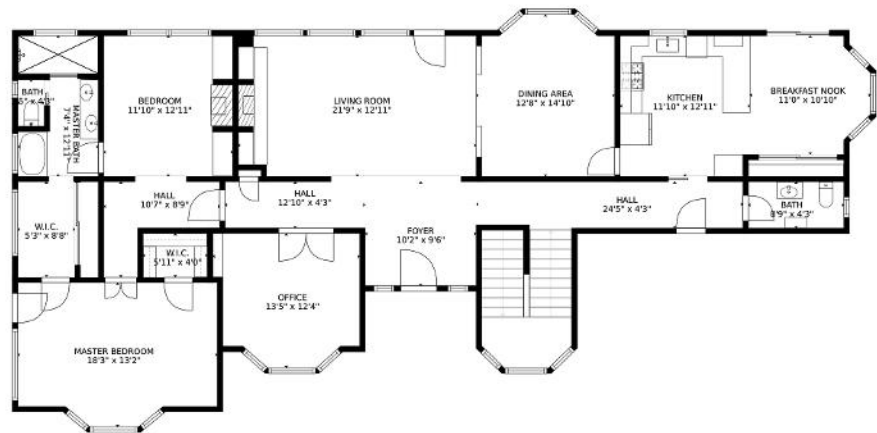




Photo credit: DeborahKalas.com

Marketing

EVERY PIECE OF MARKETING REFLECTS OUR PASSIONATE ATTENTION TO DETAIL AND MAXIMIZES EXPOSURE IN WAYS THAT MAKE THE MOST *SIGNIFICANT IMPACT ON BUYERS.*

PRINT

Your home's property statements will be professionally designed and printed with exceptional attention to quality and detail that sets your listing apart from competitive properties.

ONLINE

Ninety percent of potential buyers start their search online, both locally and abroad. Your home will be well-represented on every online outlet, including but not limited to Zillow and Realtor.com.

SYNDICATION

Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties.

OPEN HOUSES

Busy open houses generate buzz and motivate action. Buyers move quickly and aggressively to secure the home everyone seems to want. Our track record of successful open houses often contributes to a higher number of viable offers and boosts our strong sales statistics.



Print

HIGH-QUALITY PRINTING

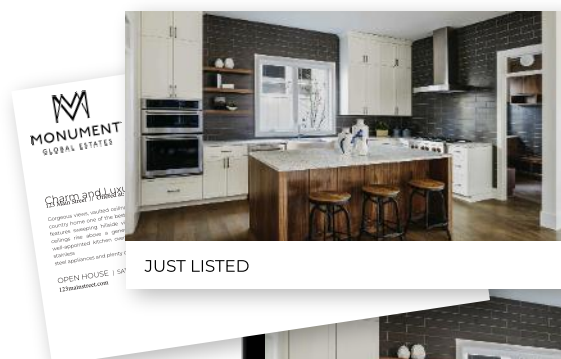
Unique properties deserve marketing materials that stand out and let buyers know your home is unlike other, more ordinary offerings on the market. That's why our brochures are professionally printed on high-quality paper.

DESIGNED WITH BUYERS IN MIND

We know what features make buyers want to see more, and we design statements to highlight all the ways your home is exceptional. We also make sure we have enough on hand to display them at every open house and to mail them to neighbors, past clients, and potential buyers.

A LASTING IMPRESSION

At the end of a long day of touring properties, we want buyers to remember yours as something special. The premium statements we hand to every person who walks through an open house will ensure that your home stands out from the competition.



Digital

SINGLE PROPERTY WEBSITES

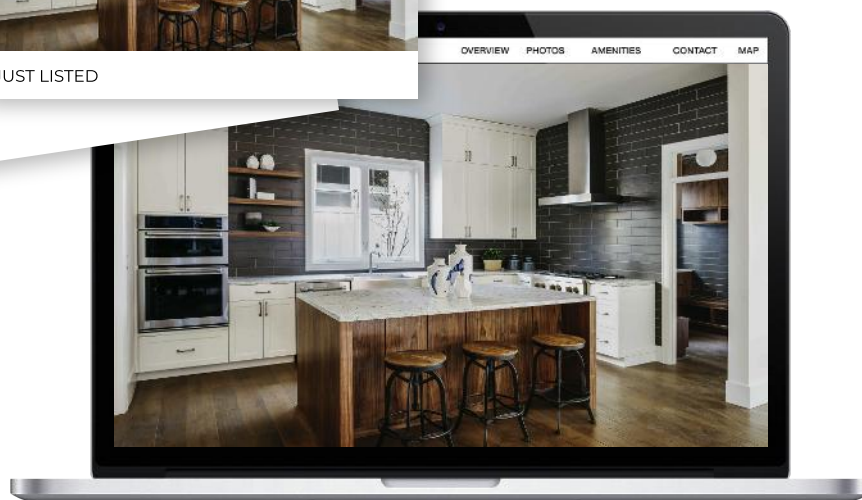
As we customize a marketing strategy for your home, we'll consider whether creating a unique website with property details and photo galleries is beneficial. In today's fast-paced market, these sites are often unnecessary. However, if we agree a devoted website will build momentum and bring local and international attention to your home, we'll create it and promote it on social media, to our network of potential buyers, and on marketing materials to generate site visitors.

WEBSITE SYNDICATION

Your property listing will be syndicated on the most important real estate websites, including Zillow, Trulia, Realtor.com, and more. We'll make sure no one misses seeing your home, no matter where they're looking.

EMAIL BLASTS

We'll send an email alerting top agents in our area to your listing. Buyers' agents jump to open these emails because they're all trying to stay on top of inventory and get their eager clients into hot new properties ahead of the competition. We sell a lot of our homes through buyer's agents we've known and worked with for years. As a result, they pay attention when we alert them to an exciting new home on the market.





Maximizes AI Optimization to Position Your Property

Today's buyers don't simply browse listings — they search, scroll, compare, and decide digitally first. That's why we've built a marketing platform that leverages advanced AI optimization alongside elevated storytelling, professional visuals, and global exposure to ensure your home is seen, understood, and prioritized.

AI-Optimized From Day One

We integrate artificial intelligence into every stage of our marketing process to increase visibility, relevance, and engagement.

What this means for your listing:

- Your property is optimized for how buyers actually search online — across Google, real estate portals, social platforms, and mobile devices
- Listing language, headlines, and descriptions are strategically structured to align with high-intent search behavior
- AI tools help ensure your home appears in front of buyers actively looking for properties like yours, not just browsing casually

This approach goes beyond exposure — it creates digital alignment between your property and buyer demand.

Smarter Targeting. Stronger Reach.

AI allows us to move past generic marketing and into precision targeting.

We analyze:

- Buyer behavior and search trends
- Location-based interest and lifestyle signals
- Engagement patterns across platforms

This data informs how and where your listing is distributed — ensuring marketing dollars, time, and visibility are focused where they matter most. Your property doesn't get lost in the noise. It gets positioned with intention.

Maximum Exposure. Intelligent Placement.

We combine AI optimization with:

- Multiple MLS platforms
- Global real estate networks
- High-impact digital advertising
- Search-optimized online syndication

This ensures your listing is not only seen widely — but seen by the right audience, repeatedly and consistently, across trusted channels.

Why This Matters for You as a Seller

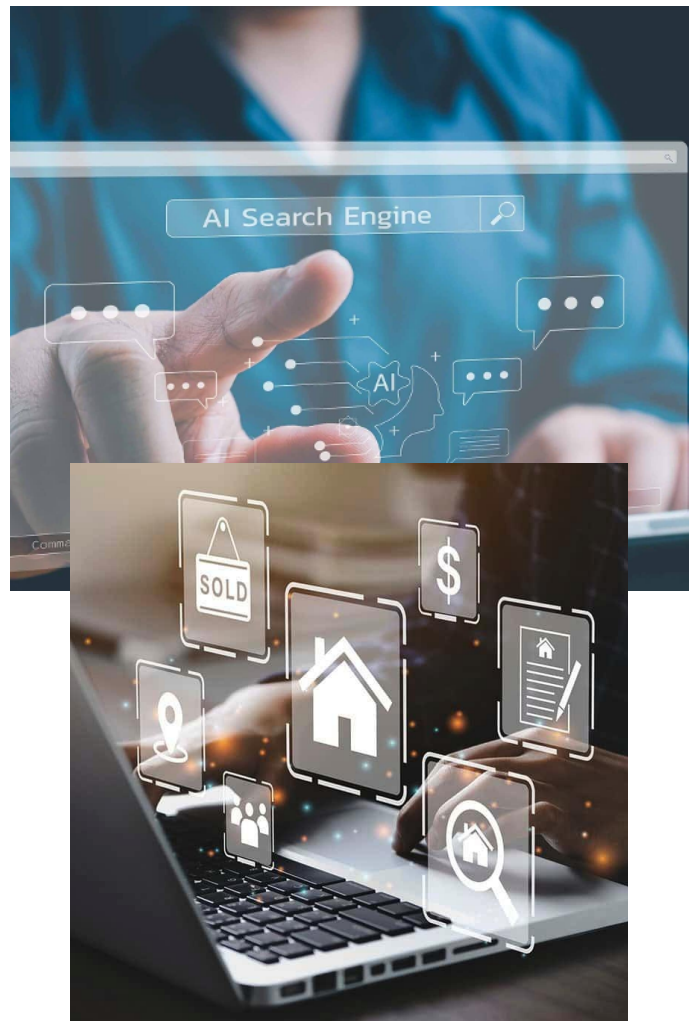
In a competitive market, visibility alone isn't enough.

Homes sell when they are positioned correctly, discovered easily, and emotionally compelling once found.

Our AI-optimized marketing approach:

- Increases qualified buyer traffic
- Improves online discoverability
- Strengthens first impressions
- Supports stronger negotiation leverage

Most importantly, it gives your property the **strategic advantage it deserves.**

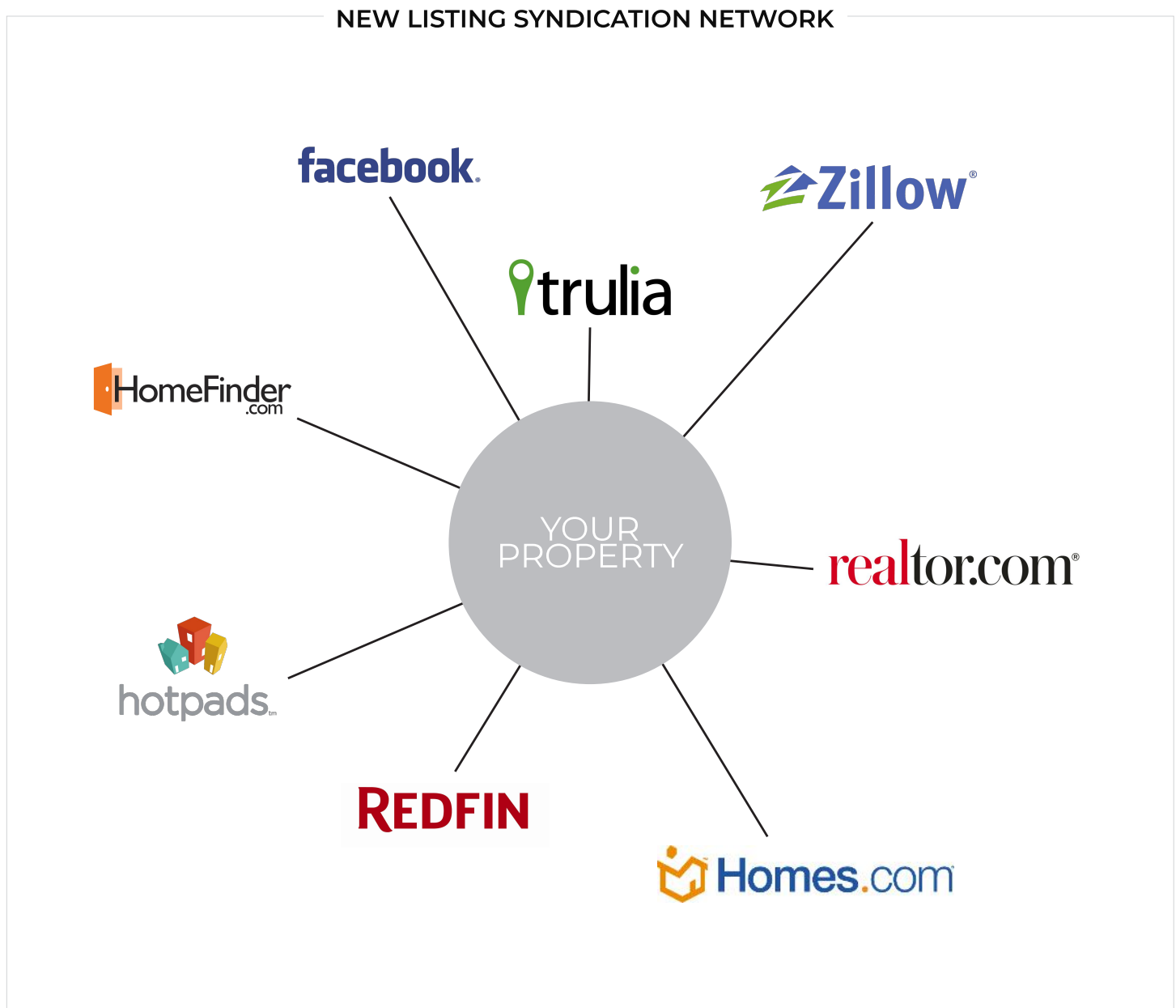


Technology enhances our work, it does not replace judgment, relationships, or expertise. AI optimization is simply one powerful layer in a comprehensive marketing system guided by decades of real-world real estate experience. When you list with Monument Global Estates, you're not just marketing a home, you're deploying a smart, intentional strategy designed to perform in today's market.

Marketing with precision. Exposure with purpose. Results that matter.

Syndication

No matter how stylish and informative a website is, the average real estate brokerage doesn't get five million visitors a month. But national listing sites, like those listed below, do! We'll make sure your property appears every relevant heavily trafficked listing platform, giving you the opportunity to connect with as many potential buyers as possible.



Open House *Showings*

IN COMPETITIVE MARKETS, OPEN HOUSES ARE ESSENTIAL TO YOUR SUCCESS. HERE ARE THREE REASONS WHY YOU SHOULD CONSIDER HAVING ONE:

1. YOU'LL ATTRACT MORE POTENTIAL BUYERS

Open houses bring more people through the door. They draw in prospective buyers and make it easy for friends, family, and neighbors to invite people over to see your lovely home.

2. YOU CAN SET THE SCENE — YOUR WAY

Keeping your home show-ready for months can be exhausting. With an open house, you'll deep clean and stage your home once, which means you'll spend less time scrambling while preparing for last-minute showings.

3. YOU COULD LOCK IN THAT INTERESTED BUYER

Unlike one-on-one home tours, open houses provide a low-pressure setting for prospective buyers who are ready to take a second look. People want to feel like they could make your house their home, so your buyer's comfort could tip the scales in your favor.





MONUMENT

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[MONUMENTGLOBALESTATES.COM](https://monumentglobalestates.com)