

MEET THE TEAM



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THE NUMBERS



\$240M+
Sold



150+
Transactions



ONLY
5-Star Reviews



@define.realestate

WHY DEFINE REAL ESTATE?

Are you required to have a real estate agent to sell a home? No, but **selling a house without a real estate agent is like hiking Half Dome in flip-flops with no map.**

Sure, you can go it alone—but the terrain is steep, the risks are real, and one wrong move can cost you.

A seasoned agent is your guide, negotiator, and strategist all in one. We've walked the path, we know where deals fall apart, and where you can come out ahead.

Selling a home is one of the biggest financial moves you'll make. When you work with Define Real Estate, you're not just getting one agent—you're backed by a full team that's always ready to move, always in the know, and built to deliver. **Unrepresented consumers account for 70% of all real estate lawsuits. Don't be a statistic.**



TIMELINE

1. STRATEGY

- Strategic Pricing & Marketing Consultation
- Define Timeline & Seller Objectives
- Complete Listing Agreement

2. PREP

- Pre-Market Listing Strategy
- Home Preparation Plan (Repairs/Staging/Curb Appeal/Move-out)
- Professional Photography & Video
- Seller Disclosures Prepared

3. LAUNCH YOUR LISTING

- MLS Activation & Syndication to Top Online Platforms
- Targeted Digital/Print Marketing Campaigns
- Private Showings & Open Houses Scheduled
- Real Time Market Feedback From Agents

4. OFFER & NEGOTIATIONS

- Review Incoming Offers
- Understand Seller Net Sheet
- Strategic Negotiations & Counter Offers
- Offer Acceptance & Backup Offers (if applicable)

5. ESCROW

- Open Escrow
- Scheduling Inspections & Appraisal
- Negotiate Repair Requests (if applicable)
- Monitor Transaction Milestones
- Final Repairs
- Buyer Final Walkthrough
- Closing Document Review & Sign

6. CLOSING

- Move Out & Hand Over Keys
- Funds Dispersed
- Celebrate!

OUR LISTING SERVICES



DISCOUNT PREP SERVICES

Due to our relationships and transaction volume, 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.



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 determining overseeing work on-site, and ensuring tasks are performed to the highest standards.



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

Strong visuals sell properties. We use professional, convey value and compel discerning buyers to see the space for themselves. Our professional photographers will capture your home in a way that makes make an excellent first impression and will drive interest and demand. Videography and 3D tours allow clients to explore features by providing a truly immersive and interactive experience.



WHO PAYS FOR WHAT

Closing costs are the fees that cover the services needed to finalize a real estate deal—charged by lenders, title companies, agents, and other providers. While much of this can be negotiated, here's a general breakdown of how these costs are usually split between buyer and seller.

THE SELLER CUSTOMARILY PAYS:

- Title Fees
- ½ Escrow Fees
- County transfer tax (dependent on sales price)
- Document preparation for the deed
- Pay off of all loans against the property
- Home warranty (if specified in the contract)
- Property tax proration
- Unpaid HOA dues (if applicable)
- HOA document preparation
- Bonds or assessments
- Delinquent taxes (if applicable)
- Move-out fees (for condominiums)
- Third-party Natural Hazard Disclosure Report
- Statement and California Tax Disclosure Report
- City transfer tax (if applicable)
- Agent compensation

THE BUYER CUSTOMARILY PAYS:

- Buyer notary fees
- ½ Escrow fees
- Inspection fees
- All new loan charges (points, appraisal, document processing fees, etc.)
- Homeowner's insurance for the first year
- HOA account transfer fee
- Miscellaneous charges
- Real estate compensation to buyer's agent (negotiated with the offer)

What You **CAN EXPECT**

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my *tell it like it is* honesty & creative problem solving to get you where you want to go.



PIZZA IS ON ME ON MOVING DAY

A small thank-you for
all the heavy lifting.



CLOSING DAY & MOVE-OUT SUPPORT

Smooth handoff with
final details handled.



ONGOING INSIGHTS & EXCLUSIVE PERKS

Weekly emails, local
events, and discounts
on great vendors.



YOUR GO-TO FOR TRUSTED VENDORS

Need a painter, packer,
or a referral? I've got you.



ANNUAL MARKET CHECK-IN

Quick yearly updates
on local home values.