

The Zimmerman Family
Home
27126 Mariscal Ln.
Mission Viejo, Ca 92691



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27126 MARISCAL LANE,
MISSION VIEJO, CA

HOUSE FOR SALE

FEATURES :

- 3 Levels
- 4 Bedroom
- Spacious, versatile, outdoors
- 3 Baths
- Extra Large lot
- Expansive sunlit interiors



Coming
Soon



WHAT IS IMPORTANT TO YOU?

1. Priority is to time the sale in a way that avoids multiple moves
2. Plan estate sale to downsize, but keep home furnished while occupying home
3. Public listing to begin after Easter and professional photography ETA May 20th



PREPARATION TIMELINE

Mar 3-6

Organize Garage to make room for furniture

Mar 16-18

Move large Furniture and small items into garage

Mar 20

Paint Upstairs

Mar 22-Apr 2

Carpet Installation_Hardwood repair

Apr 24-25

Cleaning

April 28-30

Staging (as required)

May 12

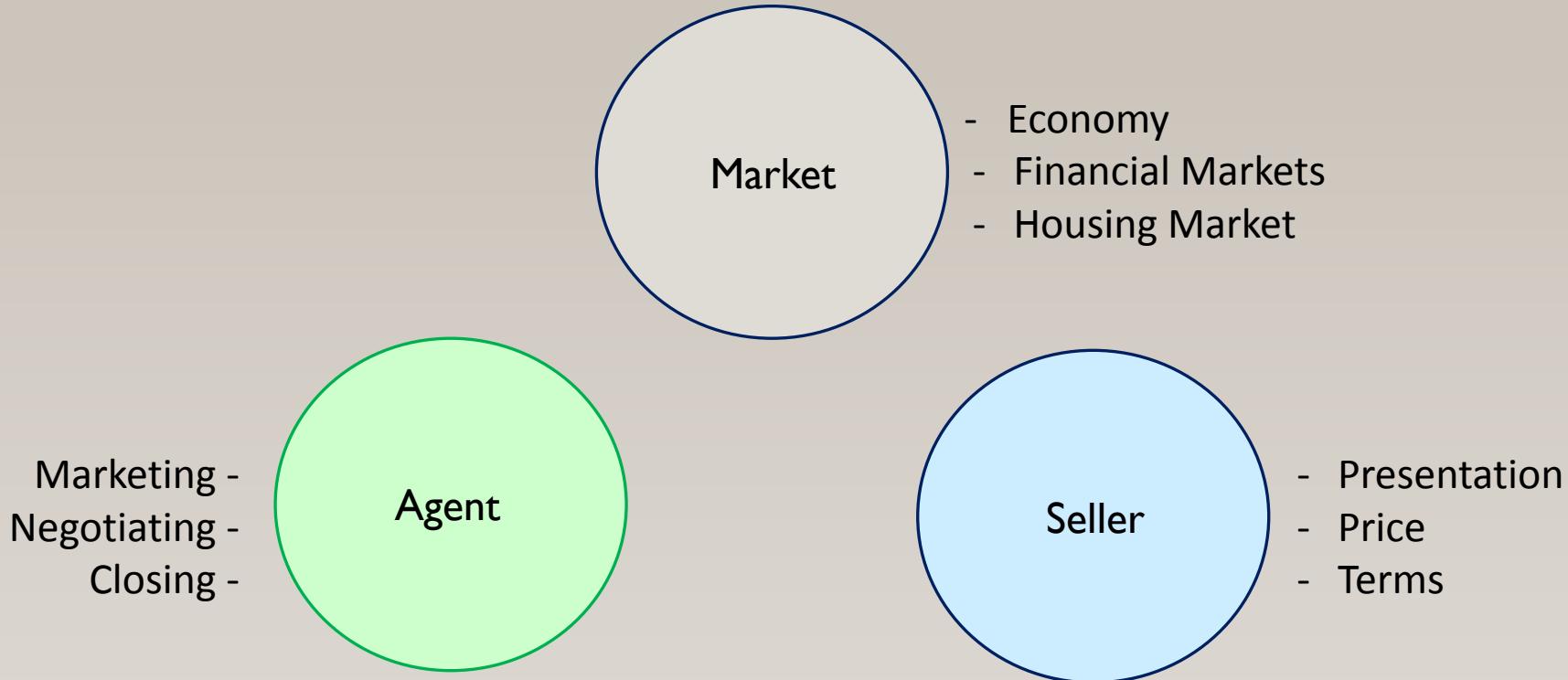
Professional Photography
3D Tour
Drone Photography
Schematic Floor Plan

May 24-25

Open House



Environment





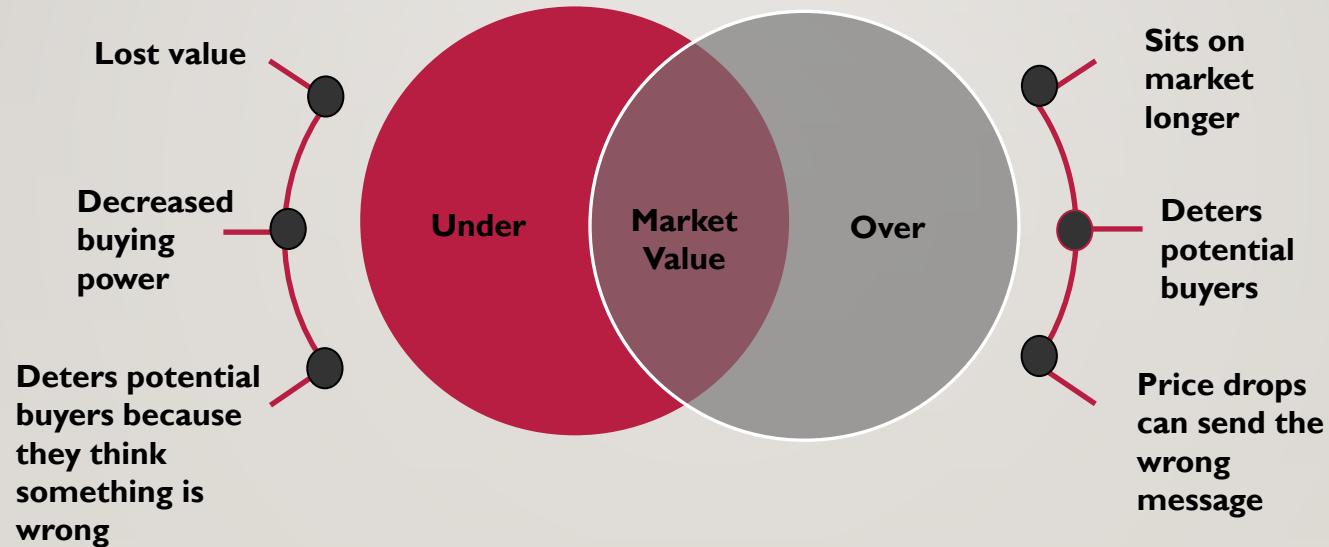
AMERICAN DREAMS
REAL ESTATE

COMPS

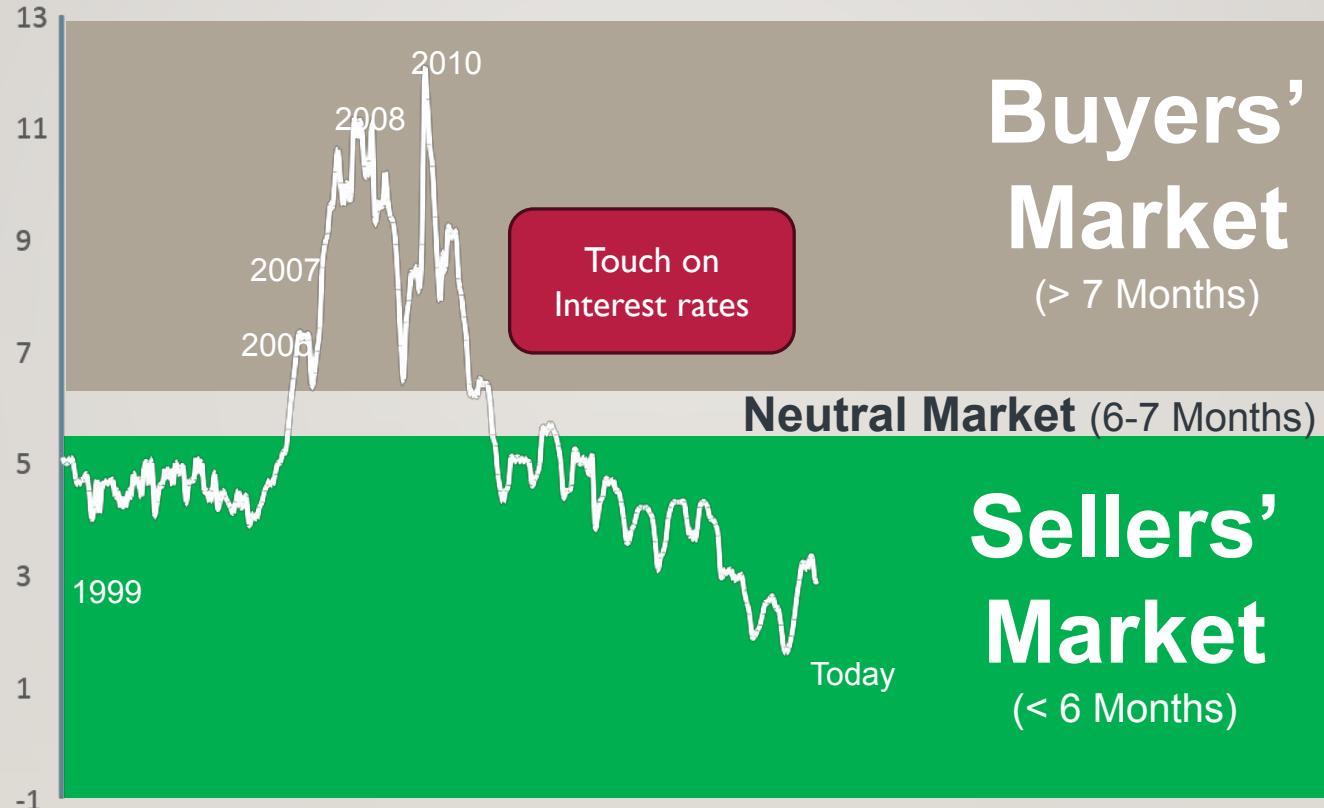


PRICING STRATEGY

Above Market | At Market | Slightly Below Market



MONTHS' INVENTORY OF HOMES FOR SALE



MEET THE TEAM



By Your Side Every Step of the Way.



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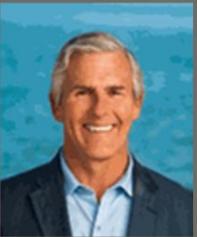
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5-Star Rated Licensed Real Estate Agent
on Rate My Agent



  Zillow® Trulia

5-Star Rated Licensed Real Estate Team
on Zillow.com and Trulia.com



Woody Henderson
Broker/Owner



Victoria Henderson
Listing & Buyer Specialist



Holly Coleman
Listing & Buyer Specialist



Sena Williams
Listing & Buyer Specialist

WHY WORK WITH US

Check Out Our References At The Back.



100% SUCCESS RATE.

With well over \$29 Million Dollars of Real Estate Deals and a passionate team, the Marcia Grove Team has maintained a 100% Success Rate since being established. With over 95% of Listings being sold within the first 2-3 weeks of being marketed.

DIGITAL MARKETING PROS.

With over 10 years of combined experience in Digital Marketing your home will be listed with professionals who understand how online marketing works. Including exactly where and how to reach the ideal buyer for your property.

NO COMMITMENT. SATISFACTION GUARANTEED.

We believe selling your home should be a simple, streamlined process that feels safe, secure and flexible. We've designed our marketing packages with that belief in mind.

NETWORK OF 40,000+ AGENTS.

Listing your property with the Marcia Grove Team means gaining access to a network of over 40,000+ Real Estate Agents with active buyers looking for homes just like yours.

EXPERT NEGOTIATORS.

Our agents are both trained and experienced in the art of negotiation. With millions of dollars of deals negotiated since our teams conception, you can be confident that your biggest asset is in the right hands.



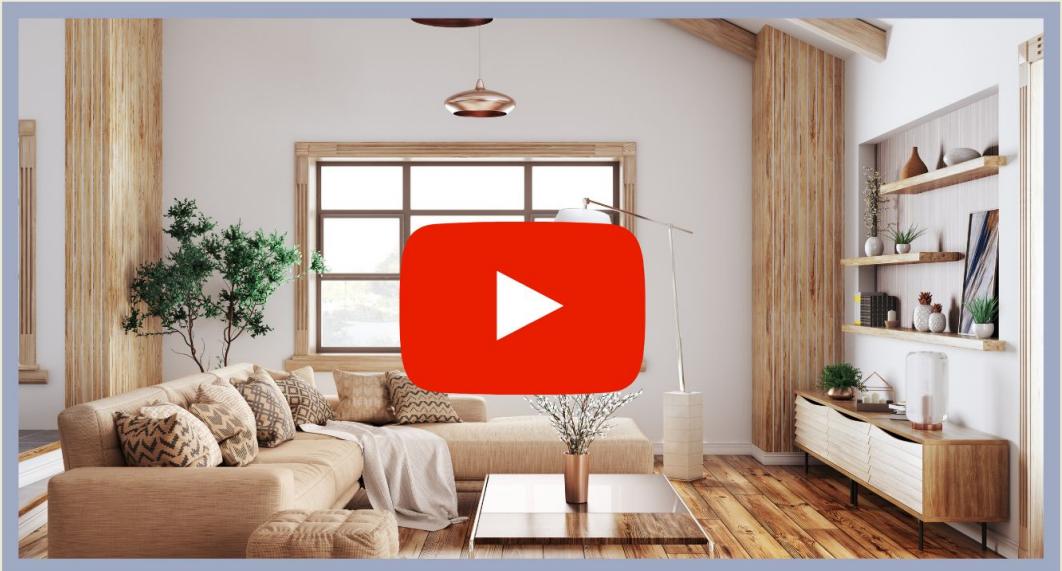
YOUR HOME IN ITS BEST LIGHT!

Our in-office photographer is a dedicated member of the team with well over 8 years of experience as a professional photographer. With professional lighting equipment and editing software, your property will be marketed in its best light!

VIRTUAL TOUR

Highlighting Your Property The MODERN Way.

Along with professional photos, we'll also create a virtual tour of your property. Over the years we've noticed buyers need more than just a few camera phone photos to build interest in scheduling a showing, let alone putting in an offer. We take care of it!



VIRTUAL TOURS

"AN INCREASED LIKELIHOOD OF SELLING."

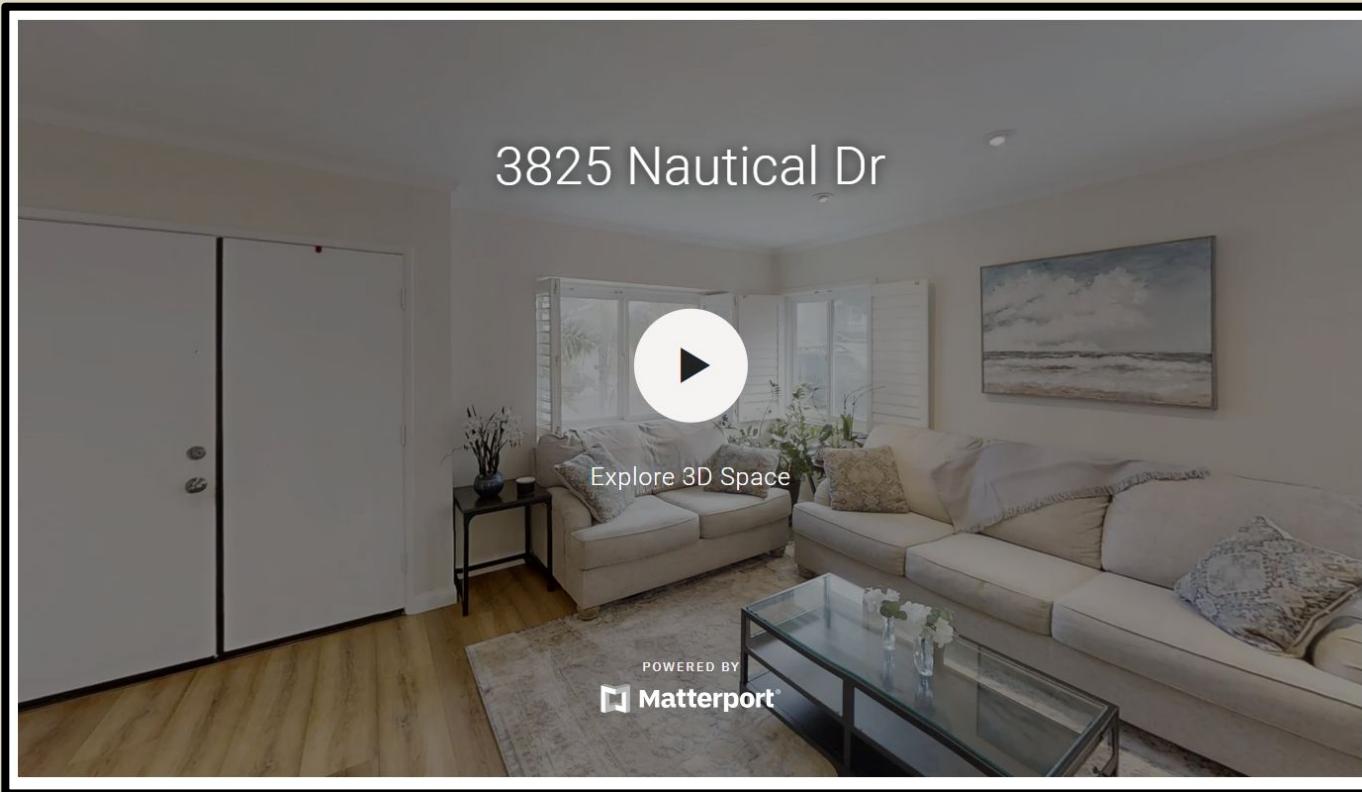
Research also shows that the quality of listing photos, and the expertise of the person taking them, has a big impact on home sales. According to Redfin, homes with photographs taken with a professional digital single-lens reflex (DSLR) camera get an average of 61 percent more page views than other properties at all price levels. They also have a 47 percent higher asking price per square foot and have "an increased likelihood of selling."



Marketing

- Immersive 3D Showcase

Maximize Market Exposure



**SURVEY:
HOME BUYERS
AND SELLERS
SEEK 3D TOURS**

82% would switch to an agent offering 3D tours

94%

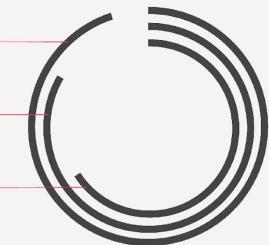
Gen Z

83%

Millennials

63%

Gen X



99%

of sellers say a 3D tour would give their listing a competitive edge

90%

of buyers would be more compelled by a listing with a 3D tour

55%

of buyers would buy a property sight-unseen



Schematic Floor Plan



Puts Buyers in a Higher Price point State of Mind

21 POINT MARKETING PLAN

1. Comprehensive Market Analysis

- Perform a detailed Comparative Market Analysis (CMA) to determine the optimal listing price.

2. Home Preparation Consultation

- Provide tailored advice on staging, decluttering, and curb appeal enhancements.
- Offer a curated list of trusted vendors to address any pre-listing repairs or improvements.

3. Exclusive Home Improvement Discounts

- Provide buyers with access to exclusive discounts on home improvement services for post-sale upgrades.

4. Professional Photography + Floor plan

5. Videography and 3D Virtual Tours

6. Custom Property Website

7. Social Media Marketing

8. Email Marketing Campaign

9. MLS Listing.

10. Syndication to Real Estate Websites

11. Open Houses

12. Broker's Open

13. Targeted Online Ads.

14. Print Marketing

15. Custom Signage

16. Video Testimonials

17. Neighborhood Outreach

18. Pre-Market "Coming Soon" Campaign.

19. Enhanced Open House Experiences

20. Weekly Progress Reports

21. Negotiation and Closing Support





Compensation

- The National Association of REALTORS® has agreed to put in place a new rule **prohibiting offers of compensation on the Multiple Listing Service (MLS)**. Offers of compensation could continue to be an option consumers can pursue off-MLS through negotiation and consultation with real estate professionals.
- MLS participants **will be required to enter into written agreements with their buyers**.

Changes went into effect July 2024

OPTIONS





Make It Inviting



- Open blinds or curtains to let the light in



- Check lightbulbs and replace as needed



- Take down personal photos or items

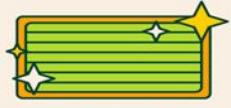


- Fix anything that's broken



- Give every room a clear purpose

Show It's Cared For



- Clean your vents and baseboards



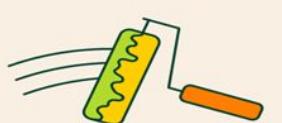
- Vacuum, mop, or sweep floors



- Declutter throughout



- Organize countertops, cabinets, and closets



- Touch up any scuffs on the walls

Boost Curb Appeal



- Power wash outdoor surfaces



- Clean the windows (inside and out)



- Tidy up the landscaping



- Freshen up your entry



- Sweep patios, decks, and walkways