



A Fresh Perspective



#TeamCalRes

Woman- owned, women run, we are a dynamic team that thrives on exceeding client expectations. With diverse backgrounds in finance/business, mortgage servicing, technology and real estate, our combined skills and experience will benefit you in the best way possible!

Why Maria Severino- Roller

Meet the owner of CalRes, a true local and our very own spirited team captain! Maria's career began over two decades ago at Chase Home Finance managing default loan servicing which included loss mitigation, short sales and foreclosures. In 2006, Maria was instrumental in the implementation of the ARM Reset Modification program. This program paved the way for the national program known as "Making Homes Affordable". She then furthered her career working for New American Funding as a branch manager and corporate trainer and ultimately opened their real estate division New American Residential. While employed with NAF, Maria played an active role as a founding member in a trade organization known as AAHMP. She spent two years in Washington DC & Virginia working with members of Congress, Fannie Mae & Freddie Mac to offer alternative underwriting solutions to the Making Homes Affordable program all in an effort to revitalize the distressed economy and promote home ownership.

As a hometown girl, daughter of a schoolteacher and custom home builder, Maria has always been passionate about community, entrepreneurship and real estate. You can find Maria cheering on her daughters at the field, pool or stage. Maria runs a successful business but not without a lot of laughter, 90's hip hop and the best spirit wear.



Maria Roller
Owner / Realtor®
DRE# 01866324

(760) 415-2217
MariaRoller@CalResInc.com

Why CalRes Realty

- **Boutique level service.** Your time is valuable and that's why we deliver a high level of service that goes above and beyond. Whether is scheduling and meeting contractors on your behalf, or notary's for contract signing, we will make this as smooth as possible.
- **Luxury home marketing.** We go over the top with every listing. Professional photos are your best first impression, and we work with the best property photographers in town. Each property is unique, we will determine which high end marketing tools best suite your property. Drone, virtual staging, professional staging, expanded Social media marketing, video, 3d matter ports – we have a lot of tools at our disposal for you
- **Strong negotiators.** "Highest & Best" is often the go to for weaker agents when there are multiple parties interested in your home. We work with you to identify what's most important and get you're the best terms and best price possible by countering the strongest offers.
- **Even keeled.** Selling a home can be very emotional and stressful which is why we take being your advocate very seriously. We maintain and even keel and make sure all parties are focused on helping a buyer and seller close the deal, not who's ego is the biggest.
- **We keep you informed & educated.** We pride ourselves on being excellent communicators, keeping you advised of the sales process and bringing it to a successful close is our top priority. We are experienced troubleshooters, we can and do anticipate issues before they happen.
- **80% of our business is repeat and referral.** Our past clients are our best cheerleaders as they continue to use us for all their real estate needs.
- **Annual Client & community appreciation events.** We host several events through out the year to build community. Examples: Happy Hours, Bunco fundraisers, Community shred events, and VIP client events.
- **We give back to our community**
 - We donate money from each sale to local charities. Gary Sinise Foundation and local pet shelters are our current favorites.
 - Fundraisers for various organizations – One warm coat , Carlsbad Unified School district & various team sports boosters.