



*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 Tj Stroben

Remember when there was a template for women in real estate; aggressive, intimidating, and hard-edged? Times sure have changed, and the business world has evolved. Meet our own "Girl Next Door", Tj Stroben. While an astute businesswoman, she is everyone's friend. She is the one who you are mostly likely to chat up for the newest restaurant, dog park, gardening tips or her Gigi stories while being your direct connection to the local real estate market. Tj is a skillful negotiator who consistently outperforms her competition. Tj is a recipient of the Carlsbad Real Estate Award of Excellence, multi-year recipient of the Five Star Real Estate Agent Award Professional and currently serves on the NSDCR Board of Directors.



Tj Stroben

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# 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.