



A Fresh Perspective







Selling your home is a big deal and I take the task very seriously. The fact that you have considered me to help you accomplish this means the world to me!

**THANK YOU!** 

TERESAUSTROBEN

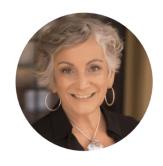
### **Meet the Team**

### California Residential Consulting



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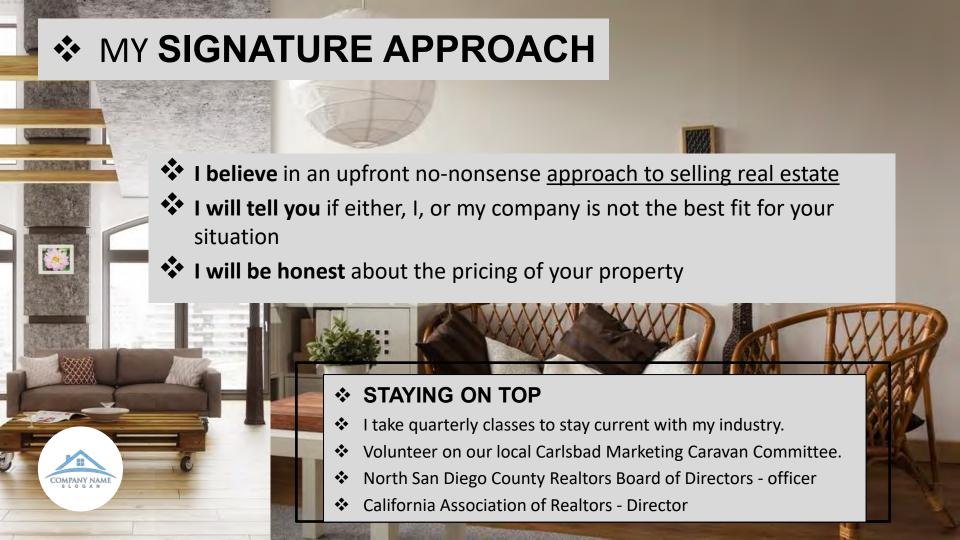
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## COMPETITIVE MARKET ANALYSIS

- Comparables include sales from all real estate agents and companies
- I check public records in addition to MLS
- The best measure of value is sold listings
- Active listings demonstrate supply and competition
- Withdrawn/expired listings usually demonstrate an overpriced listing.



### **Price Competitively**

Pricing and Process.
Three Things
One of Three things will happen next....



- The Property receives little action (low to no showings). This can only mean one thing; the market is rejecting the property based on price. Buyers and Realtors® recognize value and if they feel the property does not represent good value, they will not even look at the property. Solution: A Price Reduction
- The Property has showings, but no offers. This is better than the first outcome but is still frustrating for the seller. Statistics tell us we
  can expect an offer by the twelfth showing; if we have showings beyond that with no offer, it means one of two things. Either the home is
  slightly overpriced or there is a condition that needs to be addressed. Solution: Correct the condition issue or a minor price
  adjustment
- The property sells! By hitting the market just right, we may have an offers right away. A quick offer does not mean we are underpriced, it means we hit the market at the perfect time. So, do we have your permission to sell your home quickly?

### **FACT** VS. FICTION & THE TRUTH

- When it comes to online marketing, many agents will try to convince you they have the "secret sauce."
- The fact is, every agent's listing is syndicated out by the MLS to hundreds, if not thousands, of web sites.
- The truth: If a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home.



### CLIENT TESTIMONIALS

### Linda G.

TJ has sold two of my homes and helped me purchase another. She is an absolute pleasure to work with and an expert at what she does. She's extremely hard working and put enormous energy and effort into selling my properties. She's organized and handled each and every detail making it stress free for me. I highly recommend her!



### A & N

Ti was awesome to work with. We were first time home buyers and she made us feel confident and knowledgeable. Her patience and positive outlook really helped us go through the not so scary home buying process. We bought the house of our dreams with absolutely 0 buyers remorse!! We would recommend her 100% to anyone looking to buy a home. Thank you so so much Ti, you're the best!!



### CLIENT TESTIMONIALS

### Happy in Coastal Encinitas

TJ worked very hard for many months to represent my wife and I as buyers. We are very picky, and we drastically changed our search parameters over time, nonetheless TJ always carried the same energy and focus through the whole search. We saw in person 100+ houses, and made (unsuccessful) offers on 8 of them. 2 of them came near closing, until we found last minute issues with the properties. Finally, our 9th offer worked out (phew!) TJ was beyond helpful during inspections, finding professional plumbers/inspectors/etc and scheduling them on our behalf. She drove the entire process from start to end, and ultimately made us very happy.



#### **MARKETING YOUR PROPERTY**

- Your property will be featured on CalResinc.com
- Professional full color pictures will be taken, along with drone pictures that feature the location and amenities of the property
- Professional brochures/flyers will be created and left at the property. We include iconic area pictures when possible.
- Your home will be featured on the CMLS, syndicating out to Realtor.com, Zillow, Truilia & another estimated 800 sites.
- Virtual tour online; 3-d tour online.
- I will help you stage and ready your home, prior to photography and showings.
- Create door knockers and walk the immediate area and neighborhood near your property.
- Personally invite your neighbors to our open houses and our broker opens.
- Prospecting daily to find a buyer for your home & following up on every prospect that has seen your home.
- Have a Broker Open house, the difference being, that on Wednesday am's we hold a "Broker's Caravan" meeting This is where real estate agents in the area meet from 9-10 am to pitch their new listings, as well as their buyers wants and needs. A new listing is held open from 10:30 to 12:30, specifically, for realtors to visit the home to preview for their prospective buyers.
- Advertise your property.
- Attend third party caravan meetings to promote your property in the evenings.
- Automatically you all feedback to keep you in the loop and in the pulse of the market.
- Auto email you all new listings, pendings (under contracts), and solds in your neighborhood.
- Review pricing weekly and keeping you apprised on any major market changes
- Showings. We will collaborate to come up with a plan that works with your goals and schedules.





# Professional Photography

**Drone views** 





...it matters!



1891 Valencia Avenue, Carlsbad, CA 92008 For Sale - \$1,699,000







pare to be captivated with your very own slice of tropical, coastal adise! Situated on a large, corner lot, lushly landscaped, this meticulously intained, simply stunning tri-level home has it all! Beautifully paved yeway and stairs lead into the gated, covered courtyard. New interior in throughout and recently refreshed high end exterior paint. Dual pane, tom Anderson windows and doors, beautiful cherry kitchen cabinetry and wappliances. Primary and two auxiliary bedrooms a few steps upstairs luding expansive deck with views of lagoon and fireworks displays. winstairs family room/den opens up to large/fenced backyard. Large dicated laundry room and oversized two car garage with insulated doors so for storage! Extra wide doors make moving in easy. Multi zone AC unit & wfurnace + 360 watt paid off solar with 25 yr. warranty

- · 2,018 sq. ft.
- 3 Bedrooms
- 3 Baths
- · Multi Zone AC Unit
- New Furnace
- Large Lot
- · Fruit Trees



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MARIA ROLLER
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## Marketing

Flyers & postcards





mation deemed reliable but not guaranteed.

### **TARGETING MAILINGS**





### YOUR HOME IS YOUR BIGGEST ASSET



## IF YOU THINK ALL AGENTS ARE THE SAME, CONSIDER THESE STATISTICS FROM THE LOCAL BOARD OF REALTORS:

- TRACK RECORD IS IMPORT.
- SUCCESSFUL AGENTS AND THEIR TEAMS CAST A WIDER NET WITH THEIR SPERE OF INFLUENCE OF BUYERS AND SELLERS
- THEIR LISTINGS SELL FASTER IN ANY KIND OF MARKET. HOT OR NOT
- THEY SELL FOR THE MOST \$\$ YOUR HOME & THE MARKET CAN BEAR
- THEY DOT THE I'S AND CROSS THE t's. THEY TAKE THE WORK AND LIABILITY OFF OF YOU.

# ABOUT **ME** STROBEN Realtor | Carlsbad,CA



### **ABOUT MY BUSINESS**

1989

1992-1999

2001

Moved to Carlsbad with my husband and 3 children. Returned to college with the support of my husband. Graduated w/honors from CSUSM, including a 2yr internship w/Congressma n Ron Packard

Passed the real estate exam and have been a full-time agent since I began selling.

I have been with CalRes since 2012

\*2017 Carlsbad Realtor of Excellence \*2011 Top 100 CA Agents \*2020-2023 5 Star Agent \*Carlsbad Caravan Marketing Comm Chair \*2022-2023 **NSDCR** Board of Directors \*2023 CA State Director

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\$2.499ml

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800 GRAND UNIT 310 CARLSBAD , CA

HIGHEST SALE IN THE CARLYE TO DATE \$1.96ml

•

ST.
CARLSBAD,
CA

RESTAURAN T, SHOPS, BEACH CLOSE \$1.487ml

•

4870 PARK DR. CARLSBAD, CA

16 OFFERS

\$1.9ml

•

135 LITTLE OAKS ENCINITAS , CA

MULTIPLE OFFERS















\$425,000

29336

CALLE GAVIOTA MURRIETA

FIRST TIME BUYER UP AGAINST MULTIPLE BIDS \$1.370 ML

LA COSTA

13 OFFERS

SOLD FOR \$125,000 OVER ASK

CLOSED IN 15 DAYS \$1.647ML

800 GRAND UNIT 311 CARLSBAD

2 ND SALE IN THIS BUILDING \$1.480ml

1060 CHESTNUT CARLSBAD

13 OFFERS

SOLD \$183K OVER ASK

#### TJ STROBEN - CALIFORNIA RESIDENTIAL CONSULTING















2017 NSDCR CARLSBAD REALTOR OF EXCELLENCE





### **CONTACT INFORMATION**

### **TJ STROBEN**



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