



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!

tj
TERESA STROBEN

Meet the Team

California Residential Consulting



Maria Roller

Owner / Realtor®

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Stacy Gardner

Realtor®

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❖ MY SIGNATURE APPROACH

- ❖ I **believe** in an upfront no-nonsense approach to selling real estate
- ❖ I **will tell you** if either, I, or my company is not the best fit for your situation
- ❖ I **will be honest** about the pricing of your property

❖ STAYING ON TOP

- ❖ I take quarterly classes to stay current with my industry.
- ❖ Volunteer on our local Carlsbad Marketing Caravan Committee.
- ❖ North San Diego County Realtors Board of Directors - officer
- ❖ California Association of Realtors - Director





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- Withdrawn/expired listings usually demonstrate an overpriced listing.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

Tj 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 Tj, 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, Trulia & 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!



are to be captivated with your very own slice of tropical, coastal paradise! Situated on a large, corner lot, lushly landscaped, this meticulously maintained, simply stunning tri-level home has it all! Beautifully paved driveway and stairs lead into the gated, covered courtyard. New interior paint throughout and recently refreshed high end exterior paint. Dual paneled custom Anderson windows and doors, beautiful cherry kitchen cabinetry and new appliances. Primary and two auxiliary bedrooms a few steps upstairs including expansive deck with views of lagoon and fireworks displays. Downstairs family room/den opens up to large/fenced backyard. Large dedicated laundry room and oversized two car garage with insulated doors - tons of storage! Extra wide doors make moving in easy. Multi zone AC unit & new furnace + 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



Marketing

Flyers & postcards



7349 Gabbiano Lane, Carlsbad 92011
Azure Cove the best kept secret! SOLD at full list price! This home, this community high demand! Call or text us at 760-415-2217. We would love the opportunity to assist you!

Recently closed with The Heritage Escrow Company!



JUST SOLD!

If you blinked... YOU MISSED THIS OPPORTUNITY

TARGETING MAILINGS



3707 Via Del Rancho

JUST SOLD With This Amazing Team!

*Represented Buyer

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www.TheHeritageEstate.com

CalRes Realty
2691 State Street
Carlsbad CA 92008

CURIOUS WHAT YOUR HOME IS WORTH?

Give Your Neighborhood Expert A Call!

RESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
GLENDALE, CA
PERMIT # 148



1828 Timber Trail
Represented Buyer



3784 Via Baldona
Represented Seller



3701 Via Cabrillo
Represented Buyer



1994 Willow Ridge
Represented Seller



1980 Elm Ridge
Represented Seller



4914 Colusa Drive
Represented Seller

As the real estate market changes, many factors influence home values. Call me for a FREE consultation to learn your home's worth in today's market.



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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 IMPORTANT.
- SUCCESSFUL AGENTS AND THEIR TEAMS CAST A WIDER NET WITH THEIR SPHERE 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



TJ STROBEN
Realtor | Carlsbad, CA



ABOUT MY BUSINESS

1989

Moved to Carlsbad with my husband and 3 children.

1992-1999

Returned to college with the support of my husband. Graduated w/honors from CSUSM, including a 2yr internship w/Congressman Ron Packard

2001

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



\$2.499ml

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**800
GRAND
UNIT 310
CARLSBAD
, CA**

**HIGHEST
SALE IN
THE
CARLYE TO
DATE**

\$1.96ml

.

**2685 STATE
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**

**2ND SALE IN
THIS
BUILDING**

\$1.480ml

•
**1060
CHESTNUT
CARLSBAD**

13 OFFERS

**SOLD
\$183K
OVER ASK**



TJ STROBEN – CALIFORNIA RESIDENTIAL CONSULTING



2022 NSDCR
BOARD OF DIRECTORS MEMBER



2017 NSDCR
CARLSBAD REALTOR OF EXCELLENCE

CONTACT INFORMATION

TJ STROBEN

A woman with short grey hair, wearing a dark blue top, is smiling and holding a white sign with blue text. The sign reads "OMGOSH TJ STROBEN LISTED ANOTHER ONE!". The photo is framed in a light grey border.

**OMGOSH TJ STROBEN
LISTED ANOTHER ONE!**



760.533.9977



tjstroben@gmail.com



Facebook.com/tjsellssandiego

