



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!



Professional Photography

Drone views



...it matters!

Professional Photography

Virtual staging

BEFORE



AFTER



List it Live

Media exposure

\$1,349,000
1562 Maritime Drive
Carlsbad, CA 92011
4BD | 3BA | 3,347 SFT



MARIA ROLLER
Cal Res Consulting
(760) 415 - 2217

DRE # 01894560



List It Live (Special Virtual Edition!)

 **List it Live**
September 3 at 4:16 PM · 🌐

A guided tour of San Diego's hottest new properties!

 **73.2K Views**

\$465,000
4064 Huerfano Ave #166
San Diego, CA 92117
3BD | 2BA | 1,008 SFT




STACY GARDNER
Cal Res Consulting
(760) 805 - 2856


BRE #: 02093512



List It Live! (Special Virtual Edition)!!!

 **List it Live**
September 24 at 4:00 PM · 🌐

A guided tour of the hottest new homes for sale in San Diego!

 **45.5K Views**

Social Media & Syndication

We are where the buyers are!

- Reach the influential
- Find hidden buyers
- Create excitement
- Invitations to open houses.



@calresinc



@calresinc



Our Marketing Partners:



759 Poinsettia Park South, Encinitas, CA 92024
For Sale - \$929,000



Close to the beach, freeways, schools, and shopping

Welcome to the highly sought after coastal gated community of Poinsettia Park! This single story home offers easy living. Upon entering, you will fall in love with the tropical landscape and bright natural light throughout. High ceilings, wooden plantation shutters, tile flooring, large kitchen with newer LG stainless appliances and great island for entertaining. Sea grass carpets in bedrooms. MLS: 190062484



Information deemed reliable but not guaranteed.



MARIA ROLLER
 Owner and Residential Sales Agent
 BRE# 01866324
760-415-2217
 mariaroller@calresinc.com

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!



If you blinked... YOU MISSED THIS OPPORTUNITY





CalRes
 CALIFORNIA RESIDENTIAL CONSULTING
 Residential Sales & Property Management

Your HOMETOWN Realtors®
 760-729-9922
www.calresinc.com

/calresinc

Proud Parents & Alumni
 Maria Severino-Roller, Stacy Gardner

We ❤️ #SellingCbad

Supporting the Community



CalRes Realty has been actively supporting our CUSD schools, youth sports teams, first responders and neighbors for over 12 years. We believe giving back to our community is the best investment we can make!

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.

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?

Ratings and Reviews on Zillow

California Residential Consulting

Highly likely to recommend

5.0 ★

[Report a problem](#)

08/28/2021 - Rick Brown

Sold a Condo home in 2021 in La Jolla, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Maria is great! She has helped is with all of our real estate needs over the years. Researching, buying, property management, and most recently selling our investment property. From comps to lenders she looks at each transaction through multitude of lenses to make the right deals for her clients. We have great trust in

[+ Show more](#)

Highly likely to recommend

5.0 ★

[Report a problem](#)

05/08/2021 - drphillipreuter

Bought a Condo home in 2021 in Carlsbad, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

About Maria - Now that our last moving box contents have been situated and a new "normal" has begun, I'd like to convey a note of appreciation. In my experience, three entities have been consistent in their dissemination of their product: Costco, Porsche and James Taylor, because Quality, Congruency and Genuine Customer

[+ Show more](#)

Highly likely to recommend

5.0 ★

[Report a problem](#)

05/24/2021 - timz14

Sold a Single Family home in 2021 in Oceanside, CA.

Review for Member: [Stacy Gardner](#)

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Stacy and her team at CalRes are amazing! She brings enthusiasm and professionalism that really made our home selling experience as stress free and enjoyable as it could be. Stacy and Maria in particular walked us through the entire process of selling our home, and did a masterful job at everything, from staging the

[+ Show more](#)

Highly likely to recommend

5.0 ★

[Report a problem](#)

03/12/2021 - shannperkins

Bought a Single Family home in 2021 in San Marcos, CA.

Review for Member: [Kellie Granito](#)

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Working with Kellie during the crazy pandemic real estate market has been wonderful. She helped us find our amazing house and kept us focused and patient to find the right property instead of getting caught up in the frenzy of the market. She was very patient and responsive to help us be able to react quickly when needed.

Highly likely to recommend

5.0 ★

[Report a problem](#)

08/09/2020 - Heather Cotoia

Sold a Single Family home in 2020 in Oceanside, CA.

Review for Member: [Teresa Stroben](#)

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

We were living on Okinawa, and with a short few months notice, we informed TJ and Maria we needed to sell our home because we had orders to Pennsylvania. We would be briefly passing through CA in order to pack up our household belongings, and then we would be moving to PA. They both immediately took action initiating a

[+ Show more](#)

Meet the Team

California Residential Consulting



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