



Your Agent Camille Woods.

“I know that the most important decision you will make when selling your property will be selecting the agent you list with. An agent should be professional and knowledgeable at all times, experienced, helpful and open when discussing costs. That is why my clients' needs and interests are always paramount in everything that I do.”

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Getting to know Camille Woods.

K. Camille Woods has been a licensed Realtor since 1994. Born in San Clemente Calif. She has enjoyed all the benefits of living by the Ocean. Camille is a local Artist and has displayed her Art in Galleries, and local Art shows and establishments. Her hobbies include Art, Ocean Kayaking, Stand up Paddling and Playing the Guitar.

As a Realtor, Camille has listed and sold hundreds of homes from \$90,000 to 4 million. From condo's, single family homes, warehouses, church buildings to manufactured homes. Most of her Real estate dealings have been centered in the Southern California Real Estate industry and in her early career, parts of Arizona.

As a broker associate, Camille worked for Remax and qualified for the distinguished Remax Hall of Fame award. Camille believes in education

and knowledge, and with that said, she holds the following designations. Certified Residential Specialist, Certified Distressed Property Expert, Graduate of Real Estate Institute and many other Certificates in the Real Estate industry.

Camille has been a member of the National Councils of Exchangers and has assisted her clients in the sale of income properties and completion of their 1031 exchanges.

Camille owned her own Real Estate Company, but saw the advantages of the Harcourts Platform and felt they had more to offer her clients than she could provide, along with great tools for her as a broker associate.

With Camille's knowledge and experience and always having her clients best interest at heart, she will do anything it takes to get the job done!

A selection of my past listings.



24981 Tyler Pl, Murrieta
Sold for \$770,000



29801 Highview Cr, San Juan Capistrano
Sold for \$1,995,000



39 OakcliffDr, Laguna Niguel
Sold for \$991,000



9 Pilos, Laguna Niguel
Sold for \$875,000



2 Asilomar Rd, Laguna Niguel
Sold for \$3,999,000



211 Calle de Anza, San Clemente
Sold for \$900,000



2706 Via Montezuma, San Clemente
Sold for \$800,000



2933 Via San Jacinto, San Clemente
Sold for \$945,000



244 W. Mariposa #B, San Clemente
Sold for \$1,150,000

What my clients are saying.

“ I was enjoying the ocean sunset last night in my beautiful garden after a gruesome day in court and wanted to write you a brief thank you note. You are awesome, I do not believe that anyone could have worked harder or more effectively than you did to sell my house and secure the new one. I will never forget how you went the extra mile again and again. The little decorating touches that enhanced the house and actually, planting flowers when I was in England to spruce up the yard. Then there was the time when you had that night meeting and convinced the owners to sell to us even though you didn't even have our house on the market yet, amazing!!!! Thank you so much, I have never dealt with a Realtor as hard working or effective as you.

– WSL (Orange County Judge)

“Thank you so much for going above and beyond the call of duty.”

“ Dear Camille, I have almost finished unpacking, but now our daughter and son can use the empties. Sorry about that! I do want to thank you for all you have done for us. The thoughtful flowers and gift certificate on moving day, but most of all thank you for your inexhaustible

patience and good cheer on dealing with us during a most difficult time. You are a wonder and a one of a kind. Love ya

– Barb Sackett

“ Dear Camille, We got our dream home! We are so excited to start our lives at Morningstar, and we owe it ALL to you. Thank you so much for going above and beyond the call of duty.

– Nacho and Britt and baby sola #2

“ Dear Camille, Thank you for your patience and commitment in finding me the perfect home. You made the whole process fun. I knew I was in good hands from the first time we met. You are an outstanding person. I am so fortunate to have had you as my agent.

– Eric

“ Dear Camille, Just wanted to write you a note to thank-you for the beautiful nautical outfit you dropped by for Lauren. It is so cute! Thank you also for being the best Realtor in the whole world. You went above and beyond anything you did for us. You are the Best!!! We promise to refer anyone we know who needs a Realtor directly to you!

– Blake & Trisha Johnson

What my clients are saying.

“Thank you for all your amazing efforts during this transitional period in our lives.”

“ Hi Camille , Just want to thank you once again for your thoughtfulness. We really enjoyed the marinate- yummy! It truly was our lucky day when we decided to stop and just look at the open house back in June, because we love, love our new home. Thanks for all you have done.

– Bill and Phyllis Owen

“ Dear Camille, You’ve been such an important person in our lives for the past months that you’re an honorary member of the family now. Naomi thinks you’re one of her aunties! Thank you for all your amazing efforts during this transitional period in our lives.

– Investor, Newport Beach

My Community is all important.



My team is here for you.

At Harcourts, we believe in people first, doing the right thing, being courageous and above all, enjoying what we do. We're here to help every step of the way.



My Office Administrator

Sheri Hemp

Sheri is the Corporate Liaison for all agents and staff. Sheri manages the corporate office by working closely with our support team to assure a positive and productive environment. In addition, she provides assistance to the transaction coordinators, meets with all new agents to introduce all the benefits and tools Harcourts Prime Properties has to offer while continually aiding to their real estate needs.

My Director of Auctions

Ben Brady

Ben has been instrumental in growing successful real estate business and works to provide timely and effective business solutions. A gregarious personality, tremendous work ethic, and dedication to providing our clients with a positive result drives the success of our retail auction process. With every client he works with, Ben establishes a series of fundamental guidelines to ensure their auctions are a streamlined, successful, and efficient process.





My Transaction Coordinator

Adriana Richens

Adriana ensures that every detail of the transaction process is timely and precise. She oversees all aspects of buyer & seller transactions from executed purchase agreement to the closing table, keeping records, making sure all documents are signed, coordinating title/escrow accounts, and ensuring a smooth and timely sales process.

My Marketing Director

Andrew Brewer

Andrew oversees the production and distribution of digital and print marketing collateral for your listing, from brochures and postcards to email campaigns and social media. His expertise ensures that your property is professionally advertised to a wide audience, and in the way that it properly deserves.



My IT Specialist

Steven Stawski

With his technical expertise, Steven implements, monitors, and maintains all of my network and technology systems and devices. By keeping me up to date with the latest in tech, I am able to provide the best quality of service and communication to my clients.



Results matter
Harcourts Prime Properties

\$490 MILLION +

Our office, Harcourts Prime Properties, settled over \$490,355,000 in residential real estate last year!

Your Southern California Real estate team.

Opening Doors of Opportunity

Our knowledge benefits our clients

Collectively, our agents have many years of real estate experience and have successfully closed hundreds of transactions. The uniqueness of our agents uniting and working together simply gives our clients a better experience, and has set a peerless standard of practice not often seen in the real estate industry. In the spirit of reciprocity, our agents love to share their knowledge, skills and talents with each other, all with the paramount goal of providing a high level of professional service. We take pride in the way we handle a transaction from start to finish, including our skilled and service oriented staff, who are attentive to the details and treat clients with exceptional care.

Relocation: connected locally and beyond

Years of combined work in real estate has connected us to professional agents all over the world and allows us to assist clients in buying or selling a home anywhere in the United States, or across the globe. Our established international relocation network ensures that clients can find or sell a home anywhere and still experience the same standard of care that we would give locally. It is through our relocation services that each referred agent is hand selected and pre-screened to ensure the best match to fit the needs of each client.

Resourceful and reliable

Buying or selling a home usually involves a crew of different people, from plumbers, painters and roofers to fence menders, house cleaners and pet sitters. Whatever the need is, we have a full list of trusted service providers that we can refer so the buying or selling process goes that much smoother. This golden list of dependable providers continuously improves as Harcourts Prime Properties agents discover new and extraordinary businesses, all to make your transition as seamless as possible.



Results
Worldwide.

\$18 BILLION +

Harcourts International settled over \$18,000,000,000
worth of property last year.

Our global advantage.

Harcourts locations around the world.



Australia

Canada

China

Fiji

Hong Kong

Indonesia

New Zealand

South Africa

United Arab Emirates

USA

We have over 830 offices in 10 countries. We have over 5,200 sales consultants and 10,000 team members working together as one team with one focus – to create and deliver a superb client experience.

Why Harcourts?

International Network

Harcourts is one of the fastest growing real estate companies internationally with over 790 Harcourts offices World Wide marketing your property.

Comprehensive Marketing

Designed around the individual needs of each property and community we strive to deliver the best possible results. Through print, digital, internet, and professional networking, we highlight the value of your property to the widest audience possible.

Professional Support Teams

Our dedicated Administration and Marketing team ensures a smooth process from the moment you list your property with us. Our team members focus on every facet of the process so that your Sales Representative can concentrate on selling your property while they take care of all other necessary tasks.

Exclusive Sales Platform

Harcourts Auctions is a division entirely unique to Harcourts USA, delivering a level of service, support and training that is unable to be offered by any other real estate franchise in the United States.

With Harcourts Auctions we are able to offer the most dynamic and diverse opportunities for sellers to receive a premium sale price in the shortest possible time, while also providing buyers with the exciting opportunity to purchase in a completely transparent and genuine public forum.

Extensive Syndication

Through internal and external networks and worldwide services, we are able to syndicate your property across over 75 websites - advertising to both national and international audiences.

Big and Bold Harcourts For Sale Signs

At Harcourts Prime Properties we understand how important it is for your property to stand out from the rest. Our signs are designed to be bold to attract the buyer's eye to your property.

Our Values

The Harcourts values are: People First, Doing the Right Thing, Being Courageous and Fun and Laughter. These values are a strong focus of our team's everyday lifestyle.

The Harcourts network.

A future without limits

Harcourts is a highly successful, multi-national real estate company which has been providing industry-leading services since 1888. We have the global, national and local connections for buying and selling real estate. That's the combined resources of over 7,400 team members within our 790 offices across eight countries. In addition to this we have the backing of advanced technology systems, comprehensive training and world-class marketing. These foundations have shaped the quality, culture and future of the Harcourts brand and our people.

The Harcourts Foundation

As part of the Harcourts group of brands, we not only aim to provide the highest level of service to our clients, we also strive to be caring members of the communities where we live, work and play. This is an important part of what it means to be Harcourts. The Harcourts Foundation formalizes this spirit of giving by providing support that helps, grows and enriches the local communities in which we operate.

Our Brands

The Harcourts network specializes in residential, luxury, commercial, rural and lifestyle real estate, as well as urban projects and property management. We also boast an impressive range of Harcourts branded services in order to facilitate these core business areas.

Harcourts Offices

New Zealand, Australia, Fiji, China, Hong Kong, South Africa, Indonesia, Dubai, Canada and the USA.

Harcourts



Harcourts
Foundation



Integrated Marketing

Online, Print Publication and Collateral Services.

The more exposure your home receives, the more opportunity you will have to achieve your financial goals. Harcourts Prime Properties in-house, full-service Marketing team goes into action when we list a property and we ensure that all online and offline essentials are handled.

With our finger on the pulse of the market, we utilize an integrated marketing approach which couples traditional advertising and visibility campaigns with extensive internet and social media outreach, leading to an immediate impact on the visibility of your home.

The Harcourts Prime Properties team consists of a Marketing Director, Marketing Assistants, Graphic Designers, an Advertising Coordinator, and IT Support Specialist. All further supported by a broad global network of Harcourts International resources.

A selection of our Marketing Services

- ✓ Multiple Listing Service
- ✓ Worldwide Property Syndication
- ✓ Enhanced Property Listings
- ✓ Exclusive Property Websites
- ✓ Social Media Campaigns
- ✓ Email Marketing
- ✓ Traditional Media Advertising
- ✓ Professional Photography & Video
- ✓ Property Brochures & Flyers
- ✓ Direct Mail & Event Marketing
- ✓ Open Houses
- ✓ Broker Network Caravan
- ✓ Relocation Connections
- ✓ Referral Network

Listing Syndication

Presenting your property to a wider audience.

In addition to adding your property to the MLS and publishing within our own network, we use a series of additional publishing networks to syndicate your property across the web, and across the world. Below is a small sample of the many networks and affiliates that we use to syndicate our listings for greater exposure.

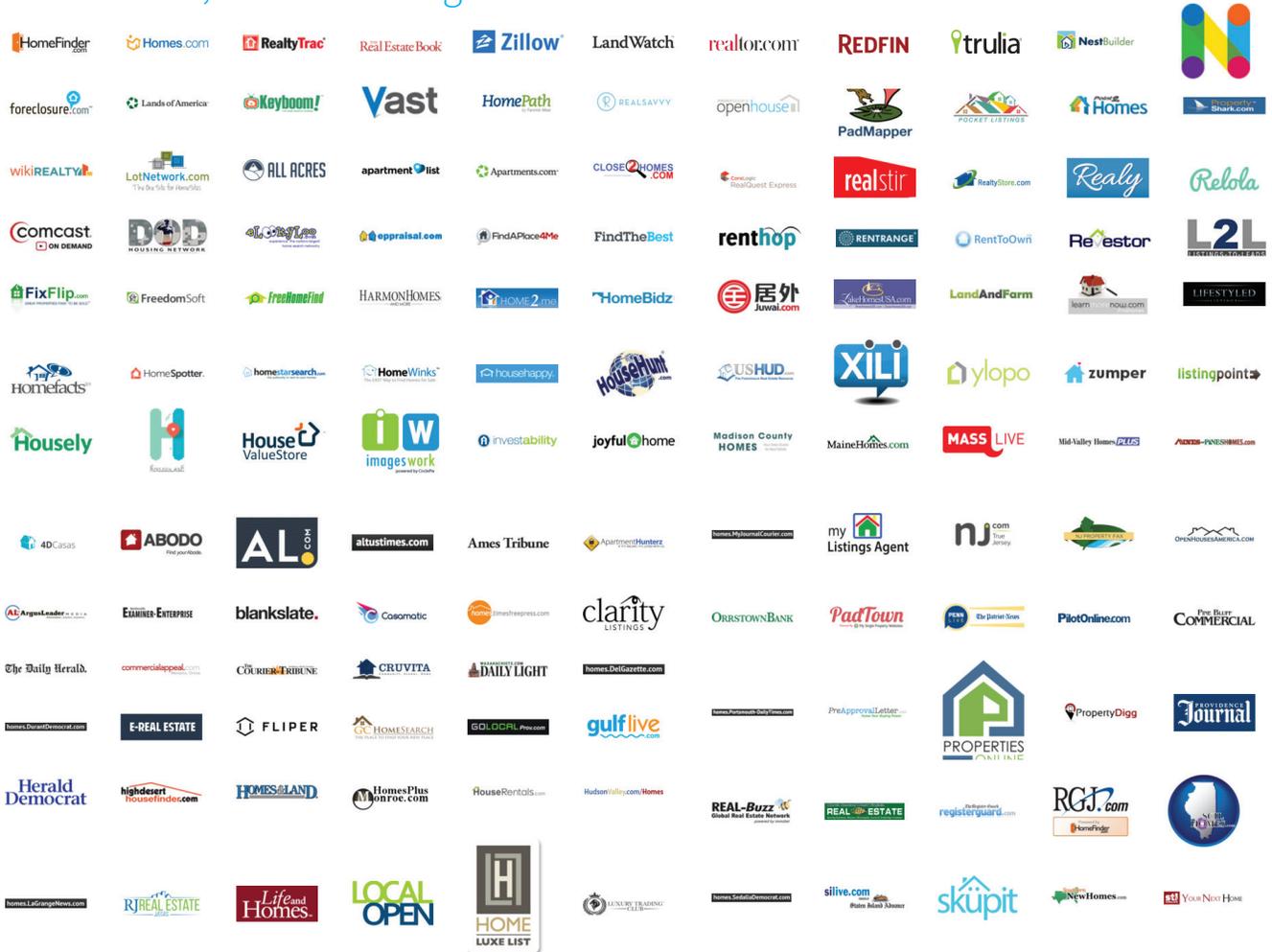
The Harcourts Network



The Real Estate Network

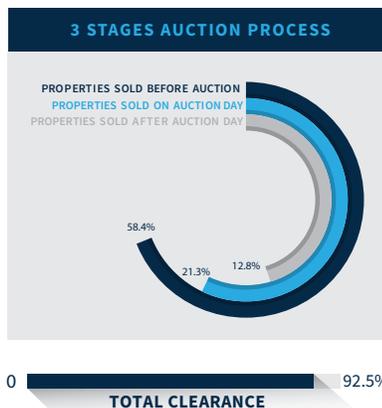


International, National & Regional Publisher Networks



Harcourts Auctions

An exclusive marketing platform that redefines real estate.



Harcourts Auctions is a division entirely unique to Harcourts USA, delivering a level of service, support and training that is unable to be offered by any other real estate franchise in the United States.

Harcourts Auctions is able to offer the most dynamic and diverse opportunities for sellers to receive a premium sale price in the shortest possible time, while also providing buyers with the exciting opportunity to purchase in a completely transparent and genuine public forum.

Ben Brady, the Auction Manager and Lead Auctioneer, is responsible for calling, negotiating and selling more than \$4 billion dollars worth of property using the auction process over the last 5 years.

Harcourts
Auctions

WHY SELL AT AUCTION?

8 Benefits to Selling at Auction

Ensuring the Highest Value

At Harcourts Auctions, we are dedicated to ensuring you achieve the highest value possible. Our auction process means potential buyers don't have a list price; all they know is your beautiful property is for sale and will be sold on a particular date.

Value Over Price

Auctions shift the buyers' focus from price to value. Without knowing the price, potential buyers can focus on what the property itself has to offer. We don't get paid until we sell your property, and we don't sell your property until we reach a figure you like.

Your Timeline, Our Process

The auction process allows you to set your own date and a timeline. No waiting around, guessing when your property will sell-or not sell.

You Call the Shots

We conduct auctions with a reserve price. We don't believe in underselling, and we believe the sale of your property is your decision. We allow you to accept any offer prior to auction day and let you set a reserve price. In other words, you choose the minimum price. If bidding doesn't reach your minimum, you're under no obligation to sell.

Paperwork Completed Prior to Auction

An auction sale is always a clean, simple, and non-contingent contract. The buyer must complete all due diligence before auction day. When auction day comes, you know who is bidding and for how much.

Always in the Loop

When selling your property via traditional means, you are often removed from negotiation and kept in the dark about offers. At auction, you can see everyone interested; they are standing in your front yard. No secrets. No surprises. No stress.

Learn What Buyers Will Pay

Sometimes auctions don't result in a sale before auction or on auction day. This doesn't mean your property or the process has failed. Instead, it means you know exactly how much buyers are willing to pay. Your property's reputation remains intact because you haven't advertised your list price. It's a win-win situation. We don't stop working until your property is sold. We're with you every step of the way.

Have Confidence

By taking a property to auction, the seller is putting a date on the sale of the property; therefore, buyers can have complete confidence knowing the seller is committed.

Market Value Strategies

Statistics have shown...

Timing is extremely important in the real estate market. The diagram below illustrates the importance of placing your property on the market at a competitive price from the very beginning.

- There is a 95% chance of sale if a home is priced at market value.
- There is a 50% chance of sale if priced at 5% over market value.
- There is a 30% chance of sale if priced at 10% over market value.
- There is a 20% chance of sale if priced at 15% over market value.
- The seller can only set the asking price. The buyers will set the sale price.

THE POWER OF THE PYRAMID

If the asking price is...

The property appeals to...

15%

Over Market Value

20%

Of Buyers

10%

Over Market Value

30%

Of Buyers

5%

Over Market Value

50%

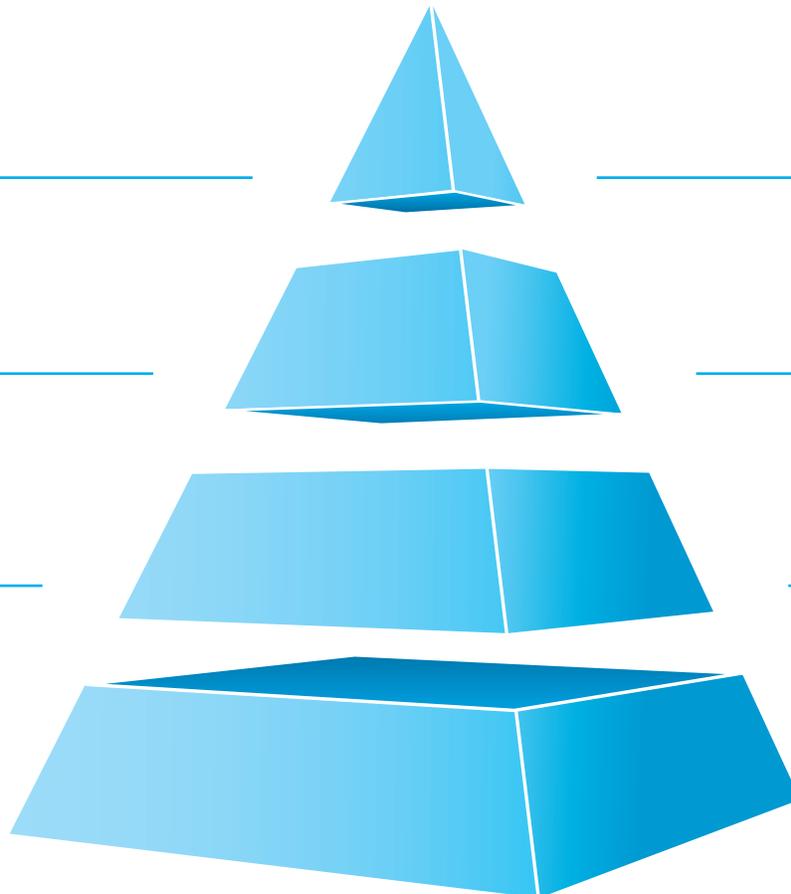
Of Buyers

Equal to

Fair Market Value

95%

Of Buyers



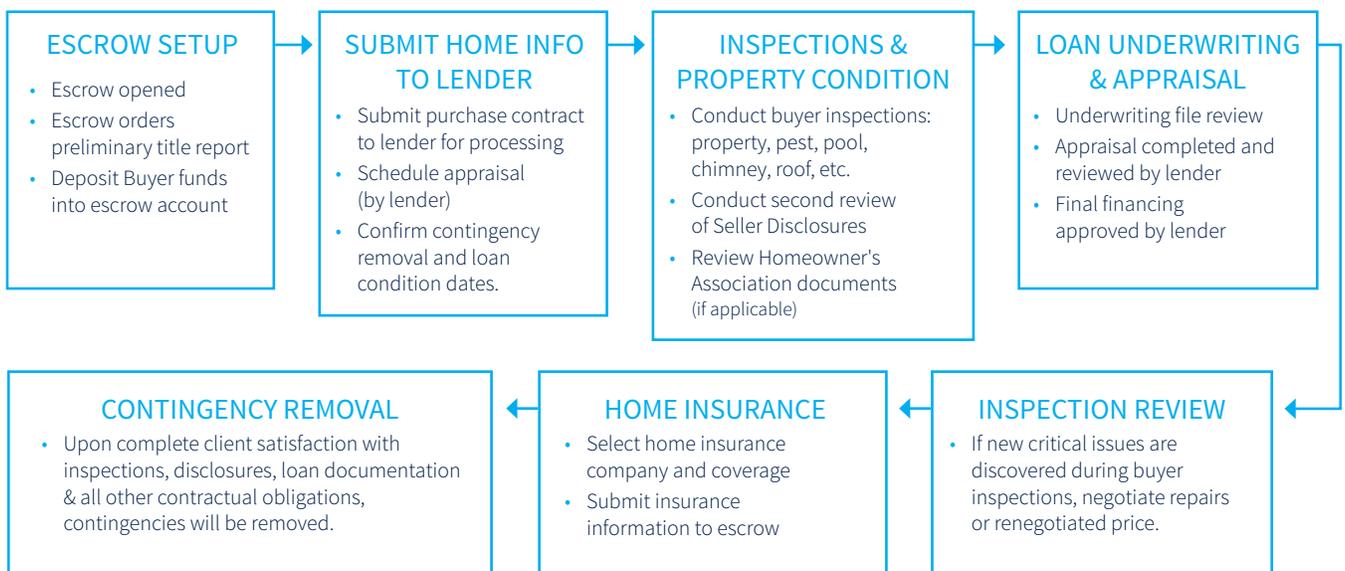
Sales Timeline

It is essential to understand that selling a home is a step-by-step process that should begin with the selection of an agent who will skillfully guide you through the entire process. Below is a sample of the typical buyer/seller transaction, and what to expect.

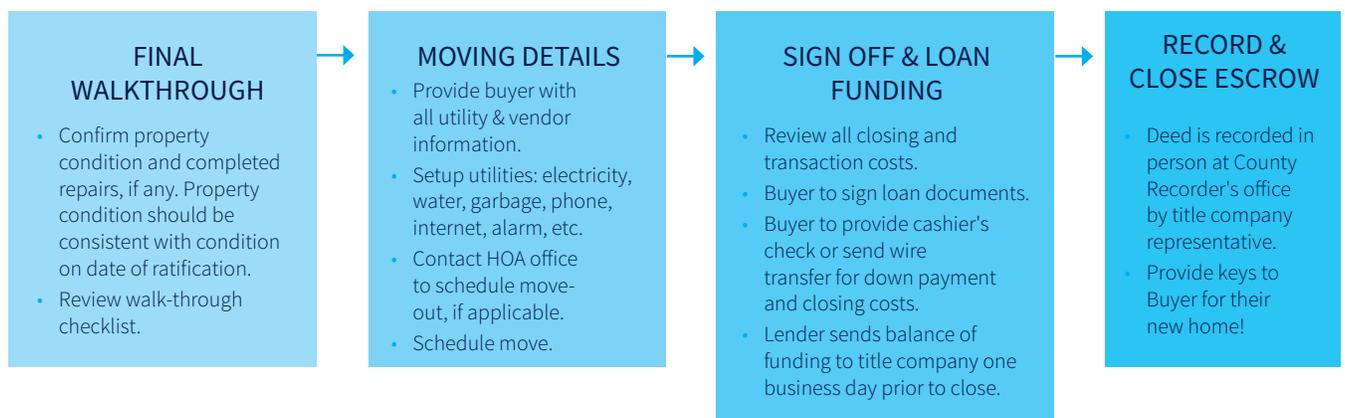
1. Getting Started



2. Due Diligence



3. Closing



4. AFTER SALE SERVICE



Closing costs: Who pays what?

Closing costs are the various fees charged by the lender, the title company, real estate agents, and other service providers in order to complete a real estate transaction and are paid through escrow. Which party pays for specific closing costs can be negotiable between the buyer and seller.

The Buyer Customarily Pays:

- Lender title insurance premiums
- Escrow fee - one half
- Document preparation (if applicable)
- Notary fees
- Recording charges for all documents in buyers' names
- Tax proration (from date of acquisition)
- All new loan charges (except those required by lender for seller to pay)
- Appraisal fee
- Interest on new loan from date of finding to 30 days prior to first payment date
- Prorated HOA dues (if applicable)
- HOA document and transfer fees (if specified in contract)
- Inspection fees (roof, pool, property, pest, geological, etc)
- Home warranty (according to contract)
- Fire Insurance premium for first year

The Seller Customarily Pays:

- Real estate commission
- Escrow fee - one half
- Owners title insurance premium
- Document preparation for deed
- County documentary transfer tax
- Payoff of all loans against property
- Interest accrued on loans being paid off, reconveyance fees, and repayment penalties.
- Home warranty (if specified in contract)
- Any judgement or tax liens against seller
- Property tax proration
- Prorated HOA dues (if applicable)
- HOA document and transfer fees (if specified in contract)
- Delinquent taxes, bonds or assessments
- Notary and recording fees
- Third party Natural Hazard Disclosure Statement and California Tax Disclosure Report
- Pre-sale inspection fees
- Negotiated credits to buyer (if any)
- Negotiated repairs (if any)

Getting the home ready.

A house that "sparkles" on the surface will sell faster than its shabby neighbor, even though both are structurally well-maintained.

From experience, REALTORS® also know that a "well-polished" house appeals to more buyers and will sell faster and for a higher price. Additionally, buyers feel more comfortable purchasing a well-cared for home because if what they can see is maintained, what they can't see has probably also been maintained. In readying your house for sale, consider

- ✓ How much should you spend
- ✓ Exterior and curb appeal
- ✓ Preparing the interior

How much should you spend?

In preparing your home for the market, spend as little money as possible. Buyers will be impressed by a brand new roof, but they aren't likely to give you enough extra money to pay for it. There is a big difference between making minor and inexpensive "polishes" and "touch-ups" to your house, such as putting new knobs on cabinets and a fresh coat of neutral paint in the living room, and doing extensive and costly renovations, like installing a new kitchen. Your REALTOR®, who is familiar with buyers' expectations in your neighborhood, can advise you specifically on what improvements need to be made. Don't hesitate to ask for advice.

Maximizing exterior and curb appeal

Before putting your house on the market, take as much time as necessary (and as little money as possible) to maximize its exterior and interior appeal. Tips to enhance your home's exterior and curb appeal:

- Keep the lawn edged, cut and watered regularly.
- Trim hedges, weed lawns and flowerbeds, and prune trees regularly.
- Check the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspect doors and windows for peeling paint.
- Clean and align gutters.
- Inspect and clean the chimney.
- Repair and replace loose or damaged roof shingles.
- Repair and repaint loose siding and caulking.
- In Northern winters, keep walks neatly cleared of snow and ice.

Maximizing exterior and curb appeal (cont)

- Re-seal an asphalt driveway.
- Keep your garage door closed.
- Store RVs or old and beaten up cars elsewhere while the house is on the market.
- Apply a fresh coat of paint to the front door.
- During spring and summer months consider adding a few showy annuals, perhaps in pots, near your front entrance.

Maximizing interior appeal

Enhance your home's interior by:

- Giving every room in the house a thorough cleaning, as well as removing all clutter. This alone will make your house appear bigger and brighter. Some homeowners with crowded rooms have actually rented storage garages and moved half their furniture out, creating a sleeker, more spacious look.
- Hiring a professional cleaning service, once every few weeks while the house is on the market. This may be a good investment for owners who are busy elsewhere.
- Removing the less frequently used, even daily used items from kitchen counters, closets, and attics, making these areas much more inviting. Since you're anticipating a move anyhow, holding a garage sale at this point is a great idea.
- If necessary, repainting dingy, soiled or strongly colored walls with a neutral shade of paint, such as off-white or beige. The same neutral scheme can be applied to carpets and linoleum.
- Checking for cracks, leaks and signs of dampness in the attic and basement.
- Repairing cracks, holes or damage to plaster, wallboard, wallpaper, paint, and tiles.
- Replacing broken or cracked windowpanes, moldings, and other woodwork. Inspecting and repairing the plumbing, heating, cooling, and alarm systems.
- Repairing dripping faucets and showerheads. Buying showy new towels for the bathroom, to be brought out only when prospective buyers are on the way.
- Sprucing up a kitchen in need of more major remodeling by investing in new cabinet knobs, new curtains, or a coat of neutral paint.

Tips for making your home more saleable.

Before you put your home on the market, there are some things you can do to differentiate your house among the competitors.

When preparing to put your home up for sale, your first concern is the home's exterior. If the outside, or "curb appeal" looks good, people will more than likely want to see what's on the inside. Keep the lawn and landscape nicely manicured. Trim the bushes and season permitting, plant some flowers. Be sure your front door area has a "Welcome" feeling. A fresh coat of paint on the front door looks great.

Of all the rooms inside your home, pay special attention to the kitchen and bathrooms. They should look as modern, bright and fresh as possible. It is essential for them to be clean and odor free. A fresh coat of paint just may do the trick. Have any leaky faucets taken care of. A call to a plumber is a wise investment.

Since you want your home to look as spacious as possible, remove any excess or very large furniture. Make sure that table tops, dressers and closets are free of clutter. Don't use your garage, attic, or basement to store these extra things. These areas also need to have the impression of space. Instead, put them into storage. Make sure walls and doors are free of smudges and look for anything that might indicate a maintenance problem, such as cracked windows, holes in the wall or stained ceilings.

Finally, if your basement shows any signs of dampness or leakage, seal the walls.

Quick tips for showings

- Keep counter tops cleared
- Replace all burned out lightbulbs
- Open all drapes and window blinds
- Put pets in cages or take them to a neighbor
- No dirty dishes in the sink
- No laundry in the washer/dryer
- Clean or replace dirty or worn carpets
- Put on soft music
- Burn wood in the fireplace on cold days, otherwise, the fireplace should be clean

Always look at your home from the buyer's point of view. Be objective and be honest.

Setting the stage sells your home.

The age-old observation that “you never get a second chance to make a first impression” certainly applies when it comes to attracting buyers to a for-sale home.

1. Focus on curb appeal.

The outside of your house can be the source of a very good first impression. Keep the grass well-watered and mowed. Have your trees trimmed. Cut back overgrowth. Plant some blooming flowers. Store toys, bicycles, roller-skates, gardening equipment and the like out of sight. Have at least the front of your house and the trim painted, if necessary. Sweep the porch and the front walkway. After dark, turn on your front porch light and any other exterior lighting.

2. Clear out the clutter.

Real estate agents say buyers won't purchase a home they can't see. If your home has too much furniture, overflowing closets, crowded kitchen and bathroom countertops or lots of family photos or collectibles on display, potential buyers won't be able to see your home. Get rid of anything you don't need or use. Fill up your garage or rent some off-site storage space if that's what it takes to clear out your home.

3. Use your nose.

Many people are oblivious to scents, but others are extremely sensitive to offensive odors. To eliminate bad smells, bathe your pets, freshen the cat litter box frequently, shampoo your carpets, dry clean your drapes, and empty trash cans, recycling bins and ash trays. Place open boxes of baking soda in smell-prone areas, and refrain from cooking fish or strong-smelling foods. Introduce pleasing smells by placing flowers or potpourri in your home and using air fresheners. Baking a fresh or frozen pie or some other fragrant treat is another common tactic.

4. Make all necessary repairs.

Buyers expect everything in their new home to operate safely and properly. Picky buyers definitely will notice-and likely magnify minor maintenance problems you've ignored for months or even years. Leaky faucets, burned-out light bulbs, painted-shut or broken windows, inoperable appliances and the like should be fixed before you put your home on the market. These repairs may seem small, but left undone they can lead buyers to question whether you've taken good care of your home.

5. Introduce lifestyle accessories and make your home as comfortable and attractive as possible.

Set the dining room table with your best dishes. Put out your only-for-company towels. Make up the spare bed. Hang some fresh curtains. Put some logs in the fireplace. Use your imagination.

6. Get a buyer's-eye view.

Walk up to your home and pretend you've never seen it before. What do you notice? How do you feel about what you see? Does the home seem inviting? Well-maintained? Would you want to buy this home? Your answer should be an enthusiastic yes!

Staging

Putting your home's best face forward.

According to the *National Association of Realtors*, staged homes sell 80% quicker and for up to 11% more money than non-staged properties. Staging also shortens the length of time a property is on the market. At Harcourts Prime Properties, we believe buyers tend to gravitate towards a home based on curb appeal and the first impression. That's why we'll work closely with you to ensure that your home is prepped and ready for sale before potential buyers see it. From creating an appealing walkway, to the removal of furniture to make a room appear larger, our agents will help transform your home into a viable product giving you the best advantage for a quick sale at your asking price.

Staging's Impact on sales price

According to the National Association of Realtors Almost half of agents - 46% - said buyers who see a house online are more likely to visit if it is staged. And 28% said buyers are more likely to overlook a staged property's faults.

Return on investment

While the average cost of staging a property was \$3,305, the return on investment yielded \$16.45 for every dollar spent on staging.

Offers received by homeowners

Professionally staged homes received an average of 4.7 offers, while unstaged properties received an average of only 3.7 offers, or over 20% less.

Days on the market

Staging also shortens the length of time a property remains on the market. In a recent sample, unstaged homes stayed on the market 26% longer than professionally staged homes.

Presentation

We believe you never get a second chance to make a first impression. Before buyers enter a home they may potentially make an offer on, the agent will work with you to ensure that all has been done to present your home in the best possible way to appeal to potential buyers.

Recommendations and preferred vendors available upon request.

Thank you.

1234 Client Street, Laguna Niguel

February 23, 2017

Dear CLIENT NAME,

I would like to thank you for taking the time to read through this information pack and for considering me and my company to represent you in the sale of your home.

When representing you, we will work diligently to achieve the best possible sale price from any particular buyer that we work with. Should you have any further queries, please do not hesitate to contact me.

Yours sincerely,

Camille Woods
Broker Associate
Harcourts Prime Properties
3 Monarch Bay Plaza, Suite 100
Dana Point, CA 92629

CALL (949) 887-2519

EMAIL Camille.Woods@harcourtsprime.com

WEB www.camillewoods.com

BRE# 01176184

Harcourts Prime Properties

Camille Woods

Realtor®

- ✓ California Native
- ✓ Over 20 years experience in Southern California Real Estate
- ✓ Hundreds of homes sold from \$90,000 to 4 million



“My promise is all about my commitment to service, my attention to small details and the clear expectation that ensures I achieve the best possible result for you and your property.”

CALL (949) 887-2519

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