

SUN CITY SISTERS

NEIGHBORS, REALTORS, FRIENDS

Please Scroll Down

SUN CITY SISTERS®

PRESENTS

Stage and Sell®

A FREE STAGING SERVICE FOR OUR LISTING CLIENTS



SHARON DUMAS

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Lic# 01933696



LYNDA DUMAS

760-567-8903

Lic# 01970236

COMPARE OTHER'S PHOTOS - WITH THE SISTER'S PHOTOS

Last agent's photo



Before Staging

Sister's photo



Staged

MEET THE TEAM

- **There is no better combination** for a real estate team than sisters who truly love and respect each other. Lynda and Sharon grew up in the same bedroom telling secrets and rearranging their furniture weekly. Now, after 20 years as realtors, Lynda and Sharon have joined forces to create a dynamic team called the “Sun City Sisters”. And yes, they are still rearranging furniture, however, now it’s for their clients.
- **Lynda and Sharon offer their clients** professional advice, powerful negotiation skills and a true sense of care and family values. They pride themselves on providing some of the best client communication and good old fashioned work ethic. They don’t cut corners and are always available for a meeting or a chat.
- **Since they only accept 16 clients each at a time**, they are able to give their Sellers and Buyers the kind of attention that sets them apart from the agents who “collect” listings, put the sign in the yard and disappear until someone sends an offer. The sisters are known to actively hunt down and entice buyers with open houses, post cards, broker opens, database mailings, Craigslist, Facebook, newspaper ads, internet web presence, etc. And of course, beautiful staging and photos.

WHY THE SISTERS?

- **The Sisters set themselves apart from the other realtors** by limiting their client base so they can physically manage each property and have time to communicate often with their clients.
- They pride themselves on offering Staging, Property Monitoring and Estate Sale services at no extra charge and with a smile.
- The Sisters know the owner is paying them well and therefore, feel these essential services add a higher value to their complete real estate package. They know it helps their clients sell faster for more money. They have a good old fashioned work ethic that really shows.
- Lynda and Sharon actually carry a blower and simple gardening tools in their cars to keep their listed properties looking it's best for potential buyers. Staging and monitoring the property is one of the most valuable and unique services they offer. Homes that are maintained and staged sell faster for more money, Guaranteed.
- Fabulous Staging and enticing photographs is their specialty. They believe these extra free services are the reason for their superior sales statistics.
- Please read "Sister's Sales Activity", to get a feel for their impressive sales averages.

Where Buyers Found the Home They Purchased



©2016 National Association of REALTORS®
2015 Profile of Home Buyers and Sellers



THE SISTER'S EDGE

Don't let an agent tell you "Open Houses don't work, we'll run an ad". They are being lazy.

Working Smart and Hard is how we sell your home the fastest and for the most money.

Most other agents try to appease the seller by running an ad in the local paper and this allows them to justify being lazy. Doesn't work.

This is the new wave of real estate and we're riding it, with effective **internet advertising**, showcasing Staged and Professionally Photographed homes as well as **personal advertising**, with Face to Face Exposure to the very people most likely to buy your home.

We believe in good old fashioned hard work. And it delivers. Results are on the next page.

THE SISTER'S LISTING/SALES ACTIVITY - 1 YEAR

Sun City Sisters

OUR SALES ACTIVITY

	<u>2018</u>	<u>Listings</u>	<u>and</u>	<u>Sales</u>	
Address	List Price	Sold Price	% List To Sale	Days on Mkt.	Sold Date
Putting Green	409,000	405,000	99%	43	1/3/2018
Sandy Dr	395,000	387,000	98%	65	2/12/2018
Stansbury Ct	275,000	275,000	100%	30	2/12/2018
Lavender Cir	275,000	260,000	95%	16	2/21/2018
Bougainvillia Dr	369,000	360,000	98%	61	2/22/2018
Quail Run	534,000	534,000	100%	99	3/5/2018
Medjool Ave	299,000	291,000	97%	66	3/6/2018
Stansbury Ct	315,000	315,000	100%	32	3/8/2108
Falsetto Dr	549,000	535,000	97%	56	3/9/2018
Canyon Vista	279,000	277,000	99%	34	3/19/2018
Blue Sky Ave	199,900	214,150	107%	24	3/19/2018
Bonanza Dr	420,900	420,000	100%	2	3/19/2018
Postbridge Cir	237,500	235,000	99%	28	3/23/18
Blake Dr	479,000	480,000	101%	0	3/27/2018
Manorgate Rd	489,000	475,000	97%	93	3/28/2018
Grape Arbor	569,900	555,000	97%	171	3/30/2018
Stansbury Ct	294,000	294,000	100%	72	4/24/2018
Turnberry Isle	429,900	426,000	99%	81	5/7/2018
Sunrise Canyon	609,900	509,000	97%	70	5/15/2018
Cimmaron Canyon	359,000	359,000	100%	81	5/22/2018
Melody Ln	394,000	380,000	96%	1	5/30/2018
Valley Vista	599,000	590,000	98%	3	5/31/2018
Calloway Ln	448,700	444,000	99%	71	6/4/2018
Waterford Ln	285,000	276,000	97%	42	6/13/2018
Mojave Sage St	374,000	369,150	99%	59	6/19/2018
Arbor Glen Rd	449,900	440,000	98%	198	7/3/2018
Chardonnay Way	269,000	259,000	96%	54	7/3/2018
Hampshire Ave	299,000	311,000	104%	42	7/13/2018
Gorham Ln	469,900	460,000	98%	44	7/31/2018
Bonanza Dr	455,000	455,000	100%	33	8/9/2018
Yellen Dr	354,500	354,500	100%	30	8/15/2018
Turnberry Isle	399,900	399,000	100%	46	8/16/2018
Mojave Sage	346,000	346,000	100%	0	8/17/2018
Moongold Rd	309,000	298,000	96%	34	8/28/2018
Kensington Ave	619,000	590,000	95%	63	9/6/2018
Bovee Cir	294,500	294,500	100%	1	9/14/2018
Chardonnay Way	282,000	282,000	100%	52	9/24/2018
Pineknoll Ave	449,000	445,000	99%	90	9/27/2018
Turnberry Isle	379,000	364,900	96%	103	10/4/2018

Sun City Sisters

OUR SALES ACTIVITY (CONT'D)

Address	List Price	Sold Price	% List To Sale	Days on Mkt.	Sold Date
Lyrical Ln	899,000	835,655	93%	46	10/10/2018
Iron Bark	254,900	250,000	98%	2	10/25/2018
Falsetto Dr	399,000	383,000	96%	9	10/31/2018
Somerset Ave	259,000	247,000	95%	48	11/15/2018
Turnberry Isle	359,000	355,000	95%	14	11/30/2018
Skycrest Rd	349,000	343,000	98%	56	12/20/2018

2018 SALES STATS TOTAL 45

SUN CITY SISTERS AVG.	98%	52 DOM
GENERAL SUN CITY AVG.	97%	78 DOM

2017 SALES STATS TOTAL 28

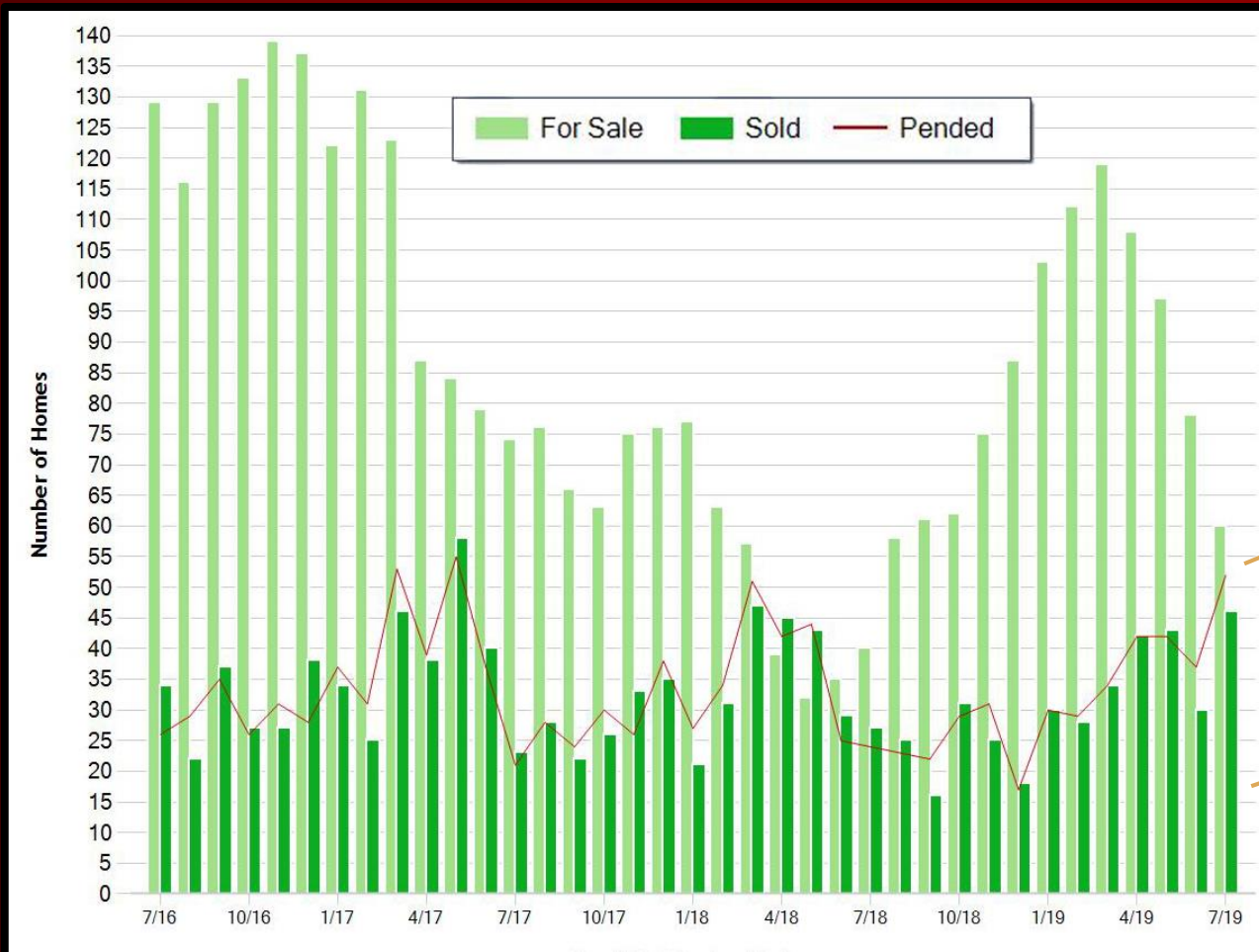
SUN CITY SISTERS AVG.	98%	54 DOM
GENERAL SUN CITY AVG.	97%	96 DOM

Statistics show....
We Sell for More....Faster !

BOTH SISTERS ARE SUN CITY RESIDENTS

- **The Sisters live in Sun City Palm Desert** and love the great lifestyle it offers. They attest daily to potential Buyers that Sun City is the very best place to live.
- **They help their clients** prepare for the next chapter in their lives by being available to help in any way possible.
- **Because they live on property**, they are available to keep an eye on their listed properties and help with showings as well as scheduling and meeting workers for their clients.
- **The Sisters always find the special features** in the property and present them clearly in photos and descriptions, bringing attention to the aspects of the property that makes it irresistible.
- **Tours of Sun City** and describing the amenities offered for the low monthly dues always catches the attention of potential Buyers.

NOW IS A GREAT TIME TO SELL IN SUN CITY



Current MLS Sales Graph shows relatively **low inventory** and **higher than normal demand**. This is a great time to be a seller.

Number of Listings

Number of Buyers

MARKETING PLAN

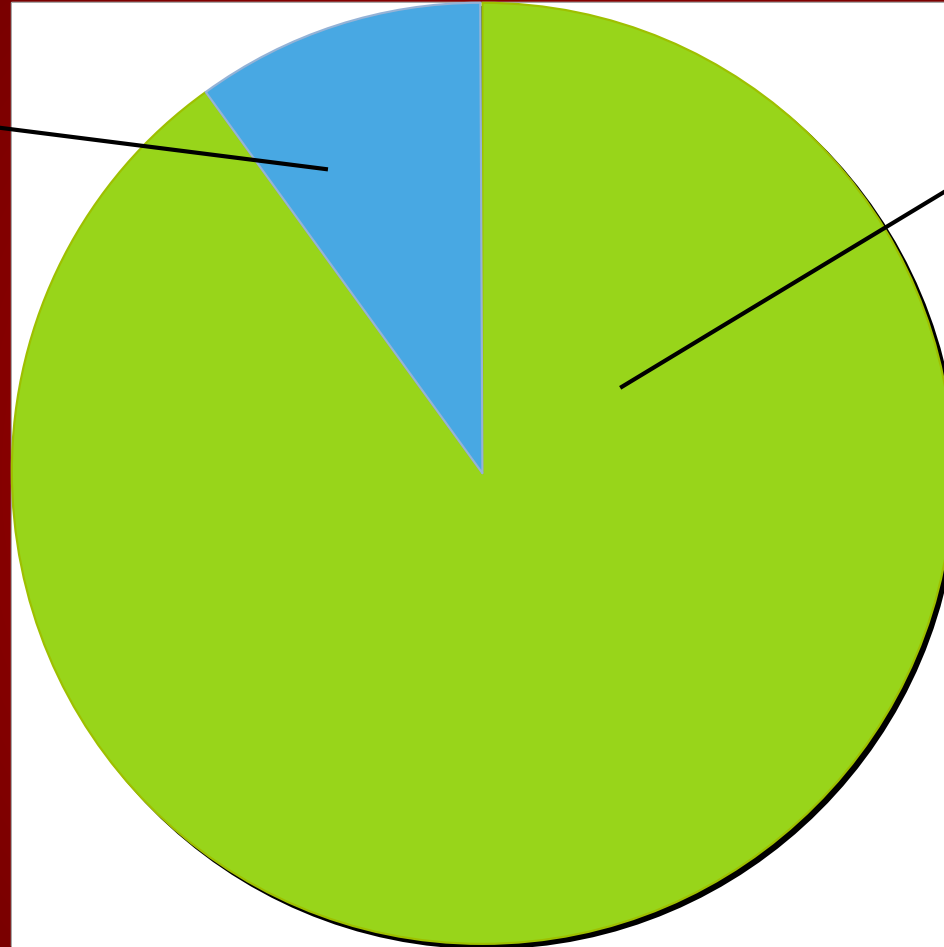
- **HOMESMART'S WEBSITE** will proudly display your property as well as on the Desert area MLS. From there, thousands of websites all over the world will showcase it and as people search this area, it will appear with beautiful photos of a staged home and an enticing description.
- **BEAUTIFUL PHOTOGRAPHS** and videos are of utmost importance because most people are looking at and buying homes online. We provide outstanding professional photographs that will certainly bring many lookers and potential buyers off the internet, where over 98% of all buyers look at homes for sale.
- **STAGING your home** will help you sell your home faster and for more money. This is a fact. If your home looks beautiful and is uncluttered, it will stick in buyer's minds even after a full day of looking at your competition. Offers will be higher and you will benefit. The sisters provide free staging services.
- **SOCIAL MEDIA** is huge now and if your home is displayed on Facebook and Craigslist, it has even more of a chance of being seen by the right buyer. We post on social media weekly.
- **REALTOR CARAVAN** opens your property up to the eyes of the very agents that are the likeliest to bring a buyer. We host a monthly Realtor Caravan in your home and invite all of Sun City and HomeSmart's Realtors and ask for professional feedback. This cements the vision of your home in their minds, when matching their buyers up with properties. This is the 2nd most effective form of advertising, according to the National Association of Realtors survey.
- **NEWSPAPER ADVERTISING** National Association of Realtors' annual survey of 100,000 homebuyers proved that only 1% of all buyers find their home in a magazine or the newspaper. We advertise every listing in the local open house guide in the Retreats section of the Desert Sun, every week, where the real buyers are looking.
- **OPEN HOUSES** brings neighbors, visitors, and potential buyers to view your home. This is very important, because they all have friends and family that they are talking to. They are a huge source of advertising and we want to share your home in its best form to them, **each week**. Most agents try to get out of holding weekly Open Houses.
- **FULL COLOR FLYERS** and printed material are key to presenting a classy image of your property. We use our beautiful photos and produce a full color flyer that describes your home with all its fabulous attributes.

IMPORTANCE OF INTERNET HOME SEARCH

- **Only a fraction** of all buyers rely on print advertising in their home search

- Virtual media and social media is becoming a popular search method

- Buyers choose which listings to tour by the photos they see online



- **Over 98%** of all buyers use the Internet in their home search*

- Internet marketing reaches the widest audience of potential buyers

- The more potential buyers you reach the better your chances of a quick sale at the price and terms you want

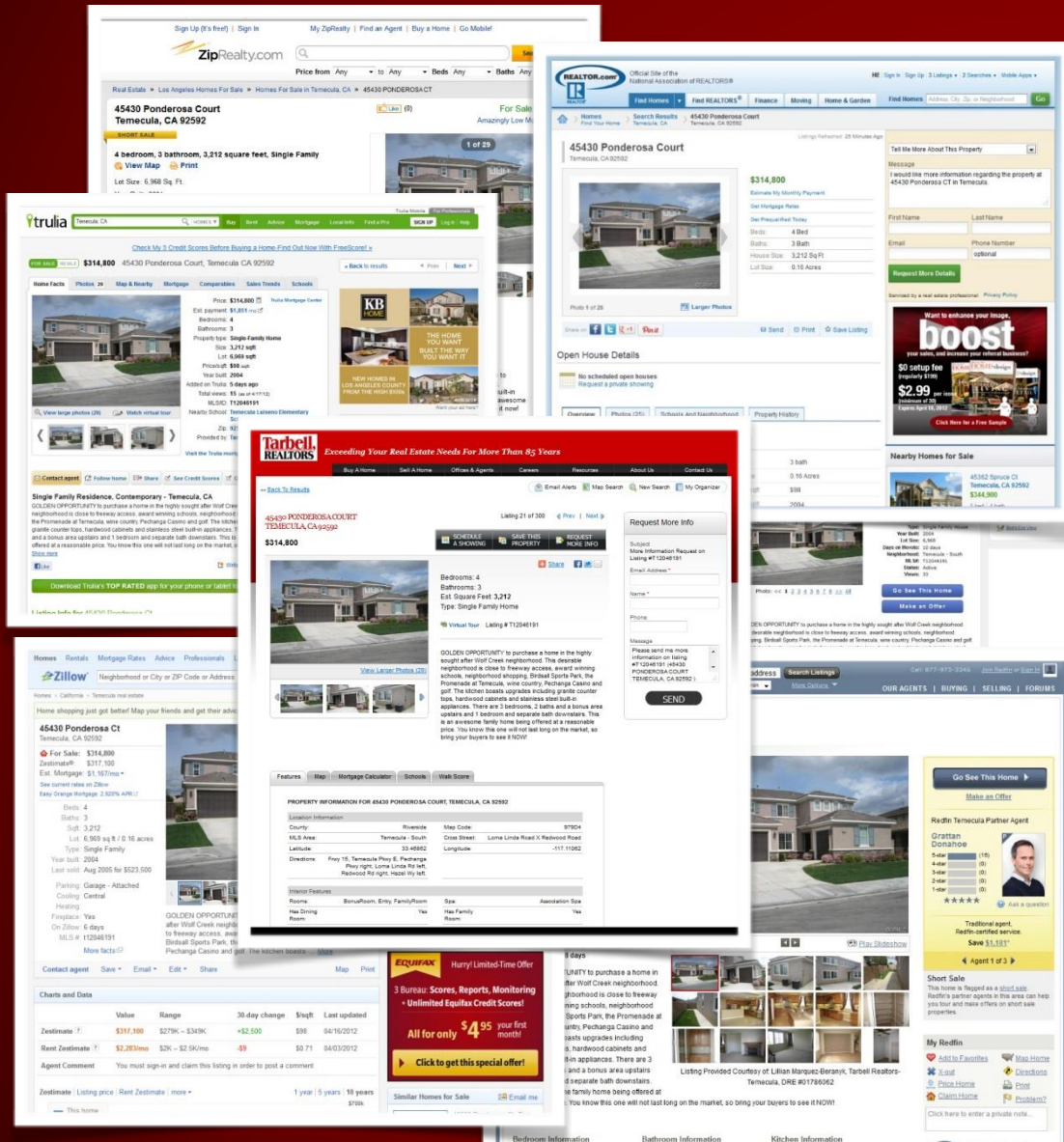
* National Association of REALTORS®, Profile of Home Buyers and Sellers, 2017

YOUR HOME ON THE INTERNET

Your home will start on HomeSmart's website and will reach out to the worldwide web from there. It will be seen by millions of potential buyers from around the world. A Virtual Tour of your home will be available on all major real estate web-sites including:

HSprofessionals.com
Trulia.com
Zillow.com
Realtor.com
PE.com
SunCitySisters.com
MyDesert.com
TheDesertSun.com
SoCalMLS.com
LakeHomesUSA
Homes.com
LearnMoreNow
Los Angeles Times

MyREALTY
LATimes.com
National Relocation
HomeScape.com
OpenHouse
OpenHouses.com
Oodle
And many more....



WHAT TO EXPECT

The Sisters spend quality time with their clients, explaining the process of preparing your home, showing your home, receiving offers, negotiating and preparing counter offers, the escrow process and closing.

Preparing your Home:

One of the best services the Sisters provide is their staging services. For each individual home, it is a different level of staging and a different approach. Sometimes the sisters merely clear out all the personal items and items that aren't fresh and new looking. Sometimes they add pillows, accessories and a few furniture items to spruce it up or add some color and freshness. They will have a meeting with you to go over this process and how it works.

Showing your Home:

It is of utmost importance to make the potential buyers feel completely comfortable in your home. This means that they need to be able to walk around freely, say what they feel and enjoy the space. The Sisters can create a showing plan that works around your schedule if you plan on living in the home during the listing. If the home will be vacant, agents can spontaneously arrive and show your home with a key box left on the premises. It is an electronic key box, so that when accessed, they will be notified who and when an agent is entering. They check on the home after all showings.

THE PROCESS

Receiving offers and negotiating counter offers:

Upon the receipt of an offer, they will immediately notify you and set up a meeting to discuss the price and terms of the offer. Together, you will determine whether or not to accept it as it is, or to counter offer at a higher price or with better terms. We will give you professional advice as to what may be acceptable to the typical buyer and give you scenarios and some ideas to consider. If you counter the offer, the sisters will prepare a convincing analysis that supports your price.

The escrow process:

This is a very intricate, time consuming and involved process that is accomplished by teaming up with transaction coordinators and the escrow agents. You will only need to participate in reviewing, signing and providing a few items of information so that the transfer deed can be drawn up. Our professional Transaction Coordinator team will take care of all the paperwork and stay within the deadlines for you. You will have a meeting with Lynda and Sharon explaining the whole process, so that you will know what to expect. Signing is quick and easy nowadays, with e-signatures. You will love this convenience.

The Sisters pride themselves on their negotiation skills and the fact that they are always available to accept phone calls and emails. They carry their cell phones with them constantly and try to answer each and every call. They are quick to return calls and always have time to chat or answer questions.



The HomeSmart Professional's Advantage

- HomeSmart is the #1 Broker In the American Southwest
- More than 10,000 Agents Worldwide and Growing Fast
- Full Service Company Providing, Escrow, Title and Insurance Services
- Over 100 National Advertising Awards
- Full Page, Full Color Advertising
- Professional Marketing Materials
- Highly Trained Sales Professionals
- Offices Throughout Southern California and the Country
- Advanced Real Estate Technology and Internet Networking

A FEW TESTIMONIALS

What a find! Two wonderful Realtors who actually care about their clients!! To them, selling or buying a home for a client is all about service. Lynda and Sharon were efficient, friendly, available, and caring while facilitating all aspects of our transaction. There is no doubt in our minds that they will be our realtors in the future.

Bobbi and David

**Thank you for all your hard work on our behalf. I can't recall another transaction as smooth as this one. Kudos to you! Gratefully,
The Borax's**

Our special thanks to you for the professional service you provided in selling our SCPD home. The extra time & effort you expended in 'staging' our home were both worthwhile and much appreciated.

We will always give you a glowing recommendation.

Jim & Sheri

Our experience with this team was exceptional. They were able to arrange the two possession dates to close simultaneously. One of the major talents that these girls have is the ability to stage a house to make it look very appealing to buyers. We really appreciate the professionalism and the capabilities of the Sun City Sisters. Their attitude was always cheerful and their optimism instilled confidence to us throughout the experience. We definitely recommend the Sun City Sisters for buying or selling properties in Sun City.

Guy and Colleen Plamondon

A WORD FROM THE SISTERS

We, Sun City Sisters, thank you for considering us as your listing agents and wish you all the best in your ventures from here forward.

We hope to assist you in the sale of your home and everything that goes along with it. We will stop at nothing to make your experience easy and profitable and we promise to communicate regularly and strongly negotiate on your behalf to bring you the best results possible.

We will listen to your needs and wants and assure you that...
“Our Goal is Achieving Your Goal”

Sincerely, Lynda and Sharon