



# Getting Your Property SOLD

Listing Presentation By:

Dominique Higgins  
SoCal Real Estate Broker  
DRE#01927254

# Your REALTOR<sup>®</sup> Your Team



## **Your REALTOR<sup>®</sup>**

**Dominique Higgins, Broker**

**DRE#01927254**

Born into a family of real estate investors, developers, and agents, I've crafted a lifetime of knowledge in sales, marketing, finance, construction, and loan underwriting. I've worked with a full range of clients from homeowners, and developers to private equity firms negotiating multi-million-dollar deals. My clients know to expect nothing short of professionalism, communication, consistency and high-quality work. I graduated Summa Cum Laude from Notre Dame (Go Irish), and in my spare time enjoy traveling, jiu-jitsu, reading, writing, and real estate investing myself.

## **Your Team**



### **Broker-Associate, Partner**

*Michelle Lowe, Broker - DRE#00993495*

Michelle is a 30-year real estate veteran with expertise in residential and commercial sales, financing, and marketing. Together we have successfully sold millions of real estate in Southern California since 2014.

### **Title Advisor**

*Janine Hook - Vice President, Ticor Title*

Janine brings 22 years of experience in sales, foreclosures, probate and even living trusts. She excels in customer service, resolving title problems, and creating innovative solutions for our clients.



### **Mortgage Advisor**

*Jordan Donolow - Vice President, MCP*

Jordan is one of the leading loan officers in Southern California, with expertise in cross qualifying buyers for Jumbo, Fannie Mae, Freddie Mac and FHA-Insured loans in as little as one day in certain cases.

# Testimonials



*"Dominique Higgins is one of the best professionals we've worked with. She's responsive, a great listener, a strategic thinker, detail-oriented. She continues to help drive our business to the next level and continues to help us become the best we can be. We would highly recommend Dominique."*

*- Robert N.*

*"Excellent communication, very in-depth knowledge of real estate investing. Personable and professional. Highly recommend to anyone in the future."*

*- Adam & Alicia*

*"I really liked working with Dominique. Her skill set was perfect for my needs, and I enjoyed our scheduled calls - she's easy to talk to and explained the process to me in great detail. I'm hoping to have another project that we can work together on soon."*

*- Ronnie M.*

*"Dominique was fantastic to work with!"*

*- Matthew C.*

# Past Sales | 3X The National Average





# Our Approach To Selling Your Property

Our listing strategy is hand crafted to meet your specific goals when selling your property. It is built on the foundation of market conditions and the most effective marketing strategies available.

We approach selling a property, whether it's a rental or development project as a team sport. Working together with you,

- We conduct **a detailed assessment** of your objectives and your property compared to competitive properties. We will determine and maximize the unique value your property brings to the market.
- We bring the **unique value proposition of your property** forward and design a winning strategy to showcase its qualities to buyers.
- We execute a **custom marketing plan** for your property with distribution across a wide range of channels.
- We **track and analyze the feedback** buyers provide after seeing your property and keep you up to date on emergent homes placed on the market.
- We work with you **to continuously make informed decisions** to maintain your property's competitiveness in the marketplace.

The \$2M duplex we just sold for our clients! In escrow in 1 week!



# Determining Your Goals & Objectives

Our detailed assessment of your specific goals and objectives begins by understanding:

## **YOUR MOTIVATION**

Why have you decided to sell the property?

## **YOUR TIMING**

How soon do you need the property to be sold?

## **YOUR PRICING**

What is the desired price or minimum price you have in mind?

## **YOUR GUIDANCE**

Who else will be involved in helping you make this decision?  
(A spouse, partner, family member, financial advisor, accountant)

## **YOUR COMMUNICATION STYLE**

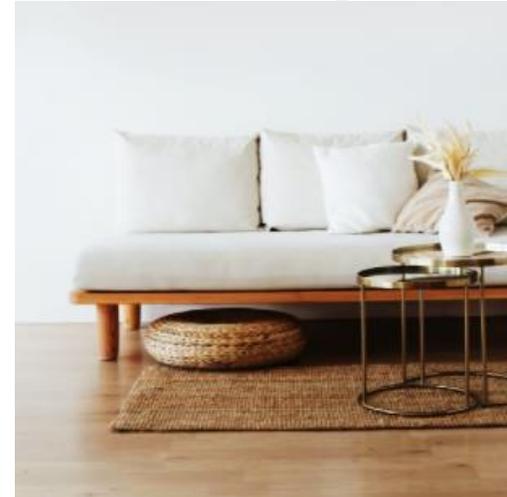
What is your preferred method of contact for weekly updates?  
(Email, text, phone call, in-person visit)

## **YOUR PREVIOUS EXPERIENCE**

If you've sold a similar property before, What went well? What could be better?  
If this is your first time selling, What are your main concerns?

## **YOUR NEXT STEP**

Have you selected a replacement property?  
Have you talked to your financial advisors and/or CPA on how to arrange the sale?



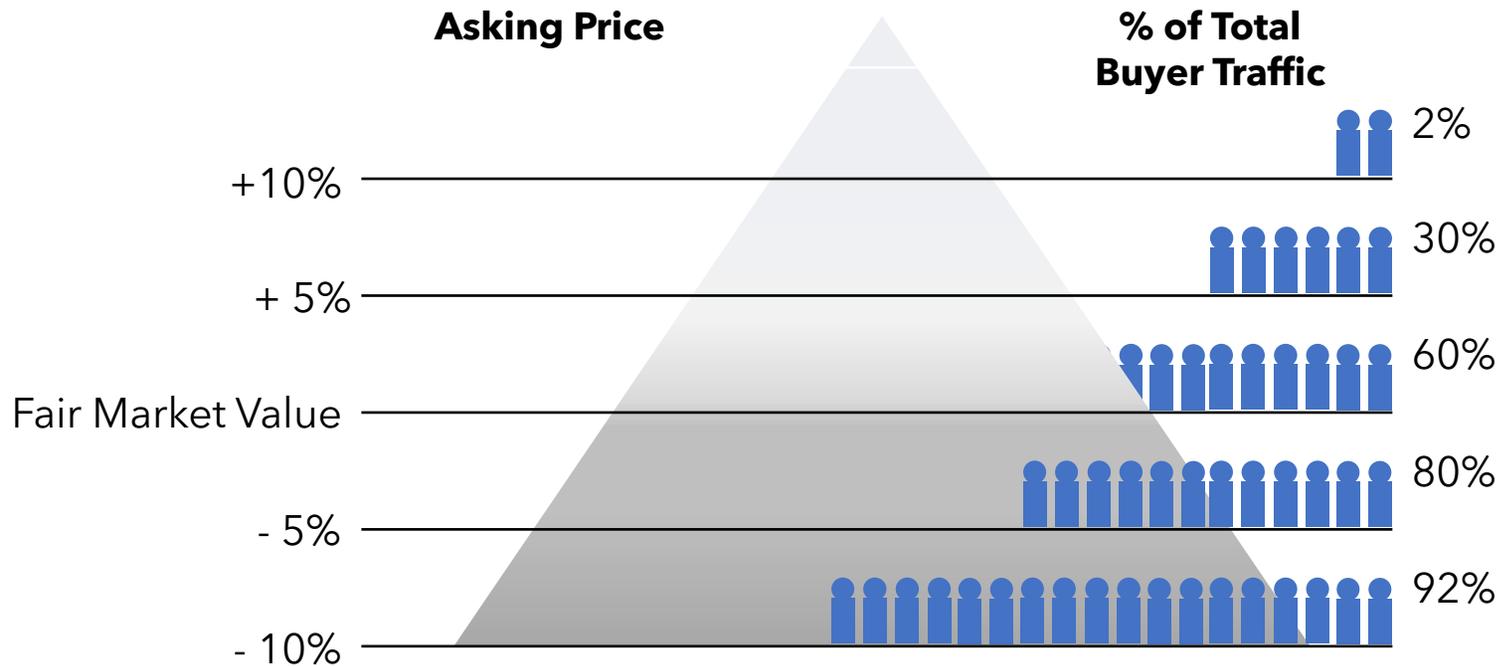


# Pricing Strategy

The pricing strategy we decide as a team is the most critical component of selling your property. Depending on the market and your property, there are numerous factors to take into consideration, such as interest rates, regional and national economic conditions, seasonality, and the other properties available.

Together, we account for all these factors when deciding the best price for your investment. As a seller it is key to avoid the all-too-common mistake of overpricing.

If you price your asset too high, most buyers will not even look at your property, even in the hottest seller's market. It will also cause your property to sit on the market longer, further decreasing its desirability. If you price your property too low, you may not get the greatest profit. Finding the fair market value is our goal.

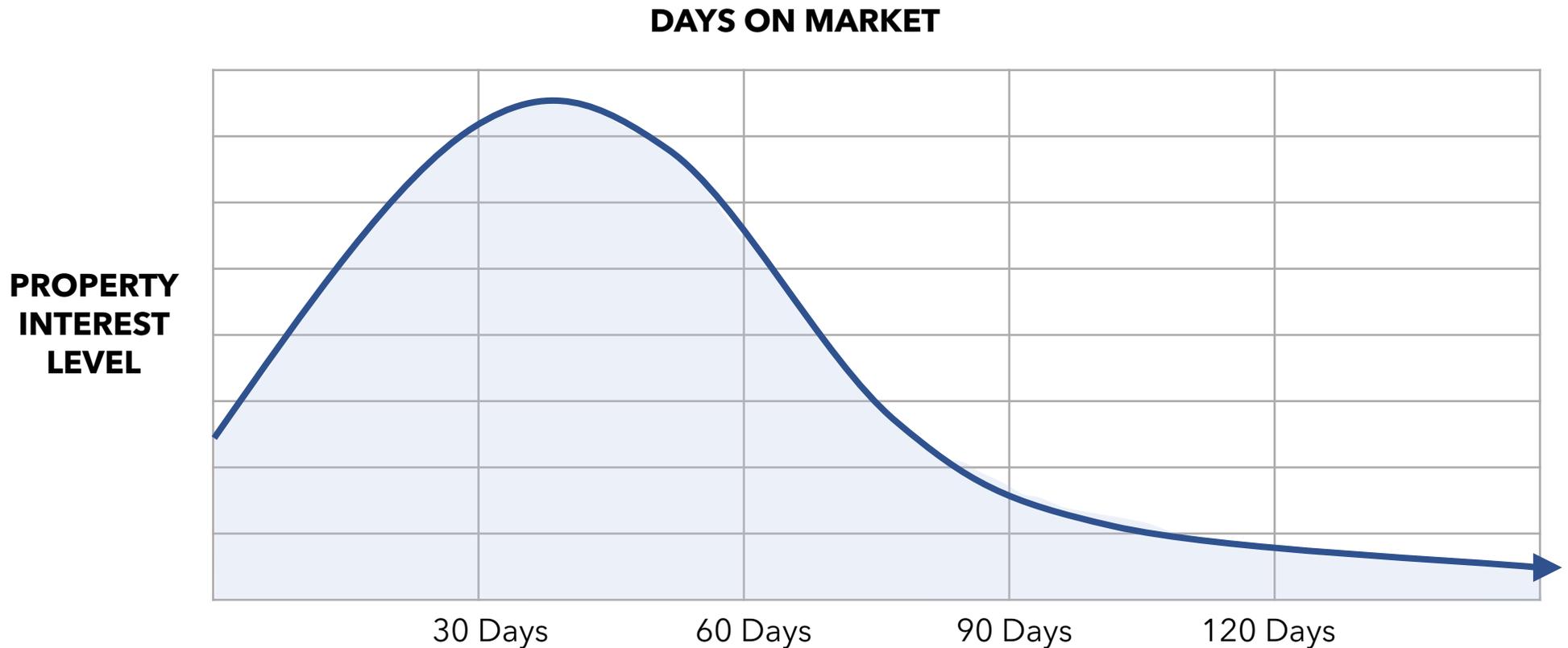


# Listings Have a Shelf Life



When deciding to list your investment property or development project timing is extremely important. Any property, no matter the price point, attracts the most activity from agents and potential buyers when it is first listed.

In other words, your property has the greatest opportunity to sell when it is new on the market. Interest peaks within the first 30 days, and after that point buyers will assume the property is overpriced or has other inherent issues and consider other properties.





# Pricing Misconceptions

The pricing of your property is determined by buyers and sellers in the current marketplace. Specifically, price is driven by what a buyer is willing to pay and what a seller is willing to accept.

When deciding the best price for your property, the following factors are irrelevant.





# Comparative Market Analysis (CMA) To Determine Price

To begin estimating a potential list price, we use a Comparative Market Analysis (CMA). Using our exclusive access to the local Multiple Listing Service we examine the data available to compile a report of how comparable listings are selling in your area. This approach enables us to narrow in on the most attractive and realistic price for your property.

A Comparative Market Analysis involves looking at properties with the following status in the market:

**ACTIVE** - Listings that are currently available for sale are direct competition for your property among buyers. We can see what comparable properties are listing for in order gauge the market. Properties that have been on the market the longest are the best indication of pricing strategies to avoid.

**PENDING** - Properties that have gone under contract and are pending offer the greatest insight into the potential market value of your asset. These properties have been listed, have received and have accepted the best one, all of which is data that provides the strongest indication of realistic pricing.

**EXPIRED** - Properties that have been listed for sale, but failed to sell add great insight into how to price your home. There are many underlying factors that can cause a listing to expire, including, but not limited to, the price, the condition, the lack of marketing, city zoning issues, or, in the case of multifamily units, the current occupancy status. Most of the time, though, it's simply because of too high a price. These give sellers the best indication of how not to price their property.

**SOLD** - Listings that have recently sold also play a role in determining the best list price of your property after adjusting for differences in condition, size, and other key factors. Unlike other agents, though, we do not overemphasize the importance of sold properties because we understand the market constantly shifts and buyer demand currently outstrips housing supply.



# Identifying Your Unique Value Proposition

Every property has a unique value proposition. We will work to craft a captivating story around the unique selling points of your particular investment property of new development.

Specifically, we will pinpoint the three features and benefits of your property unlike what can be found in other homes in the area, and leverage them to reel buyers in.

My team and I will then embody this story into the property description, which will be used in the MLS listing, all marketing materials, and the property's website, bringing the value proposition to life online, in print, and in person.

This is key, as the property description is a buyer's first introduction to your home.



## **Potential Selling Points of a Property:**

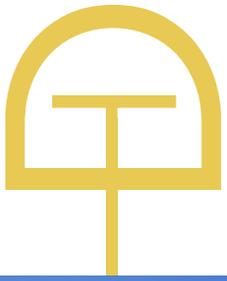
- Rental Income
- Custom Features & Upgrades
- RTI, Plans Ready
- Condition
- Size of Home and Lot
- Location, Location, Location
- Highly-rated Schools
- Neighborhood Amenities
- Outdoor Living Spaces
- Unique Architecture
- Proximity to Mass Transit
- Playgrounds
- Quick Access to Freeways
- Zoning & Development Potential

# Our 15 Point Marketing Plan



Our goal is to get your property the most exposure within the shortest amount of time. The following is the 15-point action plan my team and I take to go from listed to under contract, fast:

1. Competitively price your listing
2. Input your property into the Multiple Listing Service (MLS) as Coming Soon
3. Send a pre-marketing e-mail blast to our database
4. Install a professional real estate sign and flyers
5. Coordinate professional photography, videography, and staging (if necessary)
6. Setup a property specific website with SEO optimization and virtual tour capabilities
7. Change the property's status to Active in the MLS
8. Advertise your property to our internal newsletter & profiles to 20K+ buyers and agents
9. Schedule and promote the initial Grand Open House
10. Invite 300 of the top buyer agents in the area to personally tour your home
11. Conduct individual showings on the property
12. Follow up with all buyer's agents to solicit their feedback and desired response
13. Advise on changes you may want to make to increase your property's marketability
14. Constantly update you to market changes (i.e. new active properties)
15. Prospect 2 hours per day to find prospective buyers



# Visual Storytelling



95% of buyers use the internet at some point during their property search process. 51% of buyers found their property using the internet. Therefore, the visual story your property tells is key.

## **Professional Photography**

My team and I work with professional real estate photographers to provide potential buyers in-depth insight into your property and its unique characteristics, community amenities, and other major points of attraction. We use the latest technology to ensure, even on a cloudy day, photos incorporate good lighting and shine.

## **Professional Renderings**

For the sale of land, investment properties, or distressed properties, we utilize professional 3D renderings to highlight the potential future of the property. Renderings are an effective tool to help buyers envision the possibilities.

## **High-Quality Videography**

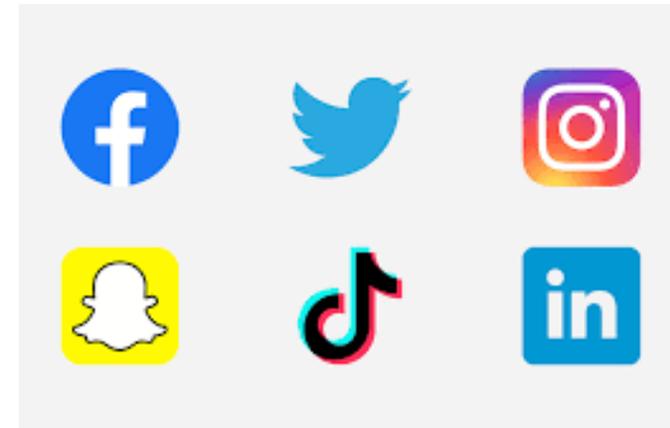
Video has become one of the leading methods to sell homes quickly, and our team partners with the best to provide state-of-the-art virtual tours. Select homes, based on the target buyer, will receive a custom sizzle reel to give prospective buyers a taste of the local lifestyle.

# Digital Marketing



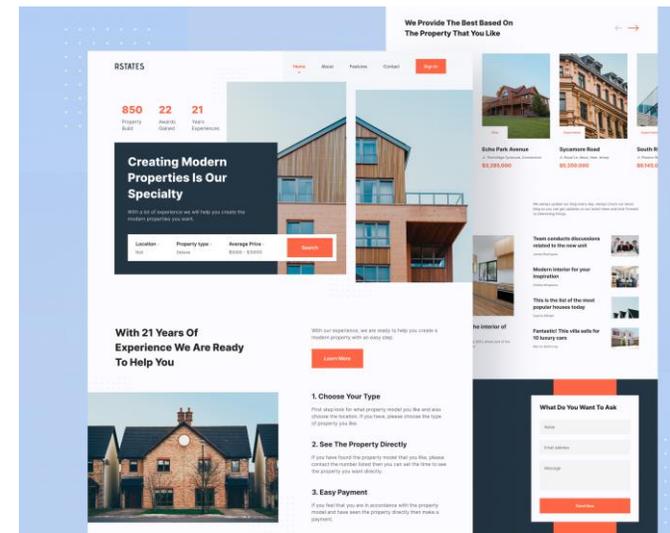
## Social Media

Tik Tok, Facebook, LinkedIn, Twitter, YouTube, and other social media channels have become invaluable distribution channels to market your property to prospective buyers. Our digital marketing partner leverages the photography and video captured of your home and incorporates them into the comprehensive and aggressive social media campaign we create for your home to draw attention and 'eyeballs' to your listing.



## Property Specific Website

When listing with my team and I, your property will have its own website created, which will act as the initial landing page for all traffic. 24/7 potential buyers whether they are passing the sign or visiting from social media, will have access to all the property's details. These websites even enable buyers to arrange private showings through a seamless experience, giving it a competitive edge against other properties in your neighborhood.





# Marketing to Local Buyers

While buyers may find a property online, 90% of the time, they come to the property with a buyer's agent. My role as the listing agent is to effectively market and communicate the unique value of your property to buyer's agents in the area.

## Multiple Listing Services/Loopnet

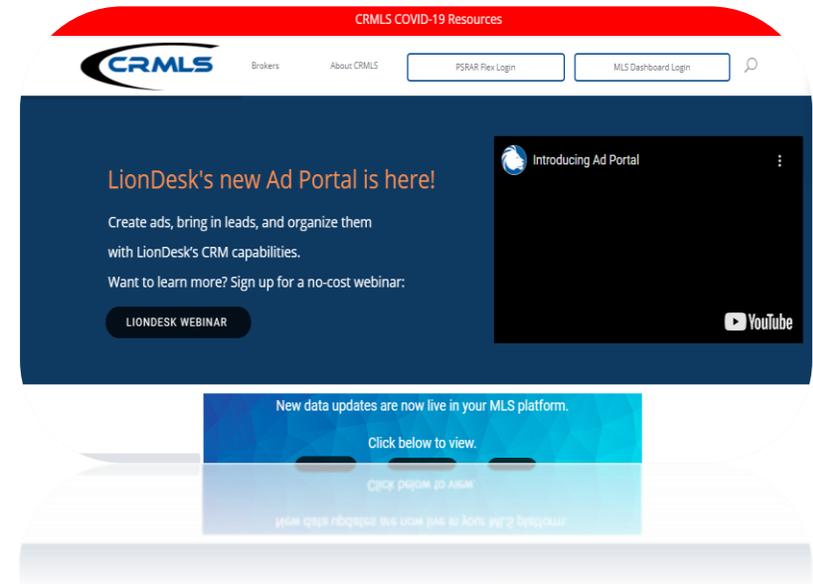
As members of the local MLS in your area, my team and I ensure that your listing does not have the bureaucratic hurdles other listing agents tend to use, in order to make it user-friendly and easy to show. We will also display on popular investment property sites like Loopnet.

## Open House

My team and I will coordinate an initial Grand Open House for your home, inviting hundreds of agents in the area to bring their buyers and tour your listing. We also ensure that all COVID-19 procedures are followed.

## E-Marketing

I take an active approach in marketing your property directly to buyer's agents through targeted email campaigns. I don't want to just wait for agents to find us, my role is to bring your property to them.



# Feedback & Reports



## **We. Love. Feedback**

Throughout the course of your property being on the market, we will contact you on a weekly basis (through your preferred means of communications) to provide key listing information, such as:

- The Number of showings
- The Number of attendants at the open house(s)
- The Number of incoming calls
- The Number of offers received

## **Property Showing Feedback**

In addition, we make a commitment to follow-up with each buyer's agent to gain feedback and insight on their perspective of the listing. This enables us to continually assess and re-assess the competitiveness of your property and keep you up to date.

## **Local Market Trends & Competitive Data**

Once your property is listed on the market, we will send you reports on the latest market activity specific to your neighborhood and price range. New listings create competition, and we want to make sure we always stay one step ahead.





# The Dominique Difference

My team and I take an aggressive approach to market your property. We believe in being **'Proactive'** not Passive when it comes to getting your home sold, which entails:

- "Proactive Prospecting" of Potential Buyers
- Building a Buyer Pipeline
- Leveraging Large Networks of Buyers
- Systematic Telemarketing of Buyer's Agents
- Widespread Distribution of Your Listing
- Answering the Phone and Being Available and Flexible
- Market Pricing the Property

## Other Agents

Most agents take a **'Passive'** approach to selling your property, which can look like the following:

- Marketing Strategy Centered On "Putting It On The MLS"
- The "You Only Need One" Philosophy
- Waiting For Buyers To Call
- Waiting For Agents To Call
- Letting The Phone Ring
- Beating the Sellers Up on Price
- Chasing The Market



## We're Excited to Get Your Property on the Market ...and Get It Sold!

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Thank You!