

HAILEY CHEUNG REALTY

SELLER'S GUIDE

(626) 686-7088 | [www .HaileyCheung.com](http://www.HaileyCheung.com)

SELLING AGENT

When choosing the right selling agent to list your home, it's important to clarify what their marketing plan for your property is and what it will include, to make sure they will market your home and not just list it on MLS.

When you have Hailey Cheung and her team on your side, you're backed by people that combine local market expertise with a technology-driven and entrepreneurial mindset for innovation.

In today's digital age, our in-house marketing team knows there is a better, more effective way to market your home.

Our in-house marketing team knows how to make your home look good and stand out from the crowd so it can list quickly. Below are the pre-edited photos.





SELLING AGENT VS MARKETING AGENT

A Marketing Agent is someone who goes beyond the traditional way to list your home other than MLS.

So why does marketing matter? The basic idea behind marketing to sell any product is the same: there's a buyer for everything out there, you just need to find them.

We can take photos at anytime with our in-house professional photographers and we always make sure your property looks great online. These are edited samples of photos we take.



BENEFITS OF HIRING

AN IN-HOUSE MARKETING TEAM

In today's world, real estate marketing needs to be creative and effective. Our marketing team has a well-planned online marketing strategy. Sellers receive this well-planned marketing strategy for free as part of our real estate services.



#INHOUSEMARKETING

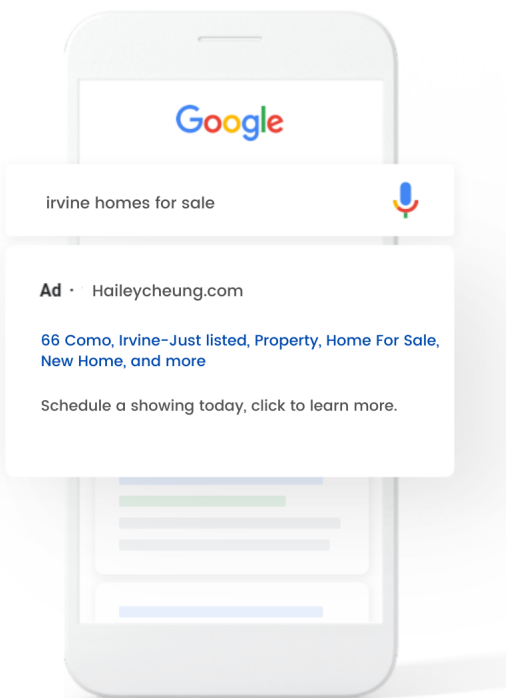
We use social media and the Internet to market your home after creating professional videos and photos of it. With our well-planned digital marketing strategy, our sellers reach a large audience of buyers that can't be reached the traditional way. As a result, our sellers constantly receive multiple lucrative offers for their listed homes.

WHY CHOOSE US

SOCIAL MEDIA MARKETING

FACEBOOK PAID ADVERTISING

In today's market, the Internet serves as a priceless tool for all generations of homebuyers; 97% of all homebuyers used the Internet for their home search.



GROW YOUR PROPERTY AUDIENCE WITH GOOGLE ADS

Be in front of the buyers when they're searching for properties like yours on Google search and Maps.

WHY CHOOSE US | HOME STAGING

WHY YOU SHOULD STAGE!

When a prospective buyer has the option to take a virtual tour of a property, they're able to view the property faster and quicker. Not only does this save time and travel expenses, but it also increases the chances that the seller will find the right buyer.



WHY CHOOSE US

WE MARKET YOUR HOME

Our in-house marketing team utilizes a powerful and innovative cloud platform that gives us access to the advanced modern technology we need to help maximize your home's exposure and get you the best possible price.



PROFESSIONAL HDR PHOTOGRAPHY

All of our properties are photographed by our in-house professional photographer who specializes in real estate photography.



AERIAL HIGH-END PHOTOGRAPHY

Our aerial photos provide buyers a bird's eye view of the property and its surrounding neighborhood with stunning high resolution images.

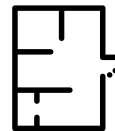
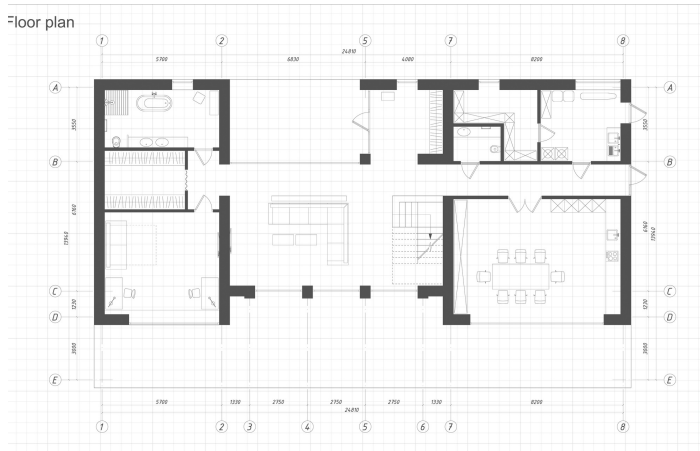
WHY CHOOSE US

WE MARKET YOUR HOME



VIRTUAL TOURS 3D WALKTHROUGHS

When a prospective buyer has the option to take a virtual tour of a property, they're able to view the property faster and quicker. Not only does this save time and travel expenses, but it also increases the chances that the seller will find the right buyer.



FLOOR PLAN

Potential buyers who haven't been in a property can get an understanding of its layout and size estimate from a floor plan.

PROPERTY

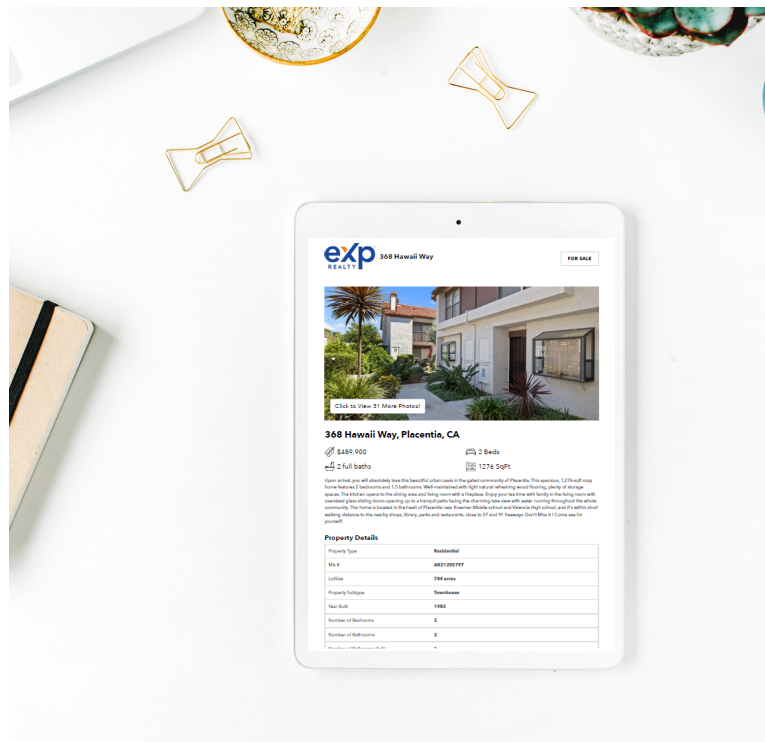
WHY CHOOSE US

WE MARKET YOUR HOME



CUSTOM PROPERTY WEBSITE

A single property site showcases the complete list of a property's features and amenities. You can go all-out with beautiful pictures that highlight the best of the property.



exp REALTY 368 Hawaii Way FOR SALE

Click to View 31 More Photos

368 Hawaii Way, Placentia, CA

\$480,000 2 Beds 1274 Sq Ft

2 full baths

View virtual, you will absolutely love this beautiful urban oasis in the gated community of Placentia. This spacious, 1,274-sq-ft unit home features 2 bedrooms and 1.5 bathrooms. Well-appointed with light natural wood flooring, plenty of storage space, the kitchen opens to the dining area and living room with a fireplace. Big open floor plan with access to the living room with wood-look tile flooring, dining room with a wood-look tile floor, living room with wood-look tile flooring, and a full kitchen with a granite countertop. This home is located in the heart of Placentia near Kamehameha Middle and Placentia High schools, and it's within short walking distance to the nearby shops, library, parks and waterfront. Close to 55 and 91 freeways. Don't Miss It! Come see for yourself!

| Property Details | |
|---------------------|-------------|
| Property Type | Residential |
| MLS # | 482228979 |
| Location | 1940 Area |
| Property Subtype | Condominium |
| Year Built | 1982 |
| Number of Bedrooms | 2 |
| Number of Bathrooms | 2 |
| Number of Units | 1 |



PROPERTY TOUR VIDEO

Buyers are naturally drawn to homes they can envision themselves living in. Property videos allow them to imagine what it would be like to live in that house and make it their own.

WHY CHOOSE US

WE MARKET YOUR HOME



POSTCARD MAILERS

We use EDDM and direct mailing to reach out to local buyers near your property and grab a large amount of potential buyers.



EMAIL MARKETING

New listing email sent to our existing database for both buyers and agents



MARKETING BROCHURES AND FLYERS

Our professional custom materials and designs make your property stand out from the crowd.



OPEN HOUSE EVENTS

We host open house events to draw attention to your home and get more potential buyers.



eXp Realty International EXPOSURE

A truly borderless mega brokerage. Powered by eXp Realty's Global Exclusive Listing and Buying networking group operating in 18 countries and counting.



PROSPECTING

We match your property with our existing database and follow up with all incoming inquiries.

IN-HOUSE **CONTRACTOR**

Our team works within your budget and negotiates the best pricing with our trusted in-house contractors for upgrades and improvements that will get the highest return on your investment. We remove the hassle of you having to search for contractors, pricing and project managing. It certainly is a more enjoyable and less stressful experience with us that saves you time and money.



ACCREDITED

FINANCIAL ADVICE



You receive legitimate expert guidance from a Certified Public Accountant and Certified Financial Planner. Your knowledge of your unique financial position in real estate is enhanced; you get to understand your loan options and costs, and you have the confidence and secured feeling of having highly educated professionals on your team that care.



WHY CHOOSE US

OTHER BENEFITS

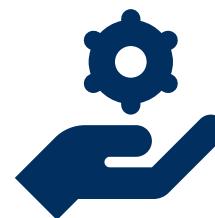
COMPETITIVE PRICING ON:

- Title
- Escrow
- Termite Company
- Home Warranty
- Natural hazard disclosures
- Inspection
- Notary services



OTHER SERVICES

- Mortgage Guide
- Home Insurance
- In-House Real Estate Attorney
- In-House CPA
- In-House CFP



WE LIST OUTSIDE THE BOX!



BEYOND TRADITIONAL LISTING

LISTING | IN CRYPTO



Crypto for Real Estate is here and is happening right now. Being a certified Crypto Agent with Propy allows us to list properties in Cryptocurrency beside traditional listings with MLS. It allows for your property to be showcased to a larger, more complete audience of modern digital currency users.

Once the seller receives the offer they were looking for, the transaction itself is like an all-cash purchase, but in lieu of using traditional bank accounts, the buyer instead transfers Bitcoins to the seller's digital 'wallet'.

LISTING **IN BIDDING**



**Certified
Agent**

We are excited to now offer the exclusive tool Homebids. Being a certified agent with Homebids allows us to list your home using the most advanced and efficient method of selling your home. This revolutionary way of selling real estate combines traditional real estate and auctions. You get the best of both worlds! The whole process is real time bidding that's transparent and convenient, which is why our clients love it.



LISTING

WITH EXPRESS OFFER



**Certified
Agent**

ExpressOffers is eXp's proprietary iBuying software platform that quickly gets you multiple competitive offers without the hassles of fixing up, staging or showing.

Being certified agents with ExpressOffers allows us to list your home using the fastest hassle-free method of listing homes.

With this unique program, you potentially receive multiple cash offers from institutional buyers that are competitive for our sellers depending on your unique situation. Best of all, our sellers can request and receive offers with this program at no cost to them, with no obligations to accept an offer, either.



ExpressOffers

Hailey Cheung

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(818)-919-8228

ExpressOffers Ask me how to get cash offers on your home!

exp

CHOOSE A METHOD THAT GIVES RESULTS



THINK OUTSIDE THE BOX

PREPARE | LISTING



01 | TOUR

To outline our marketing plans, we reach out and pay our site visit with our in-house stager to get a feel for the property and provide suggestions of what needs to be done before our grand listing.



02 | MARKET RESEARCH & PRICING STRATEGY

Our in-depth CMA (Comparative Market Analysis) provides you with the latest market data and pricing strategy that recommends the best and most ideal listing price.



03 | DOCUMENTS REVIEW

Once the pricing strategy is ready, we pay a live visit to gather additional information to complete the listing docs and seller disclosures.



04 | CLEAN & STAGE

It's time for a deep house cleaning. Our in-house professional stager can transform each room of your home into award-winning, magazine-ready portraits.



05 | PHOTOGRAPHY

Our professional photographer visits your home to take photos that will be edited and ready within 24 hours. We know that pictures are the first impression for buyers, so it's important that they be as appealing and inviting as possible.

PREPARE | TO CLOSING

01 | IN ESCROW



Once you've accepted an offer, the process of sending out a contract of sale begins. You then begin to transfer legal ownership of your home to the buyer once you receive your EMD (Earnest Money Deposit) check from escrow.

02 | CONTINGENCY



During the first 21 days, buyers will delightedly dream, inspect, examine, and appraise your property before they can fully commit and move forward to close the deal.

03 | BUYER REQUEST



During this due diligence period, buyers might request repairs/repairs credit from the seller to ensure that the issues found during the inspections are resolved before the closing.

04 | MOVING OUT



The due diligence period ends after 21 days, at which time the sellers prepare for moving day by transferring all utilities and turning over possession of the property to the buyers at closing.

05 | CLOSING



The transferring ownership of your home is made official when the buyers complete their final walkthroughs of the property and disburse the funds from the escrow account.

DURING | SHOWINGS



01 | APPOINTMENTS

Agents from any company can send a showing request either through an appointment app called "ShowingTime", or by calling the listing agent directly.



02 | NOTIFICATION

Our team helps sellers arrange showings through text/email/call, where you can concur, decline, or propose a new time. All of this can be accomplished right on your smartphone.



03 | CONFIRMATION

When said showing is confirmed, the agents receive a showing confirmation with instructions from our team. Sellers also receive calendar invitations for showing reference.



04 | SHOWING

During the approved time of showing, the sellers will leave and allow us the house to show to the prospective buyers.



05 | FEEDBACK

Our team reaches out to the showing agents/buyers for their feedback on the fruit of the showing to determine if any offer will be forthcoming from the potential buyer.

| OUR MISSION



Hailey Cheung Real Estate was founded on the principle of providing high-quality customer services that are exceptional. Our team of local real estate experts is technology driven and globally connected.

Helping you build wealth through real estate. Your success is our success.

Whether you're looking to buy or sell a home or commercial real estate, Hailey Cheung and her team are the highly experienced, technology-driven real estate agents that will get you there.

We utilize a unique, cloud-based platform in our in-house marketing that gives us access to the advanced modern technology that helps us maximize your home's exposure and obtain the best possible price for you.

Customer satisfaction is ultra- important to us because we truly care. Besides offering residential and commercial real estate services, our All-in-One Real Estate Services range from home mortgage guidance, home insurance, life insurance, annuity, tax services and financial management that save you time and money, as well as make your real estate experience very rewarding.

| WE GIVE BACK



#DONATELOVE

We believe giving back to the community is a great way to stay connected to our people, because real estate is not just about selling or buying, it is about the community that makes up the streets and neighborhoods, and our relationships and appreciation for them.

Donating surely is one of the most effective ways to give back in contribution. Together, with more love, we can support our families and our communities that have less.

