

# 1234 Prestigeous Av

Fullerton, CA 92833

## Listing Consultation



Charles K. Park, Broker

CA Dept. of Real Estate No. 01828076  
(714) 932-3277



*Real address changed.*

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# Charles K. Park, Broker:

- ▶ Licensed 2007 – Active in Orange County
- ▶ Independent Broker Owner of Smart Investment and Real Estate Services
- ▶ Recent Transactions:
  - \$905,000, 17012 Alexander Ave, Cerritos, CA 90703
  - \$1,100,000, 1410 W Player Ave, La Habra, CA 90631
  - \$1,485,000, 6471 Western Ave, Buena Park CA 90621
  - \$752,500, 7461 /7469 Boc Ave, Stanton, CA 90680
  - \$690,000, 12213 Tilbury St, Hawaiian Gardens, Ca 90716
  - \$355,000, 12811 Newhope St, Garden Grove, CA 92840

- ▶ Re: 2502 Aquasanta,  
Tusin, 92782

*Here, the discussion provided a review of prior communications and interactions with the client.*

# The Property:

- ▶ Type: Townhome/Condo (223 units)
- ▶ Area: Prestigious Ranch
- ▶ Year: 1993
- ▶ SqFt: 2,420
- ▶ Bedroom: 3
- ▶ Bath: 2.5
- ▶ Parking: Street
- ▶ Garage: 2
- ▶ Tax Note: Mello-Roos
  
- ▶ HOA:
  - Gate Code: 1030
  - Community Name (Tract): Diamonds
  - HOA Mgt Co.1: Optimum (714) 508-1234
  - HOA Mgt Co. 2: Action Property (800) 400-1234

*Identifying information and Dates have been changed.*

- ▶ Vaulted ceilings. Laundry upstairs.
  
- ▶ Currently being rented:
  - \$3,100/month
  - Lease end [REDACTED], 2016
  - Proposal:
    - After lease ends – Month to Month
    - When we have accepted offer Tenant has 60 days to move out.
    - Work with the tenant
  
- ▶ Additional:
  - Real Deal neighborhood
  - Tax code area: 10-077
  - Subdivision: Corto Villa
  - Tract: 13700 Lot 4 of Project 934-08
  - AP 500-100-09
  - APN: 930-08-490

# Great Amenities

- Backyard Patio Overlooks golf course (Prestige Ranch Golf Club) with view of the pond, palm trees, and rest of the golf course. You can step right onto it.
- Outstanding HOA Amenities: Greenbelt Park, resort style pool and spa, BBQ, playground, tennis court
- School District:
  - Prestige Unified
  - Prestige Elementary
  - Prestige Intermediate
  - Prestige HS
- Outstanding Larger Community: Tustin Ranch, Irvine, Orange, Etc.



# Current Market Trends:



- ▶ Rapid rise in price in the prior two years, cooling down since Fall of [REDACTED]
- ▶ Affordability is a challenge generally, but not necessarily here – which can be considered an upper–middle class neighborhood.
- ▶ Interest rate still very low @ about 4.25% 30 yr fixed.
- ▶ The Federal Reserve threatened rate not a significant worry.
  
- ▶ 1234 Prestigious Av
- ▶ [REDACTED] Unique neighborhood, slow turn over, 0 same model sold in [REDACTED]
- ▶ Original build – no evidence of upgrades since 1993
- ▶ Townhome sharing building with 3 others, not single family
- ▶ Sales often take 30–99 days sometimes longer
- ▶ Difficult to compare with other homes in the neighborhood because few so few sales of like kind.

# Your Needs

- ▶ Purchase Date: 8/2004
- ▶ Purchase price: \$825,000
- ▶ Mortgages: \$577,500  
( [REDACTED] Bank)

- ▶ Loan balance today?

- ▶ Term?

- ▶ Property tax: \$8,133  
(\$703,120 assessed)



- ▶ Objectives: Standard Sale

- ▶ Time frame: Not urgent

- ▶ Rough Estimated 1:  
\$750,000–\$850,000

- ▶ Rought Estimate 2:  
\$775,000–\$825,000

# Market Trends: Past 2 Years




ML#	SType	St#	St Name	SType	L/S Price	\$/Sqft	Br/Ba	YrBuilt	Sqft	DOM
PW15165233	SCONDO/A			STD	740000	4002/2,0,1,0	1992/SLR	1850/S	67/120	
OC15182202	SCONDO/A			STD	750000	405.412/1,1,1,0	1993/EST	1850/E	25/25	
PW15125514	SCONDO/A			STD	655000	354.052/2,0,1,0	1992/EST	1850/E	50/50	
PW15109411	STWNHS/A			STD	638000	344.862/2,0,1,0	1991/ASR	185028/28		
OC15049521	STWNHS/A			STD	602000	325.412/2,0,1,0	1991/ASR	1850/AP	67/91	
OC15060791	SCONDO/A			STD	640000	345.952/2,0,1,0	1993/EST	1850/A	37/37	
OC14204533	STWNHS/A			STD	600000	324.322/2,0,1,0	1993/EST	1850/E	96/113	
OC14127504	STWNHS/A			STD	770000	290.354/3,0,0,0	1992/ASR	2652/A	53/53	
PW14099353	STWNHS/A			STD	710000	293.393/2,0,1,0	1992/APP	2420/A	57/57	
PW13245590	STWNHS/A			STD	699000	263.774/3,0,0,0	1993/ASR	2650/A	204/204	
OC14055354	STWNHS/A			STD	662500	358.112/2,0,1,0	1991/ASR	185092/92		
PW14023524	STWNHS/A			STD	750000	309.923/2,0,1,0	1993/EST	2420/E	137/213	
OC14078861	STWNHS/A			STD	665000	359.462/2,0,1,0	1993/ASR	1850/P	35/35	
OC13227453	STWNHS/A			STD	710000	293.393/2,0,1,0	1993/EST	242099/99		



# Your home's strengths

- 
- The background of the slide is a soft-focus photograph of purple flowers, likely lavender, with green leaves. The flowers are in various stages of bloom, creating a textured and colorful backdrop for the text.
- ▶ The home's strengths are its many amenities:
    - ▶ Golf Course
    - ▶ View
    - ▶ Neighborhood
    - ▶ HOA amenities
    - ▶ Schools
    - ▶ Tustin Ranch and regional amenities
  - ▶ Relative newness (1993)
  - ▶ Attractive layout
  - ▶ Backyard
    - ▶ – Drawback: No upgrades.
    - ▶ – Town home, one among 4 families in one building – not single family.

# Your home vs. the market

- ▶ 0 similar homes on the market in the neighborhood
- ▶ There has been none since 2014 
- ▶ Market has changed a lot since 2014 
- ▶ There is 1 other home for sale:  
 0 (1,298 sqft)
- ▶
- ▶ Unique community compared to surrounding neighborhood
  
- ▶ Estimated Sales Price based on recent activity & home amenities:
  - \$750,000 – \$850,000 (Or more narrowly: \$775,000–\$825,000)
- ▶ Strategy: Start at \$850,000 and adjust price according to feedback.

# Estimated Costs and Net



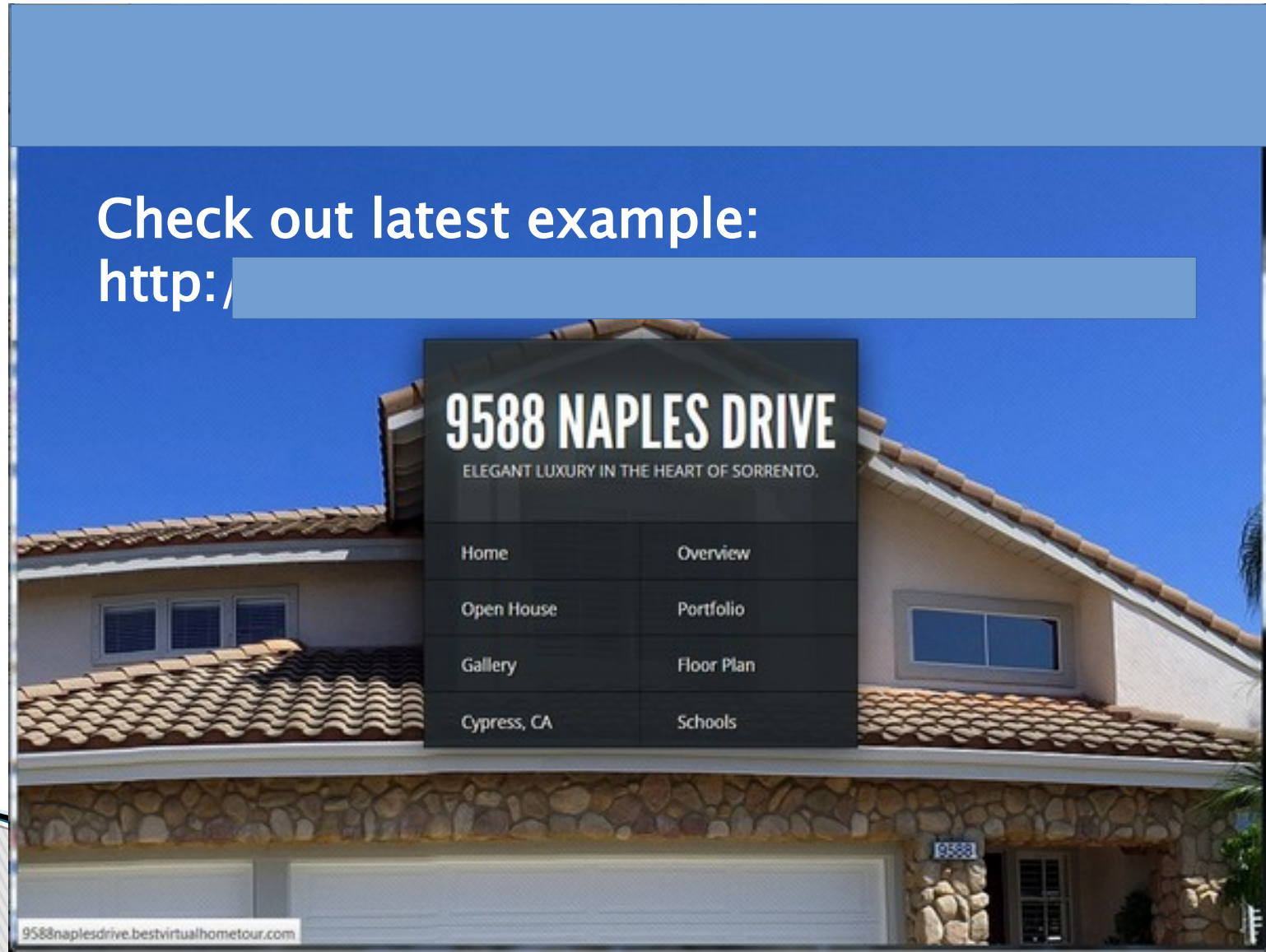
To be added later...

# Market Saturation Strategy

- ▶ MLS => WWW
- ▶ Real Estate Brokerages and Agents
- ▶ Broker/Agent websites
- ▶ Aggregators like Zillow.com, Realtor.com, Trulia.com, etc.
- ▶ Search engines like Google.com, Bing.com, etc.
- ▶ Open Houses, Supra Lock Box & Email feedback, FOR SALE Signs
- ▶ Approx. 675 Neighborhood color flyers (Sorrento)
- ▶ Approx. 3,000 Color Newsletters (Sorrento + neighboring)
- ▶ Virtual Home Tour – Excellent Photos & Presentation
- ▶ Feedback and adjust price every 30 days or so
- ▶ Repeat until we go into escrow with offer
- ▶ Stewardship: Negotiation to Close of Escrow

# House gets it's own www.

Check out latest example:  
http://



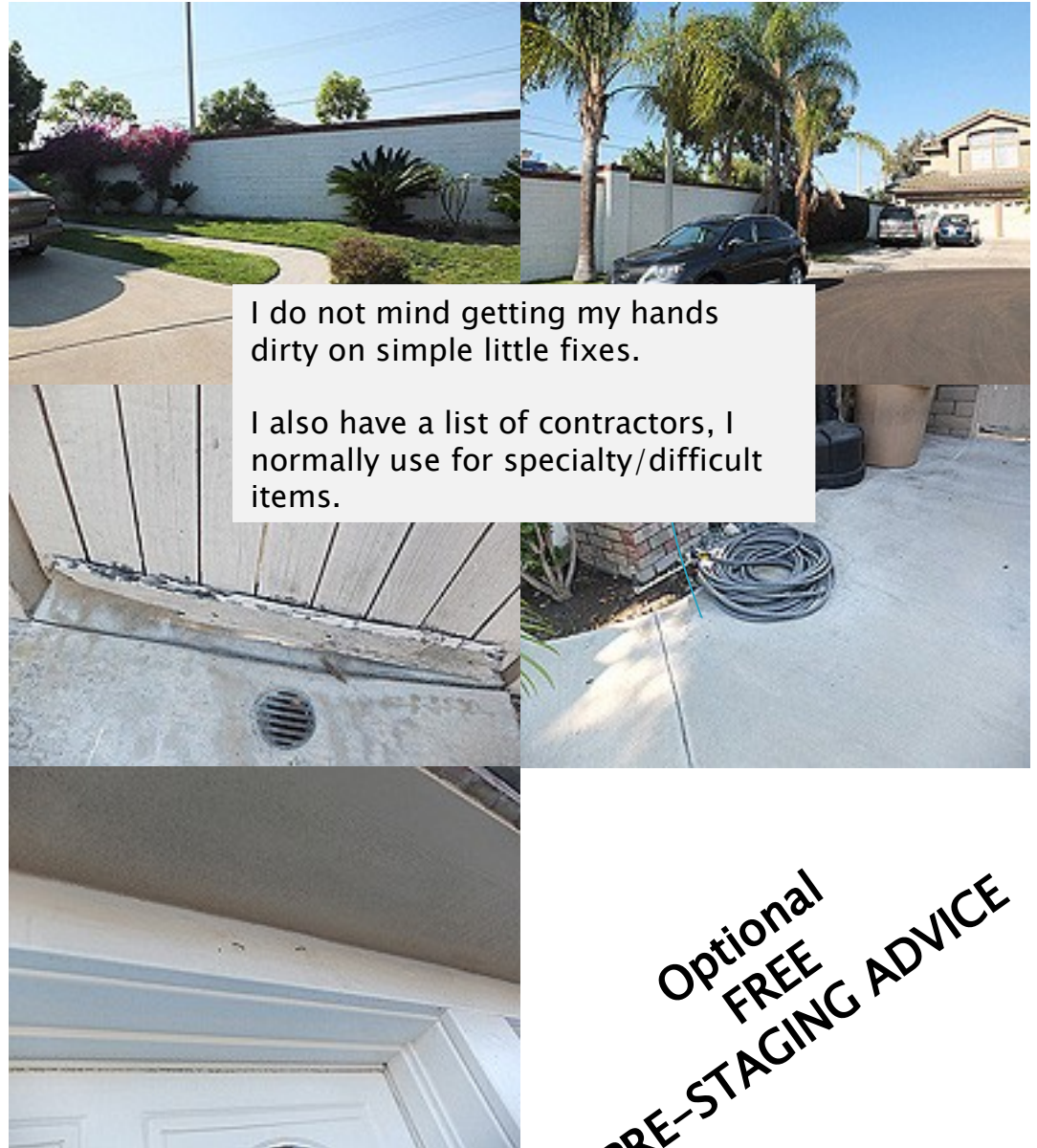
# Getting Started

- ▶ View photos of comparable homes for sale.
- ▶ Spruce up the home for best first impression.
- ▶ Tidy and secure belongings and valuables.
- ▶ Minimize personal effects, including
- ▶ Work out a viewing routine.
- ▶ Call when ready for photos
  - ▶ Photos
  - ▶ Agreements
  - ▶ MLS
  - ▶ Best Virtual Home Tour
  - ▶ Adjust monthly
- ▶ Online as soon as 1 week.
- ▶ “For Sale” within 2 days of agreement.



# Front Yard

- ▶ **Cut dead branches across the street (ask the neighbor first, unless you have good relations) People want to live next to neat neighbors...**
- ▶ **Plant another bougainvillea between the sego palms. Just a thought.**
- ▶ **Remove the old wooden blocks on the side of the house near the hose/garage**
- ▶ **House the hose in a roll in case**
- ▶ **Repaint side gate. Replace termite damaged wood**
- ▶ **Pull the Christmas light nails around the front. Nail holes should be plugged in with paint or patching compound.**
- ▶ **House exterior can use a washed down and touch up.**
- ▶ **In place of the trash bin, maybe large plant pot...**



**Optional  
FREE  
PRE-STAGING ADVICE**

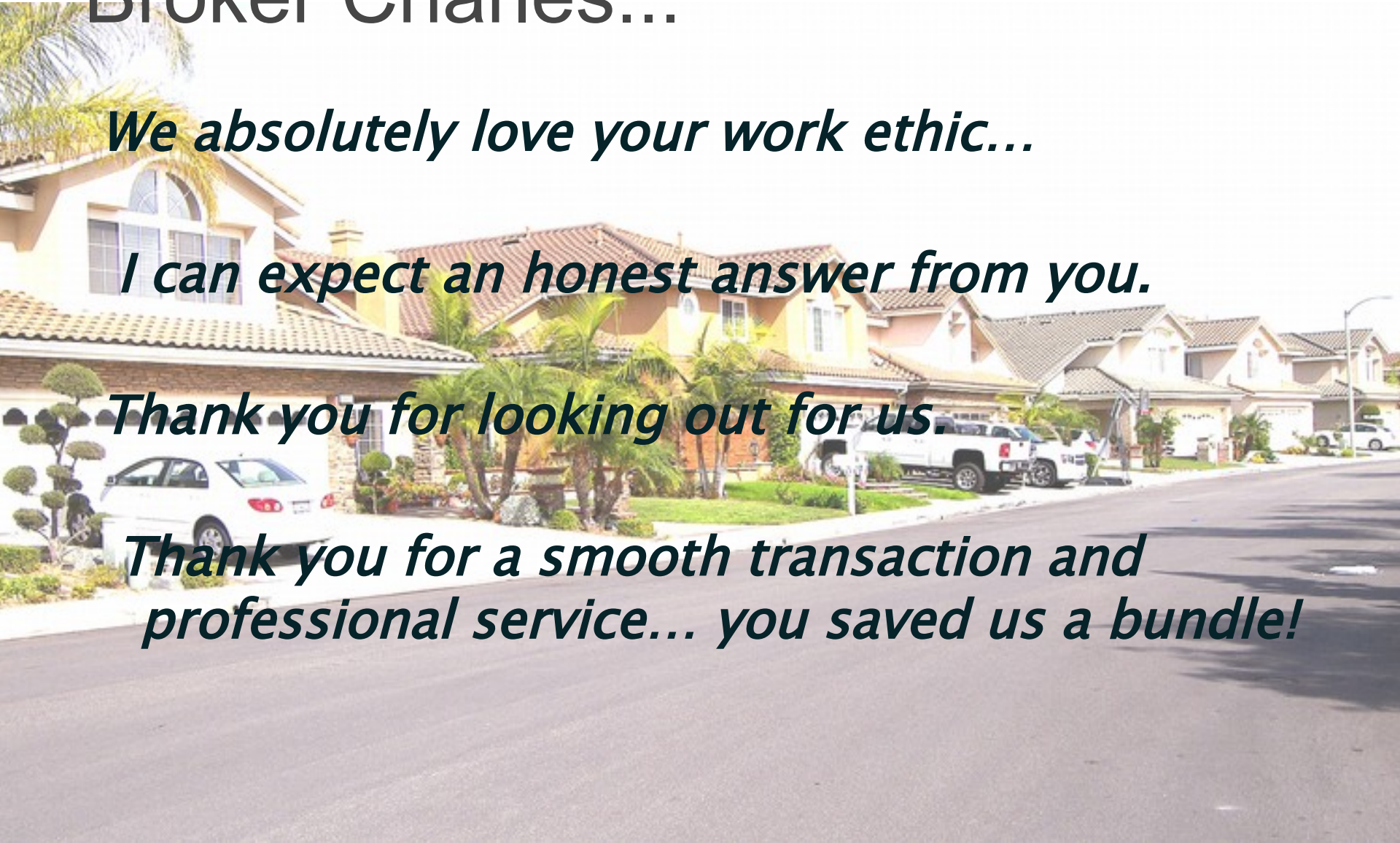
# What people say about Broker Charles...

*We absolutely love your work ethic...*

*I can expect an honest answer from you.*

*Thank you for looking out for us.*

*Thank you for a smooth transaction and  
professional service... you saved us a bundle!*





# Curriculum Vitae

**Charles K. Park, Broker**

The logo for Smart REALTY & Investment Services is a red square with the word "Smart" in large white letters, "REALTY" in smaller white letters below it, and "& Investment Services" in even smaller white letters at the bottom.

**Smart**  
REALTY  
& Investment Services

**Highest Standards  
Highest Value  
Client is the Boss  
Fiduciary Duty**

**(CV Attached)**