

YOUR EXPERT IN REAL ESTATE | SELLING MADE SIMPLE | MAXIMIZING PROFIT



FROM LISTED TO SOLD

SELLING YOUR HOME

SUNNY CHEEMA | REALTOR®

follow us on @culbertson_and_grayrealestate



Realtor® | Dre # 02279439



hey there.

Nice To Meet You!

SO YOU'RE READY TO LIST YOUR HOME?

Sunny Cheema | Realtor

Buying or selling a home is one of the most important decisions you'll make, and my goal is to make the process as smooth, informed, and stress-free as possible.

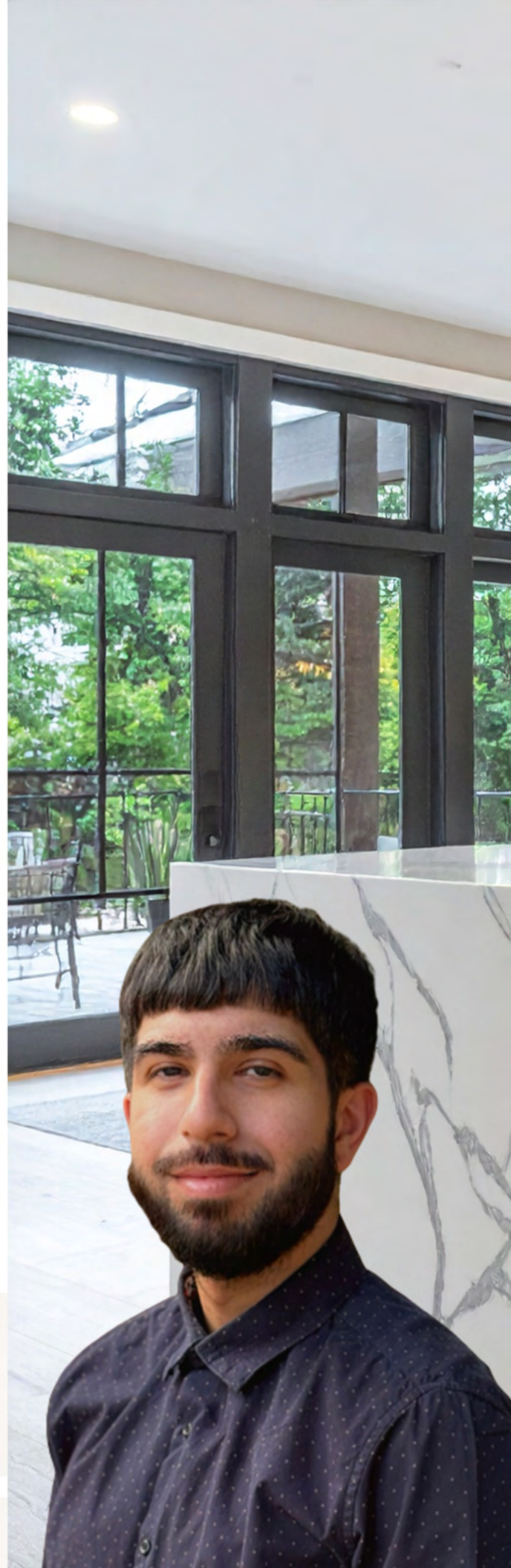
As a REALTOR® with eXp Realty and the Culbertson & Gray Group, I'm committed to providing honest guidance, clear communication, and utmost transparency in every interaction I have with my clients.

As a California native fluent in English, Punjabi, Hindi, and Urdu, I'm proud to serve a diverse range of clients throughout the Central Valley and Greater Sacramento area. I believe every client deserves to feel heard, informed, and supported throughout every step of the transaction.

My focus is simple: build lasting relationships through trust, integrity, and exceptional service. I'd be honored to help with your next move and look forward to the rapport we build along the way.

My goal is simple: to help you sell your home for the maximum value in the shortest amount of time.

YOUR ROADMAP TO A SUCCESSFUL HOME SALE



About My Brokerage

A LEADER IN THE REAL ESTATE INDUSTRY



I'm proud to be associated with Culbertson and Gray Real Estate Group, a leader in the real estate industry. Our brokerage is committed to:

Culbertson and Gray Real Estate Group is a regional powerhouse defined by scale, strategy, and a relentless commitment to our clients. As the #4 top-ranking team worldwide within eXp Realty, we leverage the collective strength of over 150 elite agents to dominate markets across California and Nevada.

Our mission is to redefine the real estate experience by providing unparalleled service, innovative marketing strategies, and expert guidance to every client we serve..

Innovative Technology Platforms We Utilize

Client Lead Generation & A.I. Relationship Management



Cutting-Edge Lead Generation

AI-Powered Lead Nurturing. Reach buyers and sellers where they are—on Facebook, Google, Instagram, and other key platforms—with hyper-targeted ads that generate high-quality leads.

Powerful Retargeting Tools

Bring potential clients back with remarketing campaigns that keep your brand top-of-mind across multiple channels.



Follow Up Boss integrates seamlessly with leading lead generation platforms to streamline your real estate workflows. This powerful connection ensures that all leads, whether from Zillow, Realtor.com, Facebook Ads, or other sources, are automatically funneled into Follow Up Boss. From there, you can track, manage, and nurture every lead in one central hub, with tools for automated follow-ups.



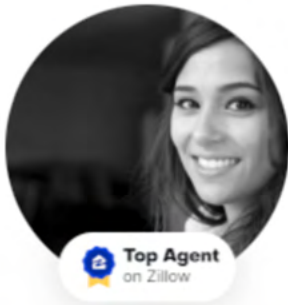
Automated Lead Nurturing: Keep leads engaged with real-time property updates and alerts based on their saved searches, maintaining consistent communication effortlessly.

Behavior Insights: Gain valuable insights into your leads' search behavior, including favorite properties and activity history, to better understand their needs and timelines.

Your home journey, Handled with care

Hundreds of Stories, One Common Thread: Excellence.

Buying a home is personal. Whether it's your first condo in Sacramento or your retirement retreat in Tahoe, we treat every transaction with the honesty and professionalism it deserves. We are honored to be a part of your story.



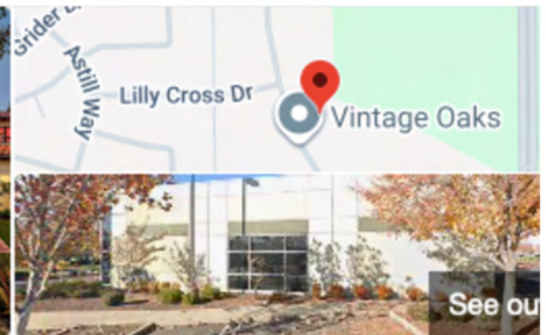
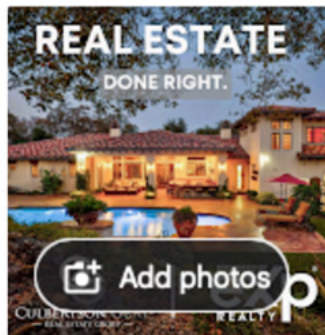
Culbertson Gray Group

PREMIER AGENT™ ⓘ

eXp Realty of California, INC

Lead of The Culbertson and Gray Group

5.0 ★ 837 team reviews



**Culbertson and Gray Group - Brokered
by eXp Realty**

5.0 ★★★★★ 168 Google reviews

WHY DOES CULBERTSON AND GRAY HAVE THE HIGHEST VOLUME OF FIVE-STAR REVIEWS?

Because we treat every transaction as if it were our own. Whether it's a first-time purchase in Roseville, a luxury listing in San Jose, or a mountain retreat in Tahoe, our clients consistently highlight our honesty, communication, and "client-first" philosophy.

Your Exciting Next Chapter

MAKING YOUR MOVE A REALITY

Your decision to move is more than just a change of address – it's the beginning of an exciting new chapter in your life. Let's take a moment to explore the wonderful journey ahead of you

☐

How did you happen to pick where you are moving?

☐

How do you envision your life changing in your new home?

☐

What opportunities does this move open up for you and your family?

It's natural to feel a mix of excitement and nostalgia

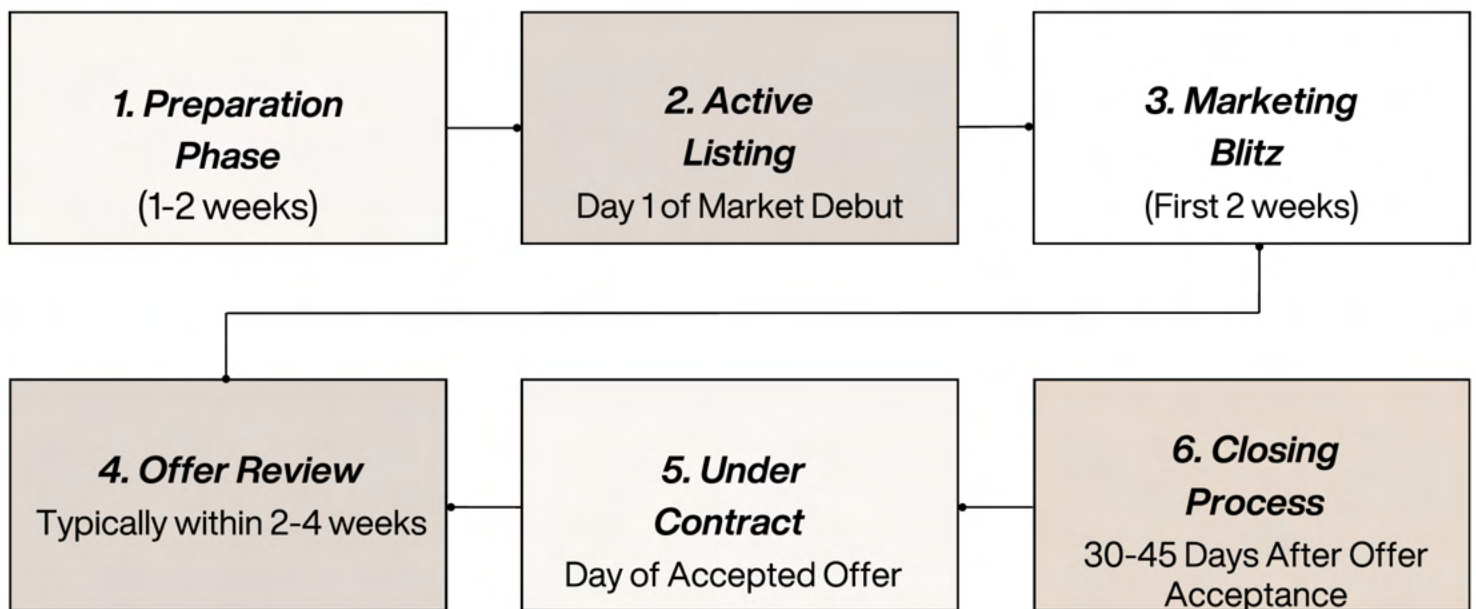
- *Focus on the possibilities: Picture yourself in your new surroundings.*
- *Celebrate your current home: Reflect on the memories you've made here.*
- *Look forward to new experiences: What new adventures await you?*



Your Home Selling Timeline

REALISTIC TIMELINE OF EVENTS

If we sign the listing agreement today, here's a realistic timeline of events



If we start the process today...

- Listing Your Home: We could have it actively on the market within **1-2 weeks**.
- Potential sale timeline: Given current market conditions, we *could* have an accepted offer within **2-4 weeks** of going live.

Estimated closing: Your home could be sold and closed **within 2-3 months from today.**



Confirming Your Home's Details

NEED TO HAVE THE MOST UP-TO-DATE INFORMATION

I'd like to confirm that the basic information about your home is still the same as when you purchased it. Have there been any changes to:

- Number of bedrooms?
- Number of bathrooms?
- Square footage?
- Lot size?

Key Features and Upgrades

Since you bought the home, have you made any significant upgrades or improvements? These could include:

- Kitchen renovations
- Bathroom updates
- Flooring changes
- Addition of outdoor living spaces
- Energy efficiency improvements
- Smart home technology installations

Property Condition

It's important to address any potential issues upfront. Since you've lived here:

- Have you noticed any structural issues?
- Any problems with water drainage or flooding?
- Have there been any pest infestations?
- Are you aware of any issues with the foundation?

Let's Talk Timing, Prep, and Priorities

LET'S GET CLEAR ON WHAT MATTERS MOST TO YOU



- ✓ How important is it to you that your home sells quickly?
- ✓ Are you open to making a few small improvements if they could help your home sell faster or for more?
- ✓ Would you prefer to sell the home exactly as-is, or are you open to small investments that could create more buyer interest?
- ✓ How quickly are you hoping to move?
- ✓ Are you willing to be flexible on price, timing, or terms to get the outcome you want?

Great! That gives me a clear picture of where you're at. Let's look at what today's buyers are thinking and how we can use that to your advantage



What Buyers Are Navigating in This Market

CHALLENGES AND MINDSET OF TODAY'S HOMEBUYERS

Today's buyers are navigating a much different landscape than just a few years ago.

Interest rates are higher, monthly payments are tighter, and uncertainty has made many of them more cautious. But with the right strategy, these challenges don't have to work against you, they can actually work in your favor.

Buyers are payment-conscious.

Higher interest rates mean monthly budgets are tighter. Buyers are still buying, they're just looking harder for homes that feel worth it. A clean, well-presented home that shows value will stand out.

Many buyers ask for concessions.

It's now common for buyers to ask for help with closing costs, which doesn't mean losing money. It simply requires us to adjust pricing and negotiation strategies as part of today's market dynamics.

Contingencies are back.

Most buyers today are keeping inspection and appraisal protections in place. But we can protect your position too, including using kick-out clauses and strong negotiation strategies.

Decision timelines are slower.

Buyers aren't rushing like they used to. It may take a little longer to get strong offers, but serious buyers are out there. Our job is to stay flexible and keep the momentum going.

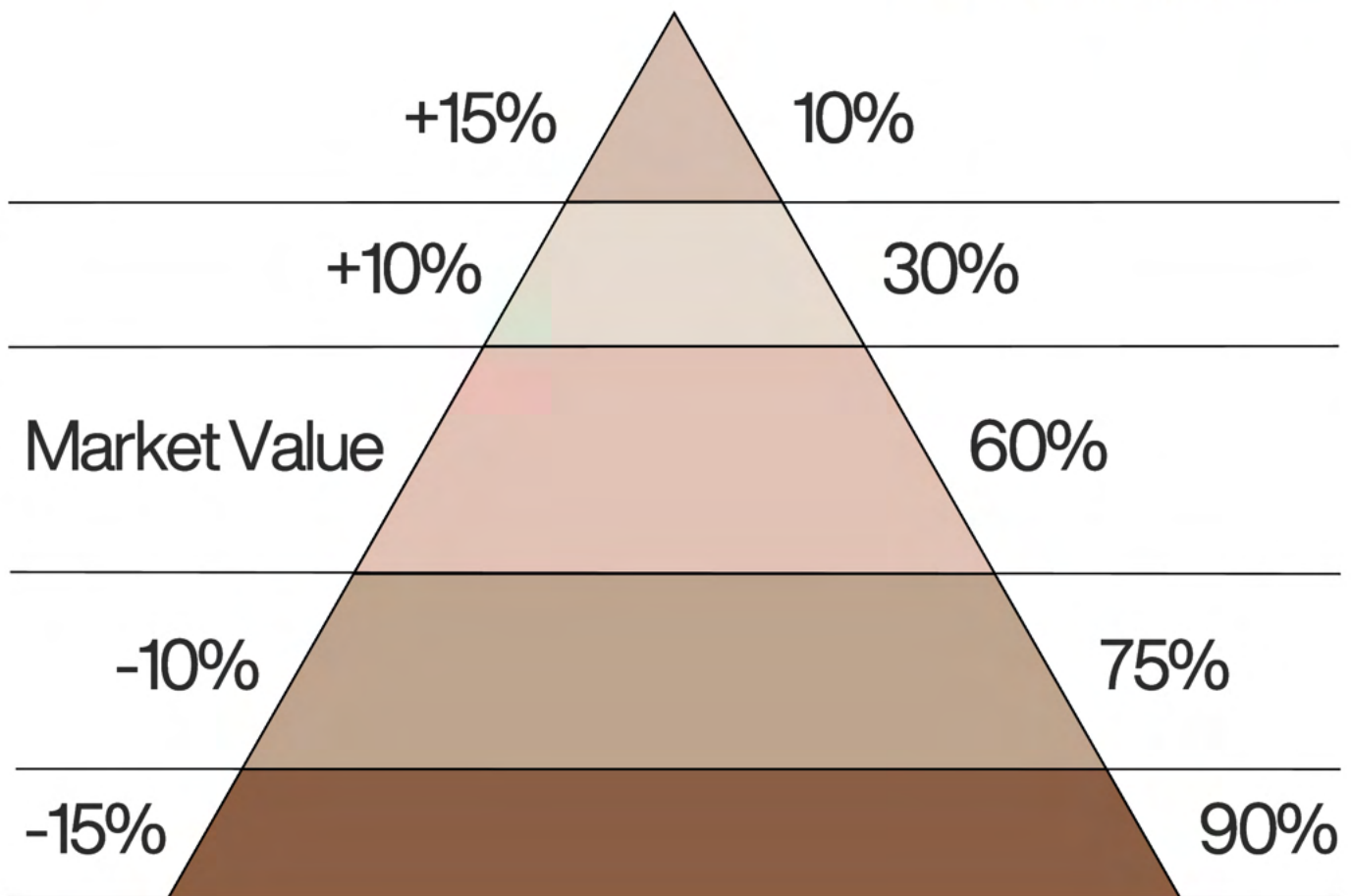
*If we position your home with today's buyer in mind (**clean, easy to say yes to, and priced right**) we'll be giving ourselves a good shot. **BUYERS ARE READY.** They just need to feel confident. Let's give them a reason to move fast.*

Impact of Price On Visibility

UNDERSTANDING THE PRICE PYRAMID

Asking Price vs. Market Value

% of potential buyers who will look at your property





Let's Talk Pricing

OUR GOAL IS TO PRICE IT RIGHT OUT OF THE GATE

In today's market, how we price your home determines how well it performs.

We're not just putting a number on it we're setting the tone for how it's perceived and how quickly it moves. A strong price gives us leverage, momentum, and more negotiating power

Why pricing it right from the start matters:

- **Homes priced right sell 2–3x faster** than homes that start high and reduce later. (NAR)
- **Price reductions can raise red flags**, even when there's nothing wrong with the home.
- **Overpricing delays your sale** and often leads to bigger concessions or a lower final sales price.
- **Underpricing isn't the goal**, but strategic pricing is, so we can attract attention, create urgency, and generate the strongest offers possible.
- **The real estate pros agree:** The longer a home sits, the harder it becomes to shift the narrative.

That doesn't mean we can't aim high,
it just means we need to be thoughtful.

Our goal is needs to be to meet the market where it is...

This isn't about guessing. It's about launching your home with confidence and a clear game plan to achieve your goals.



My Proactive Approach

THE CONCEPT OF 'STALE LISTINGS'

Stale listings are properties that have been on the market for an extended period without selling. They often end up selling for less than they would have if priced correctly from the start.

You certainly don't want your home to fall into this category, right?



1. Initial 14-Day Evaluation

We'll assess our listing strategy after two weeks on the market. This involves analyzing current competition, buyer preferences, and recent sales. We'll also review feedback from showings to gauge market response to your property.



2. Data-Driven Adjustments

Based on our evaluation, I may recommend changes to optimize our selling strategy. This could include adjusting the price, refining our marketing approach, or tweaking the home's presentation to better appeal to potential buyers.



3. Flexible Pricing Strategy

Our initial price is a starting point, but we need to stay adaptable. Market conditions, including inventory levels, interest rates, and local economic factors, can influence pricing. We'll monitor these closely and adjust if necessary to remain competitive.



4. Ongoing Communication

I'll keep you informed throughout the entire process with regular updates. You'll always receive clear, data-driven explanations for any suggested changes to our strategy, ensuring you're involved in every decision.



Creating Buzz the Moment We Launch

PREP IT. PRICE IT. LAUNCH IT RIGHT.

When we go live, we want buyers to feel like your home is the one to see.
That kind of urgency doesn't happen by accident, it's created.

Prep It

Buyers want to feel confident and excited the moment they walk in. A clean, fresh, well-presented home builds trust and stronger offers. Simple updates can make a big difference, even if you're selling "as-is."

Price It

It positions your home where today's buyers will want to come see it. Pricing it right from the start means we can drive interest, create urgency, and avoid the need for price reductions down the road.

Launch It

Our goal: buyers see your home and say, "We need to go see this." From a strong launch weekend to targeted agent outreach and "coming soon" buzz, we're stacking the deck in your favor.

Here's how we generate early momentum:

Coming Soon Strategy

We use the 'Coming Soon' window to tease the listing, alert agents, and warm up interest before it's even available for showings.

Agent-to-Agent Buzz

We'll personally reach out to agents in our network who may have a buyer match, giving them a reason to preview or show it ASAP.

Launch Weekend Strategy

A polished online debut, targeted marketing, and an open house the first weekend all work together to create that "buzz" moment.

First Impressions Matter

Photos, description, staging! It all counts. We want buyers to be sold before they even walk in the door.

We can't always control how fast an offer comes in, but we can control how well your home shows up from the start. And momentum early on gives us the best shot at a strong offer.



Marketing Touchpoints

EVERY TOOL AT OUR DISPOSAL TO SHOWCASE YOUR HOME

- | | |
|--|---|
| ☐ Professional Photography | ☐ Targeted Postcard Mailing |
| ☐ Virtual Home Tour | ☐ Neighborhood Mailouts |
| ☐ "Coming Soon" Pre-Marketing | ☐ Local Magazine Feature |
| ☐ Custom Property Website | ☐ Press Release Distribution |
| ☐ MLS Listing Launch | ☐ Broker-Only Preview Event |
| ☐ Yard Sign on Property | ☐ Public Open House |
| ☐ Network Announcement | ☐ Relocation Packet Inclusion |
| ☐ Email Marketing Campaign | ☐ Telephone Marketing Campaign |
| ☐ Social Media Promotion | ☐ Print Advertising |
| ☐ Brokerage Website Feature | ☐ Custom Property Brochure |
| ☐ Online Listing Syndication | ☐ Community Showcase Event |
| ☐ YouTube Video Walkthrough | ☐ Instagram/TikTok Showcase |
| ☐ Facebook Property Page | ☐ Announcement at Brokerages |

Marketing Deep Dive

MULTI-CHANNEL MARKETING

Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for broader reach
- Implement targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads through strategic online presence

Networking and Agent Outreach

- Leverage our extensive network of real estate professionals
- Host broker open houses to showcase your property to other agents
- Utilize our database of potential buyers and investors
- Engage in personal outreach to agents with likely buyers

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase your home's best features
- Crafted for compelling first impressions
- Allows online exploration of every corner of your property



*I'm going the extra mile to get your home **sold** fast*



Community Engagement

- Promote your listing at local community events
- Engage with neighborhood associations and groups
- Utilize local connections to spread word-of-mouth about your property



Professional Signage

- Install eye-catching, professional signage
- Captures attention of passersby and creates strong local presence
- High-quality signs designed to stand out
- Generates immediate interest in your property



Print Marketing

- Design professional brochures highlighting your home's features
- Distribute flyers in targeted neighborhoods
- Utilize direct mail campaigns to reach potential buyers
- Create compelling newspaper and magazine ads



Exclusive Services

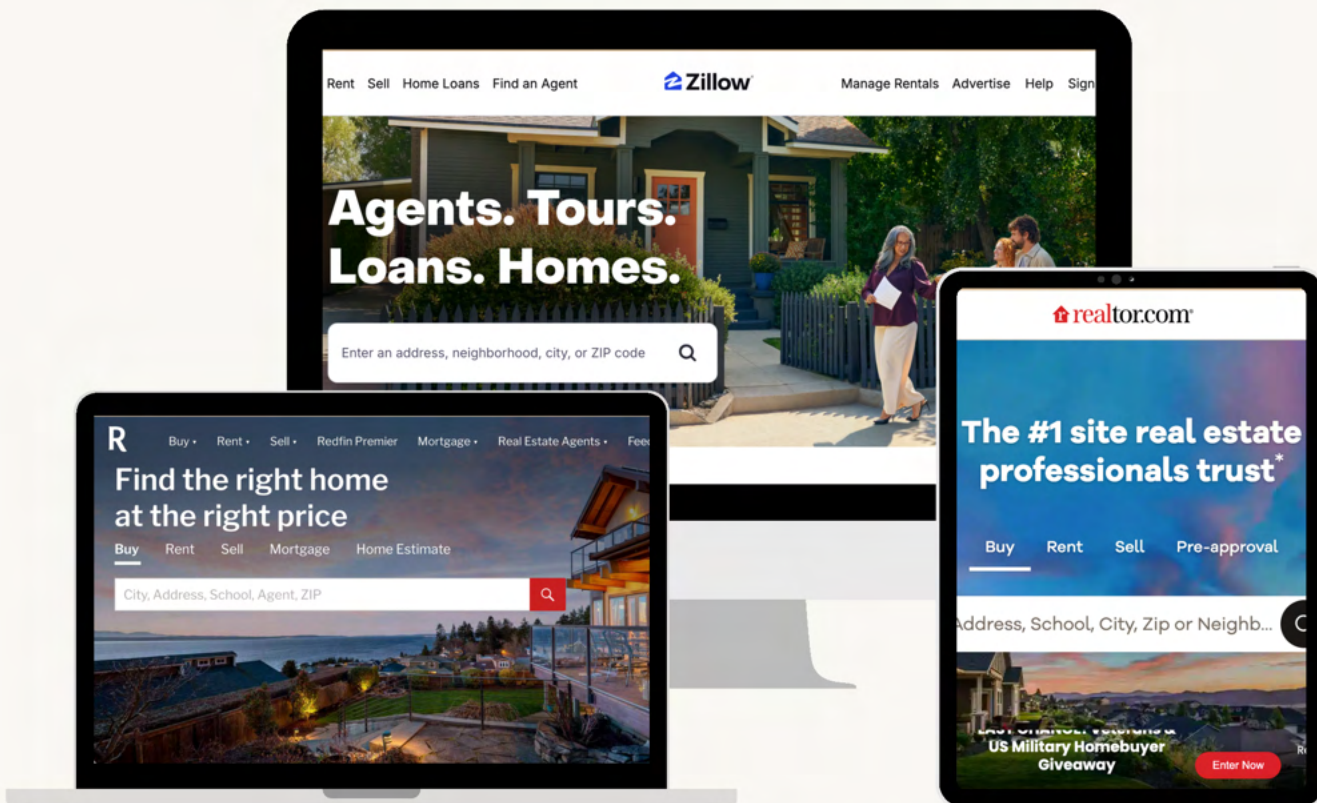
- Provide weekly status updates for consistent communication
- Our team is available for appointments seven days a week
- Offer maximum flexibility and accessibility
- Guarantee an open house every weekend until your home is sold
- Include complimentary professional home staging consultations
- Ensure your property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

Internet Exposure

MAXIMIZING YOUR HOME'S ONLINE PRESENCE

*According to the National Association of Realtors' most recent data:
97% of home buyers used the internet in their home search process.*



*To capture this vast online audience, we will list your home on
multiple high-traffic real estate websites:*

- | | |
|---|--|
| ☐ Multiple Listing Service (MLS) | ☐ Homes.com |
| ☐ Zillow (Showcase) | ☐ Redfin |
| ☐ Realtor.com | ☐ Local Brokerage Sites |
| ☐ Trulia | ☐ Custom Property Website |

Professional Photography

SHOWCASING YOUR HOME'S BEST FEATURES

As you can see, professional photography makes a dramatic difference in how your home is perceived online. Professional photos:

Why This Matters

- **87% of buyers** find photos very useful in their home search
- Listings with high-quality photography **sell 25% faster and often for more money.**
- Virtual tours can help prequalify buyers, **ensuring only serious prospects** schedule in-person viewings.
- Professional visuals help buyers **connect emotionally** with a property before they ever step foot inside.

Our Process

1. Professional staging consultation to ensure your home looks its best
2. Photography session with our expert real estate photographer
3. Video tour filming with professional equipment and editing
4. Creation of 3D virtual tour using state-of-the-art technology
5. Review and approval of all visual content with you before publishing

Before



After

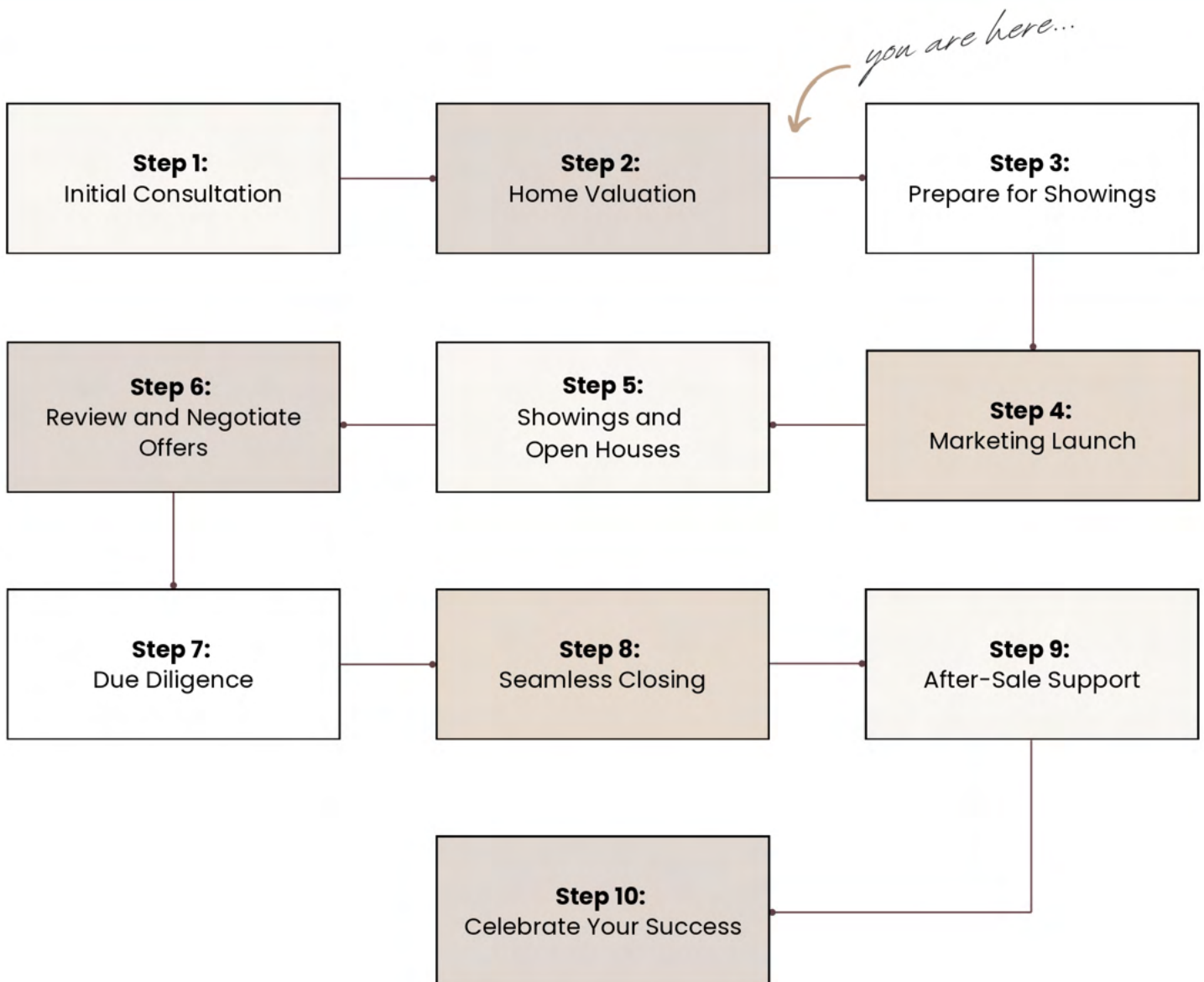


By investing in top-quality visual content, you help your home make a stunning first impression online, attracting more potential buyers and setting the stage for a successful, timely sale.

Your Simple Guide to Selling Your Home

MY TRIED AND TRUE HOME SELLING METHOD

My 10-step approach makes home-selling efficient and stress-free, avoiding common challenges. Here's our game plan





Your Next Steps to Selling Your Home

WHAT YOU CAN EXPECT TO HAPPEN AFTER THIS MEETING

Step 3: Prepare for Showings

- You'll get professional photography and staging guidance.
- I'll coordinate top-notch photography to showcase your home.
- You'll receive personalized staging tips to impress buyers.
- Your home will be "show-ready" for maximum appeal.

Step 4: Viewing and Evaluation

- You'll receive a comprehensive multi-channel marketing strategy for maximum visibility.
- I'll use my network and innovative strategies to attract buyers.
- You'll receive regular updates on listing activity and feedback.
- Your home will stand out in the market.

Step 6: Review and Negotiate Offers

- You'll get expert guidance on evaluating and negotiating offers.
- I'll advocate for you to secure the best possible terms.
- We'll strategize the optimal negotiation approach together.
- You'll feel confident in the final accepted offer.

Step 5: Showings and Open Houses

- You'll get a streamlined, discreet showing process.
- I'll handle all showings and open houses professionally.
- You'll receive regular feedback and updates.
- Your daily life will face minimal disruption.



Step 7: Due Diligence

- You'll receive proactive solutions to address any inspection issues or appraisal challenges, keeping the transaction on track.
- I'll coordinate with inspectors, appraisers, and your buyer's team to promptly resolve concerns.
- I'll handle any roadblocks to ensure a smooth closing.
- I'll keep you informed every step of the way, so you always know the status.

Step 8: Seamless Closing

- You'll have a stress-free closing experience with all the paperwork and details handled.
- I'll guide you through the closing process, ensuring timely document preparation and a successful transfer of ownership.
- You won't have to worry about any last-minute surprises or complications.
- I'll be there to celebrate with you when the keys are handed over.

Step 9: After-Sale Support

- I'll continue to assist and provide resources after the transaction, helping with your next steps.
- I'll remain available to answer questions, offer referrals, and ensure your satisfaction long after the sale.
- I'll be your trusted partner for this sale and any future real estate needs.
- I'll support you through this transition and beyond.

Step 10: Celebrate Your Success

- You'll experience the excitement and satisfaction of a job well done, with special celebratory touches to mark this huge accomplishment.
- I'll give you your closing gift, making your home sale an enjoyable, memorable experience.
- You can take pride in the successful outcome and feel confident about your next chapter.
- I'll make sure we celebrate this accomplishment in style.



Understanding the NAR Settlement

HOW IT EFFECTS YOU AS A SELLER

The key change: sellers are no longer required to offer compensation to buyer's agents as a condition of listing their home on the Multiple Listing Service (MLS).

HOW DOES THIS AFFECT YOU AS A SELLER?	HOW DOES THIS AFFECT BUYERS?	HOW DO BUYER'S AGENTS GET PAID NOW?
• You now have more flexibility in deciding whether and how much to offer as compensation to buyer's agents. • You're no longer obligated to include a buyer's agent commission in your listing. • You may need to consider new strategies for attracting buyers and their agents to your property if you opt to not offer compensation to a buyer's agent.	• Buyers may now be responsible for paying their agent's commission out of pocket if sellers don't offer compensation. • Buyer's agents now must have signed agreements with their clients, clearly outlining their services and compensation. • Buyers might become more selective about using an agent or may try to negotiate agent fees.	• Buyer's agents can still be paid through seller-offered compensation if the seller chooses to offer it. • If no seller compensation is offered, buyers may need to pay their agent directly. • Some buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.



Is it Really Necessary to Offer Commission?

HERE ARE SOME FACTS TO CONSIDER

The Pros of Offering Buyer's Agent Commission

Offering a buyer's agent commission is a strategic move that can significantly impact the success of your home sale. It incentivizes buyer's agents to prioritize your property, leading to increased showings and potentially faster offers. This approach can help your listing stand out in a crowded market, attract serious buyers, and ultimately lead to a quicker sale.

The Flip Side of Offering Buyer's Agent Commission

It's important to consider the additional costs involved. While a commission can enhance visibility and attract more buyers, it adds to your overall selling expenses. Evaluate how this investment aligns with your goals and market conditions to make an informed decision about whether to offer a commission.

"Bentley's approach to real estate is refreshingly thorough and client-focused. Her method consistently leads to better outcomes for sellers." – Jane Smith



Do You Feel This Plan Has What It Takes to Get Your Home Sold?

ARE YOU READY TO PUT ME TO WORK FOR YOU?

I understand this is a big decision. What specific concerns do you have that we haven't addressed yet? I want to make sure you feel completely comfortable before we move forward.

I'm confident that together, we'll achieve a successful sale of your home. I'm looking forward to getting started and keeping you updated every step of the way. Let's make this happen!"

*I'm going the extra mile to get your home **sold** fast*



Commission & Buyer Concessions

UNDERSTANDING COMMISSIONS AND CONCESSIONS

*We charge **% on the list side and we recommend you pay **% in concession to the buyer to put towards their closing costs, which may include paying their agent.*

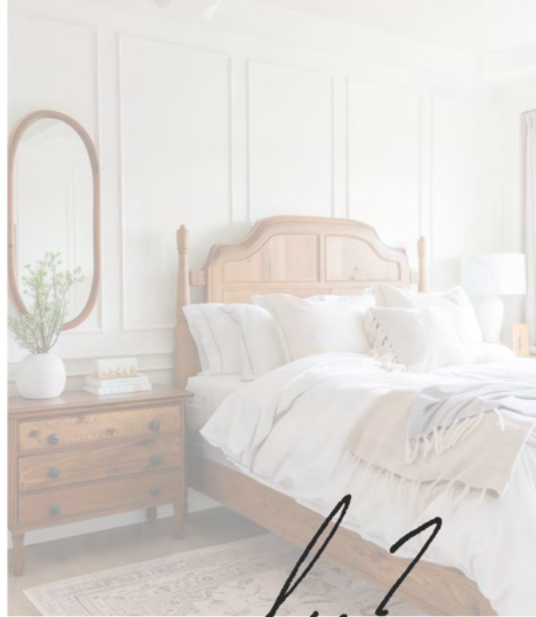
In doing so, we can remain competitive and attract ALL of the buyers and their agents to your home

Benefits of Offering Buyer Concessions

- ☐ Attracts more potential buyers to your property
- ☐ Makes your home stand out in a competitive market
- ☐ Can speed up the selling process
- ☐ Often results in a higher final sale price
- ☐ Gives us a powerful marketing tool to promote your listing

Most offers written today are asking for closing cost help for the buyers. You'll most likely end up paying it anyway, and by offering it upfront, you won't get to take advantage of the marketing power that promoting these concessions will give you. Does that make sense?

By offering these concessions upfront, we're creating a win-win scenario. Buyers get help with their closing costs, making your home more attractive, while you benefit from increased interest and potentially a faster sale at a better price



are you ready?

GETTING YOUR HOME ON THE MARKET

Your Next Steps...

- | | |
|--|--|
| ☐ Step 1. Sign the Listing Agreement <ul style="list-style-type: none">• We'll review and sign the paperwork today• This officially starts our partnership | ☐ Step 2. Professional Photography <ul style="list-style-type: none">• We'll set a date for our photographer to capture your home's best features• Typically within the next 3-5 days |
| ☐ Step 3. Prepare for Photos <ul style="list-style-type: none">• I'll provide a checklist for staging your home• My team can assist with decluttering and arranging if needed | ☐ Step 4. Install "For Sale" Sign <ul style="list-style-type: none">• I'll place my professional signage on your property• This typically happens 1-2 days before going live on the market |
| ☐ Step 5. Set "Go Live" Date <ul style="list-style-type: none">• We'll determine the best day to list your home on the market• Usually within 7-10 days from today | ☐ Step 6. Final Review Meeting <ul style="list-style-type: none">• We'll meet to review all marketing materials and strategies• This is your opportunity to ask any final questions before going live |

**YOU DESERVE
NOTHING BUT THE
BEST OF THE BEST**

My commitment to you is
clear:

**To sell your home for the
most money possible, in the
least amount of time, with
the least amount of hassle.**



Sunny Cheema

REALTOR®

Realtor® | Dre # 02279439



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950 Reserve Dr. Suite 110, Roseville, CA 95678





THANK YOU!

Thank you for considering me to help sell your home. My commitment to you is clear:

To sell your home for the most money possible, in the least amount of time, with the least amount of hassle.

Your dream sale is within reach, and I'm here to make it a reality. Let's take the first step together towards a seamless, stress-free sale. Let's get started today to begin your tailored home-selling experience, and let's turn that 'For Sale' sign into 'Sold'!

Sunny Cheema

YOUR LOCAL REALTOR®

 *follow us on @culbertson_and_grayrealestate*

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