



Thank you for taking the time to review the information enclosed. Our intention is that with this information you are more educated about the process of selling a property than most real estate sales agents.

If you choose to sell in this changing real estate market (only 50% of homes selling the first time) it is imperative that you choose the approach that will have you reach your goals.

I assume those goals include; netting the highest dollar, in the quickest time, with the fewest challenges.

Real estate sales is a performance based business and clients hire me because of my track record for producing results. The reason I outperform other agents by 5 to 1 is because of my aggressive approach exposing our homes and driving qualified purchasers to them.

Please review “*where buyers come from*” - this is a graph the National Association of Realtors puts out each year. Simply put...I sell more homes because I spend more time where the largest percentage of sales happen.

An active, aggressive approach taken together with all the other necessary actions will assure you the best experience.

And with our team approach we can simply provide results other agents cannot. This method exposes our properties to more potential buyers, while exceeding your expectations with our customer service.

Call our last 12 month references; there is a list here in the information. Ask them how we did.

Thank you again for this opportunity!

John Roehrig



JOHN ROEHRIG
12780 High Bluff Drive Suite 130
San Diego, California 92130
858-531-4119

OBJECTIVE

To maximize the profit you yield from the sale of your property, in the shortest time possible.

EXPERIENCE

Licensed Southern California real estate agent 1989. Consistent top producing agent regardless of market changes.

Member of Masterminds of Top Producing Agents throughout the country.

Member Agent Leadership Council, Keller Williams Realty

Mentor and trainer in all areas of real estate for new agents.

EDUCATION

California State University, Long Beach

Bachelor of Arts, Business 1988

PERSONAL

California native, married with two daughters, enjoy being outdoors, cycling, running and surfing.



References for John Roehrig

Adam & Melissa Slonim	858-735-8595
Greg Williams	619-322-9179
Kunal Kumar	858-337-3825
Lani Furrows	619-316-3106
Jenni Donovan	858-449-0809
Norman & Karla Manes	619-990-9177
Tiffany & Brian Baumann	310-804-3150
Shawn Covell	619-890-7445



Our promise to you!

John Roehrig - Agent

OBJECTIVE:

- Actively and aggressively markets all listed homes, maximizing market response and enabling clients to yield the highest price and best terms for their homes.

RESPONSIBILITIES:

- Directly contacts public, looking for buyers interested in listed property
- Directly contacts active agents that have highly qualified and interested buyers, by making them aware of the home for sale
- Review market conditions and make recommendations
- Negotiate each sale contract
- Oversees details with respect to closing and timelines

Katrina Karcher – Transaction Manager

OBJECTIVE:

- To ensure an exceptional and unforgettable experience! To provide a responsive and high productive level of customer service, promising that each transaction will be thoroughly completed and handled with great detail.

RESPONSIBILITIES:

- Your specialist in making sure that your property is in its highest and best condition for showing
- Ensures that your escrow process runs smoothly and is stress free
- Communicates weekly on all market responses and changes, keeping you fully informed
- Manages all inspections and repairs
- To be your partner and liaison during the selling process- I AM HERE FOR YOU!



What determines the market value of your home?

- **Current competition – similar homes with regard to price, features, benefits, location, condition**
- **Level of demand...**

It's taking an average of 4-6 qualified showings weekly to stimulate offers and get homes sold.

If you are not receiving this amount of activity within 7 days of coming on the market...your home is overpriced and you are missing the market.

If you are receiving this amount of activity but receive no offers within the first 14 days...your home is overpriced as agents are using your home to sell other homes that are competing with yours.

This is true regardless of if the property is \$300,000 or \$3,000,000!

REMEMBER!! ...recent sales are just the first indicator of value. Level of current demand is always the final indicator of what a property will sell for.



THE PROCESS OF SELLING YOUR HOME

Here is a brief outline of our process to get homes sold:

- Bringing your home to market
- Being on the market – market time
- Offer and Negotiation
- Escrow and Closing

PROCESS # 1 – Bringing your home to market:

- We clarify all timelines, goals, loan amounts, fees and net sheets.
- Walk through property to review condition and determine areas that need attention, tidying up and repair in order to enhance the property and ensure that it is in top showing condition inside and out.
- We review any items that convey with the property and determine parts of the home that need special attention if any.
- Schedule termite inspection to so we will know any additional costs that this may create.
- Coordinate contractors for the necessary repairs if needed.
- Once the property is “ready”, professional photographs will be taken and uploaded on to the MLS including a slideshow. This will be attached to carefully written information about the property on the MLS listing. This will then be uploaded to multiple internet sites. 48 hours is needed for this process, prior to the property being actively on the market.
- A packet of disclosures will be provided to you and will need to be completed as soon as possible. This is information pertaining to the property that will be given to the buyer when we open escrow.
- A lockbox will then be put on the front door, which is connected to the computer. We are able to monitor exactly who has been in the property.
- A sign will be placed in the front yard.

YOUR HOME IS NOW ACTIVELY ON THE MARKET:

PROCESS # 2 – Being on the Market:

- Agents will call to schedule appointments.
- We will follow up with them once they have shown the property and give you feedback once a week. You will receive detailed email reports weekly so you know exactly what happened as a result of the showings.
- John will call each week to review all showing reports, review any changes in the market, answer any questions, and make any suggestions needed.
- John will be working 3-4 hours every morning generating further interest in the public and local agents by actively calling and speaking to them.

PROCESS # 3 – Offer and Negotiation:

You can be anywhere in the world, we manage this process:

- All documentation is done through an electronic signature process so it is convenient and easy for you.
- When we receive an offer, we will notify you and set a time to review and respond.
- We will be communicating with all other interested buyers putting them on notice of the offer to stimulate multiple offers.
- We will review the financial credibility of each buyer and where appropriate request that they are pre-approved through our extremely experienced and competent lender.
- With this offer process, we try and keep it as brief and short as possible to keep expectations and emotions positive.

PROCESS # 4 – Escrow and Closing:

- The escrow process is usually 30-45 days.
- Within the first **17** days the following will happen with the buyer:
- All buyer inspections will be done.
- Buyer will then possibly request repairs that need to be completed (or a credit is given at this time)
- The full approval on buyer's loan is given which includes the appraisal.
- The buyer reviews all the due diligence of the property. We co-ordinate all of this.

Day **18** the buyer physically signs a document removing all their contingencies to move forward with the sale. We strongly recommend that you wait until full removal to move forward with any moving plans committing fully.

We work closely with escrow as well as the lender and handle all the details to ensure the running of a smooth transaction through the close when you reach your goal.

We are here to help with any coordinating, including moving companies and any other items you might need.



Properties sold by John Roehrig:

<u>MLS</u>	<u>Address</u>	<u>Client</u>
090050423	13831 Mercado	Anthony & Kalli Sanchez
090038357	2925 Segó Place	Hyun & Julia Kim
090007598	5194 Manor Ridge	Andrea Ghetti & Xianocun Chen
090053195	6649 Maycrest Lane	Amitabh & Preeti Mathur
090055881	4267 Mt Davis	Steven & Jennifer Michna
090041664	13196 Poway Hills	James & Karen Meyer
090050958	14069 Via Corsini	Madhu Vadavattath
090004955	11329 Paul Barwick	James & Karen Meyer
090048470	206 Park Boulevard #304	Abel & May Camacho
090007122	5907 Carnegie	Young & Grace Ko
090046151	10557 Moorland Heights	Terri Quenzer & Douglas Zook
090039379	4669 Da Vinci	Anushrivan & Tannaz Minokadeh
090017975	10757 Calle Mar De Mariposa	Changchun Xiao & Yugian Tian
090032932	12767 Via Terceto	Steve & Rhonda Kaplan
090025604	3625 Trenton Avenue	Stephanie Crawford
090014026	6603 Maycrest Lane	Tiffany & Brian Baumann
976007086	3427 Mt Laurence Drive	Steven & Jennifer Michna
090021387	7254 Shoreline Drive	Tiffany & Brian Baumann
080083706	11284 Carmel Creek	Andrea Ghetti
090004897	11325 Carmel Creek	Richard & Anne Roth
080084089	5425 Panoramic Lane	Rahul & Daniel Jandial
090034848	11097 Whispering Heights	Max Mullender
090004006	12348 Mona Lisa	Rob Gaudio
080071470	738 Hatfield	Bill Smith
080080407	3645 Brandywine	Peter Russel
080081255	11055 Cedarcrest Way	Dondeti Lakshminath
071081617	11357 Carmel Creek Rd	Jeff Price

076028672	7512 Viejo Castillo Way	Lori Baumgartner
071079414	16951 Meadowlark Ridge	Navid Nader
076025550	10616 Hall Meadow Road	Sanaz Ampari
066088097	12655 Camino Mira Del	Steven Katz
076028088	11864 Cypress Canyon	Edwin Van Es
076001601	10444 Chevoit	Claude Vanderbein
076061978	11278 Carmel Creek	Linda Drake
076034973	11274 Carmel Creek	Debbie Weiler
076002482	4463 Camino Cuarzo	Danny Davis
076060020	1607 Winsome Way	Robert Larsen
076090633	10222 Wateridge Circle	Todd Edwards
076067388	5726 Bakewell Street	Todd Edwards
021046606	1668 Freda Lane	Greg & Crystal Todorov
021060402	3526 Simsbury Lane	Janine Thomas
036008766	11423 Fairwind Court	Steve & Hope Krom
036020125	6265 Canyon Bluff	Jim & Imiko Gunderson
036020125	6229 Canyon Bluff	Mark & Rosalina Baines
031030824	1708 Dora Drive	Andy & Rosemary Kovacs
036055156	3655 Via Del Conquistador	Bruce & Anna Jarvis
031027893	6215 Paseo Colina	Tom & Lesa Fitzpatrick
036054210	1612 Sapphire Drive	Lynn & Tyson Burns
046004480	2480 Dunstan Street	Tim & Darlene Stevens
046023302	3940 Monroe Street	Bernice Comer
041026092	2036 Freedom Way	Eric & Angie Brown
046027628	3719 Brandwine Street	Bruce & Anna Jarvis
046030121	8483 Travis Court	Tim & Rose Solada
046039066	4322 Proctor Place	Craig & Thu ha Sherman
046039044	5675 Glenstone Way	Jim & Jackie Kempton
046028733	11414 Larmier Circle	William Eyebadi
046056022	9080 Hadley Place	Lester & Michelle Pasag
046046683	12712 Hagerswood Court	Lester & Michelle Pasag
046069710	2353 Miller Avenue	Greg Clowminzer
041046228	1265 Belleflower Road	Steve & Hope Krom
046078042	10668 Arbor Heights Lane	David Kaufman
051005188	5114 Don Miguel	Theresa Michelli
056013345	1339 Via Cibola	John & Anna Read
056030064	318 Keyport Street	Mike Survillas
051003055	357 Camino Parque	Lisa & Michael Survillas
056016480	1102 La Mesa Avenue	Jim & Ilona Cochran
056044414	1226 Sand Drift Point	Avery & Annaka Colmes

066012218	9209 Gorge Avenue	Linda Li
061018422	12887 Flintwood Way	Dale Giernet
076001601	10444 Chevoit Court	Clyde & Sherry Hesser
076024554	6409 Peinado Way	Doug & Melissa Medve
076034973	11294 Carmel Creek Road	Ed & Kathy Lafaso
076025550	10616 Hall Meadow Road	Navid Nader
026035150	4097 Galbar Road	Bernice Comer
036023899	863 America Way	Larry Wade
021062208	13754 Mango Way	Phil Ortega
026059344	6455 La Jolla Blvd.	Marie & Todd Buel
031025765	12610 Carmel Creek Road	Larry & Jackie Wade
036044724	10955 Summerdale Way	Roy Auer
036048111	17477 Plaza Del Curtidor	Ann Villa
046009313	2992 Brandon Circle	Glen & Bev Taylor
046023188	13752 Caminito Vizzini	Wesley Madison
046062432	8650 Via Mallorca	Wayne Wilkerson
046072245	1501 Front Street	Scott Sandstrom
056006803	12642 Carmel Country Rd	Lisa Kendal
056029458	10210 Wateridge Circle	Suzi Cohen
056006800	10198 Wateridge Circle	Jill Allen
056048939	425 W Beech Street	Scott Sandstrom
056085363	857 America Way	Kirti & Bahrati Shah
056058760	1225 Island Avenue	Scott Sandstrom
056083325	11145 Camino Ruiz	Frank & Christa Bennett
066012169	4444 Point Loma Drive	Kare Furman
066009816	9419 Fairgrove Lane	Roy Auer
066044676	12530 Carmel Creek Road	Kristi Chang
066042367	12435 Ruelle Alliante	Jeffrey Fitzgerald
066040342	14019 Caminito Almonte	Todd Bates
066070088	3944 Caminito Del Mar	Eric Lyche
066088097	12655 Camino Mira Del	Yi Lang Ma
066093041	550 Camino De La Reina	Leslie Adami
071000730	1950 Camino De La Reina	Sam & Dave Pierce
076028088	10214 Wateridge Circle	Sanaz & Navid Nader
120054722	18195 Colonnades Place	Dan & Joy Salvatori
120002597	205 Venetia Way	Sherry Shrek
120011947	1357 Caminito Gabaldon #H	Greg & Jennifer Williams
120036827	6855 Friars Rd #17	Eric & Angie Deverill
120029080	6545 Windward Ridge Way	Debbie Luce
120001061	4278 Calle Isabelino	David & Susan Tully

120034154	2876 Panoramic Circle	David Kaufman
120014684	16538 Orchard Bend Rd	Susan & Luis Vaz
120001961	532 Via De La Valle #F	Mark Matuszewski
120001961	532 Via De La Valle #F	Mark Matuszewski
120025896	6326 Erlanger Street	Dr. Cheng & Katie Kirby
120041610	15078 Avenida Venusto #200	Eric & Angie Deverill
110066244	17343 Francisco Drive	Eric & Christine Kehle
120022741	17356 Campillo Drive	Courtney & Robert Wood
120034501	3750 Ruelle San Raphael	Jordan & Allison Leeds
120041791	11306 Longshore Court	Kamal & Shudha Rathore
120023415	11775 Semillon Boulevard	Sam & Leigh Watts
120051580	10565 Arbor Park Place	Rick and Karen Shockley
120030825	2626 Kari Court	Lani Furrows
120027863	13916 Mennonite Point	Justin Yang
120057693	5868 Oceanview Ridge Lane	Rhonda Quick
120061751	5954 Brooklyn Avenue	Lani Furrows
130006104	5196 Sea Mist Court	Edward Shinn
130004798	280 Salinas Drive #170	Anthony & Michal Sanchez
130008470	5178 Sea Mist Court	Murray Trust
130008890	15993 Avenida Villaha #12	Kathleen Athans
130007713	5162 Sea Mist Court	Shockley Family Trust
130016382	6559 Petunia Place	Murray Trust
130018489	5465 El Ontono Way	Loren Nielsen
130012451	2347 Summerhill Dive	John Schmitten
130019599	10796 Pacific Canyon Way	Eric Deverill
130024009	10652 Indigo Blossom Lane	Lobur Family Trust
130023366	3668 Caminito Carmel Landing	John & Paula Trust
130010376	1562 Golden Crest Drive	David Fells
130027832	5138 Palmera Drive	Charles Bosworth
130027513	5495 Panoramic Lane	Tommy Yen & Carolynne Trust
130011100	12437 Grandee Road	Daniel Salvatori
130019698	4912 Harwick Place	Tommy Yen & Carolynne Trust
130029124	5801 Rush Drive	Troy & Cindy Nye
130027832	5138 Palmera Drive	Charles Bosworth
130027513	5495 Panoramic Lane	Eric & Angie Deverill
130011100	12437 Grandee Road	Dan & Joy Salvatori
130019698	4912 Harwick Place	Carolynne & Tommy Yen
130029124	580 Rush Drive	Cindy & Troy Nye
130036407	4496 Del Monte Avenue	Wade & Barbara McKnight
130036407	4496 Del Monte Avenue	Shane Bass

130025821	6787 Palermi Place	Mark Shuffield
130036839	2036 Freedom Way	Eric & Angie Brown
130042711	3336 Talbot Street	Patrick & Abigail Brown
130058218	13269 Vista View Court	Dominador & Ceclia Jaro
130051986	9210 Camino Del Verde	Gina & Chris Russell
130058881	3688 Camino Del Pilar	John & Marilyn Carroll
130062157	2514 Manchester Avenue	Ted Llana
130055745	1714 Thorley Way	Chris & Gina Gianni
130065214	798 Calle Montera	Isao & Eriko Suzuki
140003169	10826 Pacific Canyon Way	Michael & Heather Lopez
140001212	490 4th Avenue	Ray Brandes
130054069	1430 Philmar Lane	Melissa Cotton
140008801	2223 Paseo Saucedal	Michael & Heather Lopez
140007969	1267 Caminito Septimo	Debbie Weiler
140004815	7214 Shoreline Drive 186	Debbie Weiler
140013165	4344 Robbins Street	Ginni & Ralph Michna
140013431	11531 Flower Meadow Court	Vicki Sintleton
140017474	5063 Sea Mist Court	Richard Sloan
140019570	6420 Peinado	Tom & Nani Pham
140007195	5954 Brooklyn Avenue	Lani Furrows
140027971	6486 terraza portico	Scott & Abigail Tuggle
140001668	701 Valley Drive	Melissa Cotton
140027971	6486 terraza portico	Nitha & Sanjiv Somers
140001668	11775 Semillon Boulevard	Sam & Leigh Watts
140022939	4077 3rd Avenue #105	John & Paula Gurak
140023413	14076 Chicarita Creek Rd.	Desire Garcia
140028314	5082 Dassia Way	Ginni & Ralph Michna
140036596	5656 Arbor Grove Ct.	Kathleen Conway
140030639	935 Genter Street #211	Kathleen Conway
140029346	918-B Sealane Drive	Richard Balikian
140041344	5936 Erlanger St.	Harry Thweat
140043458	2709 Alta Vista Dr.	Scott & Beth Falterman
140045466	252 Magnolia Avenue	Ron & Maria Hopkins
140033319	17356 Campillo Dr.	Courtney & Robert Wood
140060676	17347 Campillo Drive	Courtney & Robert Wood
140059232	6787 Palermi Pl	Mark Shuffield
140042171	5879 Oceanview Ridge Ln.	Ann Cole