

A curious
box indeed...
What's in it?

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The Wisdoms defined in this box are designed to save you time, money, and a tremendous amount of aggravation in the sale of your home...whenever that may be.

Each card speaks to a specific aspect of the selling process and as a collection, builds a strategic arc that will better guide and empower you for a successful selling outcome.

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Our intention
for creating it...

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Present you with information you can use to make informed decisions that serve your needs. If the “wisdoms” in this box resonate with you and you see their value, then this box has achieved its intended purpose.

What
makes us
an **Authority?**

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As a 30-year Real Estate Professional, I've had the good fortune to build and sell not one but TWO real estate companies in Los Angeles for 10's of Millions of Dollars. I've also facilitated 10's of Billions of Dollars in Transactions. The credibility to claim these wisdoms comes from those 30 years in the trenches, applying time tested strategies that have now been distilled into these "bite-size" nuggets.

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Nick Segal's

Resume:

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1989-2004: DBL Realtors, Partner

Sold DBL Realtors in 2004 to Sotheby's International Realty

2004-2009: Sotheby's International Realty

Senior Vice President

2009-2017: Partners Trust Real Estate Brokerage & Acquisitions

Founding Partner, President, CEO

Sold Partners Trust in 2017 to Pacific Union International

2017-2019: Pacific Union International

President, Southern California

In association with the Beverly Hills/Greater Los Angeles Board of Realtors;

- **2012** Realtor of the Year
- **2013** William May Garland Award
- **2003-2018:** Standards & Ethics Presiding Officer & Committee Chair

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What's
your most
efficient first
step in selling
your home?

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Get clear about why you're selling it. So many sellers "lean" into the process of selling their home without a clear motivation and it ends up causing them frustration and ineffective results. Having a clear direction will keep you on course and better support your emotional ebbs and flows that occur along the way when selling a home.

What
if you **need**
help getting
clear?

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Your answers to these 4 questions will point you in the right direction.

1. Does my current home continue to serve my needs?
2. Where will I go once I sell?
3. Why is that new direction important to me?
4. How will moving serve my greater good?

As a **seller**,
what's your
most **important**
decision?

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Beyond all else, effective pricing is critical to your ultimate selling success. You'll see as you move through this information, how choosing the effective price for your home opens every door for a more successful outcome.

How does a
seller establish
an **“Effective
Price”**?

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Start by separating your emotional attachment to your home. We realize this is far easier said than done and yet...the more you can stay objective about your home's value relative to the current market realities, the better your judgement will be as you consider your pricing strategy.

How do
“Market Realities”
impact **Effective**
Pricing?

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The SOLD inventory only begins to tell the story of your home's value. The relationship between the PENDING activity and SOLD inventory is a critical component to arrive at "Effective Pricing".

Thereafter, the ACTIVE competition will be considered to conclude the analysis. Done effectively, not only will you be able to know your Effective Price but when you may expect an offer.

But aren't
agent
assessments
“subjective”?

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Yes. And that is why we recommend hiring an independent appraiser to objectively appraise the value of your home beyond an agent analysis. With both assessments, you will have the most accurate data points to ideally, feel both comfortable and confident that you now know your “effective price” to enter the market.

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How else does
**“Effective
Pricing”** help
you?

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Many Sellers focus primarily on their home's value and don't pay attention to THREE critical "value" components associated with the sale of their home.

TERMS

TIMING

THE FREEDOM FACTOR

How do
“TERMS” equate
to **VALUE?**

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Creating peace of mind when going into escrow with a buyer has tremendous value. It also creates the following advantages for you as a seller. Effective Pricing stimulates Buyer Demand and in turn, empowers your negotiating strength. Strength to secure TERMS such as:

1. Faster Closing Timelines
2. Potential early release of the buyer's deposit
3. Shorter due diligence periods
4. The potential removal of appraisal and/or loan contingencies

How does
the value of
TIME play
into this?

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Now more than ever, Time is a most valuable currency. Effective Pricing also accelerates the time it takes to secure an offer, and your negotiating strength to define your escrow timeline.

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What's the
FREEDOM
Factor?

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You're selling your home for specific reasons and to move forward into the next phase of your life. The fastest way to a frustrating selling experience is an ineffective price that drags out the process and delays your ability to move forward, in freedom, to your next life experience.

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Strategist
Ambassador
Negotiator

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Your agent must excel in
three capacities as:

Strategist

Ambassador

Negotiator

Let's define each of them.

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Your

Strategist.

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No two deals are the same.

Period.

Dealing with the real-time market fluctuations of a deal makes it imperative that your strategist is able to read the landscape as it unfolds. Your strategist must also be able to remain cool under fire as the unexpected shows up.

As your strategist, our job is to keep you two steps ahead of the action, each and every beat of the process.

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Your

Ambassador.

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We all know the phrase “you don’t get a second chance to make a first impression”.

As your ambassador, your agent is an extension of you and your home in making that “first impression”. How your agent represents you and presents your home can be the making and or breaking of the entire selling process.

Communication style and attention to detail are also critical performance criteria when considering your ambassador.

Your

Negotiator.

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Agents are not trained as negotiators as they enter the profession. Their training comes “on the job” which means at the expense of their clients if they don’t have any natural ability. Compounding this fact is that most agents live “escrow to escrow” which potentially means their guidance and negotiating objectivity in service to you, may at times, be compromised.

Having written a book on the subject of negotiation called *On Your Terms*, here are my 9 negotiating keys that have served us with tremendous results. I’ve laid them out for you to consider and, if you’d like a copy of *On Your Terms*, it would be our pleasure to give you one.

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Nick's 9

Negotiating

Keys:

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1. Demonstrating Enthusiasm
2. Asking Clarifying Questions
3. Defining the Intention to Serve
4. Illuminating the Objective
5. Recapping the Objective
6. Crafting the Strategy
7. Establishing Your Value
8. Introducing “The Pivot”
9. Identifying Next Steps

Telling the
“right” story.

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Creating a compelling narrative about your home is both an investigative and emotional exploration. Each home has an audience. A marketing campaign begins by analyzing your home in relation to your target audience so that your agent can begin crafting a “story” that speaks to that audience.

Like most agents who come from other professions, our huge advantage is that Rick Ojeda comes from the world of Film Production “storytelling”. As a Director of over 160 television commercials for some of the biggest commercial brands, Rick collaborates his training and expertise with an arsenal of commercial professionals from still and drone photographers, videographers, and copywriters to create a laser-focused campaign to attract our buyers.

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The Architecture
of an Effective
“Come to Market”
Strategy: **7 Keys
to Success**

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1. Get a clear understanding of your objectives and timing.
2. Identify your strengths of your objective.
3. Create a strategy that positions these strengths.
4. Define all deliverables, timing, execution.
5. Calendar and produce all marketing collateral assets for client review and approval.
6. Execute the coordinated "Come to Market" strategy.
7. Use the flow of feedback to either pivot or double down on the objective.

How the
“hard choice”
became the **only**
choice.

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Real Estate agents don't get paid until the deal closes. This reality has guided many agents to make self-serving choices over the needs of their clients, thus compromising their judgment and integrity.

For over 15 years of my career, I dedicated myself to our Board of Realtors to become part of the Professional Standards and Ethics Committee. In addition, I've served as Chair of the Grievance Committee, presided as both a Chairperson for Board Arbitrations and Ethics disputes, and served as the Committee Chair for four years.

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In conclusion...

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Our intention with this FAQ has been to give you candid insights and guidance to support you in making more confident decisions around the sale of your home.

If you have found value from this presentation, we invite you to call us to answer any additional questions you may have.

We are confident that we will earn your trust and instill your selling experience with peace of mind and an abundant outcome.

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Sincerely
yours,

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