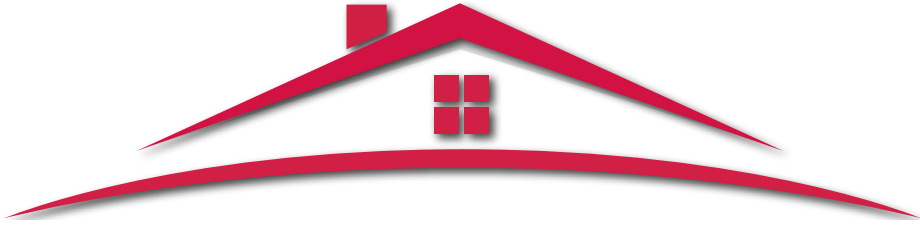


SELLING YOUR HOME



LEWIS TEAM





Dawn Lewis

619-981-3917

CAL BRE # 01042809

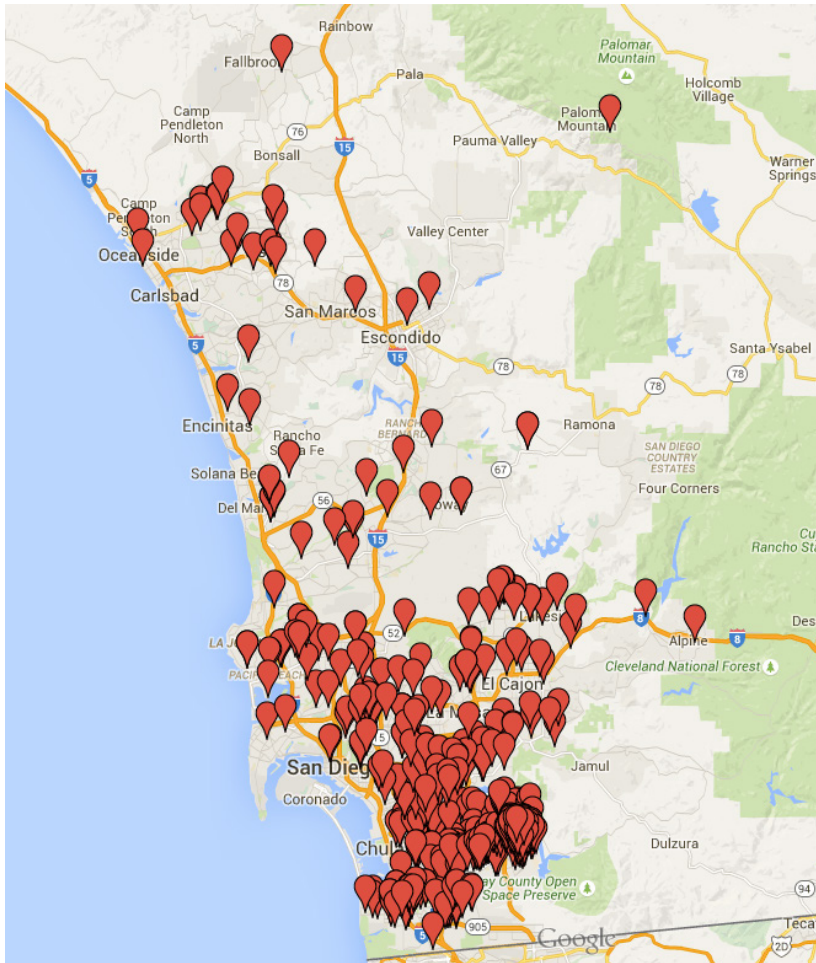
The Lewis Team

www.LewisTeamRealty.com

50+ Years Combined Experience

BIGBLOCK
R E A L T Y

LEWIS TEAM EXPERIENCE - IT MATTERS



Over the past 16 years
The Lewis Team
members have closed
more than 1,000
transactions in San
Diego County.

If you do something
enough you get good
at it.

THE LEWIS TEAM

DAWN LEWIS
REAL ESTATE AGENT



MIKE LEWIS
BROKER ASSOCIATE



LINDSAY SHUMAN
REAL ESTATE AGENT



SHYLIA ALARCON
REAL ESTATE AGENT



THE LEWIS TEAM

ANGELA BUMGARNER
REAL ESTATE AGENT



NICOLE EASTMAN
REAL ESTATE AGENT



JENNIFER TRAN
DIRECTOR OF OPERATIONS





DAWN LEWIS

619.981.3917

LEWISTEAMSD@GMAIL.COM

CALBRE# 01042809

Communication

Your needs always come first. We will provide the service we agree to and communicate in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. Our marketing systems maximize your property's exposure to buyers.

Pricing

Your home will be priced right, adjusted as needed and sold quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at our fingertips.

Satisfaction

We'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and our cancellation guarantee protects your right to end our relationship if you're disappointed.

Team Aspect

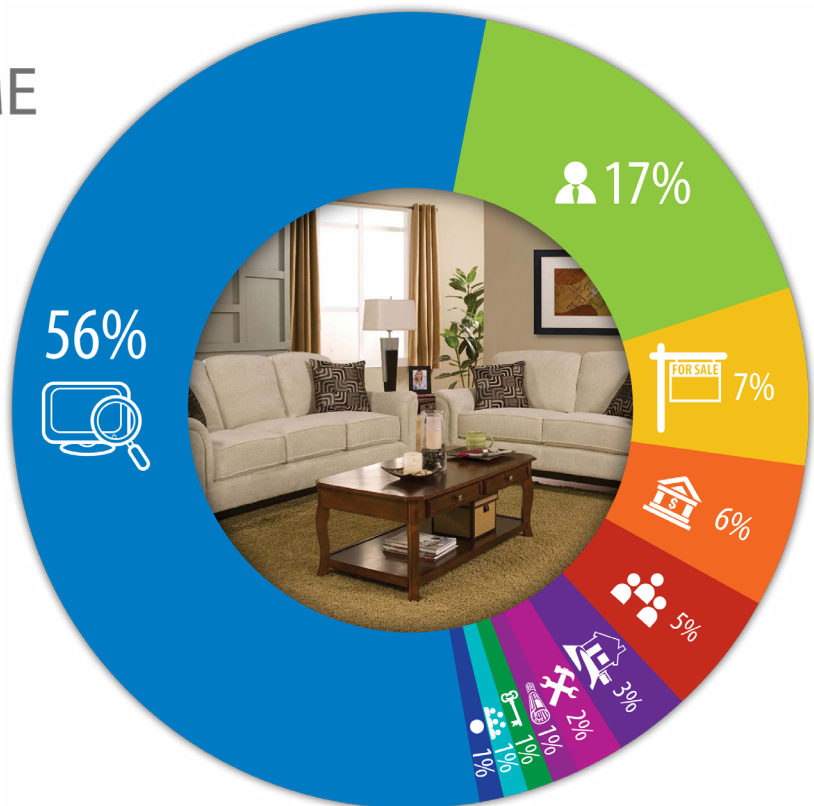
We're a TEAM. Because there's more than just one licensed agent we are available to get your home SOLD as a TEAM. As a TEAM we can do so much more to get your home SOLD for top-dollar than what an individual agent can do! We also have a TEAM of office staff to ensure your transaction runs smooth.

WHERE DO BUYERS FIND THEIR NEW HOME

 www.vrihomes.com

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56%** internet (home searches & research)
- 17%** realtor
- 7%** call on yard sign
- 6%** contacted a lender
- 5%** friend | relative | neighbor
- 3%** open house
- 2%** new builder
- 1%** local newspapers & magazines
- 1%** knew the seller
- 1%** home buying seminar
- 1%** other



Source: National Association of REALTORS® | PROFILE OF HOME BUYERS 2013

HOW MOST AGENTS MARKET THEIR LISTINGS



THE LEWIS TEAM MARKETS TO GET RESULTS



THE LEWIS TEAM MARKETING SYSTEM

**OUR TEAM OF
MARKETING PROFESSIONALS
MAKE YOUR HOME
STAND OUT!**



COMING SOON

BOOSTED FACEBOOK COMING SOON ADS
EMAIL BLAST TO LEWIS TEAM DATABASE
PROSPECTING LEWIS TEAM BUYER DATABASE
ADVICE ON DECLUTTER AND STAGING

ACTIVE LISTING

TEAM APPROACH
PROFESSIONAL PHOTOGRAPHY
VIRTUAL TOUR
YARD SIGN AND POST
1-800-CALL-CAPTURE NUMBER 24/7
PROFESSIONAL PROPERTY BROCHURES
EXPOSURE ON TOP WEBSITES LIKE
ZILLOW
TRULIA
REALTOR.COM
VIDEO TOUR MARKETING
OPEN HOUSE WALKERS
CALL NEIGHBORS
JUST LISTED MEGA OPEN HOUSE
EMAIL ALL SAN DIEGO COUNTY AGENTS
BIG BLOCK REALTY BROKERAGE NETWORK
FACEBOOK/INSTAGRAM BOOSTS
POST TO REALTOR FACEBOOK GROUPS
FAST FLYERS
ACCURATE FEEDBACK

COMING SOON

We boost our listings on Facebook to attract potential buyers.

Ads are created specifically for your property to get buyers interested before it even comes on the market!

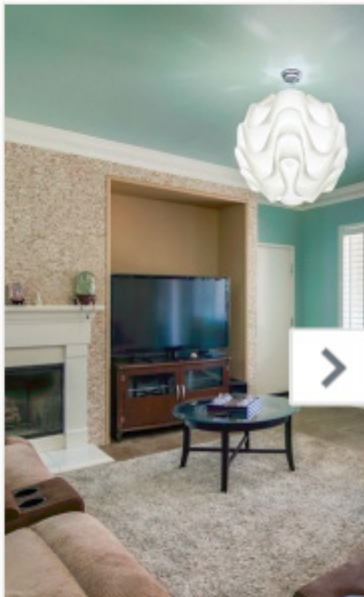

Lewis Team SD
 Published by Real Geeks Ads Manager [?] · April 27 at 11:34pm ·

OTAY RANCH HOME - COMING SOON!
 5 BEDROOMS, 2.5 BATHS, 2,662 SQ FT
 \$624,900-\$649,900
 CALL SHYLIA TODAY 619-981-3922



Coming Soon in Chula Vista

Shylia Alarcon - The Lewis Team



Beautiful Chula Vista Home

Shylia Alarcon - San Diego Real



1,982 people reached

 Like
  Comment
  Share


 David Whited, Ernestina Leon and Michael E Lewis

OPEN HOUSE

We boost our listings on Facebook to attract potential buyers.

Ads are created specifically for your property to get it SOLD Fast!


Lewis Team SD
Published by Real Geeks Ads Manager [?] · April 27 at 11:42pm ·

OPEN HOUSE - LA MESA
 SAT 4/28 12-3 SUN 4/29 1-4
 8711 VAN HORN STREET
 \$499,900-\$519,900
 CALL ANGELA FOR MORE INFO 619-630-8390








DAWNSELLSSANDIEGO.COM
LA MESA - NEW LISTING!!!
 COME SEE ME BEFORE I'M SOLD!!!



 Like
  Comment
  Share
 




3815 GEORGIA ST. 402 92103



\$329,900 - \$349,900

This top level, 1 bedroom 1 bath, 694 sqft, condo is located in the heart of Hillcrest! Be within walking distance to all of the best restaurants and shops! Enjoy gorgeous city and mountain views from your private patio. This bright and open floor plan features stainless steel appliances, fireplace, maplewood floors, dual closets in bedroom, extra storage space in garage, and 2 parking spots. You don't want to miss this opportunity to own in one of the most sought after neighborhoods in San Diego!



Dawn Lewis CalBRE#01042809

Dawn Lewis
619-981-3917

LewisTeamSD@Gmail.com



www.LewisTeamRealty.com

LEWIS TEAM - OPEN HOUSE

13054 Trigger St. San Diego 92129

- 5 +1 Bedrooms / 3 Baths • 1 Bedroom / 1 Bath Downstairs
- 2518 sqft • Extra Large Bonus Room
- West Facing Sunset Views • Great Open Floor Plan
- Pool Side in Your Backyard • Beautifully Upgraded Kitchen Oasis



Open House Date and Time

- **Saturday, April 7 12-3PM**
- **Sunday, April 8 1-4PM**

Held Open by Dawn Lewis

619-981-3917

Dawn Lewis CalBRE#01042809

The information herein is deemed reliable, but not guaranteed.

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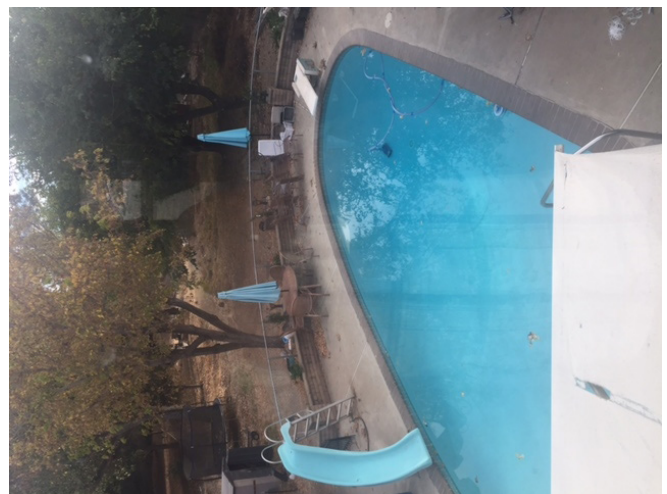
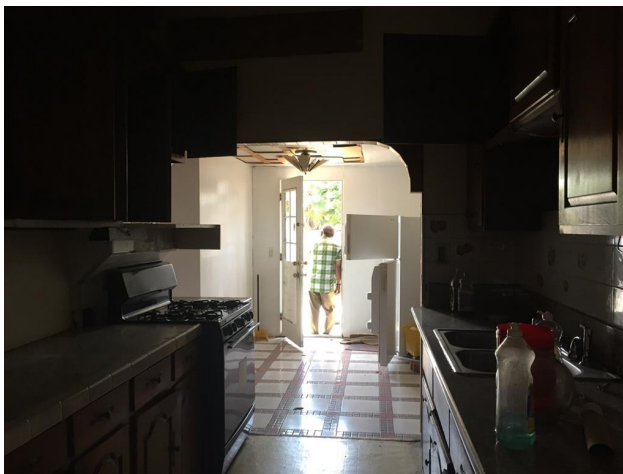
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BAD PHOTOGRAPHY WON'T GET YOUR HOME NOTICED

This is just a small sample of pictures from expired listings that agent's used as the marketing photo in the MLS. These photo's will also show on all the highly searched real estate websites that many buyers use to look at homes that are for sale.



PROFESSIONAL PHOTOGRAPHY

Professional photography gets your home noticed by buyers and gets it SOLD!



POORLY WRITTEN MLS DESCRIPTION

3 Bedroom 2 Bath single family home, close to schools, shopping and restaurants. Needs some TLC ~

remodeled & upgraded. nice! gated and fenced.

Cosmetic fixer, great bones though, brand new to the market. In average condition on the inside. Newer AC and Furnace. Will sell fast.

Remodeled Upgraded!!! great views. low maintenance yard.

Starter home at an affordable price in a nice quiet area.

Found some major repairs needed for this property.

Top corner Unit, Great location easy access to freeway, No FHA or VA. investor owns more than 10% of the complex

Oak Tree Ranch location surrounded by nature! A quaint single level gated community. 31 units and 3 pools. Golf pitch and putt nearby.

PROPERLY WRITTEN MLS DESCRIPTION

'BEST OF SHOW' Tour d'Elegance home. As you walk into the first of 4 courtyards of this Tuscan Villa, you feel as if you are truly back in old Italy. Enjoy the Napa Valley inspired outdoor spa complete with shower, Jacuzzi tub, pool, fountains and BBQ island. Inside of this Villa style home includes travertine tile hardwood floors, built in book shelves. Living room fireplace is surrounded from floor to ceiling with ancient biblical stones gathered from Churches in Israel and the ceiling is lined with hardwood beams. Formal dining room has 12 layer faux design that has the look and feel of ancient times. Dining room table seats 12 and is solid teak. A fully climate controlled wine cellar holds 700 bottles of wine and a great fireplace completes the dining room. Adjacent to dining room is a second courtyard complete with an immense outdoor fireplace. This is one of 5 fireplaces on the property. The courtyard can be accessed from the living room, hallway and family room by 3 giant solid wood sliding doors. Further down the hall is the family room adjacent to the kitchen. Family room has a 9 foot by 12 foot opening wall/door that takes you to another outdoor sitting area that overlooks the pool, truly bringing the outdoors in and the indoors out. The kitchen is packed with stainless steel GE monogram appliances. Ancient biblical stone gathered from churches in Israel surround the GE stove which is an impressive sight. All countertops are granite and the cabinets are maple with a distressed old world look and feel. Finding your way into the master bedroom you will be impressed with the fireplace and a Plasma HDTV inlaid within the stone. Master bath has a Kohler disappearing edge tub that fills from the ceiling. Marble shower with three heads complete this incredible bathroom. Down the hall are two additional rooms complete with full baths and sliding doors to outside area. Continue down the hall into the laundry room that takes you into your 2, 2 car garages.

This home is the definition of EastLake grandeur - picture a gated 'custom build only' community - full grown trees as you drive past the gate and down the private road to your new home - wide streets for children to ride their bikes on and limited traffic because of the exclusive security gated neighborhood - the home sits on the famous EastLake Greens Golf Course - nothing but green and mountain views from your back yard - professionally landscaped back yard with Jacuzzi, waterfall, picture perfect private views, fruit trees and more - entertainers must see to appreciate - beautiful open floor plan that invites you in - wide hallways and very light and bright - tile flooring with inlays - upgraded carpets throughout - office with wood floors and custom desks and built ins - fine quality and ready for a quiet and private home office - office has private entry as well as entry from main house - kitchen is stunning - mountain and golf course views from the many windows - tasteful granite on all countertops and on giant center island - excellent quality appliances - fireplace in family room - many custom built in throughout home - too many to count - large bedrooms - 3 up and 1 down - office can be 5th bedroom - Master has panoramic golf course and mountain views - vaulted ceilings - huge master bath with private deck with westerly views - 2 additional large bedrooms with connecting bath - tech center upstairs with two desks - downstairs bedroom could be a second master private full bath with French doors to private patio area overlooking golf course - central vac system, A/C, water filtration system - garage has custom built cabinets and storage - don't miss out on this rare opportunity.

This home is country living at its best. This big oversized lot has a 5 bedroom home tucked back off the street sprinkled with mature trees and greenery; it also boasts a front courtyard. Walk into this dramatic entry way with a sweeping spiral staircase. You have a full bath down stairs for after those swims in the back yard. Park three cars in your garage or use one for storage. The family room is surrounded with windows so you can look out over the lush green back yard. This big kitchen has double ovens, microwave, and a sit at bar. Enjoy the canyon views from the kitchen nook. Or watch the kids swim. The master bedroom has its own deck and fireplace. Grand master bathroom with walking closets. Bedroom 2 is like a bonus room, or maybe an exercise room or how about your very own movie theater, check out the SqFt. This home has it all including the Bonita neighborhood, parks and schools.

Ocean views and location in East Del Mar! Gorgeous corner lot with panoramic views! Dramatic high ceiling, upgraded gourmet kitchen w/ granite countertops, built-in china cabinet, stainless steel appliances, black marble fireplace, extensive use of hardwood floors up and downstairs 1 bedroom and 1 bathroom down, beautiful extra-large room set up as a library/office/den with built in oak cabinets, bookcase, file cabinets and x-large 2 sided desk, large bonus bedroom with 2 closets can be converted back to two separate bedrooms, all bathrooms completely remodeled with travertine counters and floors, new mirrors and all new fixtures, master bathroom has frameless shower, large walk-in closet and x-large balcony off master bedroom with French doors to watch the sunset on the ocean and hot air balloons with views to the Del Mar Fairgrounds! Large yard with beautiful raised patio and extensive use of flagstone! Beautifully tiled front court yard!

REAL REVIEWS AND SOCIAL PROOF



We have worked with Dawn on five transactions (purchasing and selling all in the San Diego and Chula Vista area) in the past 5 years. They are professional, knowledgeable, and customer service oriented. There were many tight timelines and rough negotiations which Dawn was able to manage for us. Her team works very efficiently and communicates effectively to ensure that we were informed on all aspects of the transactions. They updated us and followed up with us to ensure we were always on schedule. I would recommend the Lewis team to all my friends and family. I look forward to continuing my business with them.



The Lewis team was nothing short of phenomenal. I worked mostly with Mike, as he was the agent who helped me purchase a home. Mike is professional, personable, and incredibly knowledgeable of the San Diego area. Not only was he prompt in accommodating my requests to see properties and provide comps, he was generous with his time as he dedicated the entirety of a day more than once to seeing properties. On numerous occasions, he made a special trip out to my property to either check on appliances or be there to help me show the property to my prospective roommates (for when the property closed).

My property was particularly challenging in getting the financing squared away and Mike and his team did everything they could to provide me with the information I needed to make decisions. In particular, Dawn was incredibly helpful in dealing with my mortgage broker, who was admittedly a serious challenge to work with. She was able to work with him to solidify the details of my loan, push through the documents that were needed, and provide me with a clear explanation of what was happening throughout the process. Her knowledge of the home financing side of the transaction was way above and beyond a typical real estate team. It made a huge difference for my personal sanity in dealing with my mortgage broker.

I would work with the Lewis team again in a heartbeat. They come with my highest recommendation. Thanks for everything - it was a real pleasure.

REAL REVIEWS AND SOCIAL PROOF



Sold the house after 24 hours of listing it and got my full asking price. Money talks and the numbers don't lie, she's the best, you need her on your team or you'll regret it.



Dawn excels in her craft because of her extensive knowledge in real estate and more importantly, her passion, commitment, and drive to helping her customers. I'm very impressed with Dawn's customer service and her genuine nature. Dawn is a true professional and displays those qualities by being sincere, honest, truthful, loyal, open, and candid. She listens first.....gives opinion second.....takes action.....and continually repeats the cycle until you're at total satisfaction. It was a pleasure working with Dawn and would highly recommend her to my family, friends and anyone looking for a real estate guru.



We started working with Lindsay just a few weeks ago and I am already so impressed. Finding and working with a realtor you truly like and trust is challenging so when I met Lindsay, my husband and I were so relieved! We know she is working really hard for us and really cared to get to know us, what we are looking for and our situation. It's important to have someone available right away to see a house that comes up on the market especially with how quickly some of them sell and she always makes herself available and always called us back right away. She is a true professional and very knowledgeable about the San Diego market. I highly encourage anyone looking for a home to buy or to sell to call Lindsay!!



Excellent Realtor! Was very instrumental in selling our home and getting us into a larger home that fit our family's growing needs! And she did it in a "down" market!

Dawn gets things done! I would strongly recommend her!!!

HOME SALES TIMELINE

Coming Soon

Discuss best strategy for selling
Execute listing agreement
Sales price established
Pre-marketing
Decluttering
Staging
Contractor/handyman referral
Touch up paint
Professional photography
Place on website
Facebook coming soon boosts
Coming soon emails
Door knocking
Post to Facebook agent groups
Private showings
Refer friends to The Lewis Team

Listed and Active

Just listed marketing campaign started
Sign installed
24 HR 1-800 call capture installed
Submitted to multiple listing service
Property brochure delivered
Telephone campaign started
E-mail campaign started
Open house walkers delivered
Mega open house
Refer friends to The Lewis Team

HOME SALES TIMELINE

Offers Received

Offers negotiated
Offer accepted
Inspections and disclosures completed
Appraisal completed
Contingencies removed
Property closes
Refer friends to The Lewis Team

Closing

Get ready to shut off utilities and water
Get keys/remotes ready for buyer
Moveout
Broom clean property
Refer friends to The Lewis Team

PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



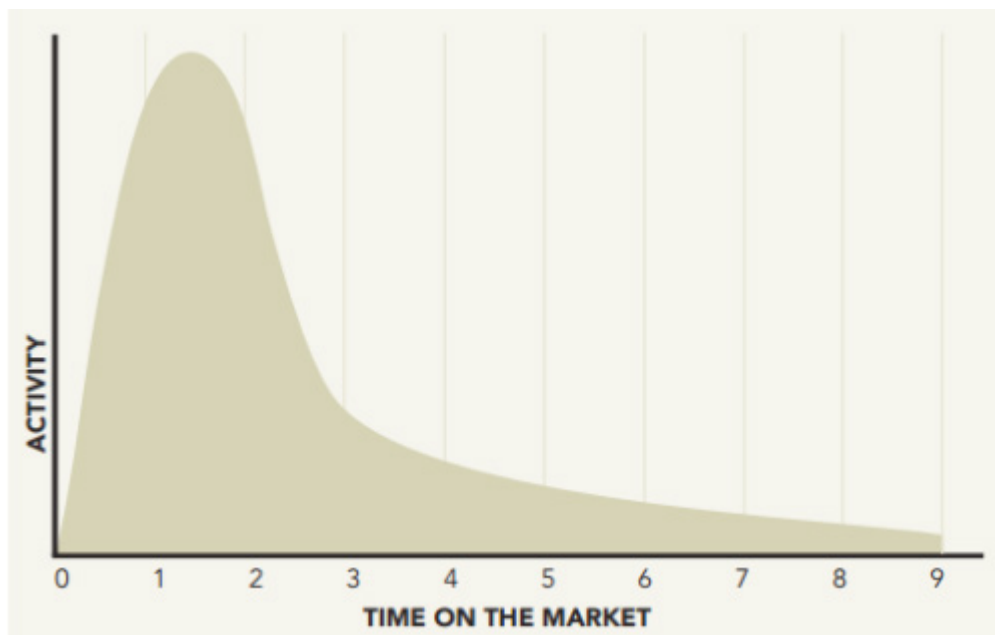
Buyers and Sellers Determine Value

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

PRICE RIGHT - TIME ON MARKET WORKS AGAINST YOU

If you want to compete, be competitive.

- The buying market has a short attention span.
- ***Pricing your home right the first time is key.***
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



COMMISSIONS

