



# LEGACY REALTY

PARTNERS

## SELLERS GUIDE

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# About Danny Gomes

## Legacy Realty Partners

From life to business, Danny Gomes proves to be a man of honor. The son of Portuguese immigrants who moved to the United States with little more than suitcases in their hands and a big dream in their hearts, Danny Gomes learned the value of hard work from day one. The profound example of his mother and father left an incredible impact and shaped Danny's steadfast approach to life. Indeed, to this day, this successful businessman is honored to carry on the family tradition of hard

work and determination in his every endeavor. A solid foundation. The childhood lessons Danny acquired have been further cemented throughout his longstanding military career. Needless to say, these formidable years are both physically and mentally demanding. Still, Danny embraces the challenges and even thrives in the competitive environment. The knowledge that he is serving a cause greater than himself is always this dynamic man's driving force. You see, for Danny, success in life has always been bigger than personal accomplishment

## Why sell with Danny and Legacy Realty Partners?

Our office is committed to helping agents reach their full potential through defined leadership, service and mastery.

We aspire to be the leaders of the real estate industry by enriching the lives of our team, our clients and our community through extraordinary service, exceptional results and uncommon generosity.

## Our Core Values

Integrity

Service

Character

Professionalism

Culture

Respect

Teamwork

Trust

## Danny Gomes

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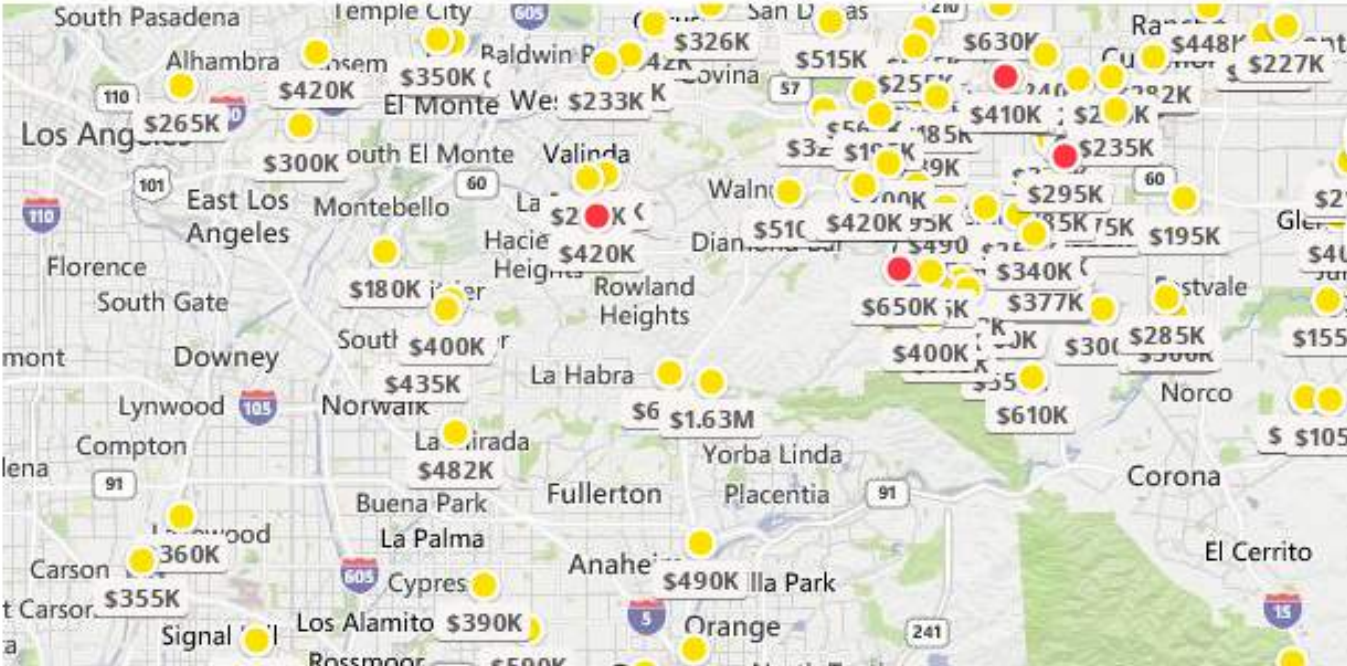




# We have sold all over the Bay Area

PROOF IS IN THE DOTS! TEAM WITH THE PROVEN TRACK RECORD.

● For Sale    ● For Rent    ● Sold



## Recommended by your neighbors

See more reviews at: <https://www.zillow.com/profile/Danny-Gomes/>

We look back with much gratitude to you for all that you have done to make the sale of our Mom's home go so smoothly and timely. We appreciate your personal touch, honesty, knowledge, and going above and beyond. When Mom was unable to drive, you went to her home on a weekend to personally deliver the papers and have her sign the documents. You led us through the house sale with open and honest suggestions and advice, concerned about us as people not just clients, and definitely serving with honor. All the people that you recommended from the escrow agent, the inspector, cleaning lady, and carpenter performed their services beyond expectations. Selling one's home is difficult, especially for a senior citizen. Thank you for treating our Mother with kindness and professionalism as you worked with her in California and followed through with us in Wisconsin. Throughout the years, we have had experiences with brokers across the country selling/buying a home or condo, and you are tops in the field. As professionals in the educational and business fields, we give you our highest rating and profound thank you. Working with you was a blessing.

- daynet32

sold my grandparents house while i was out of state, and truly an amazing real estate agent! He was able to negotiate with the buyers and dealt with house maintenance issues and negotiating the final sale price. It was easy, smooth and took a big weight off my shoulders, and my family's. Danny is probably the best agent i have ever worked with and dealing with him in California while i was in Chicago and then Rhode Island was so simple! Very attentive and cares about his customers. If you have a place to sell or are looking for a new place, i highly recommend him. Hes a family man and cares about his clients.

Thanks Again Danny! Cheers

- Travis Jones

Danny Gomes was a true professional and went above and beyond for me with my listing when I had decided to sell my property in Upland. His marketing skills and knowledge of the market were invaluable.

- Danny Piantanida

I have known Danny Gomes for many years now. Not only has he been a great friend, but he is also an excellent agent! He helped me purchase my home almost 4 years ago. I refer all my family and friends to him! He's honest and truly cares about all his clients!

- amberlortiz

Danny is very helpful when I purchased my house from him. He is very flexible and easy to talk and bargain for mutual seller and buyer. He took care of me well and I got the house I want with the right price!!!!!!

- user8292981

Danny is great, always smiling and has a great attitude. He understands your needs, wants and concerns in buying a new home. He takes the time to explain the process and is really prompt with any requests. Danny fulfilled all of our expectations. He understood what we wanted and got us just that. He helped us buy our new home in 2013 but still stops by to say hi and see how things are going. We would absolutely recommend Danny to family, friends and anyone looking to buy a new home.

- zuser20150702115530516

I chose Danny because he was the first to call me back out of three local providers, but best of all was endorsed by Financial Peace University through Dave Ramsey that said a lot to me. Danny not only helped me buy and sell my homes but also my son and his family. Friends from church, and other friends and family members have used his services. I cannot say enough about this young man he was the best you will not be disappointed. He is fair and honest in all his dealing and stands by his word.

- Margaret Davis

We had to fire a previous realtor after 7 months because of her inability to find a qualified buyer and went to Danny on a recommendation from our mortgage dealer. Once we signed with Danny things progressed rapidly. Within a week we had multiple offers and were able to close within 30 days. We couldn't be happier with both him and all who work with him. Everyone was professional and pleasant to deal with. We would recommend him highly to anyone interested in selling/buying a home!

- rosaliehanson



# Getting Your Home Sold

## Our proven sales strategy

Selling a home for the highest possible price in Southern California requires a cohesive strategy, deliberate process and a talented team.

I follow a strategic plan to get your home sold for top dollar, as quickly as possible.

First, I analyze both market conditions and the property to determine how best to position it in the current market.

Based on my analysis, I develop a marketing plan and execute it with the intention of generating quality offers from qualified buyers.

Then, we negotiate fiercely on your behalf and when both parties agree on price and terms, I proceed to the closing process.

Let's look at each of these steps in greater detail.





# Analyze and Position

For a fast, efficient and profitable sale

Market fluctuations, time of year and inventory will all have a direct impact on pricing your home. For a fast, efficient and profitable sale, We will provide you with a detailed report outlining the latest market trends, a full market valuation of your home and a Comparative Market Analysis.

No matter how hot the market might be, simply placing your home on the MLS (Multiple Listing Service) is not enough. We will consult with you on how to best position your home for sale and attract the right prospects to your doorstep.

## Price

Should you price your home at or below market? It depends. Pricing your home in a manner that will attract multiple buyers who will compete with each other, and not you, requires experience and a thorough understanding of the market. We will advise you on the most appropriate pricing strategy.

## Preparation

It is a psychological advantage for prospective buyers to see themselves living in your uncluttered home. For this reason, painting, deep cleaning and de-personalizing are crucial elements to a quick sale. We will manage the preparation of your home in a manner that suits your comfort level.

Key cosmetic fixes are also important. Should you re-finish your cabinets, change out the sink in the guest bathroom or invest in a new front door? We will advise you on changes that yield the greatest ROI.

## Presentation

Staging can be crucial to obtaining the highest price and fastest sale of your home. According to a survey by the Real Estate Staging Association, homes spend 78% less time on the market after being staged. We will advise you on how to stage your home or provide a professional who can do it for you.

We have a broad repertoire of interior designers and stagers to meet just about any budget.

# Marketing

Bring the right buyers to your doorstep

For maximum exposure, we use a proven Cross Media Marketing Strategy utilizing multiple online and print mediums, our extensive agent network.

Your home will be featured on The Legacy Realty Partners Listing System. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites.

The Legacy Realty Partners offers “My Listings, My Leads,” wherein every single Internet inquiry on your property comes directly to me, allowing immediate follow-up with potential buyers.

We distinguish ourselves from other agents with the breadth and depth of services we provide and our goal is to make selling your home painless, profitable and predictable.

We proudly offer our sellers with the following a la carte services:

- Individual property website that is both mobile and desktop friendly
- Cross-platform social media exposure on both The EXP Realty site and our personal sites
- Professional photography, video and walk-through video
- A detailed floor plan included on the site and print marketing
- Print marketing - beautifully crafted postcards, brochures and property statements to showcase your home





# Staging and Professional Photography

Prepare and present your property

It has been studied and shown that both the length of time on the market and sales price are positively impacted by a beautifully staged and photographed home.

These are powerful tools not to be overlooked or underestimated. Selling a home is part science, part art. Beyond analytics and market conditions, there is the human element to consider. Every buyer is trying to imagine themselves living in the home they are viewing.

Through the magic of staging and photography, you can ignite the flame of desire in a potential client to want to own and live in the space you are selling, and now call home.





# Print Marketing

Property brochures & property statements, postcards and advertising

**Property Brochures:**

Custom designed to beautifully showcase your home and create the best impression to the buying market.

**Property Statements:**

An informational summary of the factual data and metrics regarding your home

**Just Listed postcards:**

Sent to the surrounding community with the understanding that many buyers can come directly from contacts living right in the neighborhood.

**Advertising:**

If deemed appropriate as part of the marketing campaign, your home will be featured in the most widely read, high yield newspapers and magazines for increased exposure.

ADDRESS

LEGACY  
REALTY

PARTNERS

JUST LISTED  
123 Main Street | Anytown, CA





4 Bedrooms | 3.5 Bathrooms | 2,650 SqFt | 4,000 SqFt Lot | Offered at \$1,000,000

Absolutely Beautiful Home. Located in upscale neighborhood in privately gated community. Five bedrooms, four bathrooms with dual master suites on top floor. High vaulted ceilings with great open floor plan Tiled floors throughout with gourmet kitchen.

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123 Main  
4 Bedrooms | 3.5 Bathroom



**BEAUTIFUL MODERN 4 BEDROOM 3.5 BATH HOME**  
Beautiful modern home with 4 bedrooms, 3.5 baths, remodeled gourmet kitchen with custom cabinets, professional stainless appliances, slab granite counters, and center island. Spacious family room fireplace, contemporary living room with fireplace, modern dining room, office/bonus room with French doors, spacious game room/loft, luxurious master suite with walk-in closets & inviting bath, beam ceilings, updated bathrooms, plantation shutters, skylights, and large private yard.

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More Information Go To:  
[www.MainStreet.info](http://www.MainStreet.info)

Equal Housing Opportunity. This information was supplied by Seller and/or other sources. Broker has not verified this information and assumes no legal responsibility for its accuracy.

# Online Marketing & Social Media

Property Websites, Video / Walk-Through Videos, Social Media and Legacy Realty Partners Listing Service

### Social Media:

There is no denying the power of positioning your home in the midst of a strong social media campaign to create interest. Your property will be included in a well-crafted and consistent program.

### The Legacy Realty Partners Listing Service:

The Legacy Realty Partners Listing Service is a powerful search engine that will further propel your property into the farthest reaches of the internet and gain additional exposure to serious and qualified buyers.

### Individual Property Website:

An address specific site is useful for marketing your home online to generate interest and foot traffic.

### Walk-Through Videos:

Similar to the magic of photography and staging, video is another way to fuel buyer interest. Unique features of your property can be highlighted and brought to life. Video can be very useful for out of town buyers.







# Your Open House

Let buyers experience your home

Open houses provide a potential buyer with the opportunity to be in your home and imagine themselves living in the space. It is one of the best ways for buyers to discover and explore your home.

We will design an open house program convenient for you that may include weekend events, broker and twilight tours, private showings and agent-only lock box access.

Additionally, every open house will be promoted on the MLS which syndicates to major portals such as Zillow, Trulia and RedFin.

To capture local traffic, each event will be well marked with directional signs on key street corners.





# Negotiate and Close

## Seal the Deal

### Negotiate

Should you accept, counter, or reject the offer? Negotiating the terms for the sale on what may be your biggest asset requires a professional team that has your best interests in mind. Do you need a short or long escrow? Will you need to rent the property back? Are you buying another home on contingency or moving out of state?

As an experienced negotiator, I ensure that your best interests are represented and that you get the best terms and price for the sale of your home.

### Close

Congratulations! You've accepted an offer and now the countdown begins. The closing of your home is urgent and time sensitive. It requires organization, experience and expertise.

As your agent and project manager, I will help you navigate the seller's disclosures, and make sure your interests are sufficiently protected and the net proceeds are accurately deposited into your bank account.





# Closing Costs

Who pays what?

**The Seller customarily pays:**

- Transfer Taxes
- Broker commissions
- Any judgments or tax liens
- Any unpaid homeowner’s dues
- Delinquent property taxes

**The Buyer customarily pays:**

- Escrow fee from the title company
- Loan fees required by your lender
- Title insurance premium
- Fire and hazard insurance premium

# Ready When You Are

Let’s get started

We put this booklet together to help you understand the scope of our services.

We at Legacy Realty Partners would be honored to represent you in the sale of your home.

You have many options when choosing an agent(s) in Southern California to represent you in one of the most important transactions of your life. It is important that you select agent(s) with whom you are comfortable discussing potentially sensitive issues, and someone you trust will represent your interests above their own.

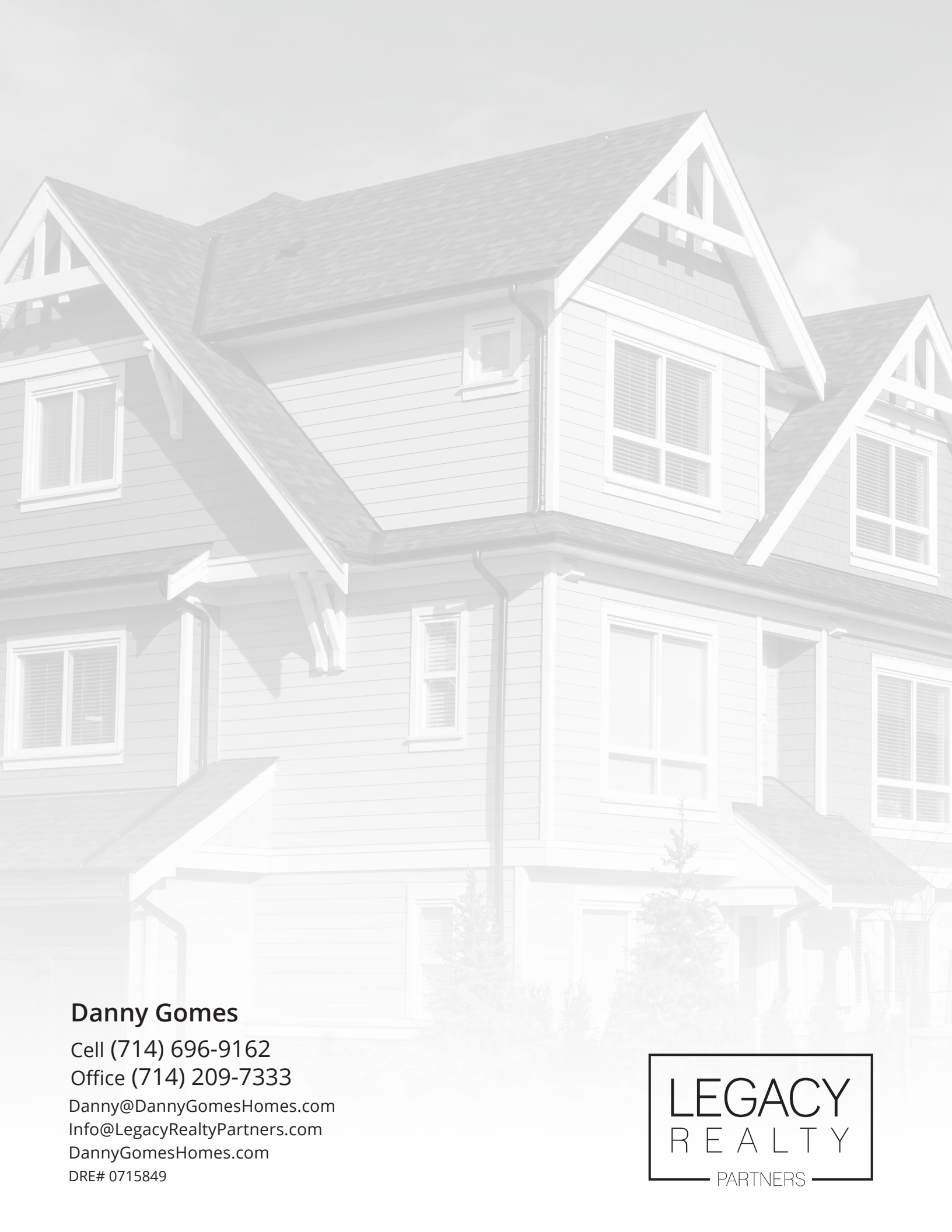
You will have the full support, enthusiasm and passion of Legacy Realty Partners to deliver the exceptional results you expect and deserve.











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