KEY POINTS IN YOUR MARKETING PLAN

DETERMINING YOUR NEEDS AND WANTS _______ 1
MARKETING YOUR PROPERTY ____________________ 2
NATE, SHANE & AVIARA REAL ESTATE ____________ 9
COMPARATIVE MARKET ANALYSIS _________________ 14
ADDITIONAL ITEMS FOR SUCCESS ________________ 18
DETERMINING YOUR NEEDS & WANTS

HELPING TO MAKE THIS AN EASY MOVE!

- What is your reason for moving?
- What is your desired date to move?
- Will new home be local or out of area?
- Do you need help in finding your new home?
- Do you need to close the sale of your current residence to obtain the funds necessary to purchase your next home? If not, would you purchase your next home without a contingency of selling your current home first, if necessary?
- Do you have any special needs or concerns?
- What are your expectations from us?
- Do you need recommendations for the services needed to complete your transaction?
  - Title Insurance Company
  - Lender
  - Escrow Company
  - Termite Inspector
- To ensure good communication, what is the best method of maintaining contact with you?
  - Email
  - Text Message
  - Telephone Call: Home, Office or Cell

THE EMOTIONAL IMPACT BUILDER

To achieve maximum results from professionally presenting your property to prospective buyers, an emotional impact needs to be made, as more people buy on emotion than on some of the physical aspects of properties they see.

- How did you find your current property when you originally purchased it?
  - Internet
  - Realtor
  - Newspaper/Magazine
  - Open House
  - Neighbor
  - Friend/Relative
- What did you feel the main attraction(s) of your house was at the time of purchase?
- What do you feel is most special to you about this home now?
- What special touches have you added or had added by professional trades people that you are most proud of?
MARKETING YOUR PROPERTY

OUR ONLINE MARKETING PLEDGE!

- We will feature your home on all the top websites, Realtor.com®, Zillow®, Trulia®, Yahoo Homes® and so on.
- We will showcase your home on AviaraRealEstate.net, our personal website HarimotoHaas.com, and more.
- We will include multiple professional photos in marketing your home online because that is what buyers say they want the most.
- We will include virtual tours and videography in marketing your home where allowed.
- Each online listing will include detailed information about your property to get buyers motivated about your home.
- Each site that features your property will include multiple ways to inquire about your home.
- Inquiries about your home will be responded to immediately!
- We will promote your home within Social Media to reach as many potential buyers as possible.
THE IMPORTANCE OF ONLINE MARKETING & SOCIAL MEDIA

2002
Internet surpassed print ads

2004
More buyers found their home on internet than from signs

2009
The internet is 4x as powerful as signs

2016
58% of mobile searchers found their home on a mobile app

WHERE BUYERS FOUND THE HOME THEY PURCHASED, 2016
(Percentage Distribution)

<table>
<thead>
<tr>
<th>Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
</tr>
<tr>
<td>Real estate agent</td>
</tr>
<tr>
<td>Yard sign/open house sign</td>
</tr>
<tr>
<td>Friend, relative or neighbor</td>
</tr>
<tr>
<td>Home builder or their agent</td>
</tr>
<tr>
<td>Directly from seller/knew the sellers</td>
</tr>
<tr>
<td>Print newspaper advertisement</td>
</tr>
<tr>
<td>Home book or magazine</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA MARKETING

Social Media is growing in value. Today, there are over 500 million users on Facebook, over 70 million on Twitter, and millions of others on YouTube, blog sites, and numerous, other social media sites. Social Media marketing engages these users and produces measurable results. With innovation and commitment we make Social Media a part of our real estate business in effectively targeting buyers and keeping our network apprised of your listing.
Leverage Global Partners is an international network of top producing independent firms. The member brokerage firms who have been chosen to join Leverage have been vetted and trusted with the exclusivity of being our one and only representative in their market. As an agent, we are connected to this community of brokerage firms and are able to serve our clients’ real estate need, in your local market or anywhere outside of that market, with the strength, support and collective expertise of Leverage and its member firms. As a result, each agent affiliated with this network can offer our clients an incredible advantage when buying or selling real estate - locally and globally.

Through Leverage Globals Marketing & Promotion they provide our firm with luxury appeal and marketing resources to attract more Buyers in our exclusive market. Their Luxury Ad Package promotes your property to an international audience with buying power. Their Digital Strategy promotes our properties on dominant outlets such as Facebook, Twitter and Instagram. Their Networking reaches to over 5,000 agent members in promoting our properties as well. These resources elevate our business offering a level of value and appeal unmatched by our competitors.
Nearly all home buyers say photos and detailed property descriptions are the most important features when searching online for homes - followed closely by Virtual Tours & Videography. We will customize a virtual tour and create a short video for your home to meet those buyer needs.

Our Professional Photographer brings it all together with his professional pictures, drone aerial shots, virtual tours and videography. The pictures motivate perspective buyers by creating a mood and atmosphere showing the potential of every home we sell.
ADDITIONAL TOOLS ON MARKETING YOUR HOME

With our ePro Certification we have the knowledge to apply advanced technologies and social media strategies to our marketing plan and expanding our reach and capabilities in selling your home over our competition.

PROFESSIONAL BROCHURES
Your listings will shine to potential buyers with professionally designed property brochures. Large color photos, detailed descriptions, and floor plan renderings if available, are included.

JUST LISTED POSTCARDS
Customized postcards are sent to your complete tract/area and our past clients who will spread the word. They will also go to top local real estate agents.

ADVERTISEMENT TRACKING
Weekly we will update you on how often your home was “viewed” on such websites like Realtor.com and Zillow.com. In addition, we’ll track when your home is viewed in the Multiple Listing Service by the public and agents.
CUSTOM FOR SALE SIGN
With growing name recognition, our sign is a powerful advertisement and denotes the highest level of quality. Available 24/7, we’ll be able to answer all who call.

OPEN HOUSE
This is an effective way to show off your home’s amenities to several potential buyers at once, draw exposure from off the streets, and draw interest from neighbors who will help spread the word.

OUR PAST CLIENT NETWORK
A large percentage of our business comes from satisfied customers. They are among the first to know about your listings and to help spread the word.

MULTIPLE LISTING SERVICE
We belong to a variety of MLS organizations, ensuring your property information is accessible to a large pool of other real estate agents and potential buyers.

GE SUPRA KEYBOX
With new technology, we are able to see what agents show your property within a moments notice through our smart phones or a secure website thus being able to get immediate feedback on your property.

MONTHLY SALES MEETINGS & BROKER OPENS
We announce our listings to our Aviara Real Estate network of agents. Often, offers come in before the property is advertised. Local real estate agents preview the property on a scheduled Wednesday and/or Friday providing feedback and spreading the word to their potential buyers.
Taking the extra step to stage a home can make a difference in how a buyer values it and the price a seller might get for it.

**Redesign staging** is when one redecorates your home with all your furnishings and accessories. This may include removing excess furniture and performing various design techniques to appeal to a larger audience and allow buyers to see what they’re actually buying – the architecture. Empty home staging is where one brings in all the furnishings needed to make the space feel like a home. It’s the emotional response that we want to create for your home. We want buyers to fall in love with your home when they enter the door.

**Virtual staging** is using technology to remake empty rooms into furnished, staged ones. It can help clients visualize what otherwise would be a blank canvas and help better grasp furniture placement and making a home more inviting.

### 10 WAYS TO PREPARE YOUR HOME FOR SELLING

**CLEAN, CLEAN, CLEAN**
Dust off the top of mantle and fan blades, polish your appliances and faucets, and give the windows a thorough washing.

**PAY ATTENTION TO SMELLS**
Don’t cook bacon or other fragrant foods in your home the day of a showing. You don’t want your home to smell like a fast food restaurant.

**CLEAR OUT THE CLUTTER**
You want buyers to focus on how awesome your space is, not how messy it looks.

**REPAINT IN NEUTRAL COLORS**
Neutral tones like tans and whites that allow buyers to focus on the spaces themselves, not the color of the walls.

**GET RID OF PERSONAL ITEMS**
Remove anything overly personal so buyers can envision themselves in your home.

**KEEP THE DÉCOR NEUTRAL**
To help buyers imagine themselves in your space, pack-up any art or other décor that might turn off people with different tastes.

**LET THERE BE LIGHT!**
Open up all the windows to let in natural light and add floor or table lamps to dim areas. A bright room looks bigger and more inviting.

**BRING NATURE INSIDE**
Potted plants or a few pretty flowers in a vase can help bring energy into a space.

**GET RID OF BULKY FURNITURE**
Your furniture should fit the scale of the room, so get rid of any extra or oversized items.

**ORGANIZE YOUR CLOSETS**
Storage space is a huge selling point, and if your closets are stuffed to the brim, buyers will think you don’t have enough of it.
Nate has been a resident of Thousand Oaks since 1980 and Shane was born and raised in Thousand Oaks. Their families have known each other for sometime now. One of their strongest assets is their first hand experience and knowledge of the region’s schools, recreational opportunities, neighborhoods and the local market. They have a unique insight into the problems and challenges people face when buying or selling a home. Nate and Shane are confident that together they will improve on their mission to provide the highest quality of service through personal and professional real estate relationships. People are their number one priority.

Nate and Shane both bring strong business skills and dynamic ability to their successful real estate careers. Nate earned both Bachelors and Masters degrees from the University of Illinois. After completing his service as an officer in the U.S. Navy during the Vietnam era, Nate worked as a Human Resource Professional with Exxon Corporation for 13 years.

His real estate career began in 1988 and Nate has proven himself to be a leader in the industry with a consistent high level of production that is second to none. He has consistently earned membership in the top 5% of agents nationwide. Nate received the Award of Excellence in recognition of his exemplary service and he, also received the Legend Award, becoming one of only 300 out of 42,000 agents to receive the honor nationwide. Nate was the first-ever recipient and only 2-time recipient of the Community Service Award from the Conejo Valley Association of Realtors in recognition of his volunteerism.

After graduating from Thousand Oaks High School, Shane graduated from the University of Northern Colorado earning a degree in Chemistry. Shortly after college, he began a career with a national entertainment company residing in 7 of the biggest metropolitan cities in the U.S. This opportunity gave him extensive experience in new business development, negotiations, proposal & contract preparation, and customer relations. Since 2005 Shane has proven himself year after year as one of the top agents in our community.

Community Involvement & Family

Nate & Shane have a sense of community as proven by their service to many local organizations, including:

Nate has been married to his wife Shirley for over 45 years and both Son, Kyle & Daughter, Lani were educated in the Conejo Valley Unified School District. Nate also has a Grandson, Kai, who is his pride and joy.

Shane is married to his wife Melissa for over 15 years and has a Son, Christian who graduated from the Conejo Valley Unified School District as well as a Daughter, Declyn soon to start school there.
WHY DO YOU NEED NATE & SHANE?

PRICING
We’re best suited to determine a pricing strategy for your property. You don’t want to miss opportunities by overpricing or undervaluing your property. Our knowledge about the surrounding areas, pricing trends, local information, and experience will ensure you are getting the best price for your home.

MARKETING
As seen in other areas of this presentation, we have many ways to effectively market your property to the fullest extent. The choice of media and frequency of advertising depends a lot on the home and the specific market. We will tailor our marketing program to your individual home, knowing when, where and how to advertise your property. We are best suited to recommend repairs and cosmetic work that will significantly enhance the saleability of your home.

NEGOTIATING
We can assist you with objectively evaluating every buyer’s proposal without compromising your marketing position. This initial agreement is only the start of a process that involves appraisals, inspections and financing – and a lot of potential obstacles. We will help you write a legally binding agreement that will be more likely to lead to a successful close of escrow.

SECURITY
When the property is marketed with our help, you avoid allowing unaccompanied strangers into your home, if not accompanied by another agent. We will pre-screen and accompany qualified prospects through your property. This increases your safety and allows for any last minute preparation.

MONITORING
Renegotiating and Closing – Between the initial sales agreement and closing/settlement, questions may arise. The required paperwork alone is intimidating for most sellers. We are the best persons to objectively help you resolve these issues and move the transaction to a successful closing/settlement. We can also meet with other professionals involved in the transaction process. Our industry contacts can make sure any unforeseen issues are handled reliably and quickly.
AVIARA REAL ESTATE & IN-HOUSE SERVICES

WHAT DISTINGUISHES AVIARA REAL ESTATE FROM OTHERS?

- **AVIARA** is the largest independent brokerage in Ventura County with $100’s of millions SOLD in residential real estate yearly.

- **AVIARA** has been a Ventura County Star Reader’s Choice Award Winner from 2010-2016

- **AVIARA** is a company of top-producing real estate teams, each represented by its own Team Leader, all with equal ownership in the company.

- **AVIARA** membership is by invitation only.

- **AVIARA** is exclusive to experienced teams exhibiting high integrity and ethics, with a high volume of production.

- **AVIARA** limits the number of teams to 33 in order to maintain its high standards.

- **AVIARA** is renowned for its teamwork and networking to sell properties.

- **AVIARA** recognizes the new direction in which the real estate industry is moving and stays on the cutting edge with the latest technology and marketing techniques.

- **AVIARA** agents are committed to achieving the highest standard of excellence in client service.

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**CAPSTONE DIRECT MORTGAGE FINANCING**

Capstone Direct serves Aviara as an exclusive provider to Aviara’s clients as both a mortgage banker & mortgage broker. Able to process, underwrite and fund your loan “in-house” providing lower rates, closing costs and unparalleled service.

**AVIARA ESCROW**

Another definite advantage is our exclusive escrow provider to Aviara Real Estate’s agents. With superior service, competitive rates and a reliable, always available staff it is extremely important to have the full attention and focus of our escrow company.

**GRAPHIC DESIGN & MARKETING**

Sterhan Marketing & Graphic Design is our graphic designer and printing broker, allowing us to produce custom high quality marketing materials for your home and excellent advertisement in local media, drawing more attention from buyers.
CLIENT TESTIMONIALS

⭐⭐⭐⭐⭐ “When we decided the time had come to leave our beautiful tri-level home of many years in favor of a one-story, we went to Harimoto Haas. It could not have been a better choice. It was our wish to find a new home before selling our current one but soon learned one-story homes matching our criteria were very hard to find in our area. Shane Haas spent much time and attention learning about us and our preferences and then carefully selected only those properties that met our guidelines to show. His patient effort resulted in our complete satisfaction with our new home at an excellent price. Then we turned to the sale of our former home. Shane spent hours discovering any flaws that might impede sale and more hours overseeing their correction. He guided us through pricing, negotiations and sales “etiquette”. Even better, just as with the purchase of our new home, he made dealing with the mountain of paperwork and procedures involved pain-free, thoroughly explaining each step. In our experience, Harimoto Haas offers more than in-depth expertise. They provide a genuine caring for the satisfaction and comfort level of their clients and a willingness to go to any lengths to achieve that.”

PAT & HERB J.

⭐⭐⭐⭐⭐ “Shane Haas and Nate Harimoto are outstanding realtors. They are 100 percent knowledgeable, trustworthy, and hard working. Our house sale went exactly the way they predicted. They are very positive people. They’re easy to get a hold of, listen attentively, and give great advice and help. They get the job done well. We had a great time working with them.”

KEVIN AND DORIS G.

⭐⭐⭐⭐⭐ “I received a recommendation for Nate & Shane through a friend at work—they were the seller’s realtors on the house her family purchased. She also mentioned that they both lived in the area, and knew the market and neighborhood very well, which was a bonus. My friend said that of all the houses she had looked at, she felt that the one she bought was priced very fairly and competitively – something a really good realtor knows how to do. I worked mostly with Shane through the sale of my home, but feel both Shane and Nate are highly professional, warm, patient, trustworthy realtors who I would recommend in a heartbeat.

As mentioned, Shane was my main contact for the sale of my home. Throughout the process, I found that Shane creates warm working relationships and communicates well with all parties involved; he focuses on a collaborative approach, and is courteous, personable, and extremely professional. The sale of any home involves a huge amount of work far beyond the buyer-seller negotiation and final real estate deal – it involves anything from prep of the home, to professional pictures, to fair pricing, to marketing, to dealing with handymen and vendors. Shane was on top of the details and cheerfully went out of his way in every step, recommending solutions or simply lending a hand and helping when needed. Shane maintains a very cool head under pressure—and he helped me stay calm more than once during the process. He’s very good at staying on top of the details, but also in passing those details along in a very timely manner. I never felt out of touch with the process of the home sale, even after I moved away from the area before the deal was closed.

I could not have been happier with the service and professionalism Shane and Nate exhibited during the sale of my home. I highly recommend Shane Haas and Nate Harimoto to anyone looking for agents who are personable, diplomatic, and tireless advocates. I’d give them double the stars if I could”

MELISSA M.
SALES HISTORY

OVER $30,000,000 IN SALES FOR 2016 & 2017! PUT PROFESSIONALISM, INTEGRITY & PERSONAL ATTENTION TO WORK FOR YOU!

30654 Rigger Road, Agoura Hills
SOLD in 17 Days @ 98% of List Price

1055 Camino Magenta, Thousand Oaks
SOLD in 5 Days @ 98% of List Price

41 Del Ray Circle, Thousand Oaks
SOLD @ 99% of List Price

1963 Oracle Court, Newbury Park
Buyer Representation

2278 Goldsmith Ave, Thousand Oaks
Buyer Representation

3306 Big Sky Dr, Thousand Oaks
SOLD in 5 Days @ 98% of Listing Price

1980 Millville Ct, Thousand Oaks
Buyer Representation

2690 Lee Street, Simi Valley
SOLD in 6 Days @ 99% of List Price

12776 Byron Street, Granada Hills
Buyer Representation

11695 Sagewood Drive, Moorpark
SOLD in 1 Day @ 100% of List Price

64 Cloudpeak Street, Thousand Oaks
SOLD in 15 Days @ 98% of List Price

214 Via Inez, Newbury Park
Buyer Representation

4535 Corte Arbusto, Camarillo
SOLD in 10 Days @ 99% of List Price

4674 Refugio Court, Camarillo
Buyer Representation

4031 Napoli Place, Moorpark
Investor Representation

4168 Laurelview Drive, Moorpark
SOLD in 55 Days @ 97% of List Price

3955 San Nicolas Court, Newbury Park
SOLD in 5 Days @ 102% of List Price

2942 Morningside Dr, Thousand Oaks
SOLD in 4 Days @ 99% of List Price

25308 Village 25, Camarillo
Buyer Representation

2507 Country Club, Unit B, Simi Valley
Buyer Representation

169 Kevin Street, Thousand Oaks
Buyer Representation

2237 Summerpark Ct, Thousand Oaks
Investor Representation

60 Via El Toro, Newbury Park
SOLD Relocation @ 96% of List Price

1884 Crowne Oak Lane, Simi Valley
Buyer Representation

2069 Tilbury Court, Thousand Oaks
SOLD in 4 Days @ 100% of List Price

707 Blue Oak Avenue, Newbury Park
Investor Representation

977 Falmouth Street, Thousand Oaks
SOLD @ 99% of List Price

2315 Avenida Otono, Thousand Oaks
Buyer Representation

660 Valley Oak Lane, Newbury Park
Investor Representation

648 Randy Drive, Newbury Park
Buyer Representation

852 Paseo Serenata, Camarillo
SOLD in 9 Days @ 100% of List Price

5520 Owensmouth #109, Woodland Hills
SOLD in 30 Days @ 99% of List Price

79 Farland Drive, Newbury Park
SOLD in 5 Days Buyer & Seller Representation

207 3rd Street, Newbury Park
Buyer Representation

4893 Edenbridge Road, Moorpark
Buyer Representation

30 Pringle Court, Newbury Park
Buyer Representation
COMPARATIVE MARKET ANALYSIS

DETERMINING YOUR HOME’S VALUE

LOCATION ● CONDITION ● PRICE ● COMPETITION ● THE MARKET

We’ll provide you with the most up-to-date comparative market analysis.
We’ll provide you with an interactive parcel map of your tract allowing you to see where the activity is.
We’ll review and weigh the differences between each home in your comparative market analysis with you.
We’ll go over with you the determining factors that influence the price of your home.

We’ll go over with you the dangers of overpricing.
We’ll go over with you the local market condition.
We’ll provide you with monthly Stat Reports for your local area.
You’ll then have the knowledge to determine your home’s value.

IT’S A TEAM EFFORT!

MARKETING
Crucial, getting the most exposure & all at OUR cost.

PRICE
Very important as well, how it affects marketing. (see graph on page 16)

PRODUCT
Upgrades, staging, repairs, preparing for anticipated challenges.

COMPETITION
Know what you’re competing against

TIMING
Days on the market, holiday seasons, tax time, school session. (see graph on page 17)

FINANCING
Important in specific markets, seller buy down, carry back.
THE HOME SELLING PROCESS
HOW IT WORKS

START
Evaluate your needs
Set the right price
Determine time frame
Sign Disclosures

Get showing feedback & make adjustments
Show to potential buyers
Prepare your property for sale
Implement a customized marketing plan

Receive offers
Negotiate offers
Accept offer
Sign contract

Assist with title process
Assist with inspection process
Assist with mortgage process
Begin closing process

Final walk-through
Assemble all documents and deliver to closing
Proceeds check delivered to you
SOLD
THE IMPORTANCE OF INTELLIGENT PRICING

Remember, the market determines the value of your home, not you or us. You need to price your home prudently from the beginning, when buyer interest will be high. A competitively priced home will attract a high percentage of prospective buyers.

STUDY PAST SALES:
Take the time to study past sale statistics for homes in your area and areas similar to yours. None will be identical, of course, but having a clear understanding of true market value is the first step in establishing your list price.

DO NOT OVERPRICE BECAUSE YOU HAVE TIME:
If the market is appreciating, this strategy may work, but if prices in your area are declining, you may quickly find yourself chasing a market and costing yourself money. And if the market is stable? Your home will sit.

THINK LIKE A BUYER:
What are the things that you value in a home? These are likely the same things that your buyer values as well. The property facing the interstate is going to be a tougher sell than the one with a mountain view. Your price should reflect how your home compares to the others offered for sale.
According to the National Association of REALTORS®, Profile of Home Buyers and Sellers, 2016 Study, 4 Weeks is the median time a recently sold home was on the market.

**DO NOT CONFUSE ACTIVE LISTINGS WITH PAST SALES:**
It is important to be aware of your competition’s pricing, but this is often just an indication of what your home won’t sell for.

**LEAVE SOME ROOM FOR NEGOTIATION, BUT DON’T OVERREACH:**
Your price should give both parties room to maneuver, but if it is too high, you risk being perceived as unrealistic, and buyers will pass over your home.

**REACT SWIFTLY AND DECISIVELY.**
If your home is on the market and is not being shown, don’t hesitate to adjust your price.

**CRITICAL WEEKS WHEN LISTED:**
Pricing correctly helps you land a deal while competition for your home is hot.

---

According the National Association of REALTORS®, Profile of Home Buyers and Sellers, 2016 Study, 4 Weeks is the median time a recently sold home was on the market.
The Equity Report
Your Own Estimated Net Sheet!

We will provide you with a seller's estimated net worksheet outlining the costs associated with selling your home. Allowing you to estimate your bottom line with a specific sales price.

### Seller's Estimated Net Worksheet

<table>
<thead>
<tr>
<th>Property Address:</th>
<th>Jim &amp; Sandy Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>121 Elm Road, Thousand Oaks, CA 91360</td>
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<table>
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<tr>
<th>Item</th>
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<tr>
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<td>Wire/Express Mail Fee for Payoffs</td>
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<td>Estimated Payoff on First Trust Deed</td>
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<td>1 Year Home Protection Plan</td>
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</table>

**Estimated Net Proceeds:** $443,101.00

NOTE: This estimated costs worksheet does not include prorations of taxes or any other items or accrued interest on existing loans and is subject to change based on actual terms at the time of final computation at the close of escrow.
WEEKLY & MONTHLY UPDATED REPORTS

You will receive weekly Comparative Market Analysis (CMA) reports showing any comparable changes, such as new listings as well as price and status changes. Monthly you will receive local Statistical Report Data and comparative Market Breakdown Reports.
BUYERS & SELLERS COSTS - WHO PAYS WHAT

THE SELLER GENERALLY PAYS:

- Real estate commission
- Document preparation fee for deed
- Documentary transfer tax
- Any city transfer/conveyance tax (according to contract)
- Payoff of all loans in seller’s name (or existing loan balance if being assumed by buyer)
- Termite inspection (according to contract)
- Termite work (according to contract)
- Homeowner’s transfer fee
- Interest accrued to lender being paid off, statement fees, reconveyance fees and any preparation penalties
- Any judgments, tax liens, etc., against the seller
- Any unpaid homeowner’s insurance
- One year home warranty (according to contract)
- Recording charges to clear all documents of record against seller
- County and/or City transfer/conveyance tax (according to contract)
- Any bonds or assessments (according to contract)
- Escrow fees
- Tax proration (up to date of transfer)
- Title insurance premium
- Any and all delinquent taxes
- Repairs (according to contract)

THE BUYER GENERALLY PAYS:

- Lender fees
- Title insurance premium
- Escrow fees
- Loan document preparation (if applicable)
- Notary fees
- Recording charges for all documents in buyer’s name
- Tax proration (from date of acquisition)
- All new loan charges (except those preparation penalties required by lender for seller to pay if applicable)
- Interest on new loan from date of funding to 30 days prior to first payment date
- Assumption/charge of records fees for preparation penalties takeover of existing loan
- Tax proration for any taxes unpaid at time seller of transfer of title

Every transaction is different and the distribution of costs varies from escrow to escrow according to the agreed upon contractual terms. All portions of the purchase agreement are negotiable.

If there is any uncertainty whether an item is included in the sale or not, it is best to be sure that the particular item is mentioned in the purchase agreement as being included or excluded.
CHECKLIST: PREPARE FOR YOUR MOVE

8 WEEKS OUT
☑️ Get organized: Set aside a folder or file where you can put all your move-related paper work.
☑️ Start sorting: Decide what to keep, discard or donate. Be aggressive in your decision making.
☑️ Research moving companies: Check online for moving companies with positive reviews. Ask friends and family if they have any references.

7 WEEKS OUT
☑️ Get supplies: Buy packing materials: boxes, tape, markers and bubble wrap.
☑️ Plan a garage sale: As you go through your possessions, you’ll find things you don’t want to move. It’s a perfect time to lighten your load. In the process, you’ll make a few bucks at the garage sale to spend on moving expenses.

6 WEEKS OUT
☑️ Notify schools: If you have kids, get copies of their school records.
☑️ Medical records: Check with your doctor to get copies of your family’s medical records.

5 WEEKS OUT
☑️ Book a moving company: Pick a company you feel confident with and confirm the move details.

4 WEEKS OUT
☑️ Start packing non-essentials: Begin boxing up the things you won’t need right away. Make sure to label the boxes.
☑️ Notify utilities: Start the process of closing out utility service at your current place and getting utilities set up at your new residence.
☑️ Notify your landlord: If you’re moving from a rental, let your landlord know. Find out when you can have your security deposit returned.

3 WEEKS OUT
☑️ Strategize your food situation: Use up food items that you don’t want to move. Plan ahead to have nothing left in your freezer/pantry.
☑️ Pets and plants: Make arrangements to get your animals and plants to your new home.
☑️ Change your address: Complete a change of address form on the USPS website. Notify banks and credit cards of your new address.
☑️ Transfer insurance: If your current home is covered, check with your agent to transfer the policy to your new home.
☑️ Take care of your car: Have your car serviced, especially if you’re embarking on a long-distance move.

2 WEEKS OUT
☑️ Pack with a vengeance: Now’s the time to start boxing up most everything left in your home.
☑️ Coordinate your valuables: If you have jewelry, heirlooms or other valuable items, sequester them from the main move. Transport them yourself.
☑️ Make a clean move: If your new place needs a thorough cleaning, make arrangements to have it scrubbed before you arrive.
☑️ At your disposal: Properly dispose of any items that can’t be moved such as cleaning materials, etc.

1 WEEK OUT
☑️ Confirm and confirm again: Check in with your mover to confirm the time and date of the move.
☑️ Pack an essential kit: Prepare a suitcase with items you will need right away at your new place. Take it with you. Don’t load it on the truck.

1 DAY BEFORE
☑️ Keep important documents handy: Make sure to have any necessary documents with you.
☑️ Defrost and clear: Clean out your empty fridge and freezer. Check for any open food items.

MOVING DAY
☑️ Work with your movers: Help your movers by identifying fragile or large items right away. Be there when the movers load your items onto the truck. Sign the bill of lading when you’re satisfied that everything is accounted for. Take one final sweep.
If your property is currently listed with a Realtor, please disregard this notice. It is not our intention to solicit the offerings of other Brokers.
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