

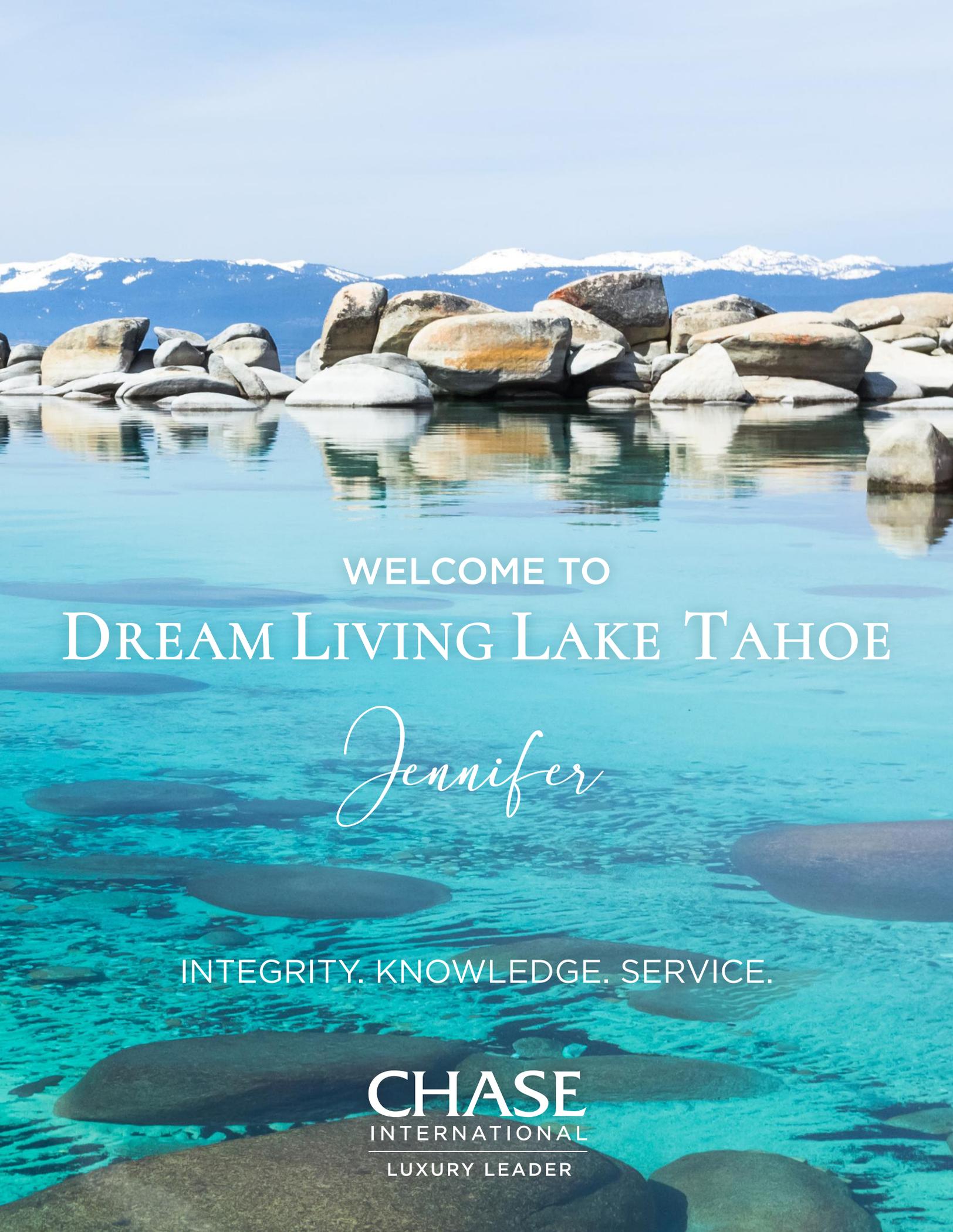
DREAM LIVING LAKE TAHOE

Seller's Guide

PHOTO BY
TYLER LAPKIN

CHASE
INTERNATIONAL

LUXURY LEADER



WELCOME TO
DREAM LIVING LAKE TAHOE

Jennifer

INTEGRITY. KNOWLEDGE. SERVICE.

CHASE
INTERNATIONAL
LUXURY LEADER

**At Dream Living Lake Tahoe we believe it takes
a team of trusted professionals to provide you
with premier service selling your property.**

JENNIFER BORWICK

CHASE INTERNATIONAL

TEAM LEADER | REALTOR® | CA 01957374
CLHMS, CERTIFIED LUXURY HOME MARKETING SPECIALIST
530 386 7502
531 NORTH LAKE BLVD/PO BOX 854,
TAHOE CITY, CA 96145

NIC THOMPSON

CHASE INTERNATIONAL

TRANSACTION COORDINATOR CA 02144724
916 342 5331
531 NORTH LAKE BLVD/PO BOX 854,
TAHOE CITY, CA 96145

DANIELLE SPITTLER

FIRST AMERICAN TITLE COMPANY

ESCROW OFFICER
530 583 6944
475 N LAKE BLVD, SUITE 203,
TAHOE CITY, CA 96145

TYKE BORWICK

HOMO HABILIS CONSTRUCTION

CA GENERAL CONTRACTOR 743914
3125 WATSON DRIVE
TAHOE CITY, CA 96145

KATIE RICE

GUILD MORTGAGE COMPANY

SENIOR LOAN OFFICER
530 582 9991
11050 PIONEER TRAIL, SUITE 201,
TRUCKEE, CA 96161

TYLER ST. PIERRE

CHASE INTERNATIONAL

VP OF CREATIVE
530 320 1182
985 DAMONTE RANCH PARKWAY, SUITE 240
RENO, NV 89521

MIKE FLANAGAN

CHASE INTERNATIONAL

DIRECTOR OF SOCIAL MEDIA MARKETING
NV # BS.145857 / CA DRE # B.1952877
190 HWY 50 POST OFFICE BOX 10470
ZEPHYR COVE, NV 89448

INTEGRITY DESIGN PARTNERS

CUSTOM STAGING AND DESIGN
INTEGRITY-DESIGN.NET



530 386 7502
DREAMLIVINGLAKE Tahoe.COM



3105 CEDARWOOD DRIVE, TAHOE CITY
Sold in August, 2018
\$1,150,000

Jennifer embodies every positive quality that's important to me. She's prompt, insanely responsive, thorough, concise, efficient, candid, savvy, market-knowledgeable and confident in guiding her clients and managing her listings. Having purchased & sold a number of properties, including several during this crazy market, I needed an Agent that I could trust and truly count on to be accessible, diligent and resourceful throughout this remote listing/luxury listings at the same time as that of our tiny, vintage Tahoe cabin. Yet her attentiveness was second to none! She made me feel like our cabin was her #1 priority. We couldn't have chosen a better agent with on the sale of our cabin.



55 TAHOMA, DOLLAR POINT
Sold in November, 2021
\$5,500,000

We just closed escrow recently on our historic eighty year old Tahoe cabin that we have owned for over twenty years. We had lots of updating to do before we put it on the market, and Jennifer was great with her extensive network of tradespeople and her follow up to make sure things happened on time. We had multiple offers over the asking price, and successfully closed escrow in thirty days. What more could you ask for? I would definitely recommend using Jennifer to list or sell your Lake Tahoe property.



494 SWEETWATER DRIVE, MEEKS BAY
Sold in September, 2020
\$1,010,000

I researched several real estate firms in the Tahoe area and interviewed three of them, It was pretty clear right away that Jennifer was the agent for me. She was very well prepared with a personalized presentation and data specific to my house, and her attention to detail was impressive. She did an amazing job staging the house by focusing on quick fixes and getting the most bang for my buck, a lot of improvements that I could not have identified on my own. Not to mention, she has a wealth of trusted contacts in the area for various inspections, repairs, improvements, landscaping, etc. Jennifer's regular updates and feedback kept us on track throughout the selling process and resulted in a closing within my timeline at a good price. I couldn't have done it without her!"

Jennifer was the consummate realtor for us. We live two hundred miles away from our family vacation home. Jennifer gave us up-to-date comps; shared knowledge about our area; and got us listed quickly. She offered assistance with maintenance and repair by seeking estimates and overseeing the projects for us. She provided accessories from her staging business to help stage our home. She held Open Houses every weekend (2 over a holiday weekend)! We sold within a few weeks and closed easily. She also became a friend! Jennifer is extremely personable and easy to work with. She's dedicated to her clients and wants what's best for them. She kept in touch through emails and texts so we always knew what was happening. Best real estate experience we've ever had! Thanks, Jen.



premier serv



INTEGRITY. KNOWLEDGE. SERVICE.

home Why list your home with us?

KNOWLEDGE

As a dedicated real estate professional, I am qualified to guide you through the process of selling your home. I use my skills in home preparation, market analysis, negotiation, marketing, and contracts to help you meet your goals.

TRUST

Selling a home can be one of the most important transactions in your life. Because of this, it is important you choose to work with someone you trust and believe is a market expert with integrity. This is a responsibility I take very seriously. Simply stated, your success, is my success.

LOCAL EXPERTISE

Understanding the local economic factors, neighborhoods, seasonal patterns and how those affect the selling market is vital to your timing and final sales price. I have access to an entire team of vendors who can assist you in preparing your home and bringing it to market in the best condition possible. I am dedicated to making the sale of your home as stress-free as possible. Allow us to do the legwork to assist you, so you can come to market ready to sell for top dollar.

MARKETING

At Chase International, we have an entire marketing department devoted to your sale process. Whether it is video, print, or internet reach, we have the creativity and vision to create an unbeatable marketing package for you. We have sold billions of dollars of real estate, a testament to this team. *I will personally develop a marketing strategy for your property and execute it with perfection.*

From Digital media, to knowing which photographer to hire, I pride myself on my marketing, and stand behind my value statement of "showing off your home in its best light".

PREPARING YOUR HOME FOR SALE

A home that shows off its best qualities and attributes to your potential buyer stands the highest chance of selling for the maximum price. Allow me to help guide you through your sale and strategize with you on how to create a superlative product. From creating a full disclosure packet, to offering you my years of experience in staging and renovation, I promise you I am devoted to selling a home that not only shines, but stands out in the crowd.

ice



guiding success

ESCROW TIMELINE

Let us be your guide to a successful stress-free sale

PRE-LIST TO CLOSE OF ESCROW

PRE-LISTING PREPARATION:

- Inspections/Repairs as determined
- Re-inventing your home for maximum appeal
- Chase Ready - stand out from the crowd
- Marketing - creating the story of your house
- Pre-MLS marketing - Realtor buzz

ON MARKET ACTIVITIES:

- Broker's Open house for all Tahoe Sierra agents
- Showings - Potential buyers and agents to preview home
- Marketing through MLS, digital, social media, advertising, open houses
- Provide feedback to sellers with weekly updates

IN ESCROW:

- In contract - Escrow Timeline provided with all pertinent dates
- Negotiating repairs if necessary
- Release of all contingencies
- Final walk-through for buyers
- Close of escrow and recording

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proven strat



THE ROAD TO SUCCESS

Distinguish your property from everyone else

INSPECTIONS

Home Inspection
Pest Inspection
Sewer Inspection

REPAIRS AND/OR ESTIMATES

Based on Home Inspection
Painting
Water heater strapping
Smoke and CO detectors

SELLERS DISCLOSURES

Prepare all documents for buyers

PREPARE MARKETING

Photography and drone
Video
3D tour
Property website
MLS listing
Email campaigns
Social media marketing

REPORTS

Bid for BMPs
Natural Hazard Report
Defensible Space Inspection
Title Report

DETAILED CLEANING

Carpet cleaning
Window cleaning
Yard clean-up

Proper preparation of your home is part of my proven strategy
to sell your home for the most money.

Allow Jennifer and her team to handle all the details from start to finish.

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maximize resu

WHEN EVERY DETAIL COUNTS

The importance of staging

Whether you are selling a classic tahoe a-frame, or a lakefront estate, the value of staging your home cannot be under - estimated.

I have personally re-designed, staged, and assisted in the transformation of hundreds of homes. Let me and my team evaluate your property and take the reins on re-defining your product.

83%

Of buyer's agents reported that staging makes it easier for buyers to visualize the property as their future home

5%-23%

Is the reported average increase in sales price from staging a home

23 DAYS

Staged homes sell faster (Average number of days on market)

5%-15%

Average return on investment (ROI) reported by 75% of sellers with an initial investment of 1%





chase real



PRE-LISTING PREPARATION

Chase Ready

Stand out from the crowd

With Chase Ready, your home will stand out from the crowd by providing buyers full transparency on the condition of your home. Buyers will know what they are purchasing and can make an educated and confident decision when making an offer on your property.

What distinguishes a *Chase Ready* Property?

Prior to putting your home on the market, Chase Ready Properties have completed these requirements:

- ✓ **Full Home Warranty for Buyers:** Coverage for the sellers during the listing period
- ✓ **Property Inspection**
- ✓ **Fully Completed Disclosures**
- ✓ **Preliminary Title Search**
- ✓ **Completed Natural Hazards Disclosure Report**
- ✓ **Completed Sewer Clearance if necessary**
- ✓ **Defensible Space Evaluation if necessary**

Why choose to sell your home with *Chase Ready*?

Benefits to sellers

ATTRACT BUYERS

Buyers are more attracted to purchasing homes with the most complete information available.

ELIMINATE SURPRISES

Eliminates virtually all major surprises that often occur during the property inspection process.

SAVES TIME & MONEY

Allows you to complete potential repairs and improvements in the most cost-effective manner. By completing repairs prior to putting your home on the market, you have the opportunity to find competitive bids on repairs.

REDUCES STRESS

Greatly reduces the stress and lost time of canceled transactions due to repair requests.

Benefits to buyers

ASSURANCE

Chase Ready Properties provide buyers with the assurance that they are purchasing a home with the most complete information available.

CONFIDENCE

Chase Ready Properties enable buyers to make educated and confident decisions when writing a purchase offer.

SECURITY

Chase Ready properties protect the buyers from the high cost of unexpected systems repairs during the first year of their purchase.

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Property Marketing Plan



CUSTOM PROPERTY WEBSITE

Chase will design and produce a multiple page responsive website to build value for your home by showcasing the story of the design, architecture, lifestyle and location. The custom website will include links to disclosures/report (with approval), special features, photos, and videos.



LIFESTYLE PROPERTY VIDEO

Full Property Video - Lifestyle

Chase will produce a 2-3 minute lifestyle video featuring your home, how the home lives and lifestyle of the area.

Short Social Video - Lifestyle

Chase will produce a short and punchy high impact video edit of the above video for use in digital advertising with quick transitions that leave the viewer wanting more and driving views of the custom website.

View Video Examples: chaseinternational.com/8833-rubicon

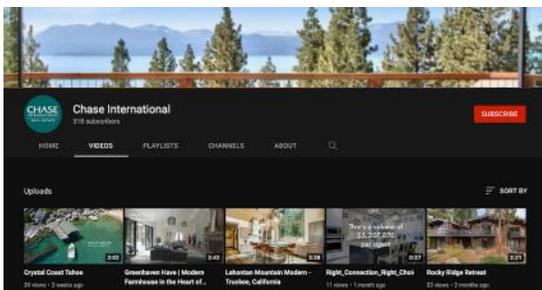


SOCIAL MEDIA ADVERTISING

Chase will design and manage a Facebook digital advertising campaign featuring your home that drives viewers to your properties' custom website.

AUDIENCE & DISTRIBUTION

- Qualified buyers who live in the affluent Northern California zip codes
- Boosted ads on Facebook, LinkedIn, YouTube & Instagram



DIGITAL ADVERTISING

Chase will promote your lifestyle property video on the following Chase International and agent digital media channels:



Property Marketing Plan



CUSTOM STAGING: INTEGRITY DESIGNS

Your home will be elevated with custom high-end staging that will entice your buyers and make your property stand out.

Integrity-Design.net



EMAIL MARKETING: ARTISAN GROUP

Chase will promote your home with The Artisan Group, an alliance of select independent luxury real estate firms throughout California, Northern Nevada, and London, collaborating for the benefit of our companies, agents and clients. Your home will be featured in this exclusive email that is delivered to the top Northern California independent agents.

AUDIENCE & DISTRIBUTION

- Top Northern California independent real estate agents



HOMES AND LAND

Leverage our powerful marketing platform to get your property in front of eager, qualified home buyers. Gain exclusive exposure through both digital and print channels to expand your reach.

Serving the California communities of Alpine Meadows, Carnelian Bay, Cisco Grove, Homewood, Kings Beach, Lake Donner, Lake Tahoe N., Northstar at Tahoe, Soda Springs, Sugar Bowl, Squaw Valley, Tahoe City, Tahoe Vista, Tahoma, and the Nevada communities of Crystal Bay & Incline Village.



MOUNTAIN LIVING MAGAZINE

Chase will promote your home in Mountain Living. Mountain Living magazine celebrates the high country's best architecture, home design, interiors and mountain destinations.

AUDIENCE & DISTRIBUTION

- 170,221 total readership per issue
- 70% of readers plan to purchase a home in the next 2 years

Property Marketing Plan



DIGITAL POSTCARD MARKETING

Chase will design and produce a responsive email campaign templates that will be available for all Chase agents to send to their database. The email will also be delivered to all four Reno-Tahoe MLS, and key Chase affiliates.

AUDIENCE & DISTRIBUTION

- Listing agent's database with 1,000+ recipients
- 2,500+ agents in the four Reno-Tahoe MLS
- Chase affiliate and partner database



LUXURY FOLDING PROPERTY FLYER

Chase will produce beautiful glossy property flyers to showcase your property to potential buyers and real estate agents.

DISTRIBUTION

- Glossy property flyers will be showcased in Chase offices, all open house events and property showings



LUXURY PORTFOLIO INTERNATIONAL

Chase will showcase your home through Luxury Portfolio. Luxury Portfolio delivers access, insights and sophisticated guidance to discerning clients around the world.



PROPERTY PREMIERE

Chase will showcase your home with a broker open house event when it comes to market. The event is attended by the top Truckee and Tahoe real estate agents.

WHEN HOME IS LAUNCHED

- Food, Drinks, Music
- Exclusive invite to all agents around the entire lake
- 2 exclusive open houses, one neighborhood invite, one for the public



TAKE YOUR SALE TO THE NEXT LEVEL
DREAM LIVING LAKE TAHOE

INTEGRITY. KNOWLEDGE. SERVICE.

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INTERNATIONAL

LUXURY LEADER



ONE COMPANY. **ONE HEART.** ONE PHILOSOPHY
NEARLY \$2.5 BILLION IN ANNUAL SALES.

Chase International is one of the nation's most successful independent real estate firms specializing in unique and distinctive properties in the Tahoe and Reno region. With more than 350 compassionate and determined REALTORS® in 12 locations, we are committed to our clients' success. We have more qualified luxury professionals and top lakefront specialists with the experience and connections to serve all your needs.

We empower people to achieve unlimited possibilities, make magical life decisions, and bring peace and harmony into their lives. This is our secret power. Put the *Chase Power of Success* to work for you.

THE LEADER IN LUXURY REAL ESTATE | CHASEINTERNATIONAL.COM



JENNIFER BORWICK

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