

Roy Hernandez & Associates

2019 Marketing & Listing Presentation

2830 N Brea Blvd. Fullerton, CA. 92835

949-922-3947 | RoyaltyAgent@gmail.com | www.RoyalAgent.net



Roy Hernandez & Associates

2017 Pre-Listing Package

Presented by
Roy Hernandez

3000 E. Birch St., #102, Brea CA. 92821

949-922-3947 | RoyaltyAgent@gmail.com | www.RoyalAgent.net



Roy Hernandez & Associates



Roy Hernandez & Associates is a group of highly dedicated, experienced, ethical, and progressive real estate professionals. Their collective goal is to “always be the best and give the best customer service to their clients”. They represent the highest level of integrity and professionalism making them one of the most dynamic and successful network of agents working in the real estate industry today. With almost 23 years of full-time Orange county real estate experience, we’ll strive to help you achieve your real estate dreams by minimizing concerns you may have at the onset of negotiations and assure you that your real estate transaction will be handled with expert precision.

“I am proud to be associated with TNG Real Estate. TNG Real Estate is an excellent company for me to grow as a professional real estate agent. Management and support staff have been committed to my success as an agent and as a person. I have nothing but praise for the TNG family and I look forward to using my expertise towards my client’s complete satisfaction. I have two wonderful kids ages 22 and 20. I like to think I parent them in the “ways of the world”, but many times they help me grow as a person. I’ve been mostly selling REO/foreclosure properties for the past 11 years. When I’m not selling and buying houses for clients, I love to experiencing all that life has to offer- the outdoors, spending time with family & friends, sports, music, concerts, and dancing.”

Roy A. Hernandez





Professional Home Staging



....your home will always shine!



Homes and Land Magazine Partnership

TNG Real Estate has partnered with Homes and Land Magazine, one of nations most respected real estate advertising mediums. This full color magazine is readily available at many grocery chains and local businesses and throughout Southern California. In addition, Homes and Land offers new avenues to promote your home through many additional websites.

Company	Monthly Uniques	Company	Monthly Uniques
boston.com ** <small>Listings priced \$600,000 & above</small>	540,000*	Locanto	170,000*
CLR search	180,000*	The New York Times ** <small>Listings priced \$600,000 & above</small>	60 million*
Condo.com ™	15 million*	NYTimes.com ** GreatHomes <small>Listings priced \$600,000 & above</small>	700,000*
DR <small>DATA REAL ESTATE</small> <small>Listings priced \$750,000 & above</small>	453,000*	OLX	3.2 million*
BETA FRONTDOOR <small>POWERED BY REA</small>	700,000*	oodle	6.9 million*
HomeGain	860,000*	propertyindex.com	402,000*
HomeScout	17,500*	trulia ®	20 million*
hotpads.com ™ <small>The place to find your place™</small>	6 million*	Real Estate Journal.com <small>aka THE WALL STREET JOURNAL</small> <small>Listings priced \$700,000 & above</small>	510,000*
HouseLocator.com ®	22,000*	YAHOO! REAL ESTATE	37 million*
Herald Tribune ** <small>INTERNATIONAL</small> <small>Listings priced \$600,000 & above</small>	700,000*	Zillow.com	32.1 million*



Unique Domain Name

6504ECaminoVista.com



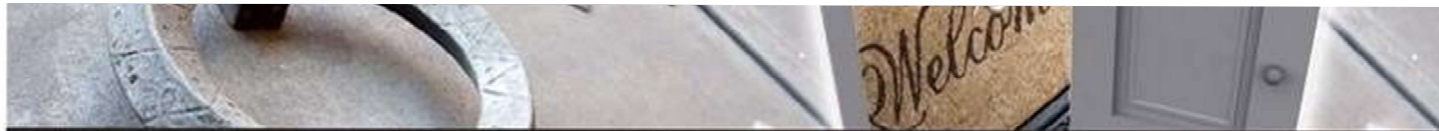
Roy Hernandez
(949) 922-3947 (Cell)

[My Website](#)

[Contact Me](#)

Windermere
Windermere Real
Estate / Preferred
Living
135 South State College,
#110
Brea, CA 92821
714.582.8048

*For all your mortgage
needs please contact:*
Ryan Grant



Goreous Brea North Hills Home



1675 Sandalwood Dr., Brea, CA 92821

Active

Price: \$685,000-\$745000

Beds: 4

Baths: 3 Full, 1 Half

+1 0

SHARE



[SLIDESHOW ▶](#)

[FULLSCREEN ⌵](#)



Home

Map

Video

Schedule
a Viewing

Schools

Financing



Hi-Tech Marketing

THE LISTING **LAUNCHPAD**

One place to launch all listing promotions at once.

LISTASSIST

Single Property Website Just Listed Postcard Property Flyer Door Hanger

Exterior Eco-Flyer

- Saves time, no refills
- Great curb appeal
- Water resistant
- Exclusive designs
- Multiple templates
- QR Code



Professional 3-D Video

The image shows a YouTube channel page for "RoyalAgent Brea Real Estate" (royaltyagent1's Channel). The channel's banner features a 3D video of a house at 11328 Cecilia St, Norwalk, Ca, with the text "Welcome To 11328 Cecilia St Norwalk, Ca". The video player shows a progress bar at 0:04 / 1:28 and a resolution of 360p. Below the video, the title "Roy Hernandez FOR SALE in Norwalk" is displayed, along with the source "From: royaltyagent1" and the date "Aug 4, 2011" with "33 views". The channel has 85 uploads and 1 favorite. The uploads list includes "Charming REO/bank owned condo in Yorba" (73 views - 1 year ago) and "Gorgeous REO/Bank owned foreclosure in" (83 views - 1 year ago). The favorite list includes "Brea Varsity March" (royaltyag... - 108 views).

YouTube

Search Browse Movies Upload

royaltyagent1

Post Bulletin Settings Themes and Colors Modules Videos and Playlists

RoyalAgent Brea Real Estate
royaltyagent1's Channel

All Uploads Favorites

11328 Cecilia St
Norwalk, Ca

Welcome To

0:04 / 1:28 360p

Info Favorite Share Playlists Flag

Roy Hernandez FOR SALE in Norwalk
From: royaltyagent1 | Aug 4, 2011 | 33 views

Like

Uploads (85)

Charming REO/bank owned condo in Yorba
73 views - 1 year ago

Gorgeous REO/Bank owned foreclosure in
83 views - 1 year ago

see all arrange

Favorites (1)

Brea Varsity March
royaltyag... - 108 views

see all arrange

Custom Indoor Property Flyers

GORGEOUS AND CHARMING!

Turnkey/Move In Condition



11328 CECILIA

Norwalk, CA. 90650

\$299,900- \$315,000

Gorgeous Norwalk home located on the Norwalk/Downey border (Downey across the street). House shows immaculate! Quiet neighborhood. Lots of upgrades including new windows, newly remodeled kitchen (new custom cabinets & roll out drawers), new appliances, new 220v wiring, new central air and heating, new copper plumbing throughout, new paint and carpet, newer 30 yr roof, scraped ceilings, plaster walls (no drywall), bathroom has been upgraded, custom BBQ, wired for surround sound, new paint and stucco outside, canned lighting in kitchen, ceiling fans throughout, new landscaping, and more. Also, Backyard patio and BBQ area perfect for entertaining!

Windermere
REAL ESTATE
www.RoyalAgent.net



Roy Hernandez
"Where clients are Roy-alty"
949-922-3947
714-582-8000 x.8048
Roy@RoyalAgent.net
See video and more photos
at www.RoyalAgent.net



All information contained herein is supplied by the seller to the best of his/her knowledge, but is subject to verification by the purchaser, and the broker assumes no responsibility for the correctness thereof. In accordance with the law, this property is offered without respect to race, gender, color, creed, familial status, national origin or handicap.



135 South State College, #110 Brea, CA 92821 714-582-8000

Discounted Title, Escrow, and Commission Fees

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Professional Financing Flyers

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732 Arbolado Dr, Fullerton

DESIRABLE FULLERTON LOCATION!

MLS: P813156
Price: \$799,000.00
Taxes: \$9,987.50
Year Built: 1964
Sq. Feet: 2403
Bedrooms: 4
Bath: 2
School District: Fullerton Joint Union

Highly customized home w/entertainer's dream backyard. Owner spent thousands for interior & exterior upgrades. Gorgeous property w/ huge park-sized backyard & large RV sized areas on each of the house. Interior upgrades include newer exterior/interior paint, newer dual air conditioners, newer remodeled baths, remodeled kitchen (new cabinets, w/rollout drawers, granite counters, newer appliances, granite kitchen island, 5 burner stove, lazy Susan, doubleoven, wood floors, scraped ceilings, & recessed lighting), new dual pane windows throughout, crown molding throughout, custom bay window in living room, mahogany double door at entry.

For special financing options please contact Matthew Miede @ (949) 705-0573



5/1 ARM LIBOR (10% Down)		5/1 ARM LIBOR (20% Down)		30 Year Fixed (20% Down)	
Purchase Price	799,000.00	Purchase Price	799,000.00	Purchase Price	799,000.00
Down Payment	79,900.00	Down Payment	159,800.00	Down Payment	159,800.00
Loan Amount	719,100.00	Loan Amount	639,200.00	Loan Amount	639,200.00
Interest Rate	3.75% (3.638% APR)	Interest Rate	3.5% (3.413% APR)	Interest Rate	4.875% (4.957% APR)
Points	0.000	Points	0.000	Points	0.000
Closing Costs	6,000.00	Closing Costs	6,000.00	Closing Costs	6,000.00
Cash to Close	85,900.00	Cash to Close	165,800.00	Cash to Close	165,800.00
Monthly P&I (or Interest Only)	3,330.26	Monthly P&I (or Interest Only)	2,870.29	Monthly P&I (or Interest Only)	3,382.70
Monthly Taxes	832.29	Monthly Taxes	832.29	Monthly Taxes	832.29
Monthly MI	311.61	Total Monthly Payment	3,702.58	Total Monthly Payment	4,214.99
Total Monthly Payment	4,474.16				



Windermere
REAL ESTATE
Preferred Living

Roy Hernandez
Windermere Preferred Living
Royaltyagent@gmail.com
(949) 922-3947
DRE# 01202958



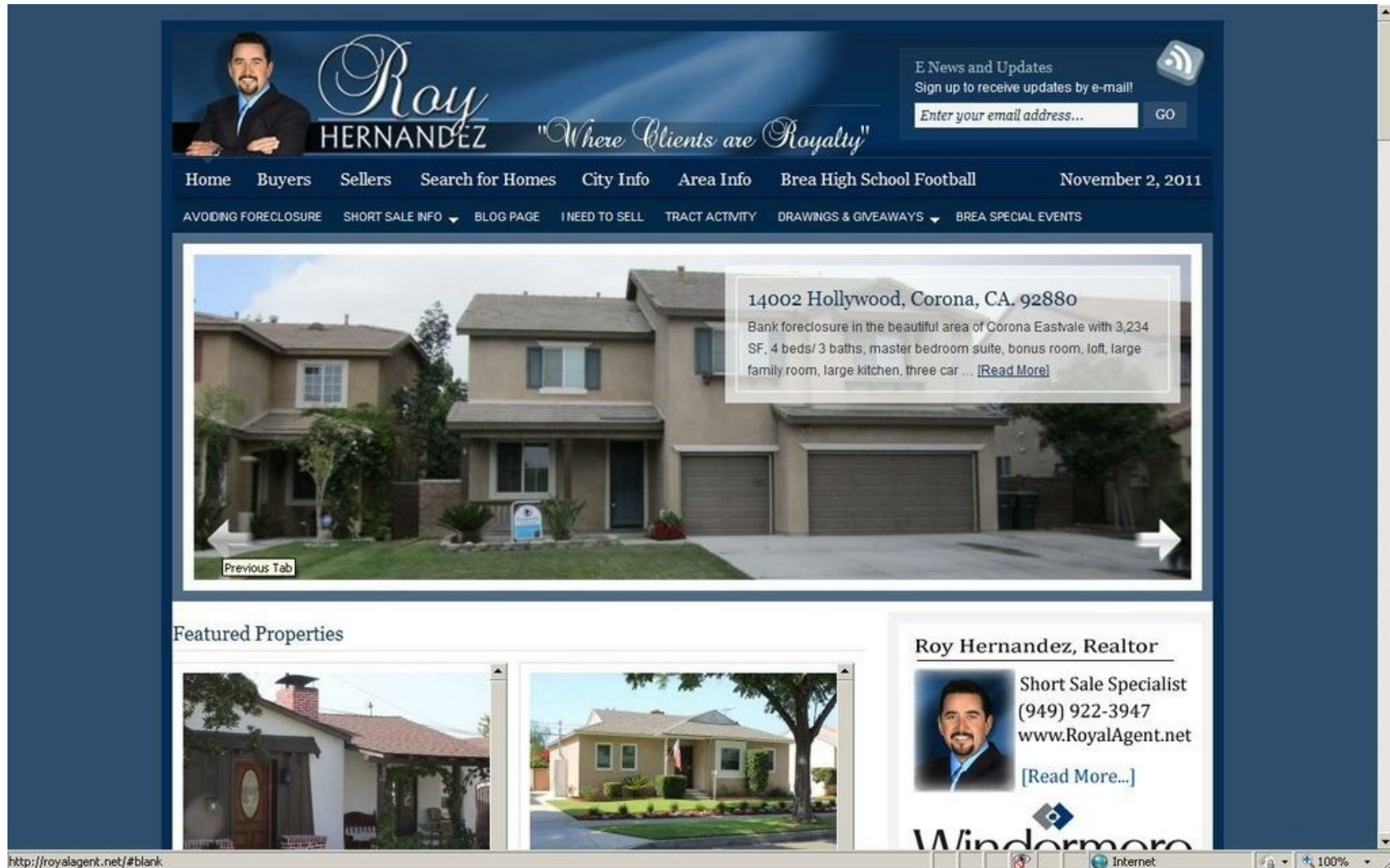
imortgage™

Matthew Miede
matt.miede@imortgage.com
(949) 705-0573
http://www.imortgage.com/matthew.miede
NMLS ID 470783



The results provided above are intended for comparison purposes only and accuracy is not guaranteed. The Loan Comparison does not ensure the availability of, or your eligibility for, any specific product offered by any particular lender and/or is not a commitment to lend. Rates are subject to change and are based on credit score. The APR is estimated. FHA examples above do not calculate low or high closing cost factors and may not reflect the maximum LTV financing available in your state. Maximum loan amounts for your county should be verified at www.fhud.gov.

Professional SEO Website



Zillow Premiere Agent

adez AGENT
re Real Estate Southern CA

Email: E-mail
Phone: (949) 922-3947
Website: <http://royalagent.net/>

Back to Windermere Real Estate Sc

Homes Rentals Mortgage Rates Advice Professionals Local Info Blog more

Profile

> Overview

> Photos (1)

Listings (3)

Reviews (0)

Print page

Want to edit your profile? Go to the private view. Views: 13

Roy Hernandez PREMIER AGENT
★★★★★ (Be the first to write a review)
Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★
[Contact](#) [Write review](#) [Share profile](#) [+1](#)

Real Estate Professional

Real Estate Professional

Contributions: 1
Screen name: Roy Hernandez
Member since: 09/30/2011
[View my listings \(3\)](#)

Address: Windermere Real Estate Southern CA
135 S. State College Blvd, #110
Brea, CA 92821
Phone: (949) 922-3947
E-mail: [E-mail](#)
Websites: [Website](#), [Blog](#), [LinkedIn](#)

About Roy Hernandez

I want to be the best person I can possible be in order to build positive personal and business relationships.
Specialties
I excel in communication skills, contact management, edge, languages, listening, marketing, Microsoft Windows 2000, networking, production, real estate, sales, settlements and Spanish.
Roy Hernandez's Experience

Contact Roy Hernandez

Roy Hernandez's Listings

[Heather Ave, La Habra, CA 90631](#)
House For Sale: \$314,900
Beds: 3
Baths: 2.0

[\(undisclosed Address\), Norwalk, CA 90650](#)
Pending: \$315,000
Beds: 3
Baths: 1.0

[538 Heather Ave, La Habra, CA 90631](#)
House For Sale: \$314,900
Beds: 3
Baths: 2.0

[View my listings \(3\)](#)

Download the #1 Real Estate app

Internet

Professional & Customized Branding



Web Syndication



Premiere Agent Showcase Status

Preferred Agent in Top Real Estate Search Engines

- 80% more buyer views
- Priority listing status for all buyer searches
- Easier buyer lead conversion

Benefit: More buyer views, more potential offers, lower commission cost.



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Quick buyer/agent feedback



“When a buyer and agent show your home, you’ll receive immediate feedback electronically”

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CONSULTANTS

Social Networking.....

- I actively participate in social media, and TNG trains its agents on how to most effectively use these sites to maximize marketing efforts

Benefit: I connect with more buyers, and can increase visibility of your home beyond traditional channels



craigslist



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Why TNG real estate?

Our Company

- Established in 1972
- 500+ agents with offices in Brea/La Habra/Los Alamitos/Fullerton
- Locally owned and operated
- Neighborhood knowledge and market expertise
- Serving all areas and property types

Benefit: Full-service firm to ensure a successful real estate experience

TNG Standards of Practice

- Embodies our commitment to the highest standard of service to clients
- Practical standards for the conduct of business

Benefit: You can be assured of a premium level of service, integrity and ethics when buying or selling your home through TNG.



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TNG Corporate Responsibility



At TNG, we believe that we have a corporate responsibility to give back to the community we live and work in. We desire to be proactive in helping to carry the burden of those in need within our own neighborhoods and local communities.

In order to meet this goal TNG has put together a team of Realtors® who spearhead social and economic causes that our company supports throughout our community through volunteer efforts and fund raising. This year's TNG's focus is on giving back to causes related to woman and children.

Organizations we are currently working with:

- The Sheepfold
- Stephen's Ministry
- Jr. Achievements
- U.S. Vets Advanced Woman's Program
- Neighborhood Housing Services
- Paper Recycling - Goodwill
- Paper Shred

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Timing the Market



Is there a best time to market your home?

- Yes, when you're ready!
- Although Spring does see an up-tick each year in pending sales, a large supply of new homes often outpaces the number of buyers, which can soften prices
- Let's discuss current market conditions and your personal goals to help us establish the right time for you

Benefit: TNG can help you position your home so that it stands out in the market and sells quickly

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Listing Input

Multiple Listing Service (MLS)

- One of the most important and effective tools to get your home sold
- Accurate, detailed and timely data input is essential
- We will ensure your listing is entered properly, giving you the advantage

Real Estate Websites

- Your property will also be listed on multiple real estate search engines and other sites like Yahoo. And we have access to exclusive tools that can keep your home posted consistently near the top of the list on craigslist.

Benefit: Vital information about your home will be available to the largest pool of buyers

NMLS Form 1 Rev. 5/10
Copyright 2010
Northwest Multiple Listing Service
All Rights Reserved

RESIDENTIAL Exclusive Listing Agreement (page 1 of 3)
LISTING INPUT SHEET

PROPERTY TYPE 1

ADDRESS * Indicates Required Information () Indicates Maximum Choice * Indicates "Yes" By Default LISTING #

* County * City * ZIP Code + 4

* Area * Community/District

Direction
☐ N ☐ S ☐ E ☐ W
☐ NE ☐ NW ☐ SE ☐ SW

* Street # (HSN) * Modifier * Street Name

Suffix
☐ Av ☐ Ct ☐ Blvd ☐ Dr ☐ Loop ☐ Road ☐ St ☐ Dr ☐ Trail
☐ Ave ☐ Cr ☐ Ct ☐ Av ☐ Hwy ☐ Plwy ☐ Road ☐ St ☐ Pl ☐ Way
☐ Ave ☐ Pl ☐ Dr ☐ Dr ☐ Place ☐ St ☐ Ct ☐ Terr

* Post Direction
☐ N ☐ S ☐ E ☐ W
☐ NE ☐ NW ☐ SE ☐ SW
☐ KPN ☐ KPS

Unit #

LISTING

* Listing Price * Listing Date * Expiration Date * Tax ID#

LOCATION

Lot Number Block Plat/Subdivision/Building Name * Preliminary Title Ordered
☐ Yes ☐ No

* MAP BOOK
☐ Thomas ☐ RR-Jeff ☐ RR-Thurs ☐ RR-Clallam ☐ RR-A-Clark ☐ RR-Grant ☐ RR-Yakima ☐ Unkown
☐ RR-Idaho ☐ RR-Mazon ☐ RR-Lewis ☐ RR-Grays ☐ Tolson ☐ RR-Idaho ☐ Yellow Pgs

* Map Page * Top Map Cont. * Side Map Cont.

PROPERTY INFORMATION

* Prohibit Blogging ☐ Yes ☐ No * Allow Automated Valuation ☐ Yes ☐ No * Show Map Link ☐ Yes ☐ No * Internet Advertising ☐ Yes ☐ No * Show Address to Public ☐ Yes ☐ No

* SOC (Selling Office Com.) Selling Office Commission Comments (40 characters maximum)

* Year Built ASF - Total (Square Feet) Lot Size (Square Feet)

AGENT INFORMATION

* I am Agent Name and Phone Listing Office Office Name and Phone



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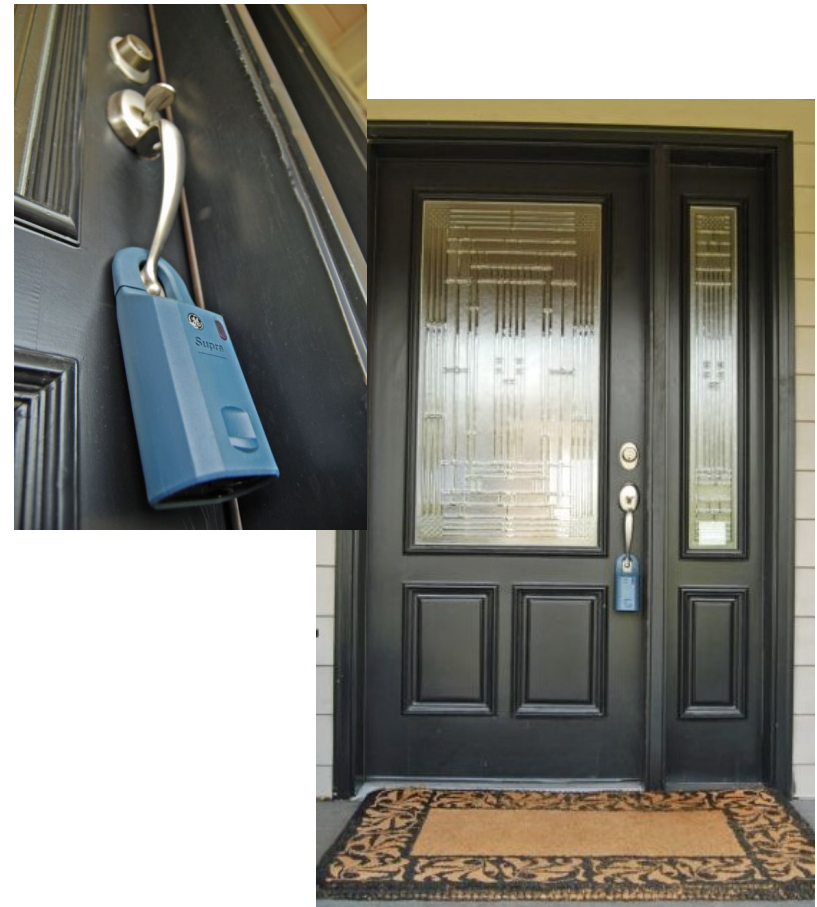
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Controlled Access

We use a state-of-the-art keybox system

- Allows access to members in good standing
- Controls access times
- Immediately tracks agents as they show the home

Benefit: Safe, secure and tracked access to your home



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Professional Photography



Professional photography
vs.
“point & shoot” camera



You only get one chance to make a first impression

- 95% or more of a seller's marketing efforts take place online
- Photographs make the difference
- We display professional, quality photography

Benefit: Your home will get more views and be more appealing to buyers

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Marketing, Flyers and Signage

Selling your property means the careful orchestration of advertising, marketing and public relations

- Getting buyers to your home and impressing them is our number one goal
- We use only the finest high-resolution print quality materials
- Over the years, our signage has become synonymous with quality listings



Open Houses

Seeing is believing

- 45%* of buyers use open houses as an information source when looking for a home
- Open houses create a “buzz” in your neighborhood

Benefit: We create traffic to enhance your home's exposure to real buyers



*National Association of REALTORS® 2010
Profile of Home Buyers & Sellers

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The Importance of Brokers Opens

- Allows immediate exposure to local brokers and their buyers
 - Provides immediate feedback from local professionals

Benefit: Brokers opens provide *real life*, accurate exposure to the brokers before they show your home to buyers



TNG

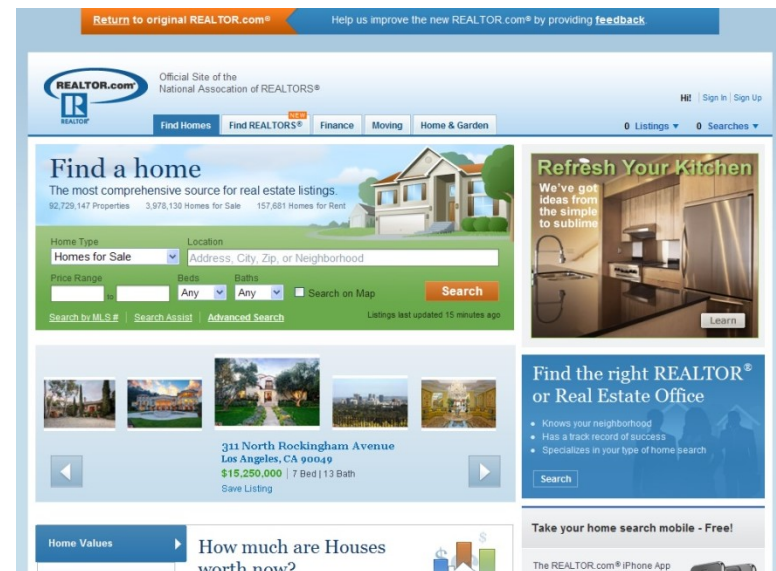
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REALTOR.com

Official Site of the National Association of REALTORS®

- Provides access to nearly 6 million visitors each month
- Features listings from every major Multiple Listing Service in the nation
- It's the world's largest single source of homes for sale

Benefit: Exposure on the most trusted real estate site in the country



TNG

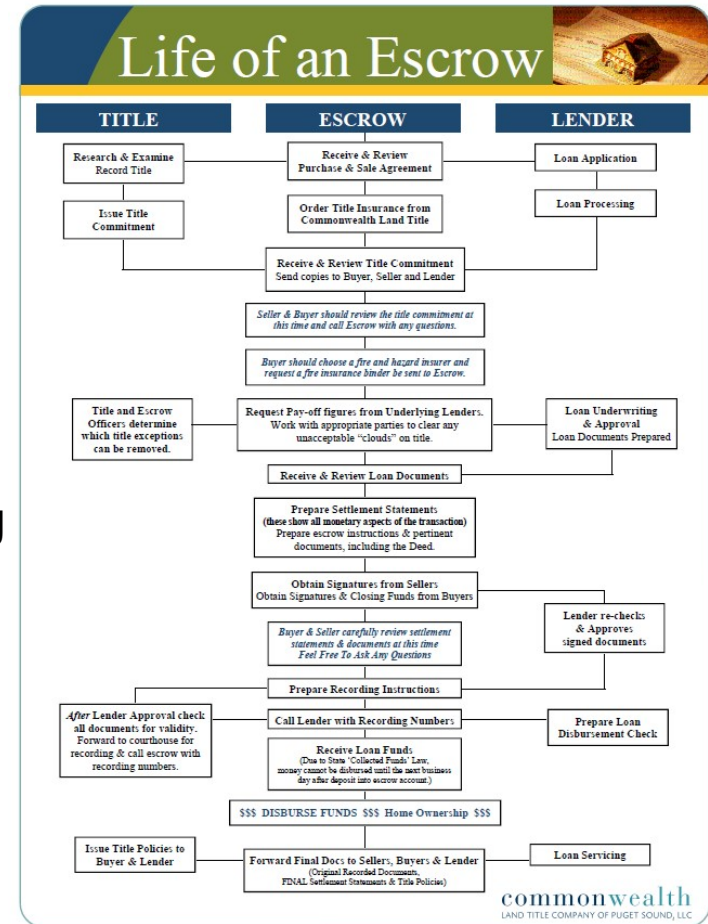
REAL ESTATE
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The Path to Closing

Our job is to guide you through the complex closing process with ease and awareness

- Proven systems and follow-up
- Timely updates communicated to you
- Extensive coordination between all closing service providers

Benefit: Timely closing of the sale of your home



TNG

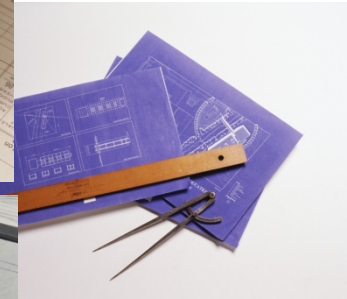
**REAL ESTATE
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Title Review Considerations

Prior to listing your home:

- Order a preliminary title report from a reputable title company
- Review the report for:
 - o Unforeseen liens or judgments
 - o Boundary disputes
 - o Unresolved title issues
 - o Restrictions, easements, CC&Rs

Benefit: Discovering issues sooner, rather than later, can save your transaction!



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Guiding you through the inspection



Home inspections are very important and we'll need to consider:

- Pre-inspection options
- Budgeting 1-2% of sales price for potential repairs
- How not to be offended when unknown problems are discovered
- Negotiating for fair and appropriate solutions
- Finding reputable contractors

Benefit: Realistic recommendations and solutions from TNG

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Keeping You Informed

We keep in touch to keep you informed

- Weekly updates by phone or email to communicate our progress
- Bi-weekly written reports to give you an update on the market and agent feedback
- 45 day analysis to re-evaluate where we've been and how we proceed

Benefit: Knowing the current market conditions will help you make the right decisions about marketing strategies for your home

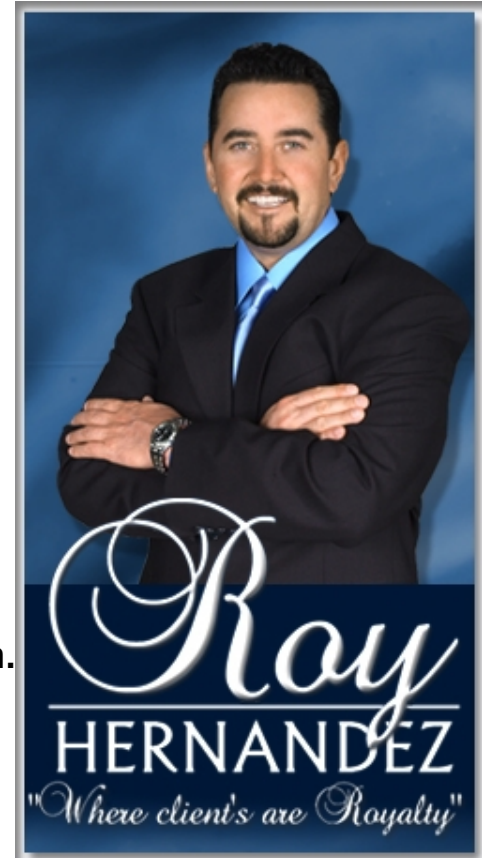


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Why Roy Hernandez?

- Real estate technology expert.
- 25 years full-time experience on Orange county.
- North/South Orange county specialist.
- Honesty, Integrity, Professionalism- "A Realtor you can Trust".
- My 100% commitment to sellers and buyers complete satisfaction.
- Commitment to community.
- No "Larger than Life Ego".



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