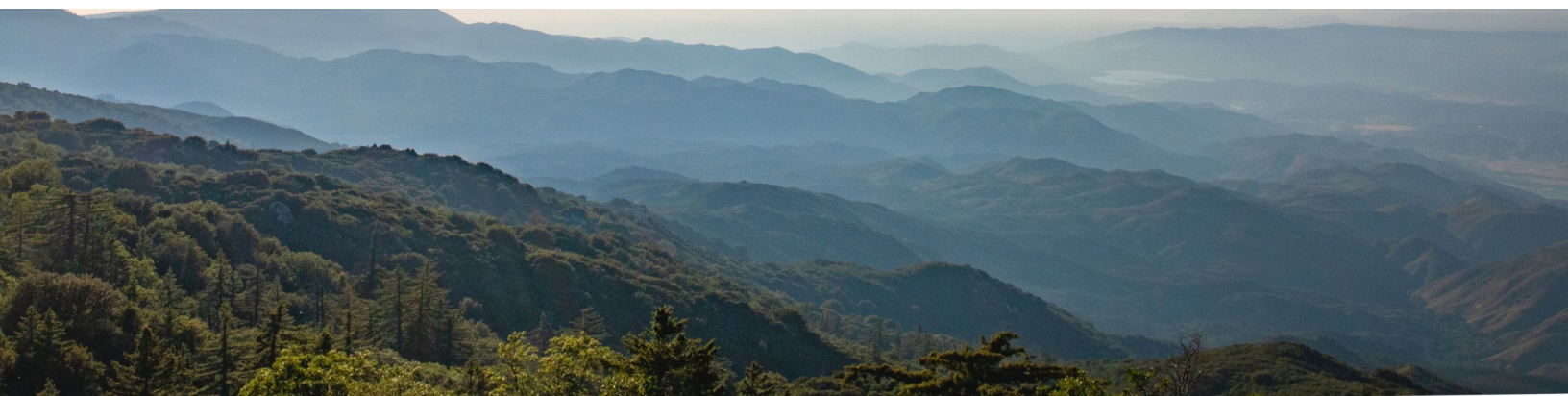


# TOP DOLLAR

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Get the most out of your property with our expert guidance



EXPERIENCED REALTORS® - PREMIUM SERVICES

# MANA MAHFOOZI | REALTOR® & BROKER ASSOCIATE



## Mana Mahfoozi

REALTOR® | Broker Associate

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DRE #01324956



## Guiding your real estate journey with expertise and experience.

Raised in Southern California and a long-time San Diego resident, Mana is well acquainted with the vast array of communities the region offers and understands the ever-changing marketplace.

Mana and her team bring 30+ years of realty experience with more than 750 sales.

Mana has mentored many agents in the area, teaching Real Estate related courses such as Contracts, Negotiations, and Compliance/Risk Management. She's been a part of the leadership teams at both Keller Williams (2015-2019) and AARE (2022-present). She holds an RMS (Risk Management Specialist) designation from the Association of Realtors, as well as a Broker's License.

Our vision is empowering individuals with the knowledge and expertise to achieve their real estate goals and dreams, leaving a lasting legacy for generations to come.

Our mission is to guide you through your real estate journey with unwavering honesty and integrity, dedicated to helping you realize your dreams of homeownership and wealth building through personalized attention and education. Whether you're a buyer or seller, our client-focused approach ensures your best interests are our top priority. With a wealth of experience and honed negotiation skills, we adeptly navigate a spectrum of real estate scenarios – from assisting first-time homebuyers and collaborating with seasoned investors to facilitating all types of residential and commercial sales as well as managing rentals.

We pride ourselves on giving back to our community every year, whether it's through monetary donations to non-profits or volunteer opportunities. Do you have a favorite non-profit? We'd be happy to make a donation to them when you sell or buy with us.

We are your One-Stop Shop Nationwide: Residential, Commercial, Property Management & Loans

We have you covered: Resales, New Construction, Manufactured Homes, Senior Communities, Military, Luxury, Relocation, 1031 Exchanges, Probate/Trust/Short Sales, REOs.



# Expertise | Trust | Commitment

Ready to sell your home for the best possible price? Look no further than Mana Mahfoozi, your trusted real estate expert with a proven track record of success. With Mana's extensive knowledge, personalized approach, and unwavering commitment, selling your home has never been easier.

Here's why you should choose Mana Mahfoozi as your selling partner

- **Maximum Exposure:** With strategic marketing and a vast network, Mana ensures your home reaches the right buyers, maximizing exposure for a quick and profitable sale.
- **Pricing Expertise:** Mana's deep market knowledge enables her to set the optimal listing price, attracting serious buyers and ensuring the best return on your investment.
- **Personalized Strategies:** Mana tailors her selling approach to highlight your home's unique features. From staging advice to captivating visuals, she makes your property stand out in the competitive market.
- **Expert Negotiations:** As a skilled advocate, Mana negotiates on your behalf, guiding you through offers and counteroffers to secure the most favorable terms and conditions.
- **Hassle-Free Transactions:** Mana's meticulous attention to detail and transaction management expertise guarantee a seamless selling experience. She handles the complexities, allowing you to focus on what matters to you.

Don't settle for less when it comes to selling your home. Contact Mana Mahfoozi and discover how her expertise, dedication, and personalized approach will make your selling journey a success.



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## OUR COMMITMENTS TO YOU



Our aim is to provide you with the highest level of customer service and satisfaction.

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- We will always treat you with the utmost courtesy and respect.
- Any information you share with us will be held in strict confidentiality.
- We will develop a personalized marketing plan specifically for your home and invest the necessary time and resources to effectively promote it.
- You can rely on us to provide you with a well-informed pricing strategy.
- Our team will offer expert recommendations to ensure your home is prepared for sale.
- We are committed to being transparent about any factors that may affect the sale of your home.
- You can expect to receive regular updates from us and we will be in immediate contact with you when an offer is received.
- Our skilled negotiators will work to secure the best possible price and terms for your home.
- We will handle all the necessary paperwork, escrow, and closing procedures with your best interests in mind.
- We recognize the value of your time and will always respect it. Maximizing Your Home's Visibility: A Comprehensive Marketing Plan for Selling Your Property

# 7-STAGE PLAN OF ACTION TO SELL YOUR HOME



Every home is unique and needs a specific marketing plan that has been hand tailored by our team of professionals. Our comprehensive 7-Step marketing plan will get your home seen by thousands of motivated buyers.

Our team of experienced designers, writers, and web experts work together to create a custom marketing strategy that highlights the best features of your property.

## STAGE 1 – The Right Agent:

Appointing a trustworthy agent is the first step towards selling your home. A real estate agent can offer you invaluable advice, experience, and knowledge, making the entire process of selling your home smoother and more efficient. The right agent can help you set the right price for your property, market it effectively, and navigate the often-complicated world of home sales.

## STAGE 2 – Preparing Your Home For The Market:

Preparing your home for the market is the second step towards selling your home. This involves making necessary repairs, decluttering, depersonalizing, and staging your home to appeal to potential buyers. Investing time and money into these activities can help you sell your home faster and at a higher price.

# 7-STAGE PLAN OF ACTION TO SELL YOUR HOME

Continued



## STAGE 3 – Composing A Marketing Campaign:

The third step towards selling your home is composing a marketing campaign that will let the world know your property is for sale. An effective marketing campaign includes professional photography, virtual tours, and advertising on social media, real estate websites, and other relevant platforms. An experienced agent can help you create a marketing plan that targets the right audience and maximizes your chances of finding the right buyer.

From creating a visually stunning custom landing pages to writing compelling descriptions and producing professional-quality photographs, we ensure that your property is presented in the best possible light to potential buyers.

## STAGE 4 – Showtime:

The fourth step towards selling your home is providing access to prospective buyers. This involves scheduling open houses, private showings, and virtual tours. Make sure your home is always clean and presentable, and provide all the necessary information to potential buyers, such as disclosures and property reports.

## STAGE 5 – The Right Offer:

Receiving and negotiating offers is the fifth step towards selling your home. An experienced agent can help you evaluate offers, negotiate the terms of the sale, and ensure that you get the best possible deal. They can also help you navigate any legal or financial issues that may arise during this stage.

# 7-STAGE PLAN OF ACTION TO SELL YOUR HOME

Continued

With our expertise and attention to detail, you can be confident that your property will receive the maximum exposure it deserves.

## STAGE 6 – Keeping The Deal Alive:

Managing the escrow properly is the sixth step towards selling your home. This involves working with a title company, providing necessary documentation, and making sure that all parties involved in the transaction are meeting their obligations. An experienced agent can help you manage the escrow process and keep the deal alive.

## STAGE 7 – Closing The Deal:

The seventh and final step towards selling your home is closing the escrow. This involves signing all the necessary paperwork, transferring ownership of the property, and receiving payment for the sale. An experienced agent can help you navigate this final stage and ensure that the transaction goes smoothly.

# MAXIMIZING YOUR HOME'S VISIBILITY

A Comprehensive Marketing Plan for Selling Your Property



## Maximize the Exposure of Your Property with Our Comprehensive Marketing Plan

Selling a property can be a challenging and time-consuming process, but with the right marketing plan, you can reach a wider audience and increase your chances of success. Our comprehensive marketing plan includes six essential steps that will help you showcase your property's unique features and attract potential buyers. From creating a custom landing page to organizing open houses and private showings, our plan is designed to maximize your property's exposure and generate interest from qualified buyers.

# MAXIMIZING YOUR HOME'S VISIBILITY

## A Comprehensive Marketing Plan for Selling Your Property

### 1. Preparing Your Property:

Conduct a comprehensive walk-through of your property before listing, offering a complimentary staging consultation and suggestions to enhance value with minimal effort.

### 2. Property-Specific Landing Page:

Create a dedicated website to highlight your property's distinctive features with captivating descriptions and high-quality images. Easily shareable, this site can be linked across various social media platforms.

### 3. Social Media Marketing:

Leverage platforms such as Facebook, Instagram, YouTube, and Google Business to broaden your property's exposure. Showcase professional photos, share property details, and offer insights about the surrounding area.

### 4. Photography and Videography:

Elevate your online presence with top-notch professional photos, videos, and virtual tours. Explore additional options like drone photography and 3D Matterport when applicable.

### 5. Print advertising:

Expand your reach through local print media like postcards and flyers. Explore opportunities for real estate magazine ads when suitable.

### 6. Open Houses, Caravans and Showings:

Promote and host both broker caravans and open houses to attract numerous potential buyers. Facilitate one-on-one showings by appointment to accommodate specific preferences.

### 7. Concierge Level Services:

Take your listing to the next level with professional staging, house cleaning, and repair services as needed.



# THOUSANDS OF QUALIFIED BUYERS

We have dedicated over 20 years to building and refining our marketing to attract qualified buyers. We serve individuals and investment funds in every price range across the nation. We believe in 100% transparency and will provide as many references as you wish.

## Serving Every Individual – Diversity & Equality

"I know I am not buying a big investment, but I feel like a rock star with your service. It's really outstanding. I felt you help me almost like a family member or a good friend. Many thanks!" – S.M.

## Serving Every Price Range – Putting Clients Needs First

"Our experience has been that many agents would try to upgrade us, showing properties that were more expensive than we could invest in the hope we would bite creating more revenue for the agent. They didn't which was refreshing and stayed focused on properties that fit the investment budget." – C.S.

## Serving Every Neighborhood – Local In House Specialists

"It's my perception that my personal happiness and prosperity are significantly improved as a result of their efforts. I'd been through the area I wanted to buy an investment in many times, but I realized I did not even begin to understand and appreciate the subtleties of the area until after I'd spent some time with them. The kind of history and incite you would have to live in the place for years to accumulate is so essential when coming into a new area to look for property." – E.D.

## Serving Every Need – Going Above & Beyond

"Their professional attitude and tenaciousness made it possible for me to purchase my investment property in a relatively short period of time. As I was unable to be physically present during the pre-closing phase and the closing, I needed to be able to rely on them as my eyes and ears. They accomplished numerous tasks on my behalf and never complained. They were exemplary and trustworthy. I highly recommend AARE!" – D.G.

## Attention to Detail

"AARE is in sync with up-to-date technology. They are always a step ahead in all aspects of the business. Their status notifications – up to the minute – with their attention to details and documentation. I always felt I could call anytime with questions or comments. Their follow-ups are timely and excellent. They work so hard and are on top of things! If I have any future intentions of renting, selling or buying property, I would without a doubt seek AARE. They are such an effective team!" – K.S.

# What People Are Saying

## SEE WHY CLIENTS LOVE WORKING WITH MANA

Having known Mana Mahfoozi for more than 20 years, I can say she is a consummate professional. She is thorough, ethical, organized and knowledgeable. She has an uncanny ability to find her clients the properties or buyers that best suit the situation, negotiating the best price or offers possible. She is dedicated to helping her mentees learn the ins and outs of the real estate industry and, having lived in Southern California most of her life, she is well versed in the region. Beyond being an outstanding real estate professional, she is an outstanding human being. I highly recommend Mana if you are looking to buy or sell your house or investment property.

*Laurie F.*

Mana was instrumental in helping us buy our first home, going above and beyond. Great to work with, would highly recommend her and will definitely use her services when we buy or sell a home in the future.

*Ericka A.*

I've been known Mana more than 10 years, when she bought a home for my daughter. She was kind, warm hearted and professional. Later she sold the home for my daughter. At that time she did everything, arrange the contractors to inspect, repair and so on. She sold it without our coming to San Diego. Since then she became our AGENT (We call it "Mana Brand").

This time she sold my other home in the central valley, CA as a same manner. She did it like she is selling her parent's home, with wholehearted. I can say she is one of the best agent and I feel like she is my family member, my daughter. I wish she lives in my town to buy my son's home and later sell our home. I strongly and confidently recommend her to everybody.

*David K.*

Mana was very thorough, efficient and focused on the task to help us find a new home. We were lucky to have her along the whole process: signing legal paper work, picking out products from the design center, arranging home inspections and regular meet ups as needed. A true gem and super hard worker. We gladly recommend her services!

*Ana M.*

# What People Are Saying

## SEE WHY CLIENTS LOVE WORKING WITH MANA

Mana is a stellar real estate agent with extensive experience and expertise. She is highly competitive on the market while always being respectful, honest and ethical. She is extremely generous with her time and advice, is thorough and comprehensive in her work, and has answers to every imaginable question. Mana has a long list of highly skilled and experienced vendors who are loyal to her and immediately available for second opinions if needed. This is a testament to who she is as a person with her strong commitment to her clients, and the impressive quality of work she does across the board.

*Sarah S.*

Mana was amazing. Within an hour of meeting her, we were touring several condos that we had been looking at online. Three days later, we had an accepted offer! Even with a quick turnaround and short escrow period, Mana was on top of everything. All of our communication with her was smooth, and we were confident that she was working hard to promote our interests. Thanks, Mana!

*David W.*

As a first time home buyer, I could not have been happier having Mana at my side. She was attentive, thorough, knowledgeable, and juggled the moving parts of this process like a pro.

Even when we hit hiccups with my lender (word of advice, go with the lender your agent recommends!), I knew we would get through them because Mana was in charge. She takes away the stress in an otherwise very stressful process and I am truly grateful for her hard work and dedication. If you're looking for an expert agent, look no further.

*Lian M.*

We purchased a condominium in La Jolla, CA remotely from our home in New York. Our experience with Mana was outstanding in every way. She was thorough, always available, answered our questions immediately and was attentive to our special needs. This was our third experience purchasing a property. The previous two brokers were very good, but Mana raised the bar to a new standard of excellence.

*David S.*

# What People Are Saying

## SEE WHY CLIENTS LOVE WORKING WITH MANA

I have had the pleasure of working with Mana Mahfoozi since 2012 and have gotten to know her well. Having been in the lending business for several years, I have met many Realtors and say with confidence that Mana is a top tier Real Estate professional. She is a skilled negotiator, friendly, and has always worked on staying ahead of changing real estate environments. All transactions, big or small, receive Mana's full attention and expertise.

*Keenan S.*

Mana is wonderful to work with. She is responsive, knowledgeable about the market, knows neighborhoods, and stays on top of important details. I've worked with her through both a sale and a purchase. Mana is definitely a five star realtor!

*Laurence C.*

Mana is amazing. She is extremely knowledgeable and ready to fight for her clients. In this market you need a Realtor who is an expert but also has top notch negotiating skills. Her experience is invaluable and I wouldn't recommend anyone else!

*Ken R.*

When we shopped for our home 11 years ago, Mana Mahfoozi was our realtor. We always remembered how she never pressured us into buying a particular home, and she always gave us our space to make our own decision when the right home was found. We knew when it was time to list our home in Sorrento Valley, there was no doubt in our mind we would go with Mana again. We made the right choice once again! This particular listing had to be managed while we were out of state, and Mana was hands-on the entire process, which made a very stressful transition much easier. Her and her awesome team (a professional interior designer who staged our home, a photographer who took great drone footage and pictures, a web designer, etc.) took care of all the details to make our home look amazing, got us our first offer within 24 hours, and two more offers shortly thereafter. Just like that, our home was sold! We trusted Mana with our home, and recommend her to anyone shopping for a home or needing to list one.

*Rebecca G.*



## Unlocking Opportunities, Building Dreams: AARE Your Trusted Partner in Real Estate

Today, with hundreds of agents, loan officers and staff members, AARE is one of the nation's fastest-growing residential and commercial real estate agencies.

The agency provides a variety of real estate services including residential, commercial, lending, property management, syndication, and business opportunities.

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### Our Listing Guarantee.

If you are not satisfied at any time after listing your home with us for any reason or if your needs change, you may cancel the listing agreement with no penalty and will be immediately released from the contract.\*

\*Please Note: This excludes the seller cancelling our agreement by selling the property to their own buyer without paying a commission. Any listing fee or advertising fee paid in advance will not be refunded.