

# *Property Marketing Plan & Testimonials*



*Providing a superior level of service and care to ensure maximized profit, and a stress-free real estate experience for you!*



**DEBBIE LAWES**  
REALTOR®

**c** 760.214.4947  
**o** 858.380.2005  
**e** [debbielawes@me.com](mailto:debbielawes@me.com)

CalBRE #01455553



[www.debbielawes.com](http://www.debbielawes.com)

# QUALIFICATIONS

Local Market Expertise

13 Years Practicing Real Estate In California

Local Residency Allows Easy Access For Your Needs

Relationships With Local Service Providers

Affiliations With Top Notch Escrow, Title & Loan Professionals

Assistant Who Provides Me Support and Transaction Coordination

New Construction Contracts, Design Choice & Planning

Testimonials & Endorsements of My Services

Client References Available Upon Request



*“Debbie’s tips on home presentation and selling strategy paid off.  
We sold the house after just three weeks on the market.”*

*- Dave & Donna Finley*

# SERVICES

Whether you're buying or selling, you'll receive my full personal attention and scope of services which will result in a smoother and more profitable real estate experience for you.

## SERVICES

- ◇ Complete Market Analysis
- ◇ Staging to Make Your Home as Appealing as Possible for Potential Buyers
- ◇ Resources for Sale Preparation (inspections, repair, maid service, etc.)
- ◇ Effective and Customized Marketing Plan
- ◇ Full Personal Attention with Flexible Schedule to Meet Your Busy Lifestyle
- ◇ Client Reward Rebate Program
- ◇ Professional Photography to Increase Attention to Your Home

## MARKETING PLAN

- ◇ Direct Mail
- ◇ Full Color Flyers
- ◇ Professional Photography & Virtual Tours
- ◇ Internet Marketing
- ◇ Multiple Listing Service
- ◇ Realtor.com
- ◇ DebbieLawes.com
- ◇ Broker Caravans
- ◇ Open Houses (if requested by client)



## COMPLIMENTARY CLIENT MARKET ANALYSIS

We'll set up a pre-sale meeting to discuss your home's value, the current market, and appropriate pricing for your home. At this meeting, we'll also discuss your selling goals and expectations to create the perfect marketing approach to selling your home.

## FULL PERSONAL ATTENTION

When you call, you get me 100%. No assistants or other agents will handle your real estate transaction. You will receive my full personal attention.

## STAGING/DESIGN ASSISTANCE

I specialize in staging and design to help you capitalize on your home's full potential. I'll make each room a selling point and create a warm, inviting atmosphere for potential buyers. My tips and enhancements will increase curb appeal and increase selling price.

## SCHEDULE/ARRANGE ANY REQUIRED REPAIRS OR INSPECTIONS

With busy schedules, work, children, etc., our lives can be very busy. I'm happy to arrange any necessary inspections and/or repairs, as well as attend the appointments for you to minimize time spent away from your daily commitments. This helps to ease the selling process on you and your family.

## EFFECTIVE & CUSTOMIZED MARKETING PLAN

I'll hire a professional photographer to capture the essence of your home. Virtual tours may be used to provide potential buyers a sneak-preview of your home. Your home will be listed on the Multiple Listing Service (MLS) as well as a variety of online locations such as REALTOR.com, Google, and other nationally recognized websites.

In addition, your home will be featured on **DebbieLawes.com**. Mailers will be sent to targeted areas if needed. Your home will be shown by appointment only and open houses will be scheduled if requested by you.

## CLIENT REBATE REWARD PROGRAM

By selecting me to represent you in both the sale of your current home, and the purchase of your new home, you'll be eligible for my client rebate program. Ask me for more details.

*"Debbie--you are awesome, leading us each step of the way--and always having **unshakeable faith** in your ability to sell and knowing the market so well--you know how to bring together all the elements of home selling so the natural forces can work together."*

Ann & Jim Fiegen



# CUSTOMIZED MARKETING

## EFFECTIVE & CUSTOMIZED MARKETING

A FULLY CUSTOMIZED MARKETING PLAN WILL BE DEVELOPED TO REACH POTENTIAL BUYERS AND SHOWCASE YOUR HOME INCLUDING THE FOLLOWING:

- ◇ PRINT ADVERTISING
- ◇ ONLINE ADVERTISING
- ◇ PROFESSIONAL PHOTOGRAPHY
- ◇ OPEN HOUSES
- ◇ SIGNAGE
- ◇ BROKER CARAVANS
- ◇ PRIVATE SHOWINGS



MY GOAL IS TO GET YOUR HOME SOLD IN THE TIMEFRAME YOU DESIRE, FOR THE HIGHEST PRICE POSSIBLE, WITH THE LEAST AMOUNT OF STRESS.

*“Many a small thing has been made large  
by the right kind of advertising.”*

- Mark Twain





3580 HIGHLAND DRIVE  
OLDE CARLSBAD



Four Seasons  
PROPERTIES

## EXECUTIVE CUSTOM HOME

This is a true custom built home. Located in gated Rimrock Estates this home provides all the privacy you could ask for. Spectacular ocean views, plus green belt beckon the visitor to the rear yard, itself a true resort like space. Beautiful pool, waterfall, multiple seating and dining areas, on 3 levels. The home exudes an Italian style design. The gorgeous stone work, beautiful counter tops, interior design throughout. The home has an elevator shaft (fast need an elevator installed should the buyer choose). The every level encompasses an office, formal living and dining room, spacious kitchen, family room, spacious bedroom, bathroom and powder room. The upper level is home to a spacious master bedroom, master bathroom and master retreat, plus additional bedrooms and bathrooms with good sized closets. The lower level could be used for multi generational living, or staff, or garage room/exercise room. It has a bedroom with attached bathroom, plus hotler type pantry, with sink, storage and granite counters. The far end of this space has a large bedroom, walk in closets and full bathroom; it also opens onto the lower level garden/yard, with private area also with spectacular views. The home has 3 car garage, plus additional space for 6 more cars in the driveway. Gated community, low hoa, set on just under an acre, this is a true crowd pleaser and will not disappoint. Easy access to I-15, the 76 and all beautiful San Diego has to offer.

Priced: \$1,599,000

### Lower Level is Excellent for Extended Family Living

Fantastic oasis with full kitchen and granite counter tops, pantry, full bathroom and family room, laundry closet for washer/dryer hook ups and its very own private yard.



Information: clinical studies but not marketed. Price: about 100 \$/mL; available in 100 mL vials.



**Debbie Lawes | (760) 214-4947**

(e.g., "The Hot Lady")

DebbieLawes@mac.com | www.DebbieLawes.com

REALTOR® CMBREX 01455553

29524 Meadow Glen WayWest  
Escondido

**Presented By:**

**Debbie Lawes**  
Realty Executives

### *Elegant Rimrock Ocean View Home*



6 Bedrooms + Office + Optional Bedroom • 7.5 Bathrooms • 7360 SF

Multi-Level Swimming Pool • Ocean Views • Multi-Generational Living



***Colorful & Professional  
4 Page Brochures  
(as appropriate)***

**4 Page Brochures**  
(as appropriate)

**Debbie Lawes**  
(aka "The Hot Lady")  
REALTOR® Call 619-412-0053  
760-214-4947  
DebbieLawes@mac.com

**I Just Sold This Home! I Home Too! NOW is A G**

*"Debbie did an excellent job marketing and selling our home. Translated wonderful service, a true real estate professional. Her highly recommended Debbie recognizes who is considering a Real Estate purchase. Thank You So Much!"*  
Jeff & Dori  
Happy Clients

**To VIEW ANY LISTED PROPERTY IN SAN DIEGO COUNTY, JUST GIVE ME A CALL!**

*If you have considered selling, NOW is the time to call me!*  
Call me anytime for a **Current** Market Evaluation.

**4 Beds**  
**2,700 SF**  
Highly Upgraded  
Entry Level Boob Bath  
Walk to Schools

**This Home Just Sold For \$530,500!**  
**NOW is A Great Time To Sell!**

**Magnolia in San Marcos**  
2452 ANTILLES WAY  
SAN MARCOS  
3 Bedroom + Office  
2 Full and 2 Half Baths  
1,649 SF  
Highly Upgraded  
Covered Deck  
Attached 2-Car Garage

*"Debbie did an excellent job marketing and selling our home. Translated wonderful service, a true real estate professional. Her highly recommended Debbie recognizes who is considering a Real Estate purchase. Thank You So Much!"*  
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Happy Clients

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Walk to Schools

**Mailers to Home Owners**  
**Surrounding the Property**  
(as appropriate)

*Mailers to Home Owners  
Surrounding the Property  
(as appropriate)*





### MAGNOLIA IN SAN MARCOS 2452 ANTLEERS WAY PRICED AT: \$539,000

3 Beds + Office + 2 Full/2 Half Baths • 1,649 SF • Many Upgrades • Comm Pool



This community feels very European in its style. Palm trees abound, beautifully manicured grounds surround the development, a stunning pool, hot tub, playground, BBQ and seating area, all add to the sense of wellbeing. Being an end unit increases the privacy aspect as well as the amount of natural light in the home. The entry level offers an optional office/kitchen space, maybe a craft room or possibly a bedroom. There is also a spacious powder room and a door leading directly to the attached 2 car garage. This home has mainly laminate floors which are great for allergy sufferers.

The main floor consists of a spacious family room, and a modern, sleek kitchen, with stainless steel appliances and granite counters. (matching granite is in all bathrooms as well). The dining area is perfect for entertaining, and a covered deck overlooks the pool area. On the top level is the master bedroom with a walk-in closet, and a lovely master bath. Two additional bedrooms are located here plus an adjoining bathroom, indoor laundry. This is a "move in ready home". Washer, dryer and refrigerator are included.

Information deemed reliable but not guaranteed. Buyer should verify information in their own files.



**DEBBIE LAWES**  
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6588 JBLD 2005  
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Virtual Tour



My Website

MLS# 170013112



***Flyers on Superior Paper  
(as appropriate)***

***Eye Catching Colors  
&  
Superior Design***



### MISSION HILLS BEAUTY!

OFFERED AT \$1,295,000-\$1,395,000

### CLASSIC CHARM, A TRUE TREASURE

WITH AN AMAZING LOCATION SURROUNDED BY LUSH CANARY ISLAND PINES, THIS 1939 CLASSIC GEM BOASTS MANY HIDDEN TREASURES AND DISTINCTIVE FEATURES. AN UPDATED RETRO STYLE KITCHEN, GORGEOUS WOODWORK THROUGHOUT, CUSTOM BUILT-INS, SEPARATE GUEST QUARTERS, ARTIST STUDIO/HOBBY ROOM, PRIVATE DECK, AND AMAZING WINDOWS THAT FLOOD THE HOME WITH NATURAL LIGHT ARE ONLY THE BEGINNING TO THE CHARACTER OF THIS MISSION HILLS HOME. CLOSE TO SCHOOLS AND LOCAL AMENITIES, THIS HOME IS A MUST-SEE!

3 BEDROOMS

3.5 BATHS

2672 SQ FT



2265 JUAN, SAN DIEGO, CA 92103



**DEBBIE LAWES**  
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***Every Door Direct Mail  
(as appropriate)***

### Debbie Lawes Specializing In:

- Residential Real Estate
- 1031 Exchanges
- Investment Properties
- Rural Properties

Ask About  
My Amazon  
Referral  
Program

**Let me Make Your Home Sale Easier**



As a long time resident of San Elijo Hills, and a current resident of the Twin Oaks area, I'm familiar with both the urban and rural parts of San Marcos.

Feel Free to Call Upon Me **Anytime**.  
I am always available for consultation.

**Call Or Text 760-214-4947**



**Four Seasons**  
PROPERTIES

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www.DebbieLawes.com

**Want to know what your property is worth?**

Call Debbie today for a certified market analysis on your property!  
Text your email and property address and your analysis  
will be delivered to your email within **48 hours!**

**Want to receive information about current real estate  
trends along with a list of North County properties?**

Email [debbielawes@mac.com](mailto:debbielawes@mac.com) using the subject line GET LIST.

# WHAT MY CLIENTS SAY

"We were fortunate to have Debbie Lawes represent us in the sale of our home in San Elijo and the purchase of our new home. She is highly professional and extremely helpful from staging our home to close of escrow. She was there for us every step of the way helping to **make the experience stress-free** in a very difficult real estate market. We know we couldn't have done it without her. We highly recommend Debbie to all our family, friends, and acquaintances."

Phuong Vo, San Elijo Resident

"Debbie was a phenomenal asset in our search for a new home. Besides getting us a great price, she was there to help **negotiate every last detail with the builder and the design center**. We wouldn't have known how to do any of this without her, and we're immensely grateful for all her help."

Laura Esquibel, San Elijo Resident

"It is not often you find someone who balances the needs of a client as well as potential demands of the buyers in the current real estate market. Ultimately we recommend Debbie Lawes to anyone looking to purchase or sell a home as she will not only be there for you throughout the entire sale process, but **she will be looking out for the best interests of everyone involved** in the transaction."

Jeff & Courtney Thompson

"Through a recent home-buying process, we witnessed in Debbie Lawes the character and attributes you come to expect when working with a Real Estate professional- **exceptional communication skills, persistence and follow-through**, a strong pulse on market trends and conditions, a keen sense of design elements, and excellent management of the home-buying process. She truly eliminates the hassle and worry out of buying a home. We highly recommend Debbie Lawes to anyone who is seeking a Realtor. She will not only exceed your expectations, but will also provide you with a hassle-free home buying or selling experience."

Jason Epeneter & Christine McKibban

"Debbie was instrumental in **showing us what needed to be done to sell our house** and attract a fair market price. She guided us with design ideas, put us in touch with tradespeople, organized the work schedule, and freed us up to work and not worry about the project. She went far over and above what we expected our agent to do. We highly recommend her!"

M & M Parto

"Debbie Lawes is amazing. Not only did Debbie sell our home in record time, and with multiple offers, she juggled the sale with along with the purchase of our dream home in our target neighborhood! Our family enjoyed Debbie's professionalism and incredible experience. Debbie **the friendly professional that everyone needs when buying or selling a home**.

E and A Johnson & Family, Buyers & Sellers with Debbie



# IMPORTANT INFORMATION

## WHEN TO LIST YOUR HOME

Selling a home can take months, but if you list it during specific dates, so-called “magic windows,” you might be able to speed up the process and sell at a higher price. The windows generally fall in the month of May—something to consider if you plan to sell your home next year.

The benefit to listing your home at the right time can be significant. Overall, U.S. homes listed during peak selling periods sell for a premium of \$1,700, according to data from housing website Zillow, which analyzed residential listings and sales data from 2008 through 2015. During these periods, homes also went into contract 19 days faster than they do, on average, the rest of the year.

While May is generally the best month to sell, the specific weeks depend on variables such as climate and local real estate markets. In some areas, such as New York and Northern New Jersey, the first two weeks of May is typically the optimal time to sell. In other markets, such as San Francisco and Los Angeles, the peak season comes later—during the last two weeks of May.

Source: Consumer Reports

Smart! TIPS

## WHERE TO SPEND YOUR \$\$

Where are the best places to spend your money with it comes to resale value? Here are a few tips to help you when considering changes to your home.

**Kitchen is Number 1:** You can get a huge gain without ripping out your entire existing kitchen. Stainless Steel Appliances, Quartz Counters, Fresh paint, new flooring. Spend a few thousand dollars it will pay you dividends upon sale. Potential price bump 3-7%!

**How's your Floorplan?** Open floor plans are popular. Can you take out a wall? Can you add a pass through? Do you have a basement you could convert to living space? Consider the following: Flex Rooms (multi use rooms), Granny Flats/Casita, Upstairs Laundry Room. Potential price bump 4-6%!

A few more buzzwords to consider when you have a few dollars to spend to increase your sales value:

- Hardwood Floors
- Walk-In Shower
- Master Bedroom on Main Floor
- Comfort Height Toilets (also low flow)
- High Efficiency Windows
- LED Lights
- New Roof
- Update your AC/Furnace
- Add Solar
- Water Smart Landscaping
- Programmable Thermostat
- Whole House Generator

# PREPARING FOR SALE

## STAGE TO IMPRESS

- 77% percent of buyers' agents said staging a home made it easier to visualize the property as a future home.
- Staging the living room for buyers was found to be most important (55 percent), followed by staging the master bedroom (51 percent), and staging the kitchen (41 percent).
- Thirty-eight percent of sellers' agents said they stage all sellers' homes prior to listing them for sale.
- The most common rooms that are staged include the living room (83 percent), kitchen (76 percent), master bedroom (69 percent), and the dining room (66 percent).



## FOLLOW UP WITH GREAT PHOTOS

You only get one chance to make a first impression. 83% of people searching online for homes want to see photos. A picture is worth a thousand words. We will photograph your home so it shows the best light to prospective buyers. To accomplish the best impression, here are a few important tips:

- People want to see the home that is being advertised, NOT what is in it. The house should be free of clutter and reasonably clean.
- Put away items in the yard such as garden tools, bikes and toys.
- Open shades and curtain to let in the light.
- Try to include colorful items in the photos that attract attention such as brightly colored artwork, flowers, etc. It's amazing what a dash of color can add to a neutral-colored atmosphere. Keep money, valuables, and drugs locked up.
- Put away expensive collectables or art work before photos are taken.
- Remove pets to a penned in area.



# NORTH SAN DIEGO COUNTY COASTAL UTILITIES, SCHOOL DISTRICTS & SERVICES DIRECTORY

## **Carlsbad**

Trash	(760) 929-9400	Coast Waste Management
Water/Sewer	(760) 438-2722	City of Carlsbad
Telephone	(760) 310-2355	SBC
Gas/Electric	(800) 411-7343	SDG&E
Cable	(760) 599-6060	Cox Cable
	(888) 683-7900	Adelphia Cable
School District	(760) 331-5000	Carlsbad Unified School District
	(760) 753-6491	San Dieguito Union High School
District	(760) 944-7300	Encinitas Union Elem School District
Post Office	(800) 275-8777	2772 Roosevelt/1700 Aviara Pkwy

## **Carmel Valley**

Trash	(858) 492-5060	City of SD Environmental Svcs
Water/Sewer	(619) 515-3500	City of San Diego
Telephone	(800) 310-2355	SBC
Gas/Electric	(800) 411-7343	SDG&E
Cable	(858) 695-3220	Time Warner Cable
School District	(858) 755-9301	Del Mar Unified School District
	(619) 725-8000	S.D city Unified School District
Post Office	(800) 275-8777	3974 Sorrento Valley Blvd

## **Del Mar**

Trash	(858) 452-9810	Coast Waste Mgmt (city limits)
Water/Sewer	(619) 515-3500	City of San Diego
Gas/Electric	(800) 411-7343	SDG&E
Cable	(858) 695-3220	Time Warner Cable
School District	(858) 755-9301	Del Mar Unified School District
Post Office	(800) 275-8777	122 15 <sup>th</sup>

## **Encinitas/Cardiff-By-The-Sea**

Trash	(760) 744-2700	EDCO
Water/Sewer	(760) 753-6466	Olivenhain Municipal Water Dist
	(760) 633-2650	San Dieguito Water District
Telephone	(888) 222-7743	Cox Digital Telephone Services
Gas/Electric	(800) 411-7343	SDG&E
Cable	(760) 599-6060	Cox Communications
School District	(760) 944-4300	Encinitas Union Elem S District
	(760) 753-6491	San Dieguito Union HS District
	(760) 632-5890	Cardiff Elementary School District
Post Office	(800) 275-8777	1130 2nd/1160 N. Hwy 101

## **Oceanside**

Trash	(760) 439-2824	City of Oceanside Waste Mgmt
Water/Sewer	(760) 435-5800	City of Oceanside
Telephone	(888) 222-7743	Cox Digital Telephone Services
Gas/Electric	(800) 411-7343	SDG&E
Cable	(760) 599-6060	Cox Communications
School District	(760) 757-2560	Oceanside Unified School District
	(760) 726-2170	Vista Unified School District
	(760) 723-6332	Fallbrook Union Elem District
Post Office	(800) 275-8777	211 Brooks Street

## **Rancho Santa Fe**

Trash	(858) 452-9810	Coast Waste Management
Water/Sewer	(858) 756-2424	Santa Fe Irrigation District
Telephone	(888) 222-7743	Cox Digital Telephone Services
Gas/Electric	(800) 411-7343	SDG&E
Cable	(858) 695-3220	Time Warner Cable
	(760) 599-6060	Cox Communications
School District	(858) 756-1141	Rancho Santa Fe Elementary SD
Post Office	(800) 275-8777	16956 via De Santa Fe

## **San Marcos**

Trash	(760) 436-4151	EDCO
Water	(760) 744-0460	Vallecitos Water District
	(760) 745-5522	Rincon Del Diablo Water District
Telephone	(888) 222-7743	Cox Digital Telephone Services
Gas/Electric	(800) 411-7343	SDG&E
Cable	(760) 599-6060	Cox Communications
	(858) 695-3220	Time Warner Cable
School District	(760) 744-4776	San Marcos School District
Post Office	(800) 275-8777	420 Twin Oaks Valley Road

## **Solana Beach**

Trash	(858) 452-9810	Coast Waste Management
Water/Sewer	(858) 756-2424	Santa Fe Irrigation District
Telephone	(800) 310-2355	SBC
	(888) 222-7743	Cox Digital Telephone Services
Gas/Electric	(800) 411-7343	SDG&E
Cable	(858) 695-3220	Time Warner Cable
	(760) 599-6060	Cox Communications
School District	(760) 753-6491	San Dieguito Union HS District
Post Office	(800) 275-8777	153 S. Sierra Ave.

## **Vista**

Trash	(760) 727-1600	EDCO
Water/Sewer	(760) 597-3100	Vista Irrigation District
Telephone	(888) 222-7743	Cox Digital Telephone Services
Gas/Electric	(800) 411-7343	SDG&E
Cable	(760) 599-6060	Cox Communications
School District	(760) 726-2170	Vista Unified School District
Post Office	(800) 275-8777	960 Postal Way

## **Newspaper Home Delivery**

San Diego Union Tribune	(800) 533-8830
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*“ The secret of joy in work is  
contained in one word—  
excellence.*

*To know how to do something  
well is to enjoy it.”*

**Pearl S. Buck**