

ck REAL ESTATE SERVICES

CK SIGNATURE PROCESS

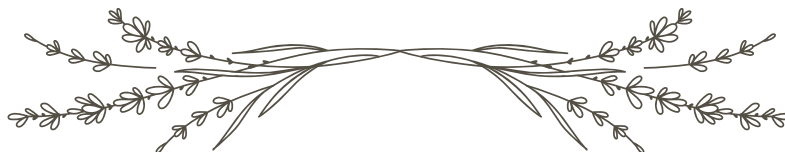


Helping busy families
move to a happier place



WWW.CKPROPERTYSEARCH.COM





I help busy families move to a happier place using my **CK Signature Process.**

When you moved to California, things were great!

You liked the small-town feel. The friendly neighborhood felt safe living next to all like-minded people. It offered excellent views and resort-style living. You had top-rated schools and plenty of social opportunities.

But now the cost of living is high!

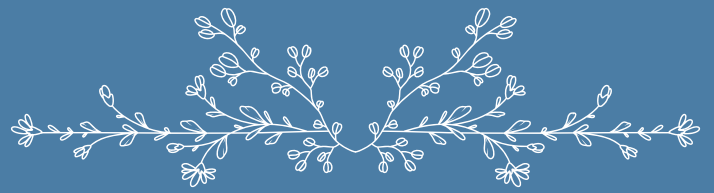
\$100 doesn't buy much anymore! You hardly bring home any groceries for that amount of money. Gas prices are so high that \$100 doesn't fill your gas tank. Happy hour at restaurants (when food and drink used to be cheaper) is now called \$100 happy hour. Hard to believe every seat is full by 5:00 pm these days!

And a large percentage of your money goes toward TAXES.

California has the highest taxes in the nation. State sales tax, personal income tax, and gasoline tax are the highest: high corporate income tax and property taxes. You're tired of being taxed and getting little in return!

It's also crowded everywhere you go...

You waste so much time sitting in traffic. With so many people on the roads, it can be challenging to find a parking spot. You spend valuable time standing in long lines at the checkout stands and your appointments. Your quality of life has diminished to the point where you're unhappy. You can't find the peace and financial freedom you want. The increased costs and regulations have made it seem impossible to accomplish your best life.



Happy Peaceful Resident

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move to a happier place.

If nothing changes, you'll continue to pay the highest taxes in the country.

You'll continue to owe money when you file your taxes each year. Twice a year, property taxes will be due. Each time you fill your car with gas, the price will be so high due to the tariff added to each gallon. Every receipt from the restaurant or store will also have a line item for tax owed.

And you'll continue to feel like there need to be more hours in the day.

You'll waste countless hours on the road, stuck in traffic. You want to spend that time volunteering, visiting with family and friends, or sitting on the porch drinking sweet tea.

You feel like you can make more money but can't make more time.

When you feel like you need a change, then this is where my **CK Signature Process** comes in.

Life is a journey, and new ventures always lie ahead. Most of us don't like change and therefore get scared and do nothing to improve our situation.

It would be best if you always had clarity on what to do and what that looks like. You know there's no hope for peace and financial freedom without making changes. But you aren't sure about what that looks like.

The possibilities feel overwhelming. You keep doing random internet searches and need to get farther. You stay awake all night thinking about the what-ifs. You know if you don't make a decision soon, you may never make it to the Great Escape and on to living your best life.

My **CK Signature Process** helps you get clear on your next steps and helps you take action to make the move that's right for your next stage in life.

Step 1 PLAN

PLAN FIRST THINGS FIRST!

We need to meet in person to discuss YOUR goals and objectives. We need to get to know each other, this helps make sure we're on the same page and we're a good fit. Once we narrow the location of your next home, I'll refer you to a buyer's agent in the area that best fits your needs. Together we'll find the right home in an area that suits your lifestyle. You'll want to be well prepared when your house sells. We have CPA and lender referrals for any tax or loan needs. We've also partnered with a company called MoveEasy to assist with most moving needs. It's a service that's free to you. They help with everything from moving trucks to utility setup. Finally, I'll assess the value of your current home and design an effective pricing strategy. I'll then show you our marketing plan that gets results! This step is all about creating a plan and timeline so that you know what to expect moving forward.



DISCUSS
GOALS



PICK YOUR
DESIRED LOCATION



FIND YOUR
NEW HOME



Step 2 PROPERTY PREP

NOW IT'S TIME TO PREPARE THE HOME FOR STAGING AND PHOTOGRAPHY.

Proper preparation brings the best price. We'll take a quick tour of your home to assess for repairs and staging. Based on what I see, we may order a home inspection upfront. With this strategy, fewer unknowns will pop up after we accept an offer. If there are items we decide to repair, I'll refer you to a list of trusted vendors to choose from, or you may use your own. I can assist with any scheduling. We may also need to remove some of your personal items so the buyer can picture themselves living in the home. You can start packing some things, and we'll possibly stage your home. Picture day is a big day in the process. You'll want your house to look its best. I have a very experienced real estate photographer who will capture your home's best features.

There's a lot to do to get to this point. But don't worry. We'll make a list together and stay on track!



Step 3 LIST

Our marketing strategy will help you find the best buyer for your home. We use off and online marketing strategies to attract buyers. These can include professional brochures, mailers, and social media ads. I notify my entire network of agents so we can sell your house! I'll also hold open houses for at least the first weekend to ensure every buyer can view your home. The following week, we are on the local Broker tour for other agents to preview your home. The rest of the time, agents will use the lockbox with our showing instructions. I track every "showing" with my software program and collect all feedback. This information will help us make any adjustments to the listing if needed. As offers come in, I'll notify you immediately and thoroughly review each offer. After a thorough review of each offer, we'll accept, counter, or refuse the offer. I'll negotiate the best possible price and terms for you.



Step 4 MANAGE CLOSING

Once we have accepted an offer, the escrow process takes 30 days. I'll guide you through every step. We have an assistant to remind us of important dates. The assistant also makes sure everyone signs documents on time. The buyer inspects the home and may ask for repairs. We'll decide on the repairs you want to complete and the ones you will not. Then the final walk-thru happens five days before we plan to close. The last step is when the title company sets up a time for you to sign the final documents. During this process, emotions can run high, especially when you sell a house you love. I'm here for you! I'm here now and beyond the transaction. If you need any referrals or recommendations, I've got you covered. I'm with you to the end.



I SHOW *Gratitude* BY GIVING BACK!

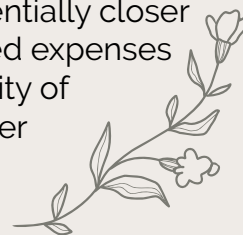


For every real estate transaction, I will donate to NorCal Sheltie Rescue. I've raised Shelties for 28 years of my life. The local charity aligns with things I hold dear. The organization provides prevention, information, education, and other charitable purposes against animal cruelty. They will rescue, rehabilitate, and re-home Shelties that have lost their homes for various reasons. Every dollar helps the nonprofit corporation with the necessary treatment for the Shelties.

YOUR *dream life* IS WITHIN REACH!

Relocating to a different area presents the opportunity for a fresh beginning, a change of scenery, and access to new prospects. Your ideal lifestyle involves affordable living costs, outdoor recreation opportunities, and employment options. By moving, you will have more disposable income due to lower tax rates, enabling you to spend more on the activities you enjoy and afford a more spacious home. You will find that owning a car

is hassle-free, with the Department of Motor Vehicles being an efficient process. Additionally, travel time will be significantly reduced, with minimal time spent sitting in traffic. Eventually, you will enjoy a more peaceful and leisurely lifestyle, potentially closer to loved ones. Reduced expenses will improve your quality of life, leading to a happier existence in your new surroundings.



TESTIMONIALS

Here's what a few of my past clients have to say.



Cheri is everything you want and need in an agent and a thousand other things you forgot you needed. She did so much for me when selling my home and buying another house out of the area. She is knowledgeable, professional, resourceful, and available. I have an agent (and a friend) for life!

- LISA C.



Cheri has sold two of our homes . Having worked with many realtors, we will never go with anyone else!! She advised us on how to prepare and stage the property to make top dollar. She helped us get all the necessary pre-sale work done (in two weeks!), negotiate offers, read every single line of the contracts, and then finalize the deal. THANK YOU, CHERI!!!

- JILL E.



Cheri is one-of-a-kind. She goes the extra mile and then another 100 miles for her clients. She makes herself completely available. It was remarkable and a stress reliever as we went through the arduous process of buying a new home (which we love!) She also decided what type of house we wanted on the first day. We recommend her in a heartbeat!

- CHRISTINA Y.



We have worked with Cheri on three real estate transactions. Cheri is amazing! She's experienced, professional, resourceful, and always available. We would recommend her to everyone.

- RACHEL O.



If you're thinking about your next move, book a strategy call with me to see how I can help you.



Click here to book your 15 min call or chat with me on Facebook Messenger.



CLICK HERE TO
**BOOK A CALL
WITH ME**



CLICK HERE TO
**START CHAT IN FB
MESSENGER**

MY STORY

I am a hard-working professional who has successfully transitioned from a career in dentistry to real estate. With over a decade of experience in the industry, I've become an expert in home evaluations and helping clients buy and sell properties.



My journey started when I completed my Bachelor's degree in Business Management at St. Mary's College. Inspired by my husband's work in real estate and as a general contractor, I obtained my real estate, appraiser, and broker's licenses in the same year. I started my own business, Ck Appraisals, and quickly gained a steady stream of referral customers.

When the real estate market changed in 2006, I adapted by starting Ck Real Estate to help distressed property owners. I constantly learn and improve myself and my business by attending classes and conferences, taking courses, and networking with other professionals.

For me, the key to success is grit, careful planning, organization, and problem-solving skills. I am 100% committed to helping my clients make the best choices for their real estate needs. Teamwork makes the DREAM work, and I'm grateful to have my clients along as they navigate the exciting process of buying or selling a home.

My **CK Signature process** is a positive, easy, and seamless experience. You can rely on me to support you throughout this journey.

My dedication and loyalty to you are evident through my actions.

It's a privilege for Ck Real Estate to play a significant role in your life.

-Cheri

Scan to connect with me!

