



**CALL TODAY  
(310) 497-7255**

FOR A FREE VALUATION & BUY/SELL STRATEGY ANALYSIS. I WOULD BE HAPPY TO ASSIST YOU OR ANYONE YOU KNOW IN MEETING THEIR REAL ESTATE GOALS.



**EMAIL:  
PHOENIXTHOTTAM@GMAIL.COM**



**LINKEDIN URL:**

**[WWW.LINKEDIN.COM/IN/  
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I'M A CA BROKER ASSOCIATE (CALBRE#: 01710790) & REAL ESTATE & CONTRACTS ATTORNEY (UC Berkeley '99) WITH A MBA IN FINANCE & REAL ESTATE (UCLA Anderson '06). I DO NOT OFFER LEGAL ADVICE THROUGH KELLER WILLIAMS. THAT SAID, I AM A SEASONED AND EXPERT NEGOTIATOR WITH OVER 15 YEARS OF RESIDENCY IN VENICE & MAR VISTA. I HAVE OVER A DECADE OF REAL ESTATE LEGAL & PROPERTY MANAGEMENT EXPERIENCE & MARKET SAVVY.

CALL ME TODAY REGARDING MARKET TRENDS & YOUR OPTIONS.

**BROKER ASSOCIATE – KELLER WILLIAMS SANTA MONICA**



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**5 STEPS TO SELL YOUR HOME/PROPERTY IN LOS ANGELES' WESTSIDE. CALL ME TODAY FOR FREE CONSULTATION.**

1. **DEFINE YOUR NEEDS.** Write down all the reasons for selling your home or property. Ask yourself, "Why do I want to sell and what do I expect to accomplish with the sale?" For example, a growing family may prompt your need for a larger home, or a job opportunity may necessitate a move. I will work with you to develop a buy/sell strategy with a customized sale time frame & realistic profit margin goals & objectives.
2. **NAME YOUR PRICE.** Setting a fair asking price from the outset will generate the most activity from other real estate agents and buyers. **Call me today at (310) 497-7255 and I will give you a free valuation and market analysis** reflecting the condition of your home & what comparable homes in your neighborhood are selling for.
3. **PREPARE YOUR HOME.** I will help you get your home or commercial property into "showroom" condition. This will affect how quickly it sells and the price the buyer is willing to offer. First impressions are critical. I will work with you to make value adding repairs and replacements.
4. **GET THE WORD OUT, MARKET, RECEIVE THE OFFER AND NEGOTIATE THE SELL.** I will focus on helping you smartly & creatively sell your real estate asset and on setting up a specific marketing strategy for your home. There are many ways to get the word out, including: \* The Internet \* Yard signs \* Open houses \* The MLS or Co-Star \* Media advertising \* Agent-to-agent referrals \* Direct mail marketing campaigns. I will also help you negotiate financing arrangements and title, escrow and inspection fees and who will pay them.
5. **CLOSE THE DEAL.** "Closing" refers to escrow's legal transfer of ownership to the buyer. **I will work diligently and with laser focus to walk and guide you through the process and make sure everything goes as planned so that you are fully satisfied and happy with the real estate transaction.**