

Home Seller

GUIDE









Welcome to

Mokha Real Estate

There is no sales staff equal to the quality of Mokha Real Estate. It is our knowledge of the market and trends, ability to communicate, integrity and commitment to professionalism that creates the buyer for your home. The fact is, no one works harder to market their listings and no one produces a better track record. Mokha Real Estate will you through each step of the home selling process.

GET IN TOUCH!

-  209.600.7353
-  assist@mokharealestate.com
-  www.mokharealestate.com
-  [@mokharealestate](https://www.instagram.com/mokharealestate)
- 
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139 W El Portal Dr, Suite C
Merced, CA



DRE#: 02089481

What we provide when

Selling a home

MORE MARKETING

When you list your home with Mokha Real Estate, it will be marketed 24 hours a day, 365 days a year in every city worldwide. Thousands of buyers are directed to our associates through our Internet site which can provide information and photos of your home to any prospective buyer anywhere. Whether by phone, computer, or print Mokha Real Estate gives you exposure to the world's most aggressive real estate marketing programs

MORE FINANCING

At Mokha Real Estate we provide you faster service by providing more creative and more responsive mortgage assistance. As an independent broker, our affiliate provides our buyers with the lowest rates available anywhere in the marketplace. The lower the financing cost, the more people qualify and that means more purchasing power and more qualified buyers for your home.

MORE AVAILABILITY

We are family owned and locally operated. We're truly your "home team". Our owners, brokers, lender, and marketers are here and available to you whenever you need their assistance.

Targeted Marketing Strategy

- Professional Photography for Real Estate. Including Drone Photography.
- Professional Videography that reaches thousands of people on social media.
- *Unique* marketing campaign:
 - A unique marketing campaign made from scratch with my team - that will sell your home. We do one-of-a-kind work that gets thousands of views and interactions on social media.



MARKETING TIMELINE

(EXAMPLE)

**Property Listed as
"COMING SOON"**

August 6th

**Professional
Photography**

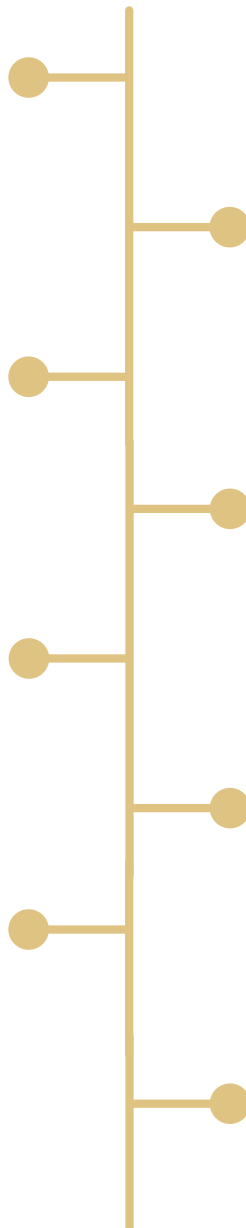
August 9th

Active

August 15th

Open House

August 20th



PREP STAGING

August 8th

**Marketing Campaign &
Videography**

August 10th

Mailers

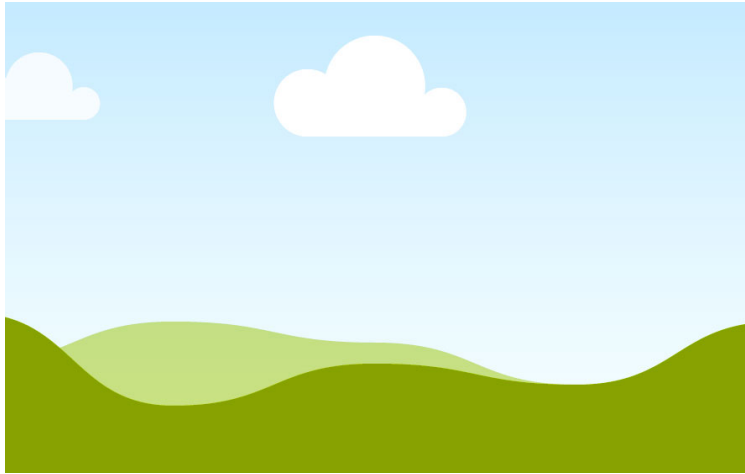
August 15th

Review Offers

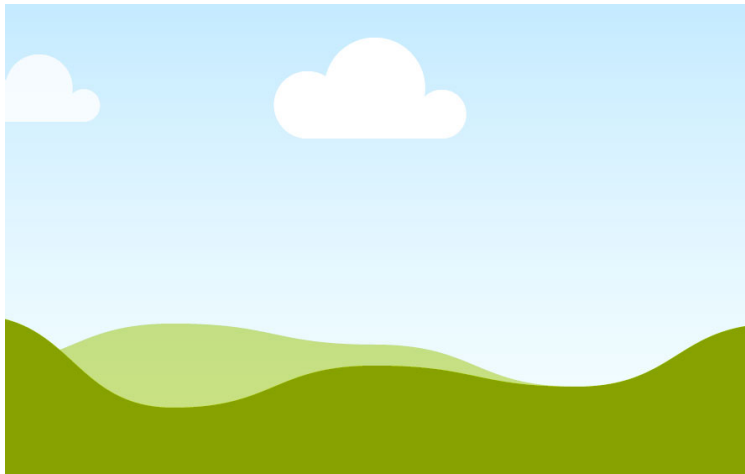
TBD



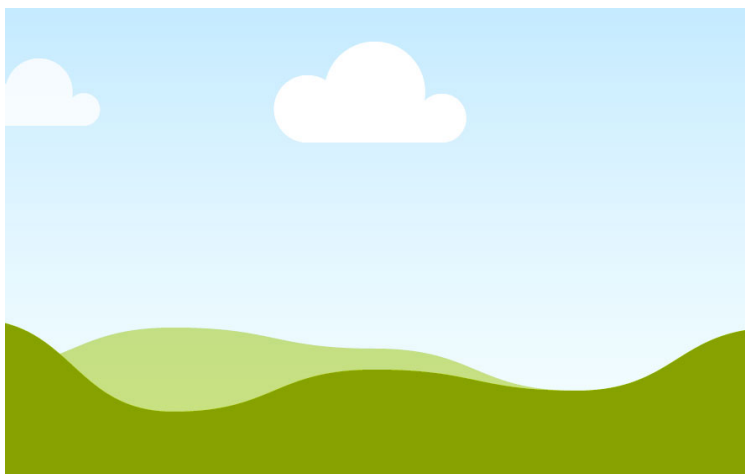
Comparable HOMES



-
-
-
- Sold for \$ _____ on _____



-
-
-
- Sold for \$ _____ on _____



-
-
-
- Sold for \$ _____ on _____



Commission Options

Listing Options	Fees Due at Closing	Suggested Advantages
Full Service (Exclusive Authorization Listing)	6% of Sales Price	By far our most popular marketing plan, exclusive marketing provides you all the services of all other programs combine, plus open houses, Multiple Listing Services exposure, and complete 24 hours per day representation by Merced's #1 Real Estate firm. Just sit back, relax and leave everything to us. P.S. You can start packing!
Exlcusive Agency Services (Dual Marketing)	0% or 6% of Sales Price	Allows you and Mokha Real Estate to work simultaneously to sell your home. Your only disadvantage is the time and energy you will spend handling your own inquires. If we find a buyer, you pay a commission; if you find a buyer, you don't.
Commission Buy-Down Program	As low as 4% of Sales Price	Receive the majority of the services available with our full servie representation but with substantial cost savings . Simply pay a one time separate flat fee upon closing and your commission can be reduced by as much as 2%. Best of all, you are not trading dollar for dollar. Your savings can add up to \$3 in commission for each dollar paid in advance
Exlcusive Services	5% of Sales Price	Your home is exposed to all 500+ Mokha Real Estate Sales Associates but not to the Multiple Listing Service. This provides you the security and privacy by limiting showings to only qualified Mokha Real Estate prospects while also reducing your commission cost.
One Party Services	0% or 6% of Sales Price	You are free to sell your home yourself without obligation for any commission; however, you provide us authorization to expose the property to pre agreed specific individuals . We do not assist with your buyers and there is no commitment unless our party purchases your home.
2 / 4 / 6 Services	2% or 4% or 6%	The competitive incentive provided by our 2/4/6 program could five you the fastest sale and lowest commission expense ever. You, the Listing Agent and every Realtor in town will be in a race to see who can find your Buyer fist. If you win, you will receive full brokerage representation for only a 2% fee. Should your Listing Agent produce the Buyer, the fee will be 4%. Should any other licensee or MLS member find your Buyer, the fee will be 6%. With the quality of Mokha Real Estate representation, the fastest sale and the opportunity to save, you win.
Homeseller's Services	2.5% of Sales Price	Sell your home (FSBO). Pay a substantially reduced brokerage fee. You provide advertising, open houses, and find your buyer; we provide market analysis, contacts, negotiating, legal disclosures, escrow monitoring, finance counseling, and the guidance you need to safely sell your home.

LOCAL *Providers*

ELECTRICITY PROVIDERS

Pacific Gas and Electric Company (PG&E)

3185 M St, Merced, CA 95348
(800) 743-5000
<https://www.pge.com/>

Merced Irrigation District (MID)

744 W 20th St, Merced, CA 95340
(209) 722-5761
<http://mercedid.org/>

Turlock Irrigation District (TID)

333 East Canal Drive P.O. Box 949
Turlock, CA 95381-0949
<http://www.tid.org/>

NATURAL GAS PROVIDERS

Pacific Gas and Electric Company (PG&E)

3185 M St, Merced, CA 95348
(800) 743-5000
<https://www.pge.com/>

WATER AND SEWER PROVIDERS

City of Merced Water

678 W. 18th Street
Merced, CA 95340
(209)385-6800
https://www.cityofmerced.org/depts/pw/water_division/

California American Water

Franklin-Beachwood Area
2272 N. Meadowbrook Ave.
Merced, CA 95348
(888) 237-1333
<https://amwater.com/caaw/>



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