



The Benefits of Working With a Specialized Listing Agent

Professional Guidance Before, During, and After Your Home Goes on the Market

Selling your home involves important decisions about preparation, pricing, marketing, and negotiation. An experienced Specialized Listing Agent helps you understand your options, avoid costly mistakes, and move forward with confidence.

Preparation That Makes a Difference

Help you identify what needs attention before listing, prioritize worthwhile improvements, and present your home so buyers can recognize its value.

Local Market Knowledge

Explains how competing listings, recent sales, and current market conditions affect your home—and what that means for your selling strategy.

Pricing Based on Market Value

Uses comparable sales and your home's condition, features, and location to recommend a competitive asking price that attracts serious buyers from the beginning.

Professional Presentation and Strategic Marketing

Combines compelling photography, clear property information, and targeted exposure to help your home stand out and reach buyers most likely to be interested.

Skilled Negotiation on Your Behalf

Help you evaluate the complete offer, including price, financing, contingencies, concessions, and closing dates, then negotiate with your goals in mind.

Guidance From Listing Through Closing

Explains paperwork and next steps, coordinates with the professionals involved, and helps you navigate deadlines, inspections, appraisal concerns, and unexpected challenges.

Choose Experience You Can Verify

Whenever possible, give special consideration to a professional who focuses primarily on representing homeowners and can demonstrate experience preparing and marketing homes, negotiating on behalf of sellers, and—most importantly—a **proven track record of successful sales**.

The goal is to help you sell **for the highest possible price, in the shortest reasonable time, with the least stress**, through careful preparation, informed decisions, and professional representation.

Braulio Hernandez, REALTOR®

Seller Representative Specialist (SRS)

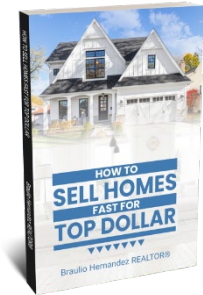
Accredited Buyer's Representative (ABR®)

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Discover The Secrets to Selling Your Home Fast for Top Dollar



Every day, homeowners leave money on the table, grow frustrated as their homes sit on the market, or face the disappointment of watching their home remain unsold — or even worse, fail to sell after months of effort.

This guide reveals proven strategies to help you avoid these outcomes, empowering you to sell faster, reducing stress, and positioning your home to attract stronger offers — often 3% to 5%, if not more.

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