

Team Irwin

Chris & Jennie Irwin

Your Guides Through All The Moving Parts.



CRAFT & BAUER

real

Table of Contents

4	OUR APPROACH
6	CORE VALUES
8	MEET CHRIS & JENNIE of TEAM IRWIN
10	THE LEVERAGE x CRAFT & BAUER ADVANTAGE
14	GLOBAL REACH
16	DIGITAL MARKETING
22	A CUSTOM MARKETING PLAN, DESIGNED BY US
28	CINEMATIC EXPOSURE
32	7-STEP HOME SELLING PROCESS
34	PROPERTY ENHANCEMENT
36	PRICING YOUR HOME
38	TESTIMONIALS



CRAFT & BAUER

real

Our Approach

Selling your home is a very big deal - for many people it is one of the largest sales they'll make in their lifetime. We take this very seriously at **Craft & Bauer / Real Broker** and that's why we invite you for a no-obligation Seller Counseling Session before we get moving on your listing.

Our goal at **Craft & Bauer / Real Broker** is to provide you with a summary of the home selling process from start to finish. Throughout the course of our working relationship, we'll take on a number of roles to fit situations that arise: We'll be your STRATEGIST, helping you to identify the options you have in any given situation.

We'll be your AMBASSADOR, interacting with other people involved in every step of the process and serving as an extension of you.

We'll be your NEGOTIATOR, helping you to get the terms that are important to you, but also keeping in mind a sense of balance so that the other side also feels satisfied with those terms too.

Perhaps above all, the most important role we'll fulfill for you is as a COMMUNICATOR. We have to be able to write contracts which achieve your objectives. Even after that contract is accepted, there is still much communication ahead that has to be executed well in order to keep everyone in the transaction satisfied.

Craft & Bauer was founded in Los Angeles in 2019 by Dominic Labriola and Max Fitzgerald with a simple goal: to create the kind of real estate company we always wanted to belong to. A place where agents, employees, and clients all feel supported, valued, and taken care of. Today, we're proud to serve communities across Southern California, Northern California, Arizona, Nevada, and New York—with an in-house Creative Department, intuitive tools, and a deeply collaborative team by your side.

In 2025, we joined **Real**—a national platform that shares our values and expands what we can offer. With **Real**'s powerful technology, streamlined systems, and vast referral network, we combine the personalized service of a boutique company with the reach and resources of a modern brokerage.



Our Core Values: **S.T.R.I.V.E.**

SKILLED

We believe that selling real estate well is a true craft.

We are proficient and studied.

We are experienced and precision-calibrated.

TRUSTWORTHY

We are highly competent, organized, and efficient.

We are independently owned and operated.

We are engaged, responsive, and dependable.

RELATABLE

We are approachable and engaging.

We are ambitious, curious, and empathetic.

Our style is chic, sophisticated, and uncluttered.



INNOVATIVE

We embrace changes in tools and technology that improve the experience for our clients and teammates.

We never rest on our laurels.

We are nimble and open to change.

VISIONARY

We are constantly seeking ways to improve.

We encourage collaboration and the sharing of ideas over competition.

We are respected as thought leaders in our industry.

ETHICAL

We are true fiduciaries who put the needs of our clients above our own interests.

We are transparent and consistent.

We are humble and filled with gratitude.





Chris Irwin

Estate Director

Chris Irwin is an Estate Director with Craft & Bauer | Real Broker whose expertise spans across various vibrant neighborhoods and areas, including Oakdale, Riverbank, Modesto, and beyond. With a passion for fostering meaningful client relationships, Chris has built a career centered on empathy, understanding, and genuine care for his clients' needs.

Throughout his career, Chris has celebrated numerous highlights, but perhaps none more poignant than selling his grandparents' home of nearly six decades. This deeply personal transaction not only yielded significant returns for his family but also exemplified Chris's commitment to exceptional service. Additionally, facilitating a seamless transition for his aunt during a challenging time underscored his dedication to going above and beyond for his clients.

Chris's client philosophy is rooted in empathy and connection. He understands that real estate transactions are not merely about properties but about guiding individuals through life-changing decisions. By prioritizing emotional intelligence and support, Chris ensures his clients feel empowered and valued throughout their journey.

Inspired by the architectural prowess of Marmol Radziner, Chris appreciates design that marries historical significance with modern functionality. He admires the firm's dedication to preserving the integrity of midcentury homes while infusing them with contemporary elegance.

Beyond his professional endeavors, Chris is deeply invested in causes close to his heart, including animal rights, environmental conservation, and space exploration. These passions reflect his commitment to ethical stewardship of the planet and the exploration of boundless possibilities. In his leisure time, Chris embraces adventure, whether it's cruising on his motorcycle, hitting the slopes for exhilarating snowboarding sessions, or exploring new locales through travel. He finds solace in unwinding with loved ones, often hosting gatherings by the pool or indulging in the local wine country scene. For Chris, life is about balancing ambition with moments of joy and connection, both professionally and personally.

DRE#	02143320
OFFICE	209.300.6024
CELL	209.988.7778
EMAIL	chris.irwin@craftbauer.com

Jennie Irwin

Estate Director

Jennie Irwin is an Estate Director with Craft & Bauer | Real Broker, specializing in the vibrant neighborhoods of Oakdale, Riverbank, Modesto, Manteca, Tracy, Escalon, Ceres, and Stockton. With a passion for transforming dreams into reality, Jennie has a track record of success stories. She has helped countless first-time homebuyers realize their homeownership dreams through personalized support and long-term nurturing. Additionally, she has guided families through foreclosure, helping them avoid financial hardship and secure their future. Jennie's exceptional dedication and expertise earned her Masters Club status in her first real year in real estate, a testament to her commitment and skill.

Jennie's philosophy on client relationships centers on prioritizing client happiness and satisfaction. She understands that real estate is not just about properties, but about people and their dreams. With empathy, patience, and open communication, Jennie builds trust and fosters a collaborative atmosphere where clients feel empowered to make informed decisions. She believes in making the real estate journey enjoyable, creating memorable experiences filled with fun and laughter, even amid the seriousness of buying or selling a home.

A lover of contemporary glam design, Jennie draws inspiration from influencers like Caitlin Wilson, Kelly Hoppen, and Olivia Rink. She adores the elegance of soft, clean, yet romantic sophistication with touches of sparkle, mirrored tabletops, tufted furniture, and cozy accents that make her heart skip a beat.

Jennie is deeply committed to causes such as animal rescue, the American Heart Association, the American Cancer Society, Habitat for Humanity, and support for women and children's shelters and mental health awareness. In her leisure time, Jennie enjoys yoga, cycling, Pilates, meditation, and spa days. She loves wine tasting, beach vacations, and hosting friends and family, creating cherished memories over good food and laughter. Jennie also finds joy in snuggling with her fur babies and watching Hallmark movies for those feel-good vibes.



DRE#	02082790
OFFICE	209.300.6024
CELL	209.345.2583
EMAIL	jennie.irwin@craftbauer.com

The Leverage + Craft & Bauer Advantage

Craft & Bauer is an exclusive representative for Leverage Global Partners, an international community of 233+ independent brokerage firms who align under shared standards of care, market expertise and service. The member brokerage firms who have been chosen to join Leverage have been vetted and trusted with the exclusivity of being the network's sole representative of their markets. Nearly 6,000 real estate agents across the globe with a presence in 23 countries and 135 markets.



The
LEVERAGE
ADVANTAGE



LEVERAGE GLOBAL PARTNERS

Here's a glimpse at how our partnership with Leverage empowers Craft & Bauer Real Estate Co.:

A GLOBAL MARKETING PARTNER & NETWORK

Not only is Craft & Bauer independently owned and locally operated with roots in our community, but we have a partnership with Leverage Global Partners which is a global marketing firm and network. Leverage partners with top producing brokerages and teams in 23 countries. We get your home in front of buyers in the local market, and through Leverage, we are able to extend our marketing reach to exceptionally well-qualified consumers and agents in key feeder markets around the world.

GLOBAL ADVERTISING POWER AND REACH

Leverage promotes a curated selection of listings via their social and digital channels. Craft & Bauer. can place your home among this selection of beautiful properties and get in front of the right buyers. Through this network, Craft & Bauer has unique marketing opportunities for the highest level of market exposure for our featured properties. With a combined 41M+ monthly page views, Craft & Bauer can advertise your home on powerful international media outlets including WSJ.com, MansionGlobal.com, NYTimes.com, FinancialTimes.com, Juwai.com, PropGoLuxury.com. Your home will also be searchable on Barrons.com and PENTA.

OUR PUBLIC RELATIONS TEAM

Craft & Bauer employs a full time professional public relations firm who specializes in crafting highly-personalized PR, social and advertising campaigns to draw potential coverage in the media. With contacts in both mainstream, local, and international media publications, our PR team helps our agents strategize to create a campaign to draw the most effective and appropriate media coverage possible for your property.

A GLOBAL RELOCATION NETWORK

As a member of Leverage, Craft & Bauer. is best prepared to serve you in identifying the best agent or broker to work with if you are moving out of the area. As a part of a robust network of top producing agents and brokerages, we have connections all over the world.

The Leverage Network

5,020

Agents

Operating in

23

Countries

With

216


Offices

Serving

135

Markets

**Internal data as January 2025*



With the help of Leverage,
Craft & Bauer has the global reach to
find buyers for your home wherever
they are in the world.

ELEVATED PROMOTION

Jennie and Chris may feature properties on LeverageRE.com, a curated channel of real estate and lifestyle content, and promote them to a social media audience of 60,000 + followers.

In addition, Leverage's dedicated Public Relations team seeks editorial placement in international media outlets for newsworthy properties represented by agents of Leverage.

CREATIVE EXPERTISE

A creative team of designers, writers, social media experts, developers and printers are at Jennie and Chris's disposal to develop a personalized marketing strategy and materials that engage today's most discerning buyers.

EXCLUSIVE COMMUNITY

Leverage aligns brokerages across 130+ major markets worldwide and unites a community of 5,700+ top producing real estate professionals who share innovative strategies and tactics market-to-market.

RELOCATION CONNECTIONS

Beyond the market coverage that Leverage has within its membership, Leverage's relocation experts will match your agent with a Leverage-quality firm in any location where you have a real estate need.

Visit LeverageRE.com for more information.

GLOBAL REACH

WE ARE ALLIED WITH THE MOST RESPECTED MEDIA OUTLETS WORLDWIDE, SO YOUR PROPERTY CAN BE VIEWED AND EXPERIENCED BY AN INTERNATIONAL AUDIENCE WITH BUYING POWER.

629.4M

Combined Monthly

PAGE VIEWS

149.6M

Combined Monthly

SITE VISITS

Complete media exposure for properties includes:

WSJ.com, RobbReport.com, WashingtonPost.com, PropGoLuxury.com, FinancialTimes.com, WSJ's MansionGlobal.com, MansionGlobal.com/cn (Chinese), MansionGlobal.com/es (Spanish), Barrons.com, Barrons.com/Penta, MarketWatch.com, Juwai.com and LeverageRE.com

WSJ

The Washington Post

Robb Report

FINANCIAL TIMES

MANSION GLOBAL

ONLY THE EXCEPTIONAL

BARRON'S

PENTA

MarketWatch

PropGOLuxury.com

Luxury Properties Worldwide



Where Chinese find international property

LEVERAGERE.COM

We are actively
engaged with

167,835+

*On Craft & Bauer | Real
Broker and Leverage social
media channels*



The average person
spends over

2.5+ HRS

*a day on social media**

70%

*of U.S. adults use at least one
social media channel**

*According to global web index and business insider

Digital Exposure



WEBSITES

CentralValleyHouseSearch.com
CraftBauer.com
OneReal.com
LeverageRE.com



ZILLOW, TRULIA & REALESTATE.COM

We are premier agents, our listings get priority placement and more views than those of our competitors.

REALTOR.COM

Company showcase puts our contact info directly on our listings and gives our listings maximum exposure on the site.

HOMES.COM

Search, content, and advertising strategies are designed to bring millions of transaction-ready buyers and sellers to Homes.com and collaborate during the entire home buying/selling process.



SOCIAL MEDIA

151,735+ + Followers in Aggregate



ChrisIrwin-RealEstateGuy
Jennielrwin
CentralValleyHouseSearch
IrwinAbleRealEstateSolutions
CraftBauer
RealBrokerage
LeverageRE



JennieLaura
CRLrwin
CraftBauer
RealBrokerage
LeverageLifestyle



HubbieWifeRealtorLife
@CraftAndBauer
RealBrokerage
LeverageRE



CraftAndBauer
JoinReal
LeverageRE



ChrisIrwin
Jennielrwin
company/CraftBauer
company/OneReal
Leverage Global Partners



Chris & Jennie Irwin, REALTOR -
Craft & Bauer Real Estate Co.



Craft-Bauer
Leverage Global Partners

Digital Marketing

Craft & Bauer | Real Broker has hired the most sophisticated real estate digital marketing agency to assist in the management of our technology and digital marketing.

Through this partnership, Craft & Bauer | Real Broker is able to create highly focused social media marketing, targeted demographic and psychographic advertising, using cutting edge technologies.



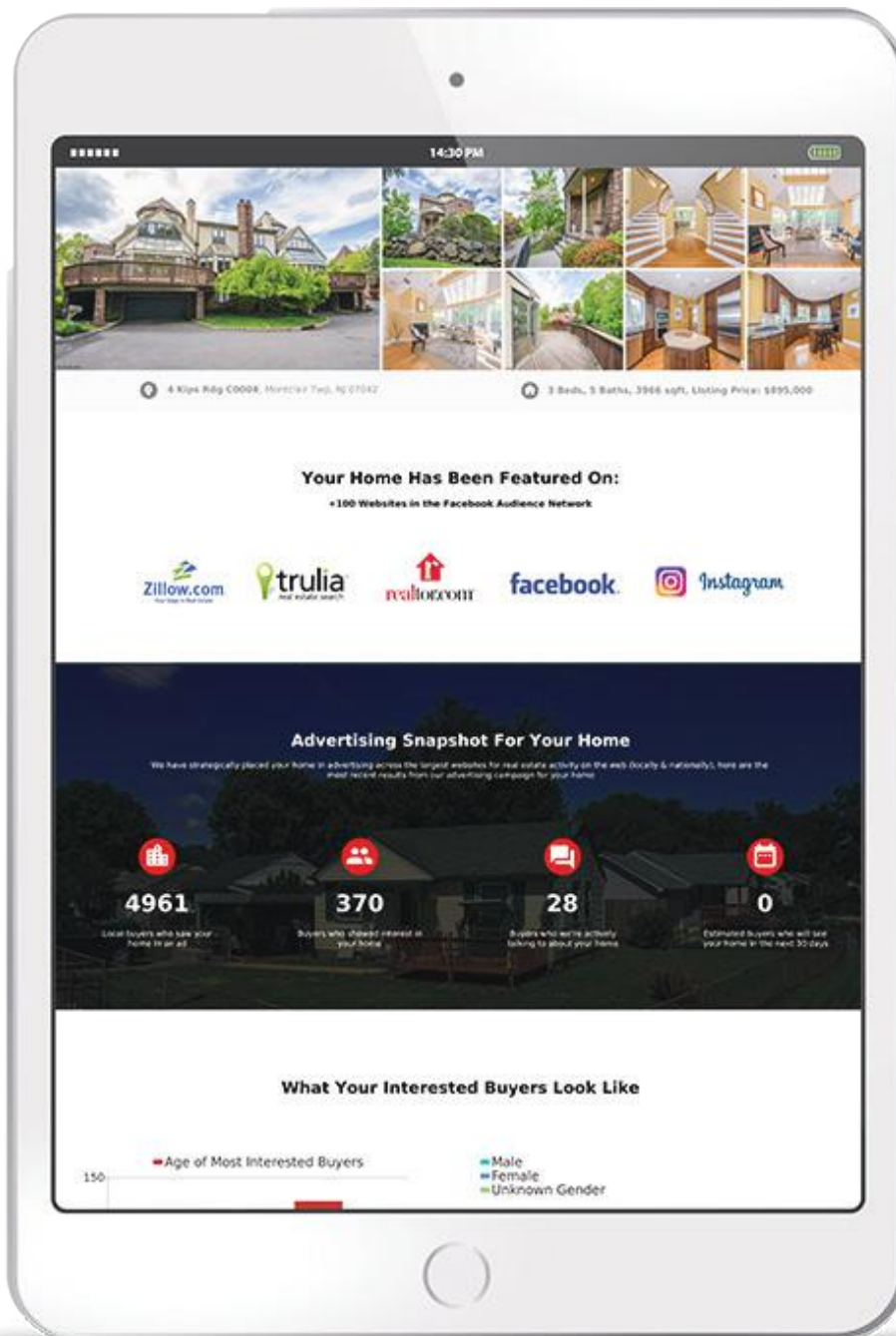
DEMOGRAPHICS

Craft & Bauer | Real Broker doesn't just showcase your home to one big general audience. Instead, we can hyper-target our ads to the right demographic audience who would be most likely to be interested in your home.

SELLER REPORT

Craft & Bauer | Real Broker's highly unique approach gets your home in front the right people.

Our seller report highlights all of the marketing results associated with your listing.



[Prev](#) [Next Listing](#)[Favorite](#) [Share](#)[Tour This Home](#)☒ Tour in Person ☐ Tour via Video Chat[Tour this home](#)

● Active

\$1,825,000**7108 Oakmont Drive**
Modesto, CA 95356

Broker Reciprocity

MLS# 222077890

☐ Single Family Detached • Built in 1977 • \$432/SqFt

WONDERFUL DEL RIO LOCATION. AMAZING SINGLE STORY 3 BEDROOM, 3.5 BATH HOME OVER 4200 SQUARE FEET. ALL BEDROOMS ARE SUITES AND HAVE THEIR OWN BATHS. FABULOUS REMODELED KITCHEN AND MASTER SUITE, EXCELLENT CONDITION THRU-OUT. HUGE GOURMET KITCHEN, SENSATIONAL MASTER SUITE WITH TWO WALK IN CLOSETS, WATER FEATURE, TUB AND HUGE WALK IN STALL SHOWER. KITCHEN AND FAMILY ROOM ARE ONE GIANT SPACE. SEPARATE FORMAL LIVING ROOM AND FORMAL

[Expand](#)

3	4	4,220	17,468
Bedrooms	Bathrooms	Size sqft	Lot sqft

Additional Home Features

Additional Home Features

Accessibility Features: Garage Facing Front, Garage Door Opener, Garage

Lot Description

Lot Size SqFt 17468.00

Other Lot Features: Auto Sprinkler F&R, Curb(s)/Gutter(s), Shape Irregular, Landscape Back, Landscape Front

Interior Features

Additional Home Features

Bathroom Features: Central, MultiZone, MultiUnits, Natural Gas, Gas

Interior Features

Cathedral Ceiling

[Expand](#)

\$ Payment Estimate

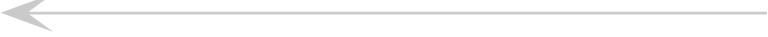
Total Cost of Mortgage: \$2,215,951

Total Estimated Cost per Month: \$6,155

Presented By

Team Irwin
(209) 300-6024Estate Director
Chris Irwin
DRE# 02143320
(209) 300-6461Estate Director
Jennie Irwin
DRE# 02082790
(209) 300-6029

Custom Webpage & Analytics



Craft & Bauer | Real Broker's in-house Creative & Web team will create a custom property landing page specifically for your home.

This smart page will not only gather a variety of statistics regarding the visitors, but will also track their activity through intent-based behavior.

Our system will automatically store and prioritize website visitors from your listing landing page, allowing us to prioritize our lead follow-up.

A Custom Marketing Plan...designed by Us

With more than 90% of home buyers beginning their search on the Internet, and 51% of buyers finding their home online, we understand the importance of digital marketing.

Our Creative Department works directly with our agents and their sellers to create a custom marketing plan to maximize exposure for your home.

From custom newsletters, to eBlasts, to digital advertisements and everything in between, our Creative Department will help bring the maximum amount of exposure possible to your home.

Using the latest digital marketing resources and techniques, and tens of thousands of dollars dedicated to digital advertising, our Creative Department can target and retarget the right audience for your property and connect with buyers more easily.



\$2,100,000 • 3 BED | 3.5 BATH • 2,828 SQFT

This custom residence, a quintessential example of mid-century architecture, crafted in 1963 and thoroughly renovated, proudly stands on the picturesque Oak Run Circle. A highlight of the home is the main level's open floor plan, offering a seamless flow from the living room into the kitchen, which can be moved from both the living room and kitchen. As you step inside, you're welcomed into a light-filled living room featuring a large fireplace, a built-in bar, and a custom wood-paneled wall. The kitchen is a chef's dream, equipped with a large island, a walk-in pantry, and a custom wood-paneled wall. The master suite is a retreat from the rest of the home, featuring a large walk-in closet, a custom wood-paneled wall, and a private bathroom. The home is a true masterpiece, combining mid-century charm with modern luxury. **JUST SOLD**

CRAFT & BAUER REAL ESTATE CO.

Lia Thurman | 800.237.5816 | lia@craftandbauer.com | 800.542.2480

247 Bauer Street
STUDIO CITY, CA

JUST SOLD

CRAFT & BAUER REAL ESTATE CO.

craftbauer

Team Irwin
Chris Irwin | Sales Director
Jenna Irwin | Sales Director

Send Message



CRAFT & BAUER

Lia Thurman | Sales Director

800.237.5816



2600 E. Vincentia Road
SHERMAN OAKS, CALIFORNIA

CRAFT & BAUER

15477 Dickens Street
SHERMAN OAKS, CA

\$2,795,000
4 BED
4.5 BATH
3,145 SQFT

Welcome to your stunning completely redesigned masterpiece! Located south of the 405 in Sherman Oaks, this property is a true gem. The home features a large open floor plan, a gourmet kitchen with a large island, a master suite with a walk-in closet, and a large backyard with a pool. **JUST SOLD**

CRAFT & BAUER REAL ESTATE CO.

Danny Nisand
818.443.2812
danny@craftandbauer.com



2600 E. Vincentia Road
SHERMAN OAKS, CALIFORNIA

CRAFT & BAUER

Your Neighbor's House JUST SOLD!

- Multiple Offers
- Under Contract in Less Than 1 Week on Market
- \$200K+ Over Asking Price!

CRAFT & BAUER REAL ESTATE CO.

Instagram

craftbauer

Chris & Jennie gave hands down the absolute best when it came to finding my husband and I a home! ★★★★★

Liked by craig_love and 44,686 others

craftbauer Your guide through all the moving parts.

5759 Aladdin Street
LOS ANGELES, CALIFORNIA

CRAFT & BAUER REAL ESTATE CO.



5759 Aladdin Street
LOS ANGELES, CA | \$1,700,000

JUST SOLD



Instagram

craftbauer

"My favorite architect is S...
He plays with the dichoto...
negative space and of...
joining them in..."

Kristian Bonds
DATE 02/09/2021

A Full Marketing Suite *Customized for your listing!*

Craft & Bauer | Real Broker's in-house Creative Department will design custom digital, print, and email collateral specifically for your listing.

 @craftbauer

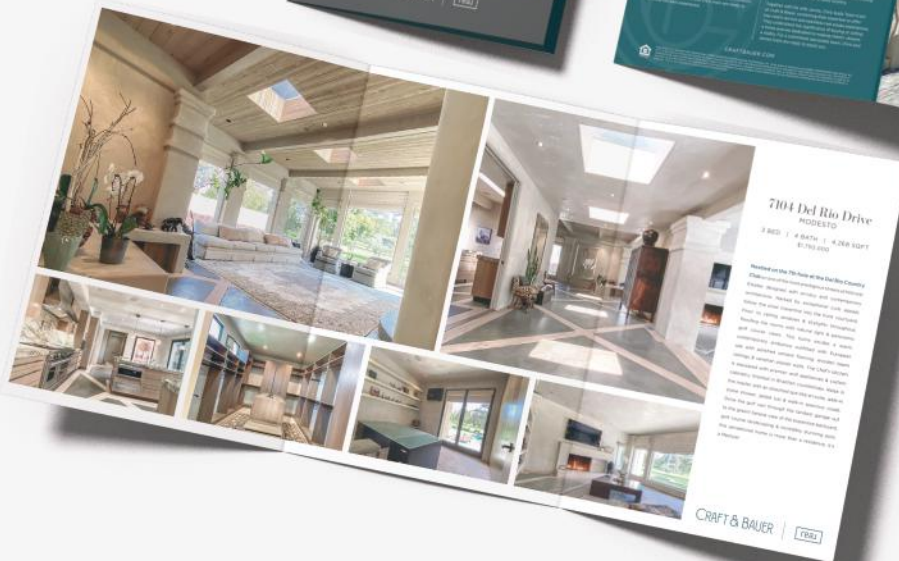
.....

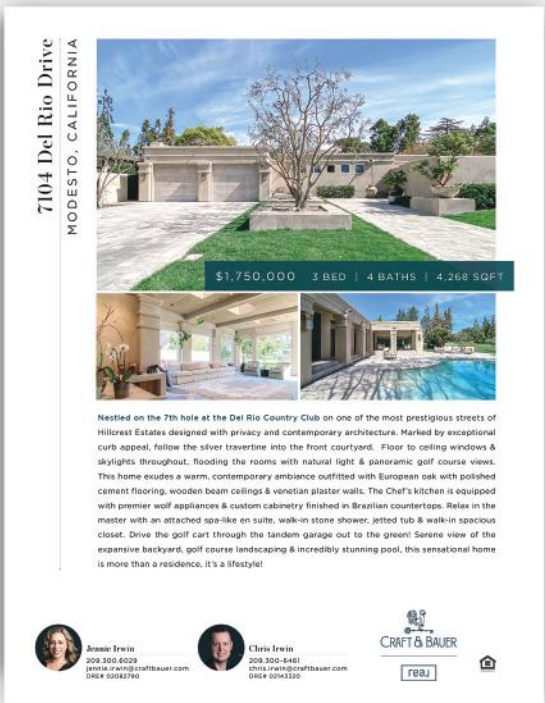
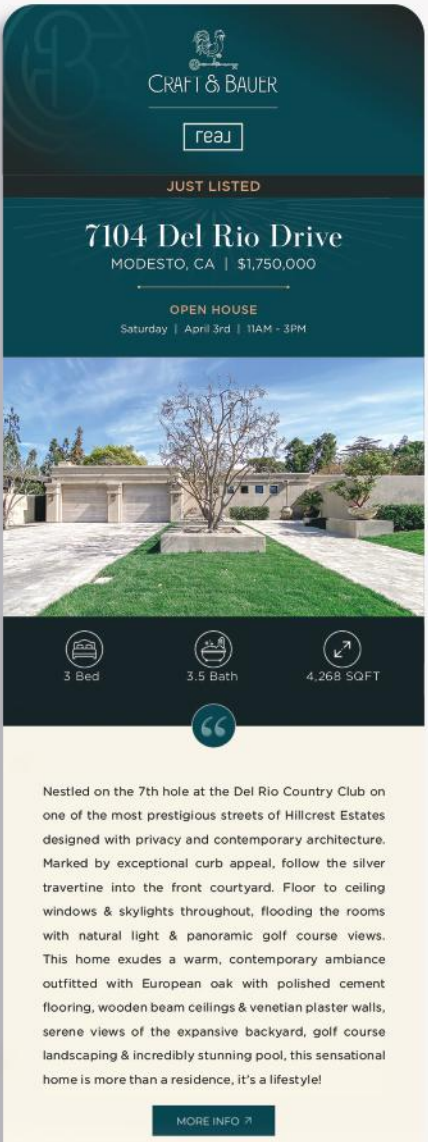


social media graphics

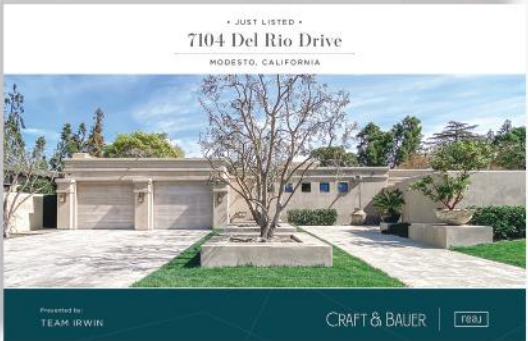


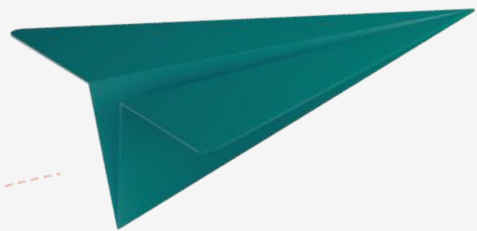
oversized trifold brochures





postcards





E-Blasts & Newsletters

With the help of Craft & Bauer | Real Broker's Creative Department, we can get your home in front of the greater real estate community even before your home hits the market.

CRAFT & BAUER | [rea](#)

Broker's Open

THURSDAY | 3-7
10AM - 12PM
2600 SPY GLASS DRIVE | MODESTO

Just Listed

7609 Spy Glass Drive | Modesto



3 BED • 3 BATH • 4,150 SQFT

Discover unparalleled elegance in this stunning two-story Del Rio home that artfully combines space and light. This open floor plan welcomes you in with floor to ceiling spanning river views. The meticulously manicured 9 acres of land surrounding this property, providing an enviable and unmatched opportunity with access and partial ownership. Spend your days exploring the vast and versatile estate, immersing yourself in nature. Indulge your culinary desires in the gourmet kitchen, equipped with top-of-the-line Viking appliances and granite countertops. For those who appreciate fine spirits and wines, this home offers a full custom bar and temperature controlled wine storage room. Entertain guests in style as you showcase your extensive collection or enjoy a quiet evening sipping a rare vintage in the comforting ambience of your private sanctuary. As you retreat to the living area, bask in the warmth emitted by the bold stone fireplace. Its imposing presence creates a focal point. Complete with a 3-car drive through garage for auto and golf enthusiasts. Park your RV or bobby vehicles with

[MORE INFO](#)



Offered at \$1,699,999



Presented
& Hosted by
Shana Gates



CRAFT & BAUER

[rea](#)

JUST LISTED

26717 Mont Calabasas Dr.

CALABASAS | \$3,499,000

OPEN HOUSE

Saturday | April 3rd | 11AM - 3PM



5 BED

6 BATH

4,994 SQFT



A meandering stone path leads to this beautifully updated home featuring a large, lushly landscaped, private lot. Highlights include a remodeled chef's kitchen with leathered countertops & Viking, stainless steel appliances, opening to the spacious family room with big picture windows, extensive wood floors & cozy fireplace, plus both breakfast & formal dining rooms, a bonus room, private office, and 5 ensuite bedrooms including the master suite with retreat, completely remodeled bathroom with a large steam shower and free standing tub. The expansive grounds include covered patios, a barbecue center, mature trees, sparkling pool & spa, and large grass lawn. Additional amenities include a two-story entry with spiral, wrought iron staircase, wine refrigerator, and multiple entertaining areas, all in a very private setting.

[MORE INFO](#)



CRAFT & BAUER
REAL ESTATE CO.



CRAFT & BAUER
REAL ESTATE CO.
eNews
JULY 2024

Dear Friends, July is one of my favorite months of the year, filled with the excitement of the 4th of July, my birthday, and sunny summer days. I hope this month brings you joy and a chance to celebrate with loved ones. Wishing you all a happy and healthy holiday, and a July filled with laughter and unforgettable memories. Enjoy every moment!



Brought to you by
Dominic Labriola



EXPECT THE UNEXPECTED

Expect The Unexpected

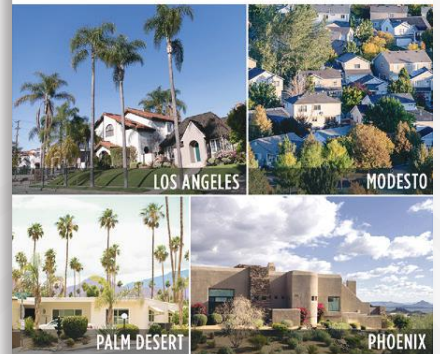
If there is anything we have all learned over the past three and a half years, it's that we cannot foresee the future...and that we would be using the word "unprecedented" an unprecedented number of times. In the midst of everything happening in the country, real estate is moving at a slow yet steady pace in the right direction, both for buyers and sellers. We see inventory rising, and even with the Fed waiting for inflation to cool further before cutting interest rates, increasing momentum in the market. We'll unpack these trends below, and as always, if you have questions or need clarification, please feel free to contact us directly!

Inventory Rising

As agents and prospective buyers have undoubtedly noticed, there has been a *slow* increase in homes coming on the market this year. Inventory increased 5% in June to 10,086, and while still below the 3-year pre-Covid average of 12,088, that is 29% higher than last year. Though many homeowners remain (understandably) hunkered down, holding onto their low fixed-rate mortgages, some have had to meet relocation deadlines for new jobs, to upsize square footage to accommodate a growing family, or simply grew tired of waiting for rates to fall and decided to make a move.

[Read More >](#)

Zooming In: Four Area Markets



While Los Angeles will always remain a hot housing market, many Americans are moving to the suburbs, smaller towns, and even rural areas out of both choice and necessity. In addition to Los Angeles, let's take a look at Modesto*, Palm Desert*, and Phoenix* market trends to see if any of these areas may be a match for you!

**To learn a bit about what it would be like to live there, click on the name of the city.*

Los Angeles

• Bouncing back from a decline in the first quarter of the year, the total active listings in Los Angeles was at 1,262 in June, trending upward since April.

• The market action index, leveling off at 41 for the past two months, shows we're still in a seller's market.

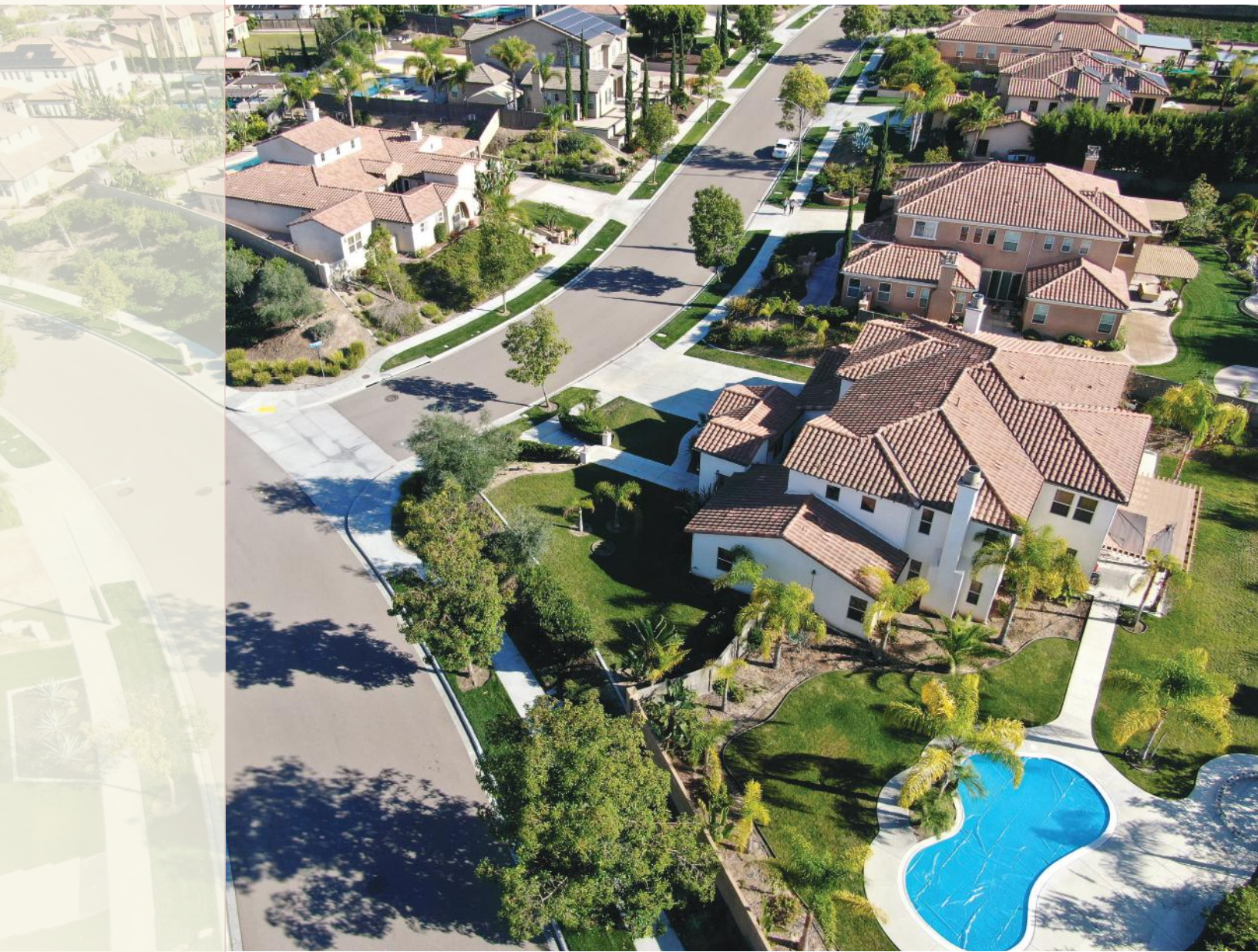
[Read More >](#)

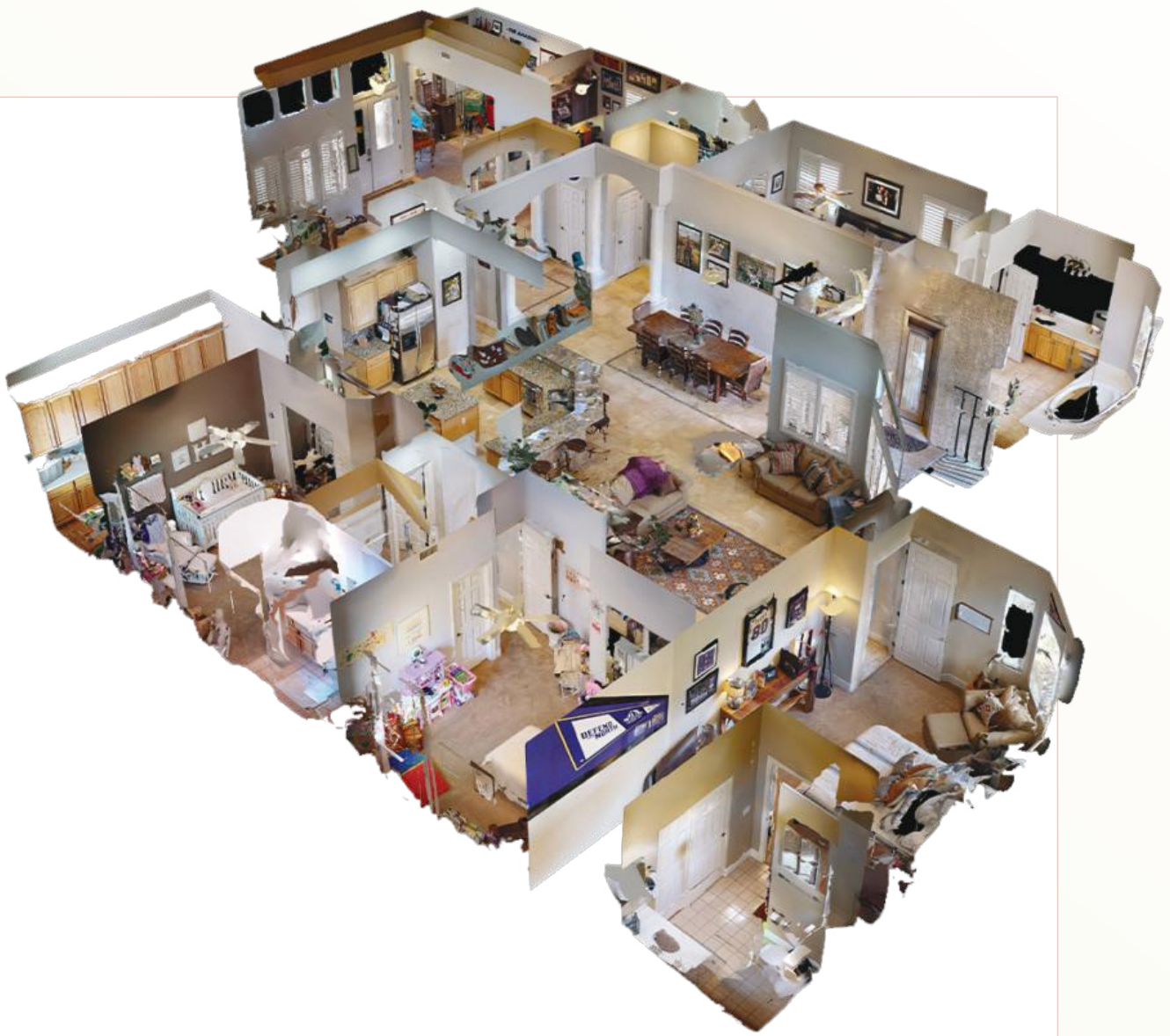


**CREATING
A WELLNESS
SPACE**

Cinematic Exposure

Using Tour Factory, we hire world-renowned real estate photographers, videographers, and drone photographers to shoot impeccable imagery and cinematic explorations of your home.





Matterport™

Matterport is an immersive media technology company that builds 3D media solutions that power industries from real estate to entertainment, and everywhere in between. It's the best end-to-end media platform that allows users to easily create, modify, navigate, and build on digital representations of real places.

CRAFT & BAUER

real

Featured Beyond the MLS

Forbes

Los Angeles Times

THE
Hollywood
REPORTER

WSJ

dwell

CURBED

CA
HOME + DESIGN

SFGATE

THE CLOSE

HGTV

house hunters
INTERNATIONAL

The Mercury News
The Newspaper of Silicon Valley

 PURSUITIST

BARRON'S

AD

MANSSION GLOBAL
ONLY THE EXCEPTIONAL

FOX
11
LOS ANGELES





7 Step Home Sell

with Jennie & Chris Irwin

1 STRATEGIC PLAN

- Select home selling team
- Review market conditions
- Buyer Profile analysis
- Outline Custom Marketing Plan
- Determine pricing strategy
- Set listing timeline

2 PREPARATION

- Prepare property for marketing and showings
- Pre-listing Inspections
- Photography & video
- Creation of marketing materials
- Complete Disclosure package

3 MARKETING

- Submit property to Leverage Global for International listing distribution
- Website, video, photography and all online marketing launched
- Open House schedule syndication and invitations Sent
- Direct and email marketing initiated
- Signage and advertising

ing Process

4 SHOWINGS

- Setup house prior to each showing
- Broker tours
- Open Houses
- Evening showings
- Showings by appointment

5 OFFERS

- Provide buyers with Disclosure packages
- Accept offers
- Review buyer financial qualifications
- Consideration of Offer Terms
- Negotiations, counters and addendums
- Offer acceptance

6 PENDING STATUS

- Select Title Company for closing process
- Buyers good-faith deposit
- Preliminary Title Report and documentation review
- Contract and closing timeline
- Home Buyer's inspections
- Appraisal and lender review
- Complete signed Disclosures
- Additional negotiations and terms

7 CLOSING

- Review file and confirm all paperwork
- Review & sign closing documents with Title Company
- Moving & clean property for transfer
- Loan funding & final cash deposits
- Closing confirmation
- Proceeds to Seller

Put our experience, knowledge, service, and professionalism to work for you.

Property Enhancement

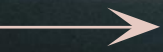
Maximize the value of your home
...before it's listed.

Work hand-in-hand with Jennie and Chris of the Team Irwin to create a Home Enhancement Checklist.

Along with the help of our servicing team, Jennie and Chris will make recommendations for repairs and improvements to help sell your property for the highest possible price.

Our business directory provides access to a list of some of the most reliable and dependable home improvement contractors in the marketplace.





Checklist:

om

siding

room ground

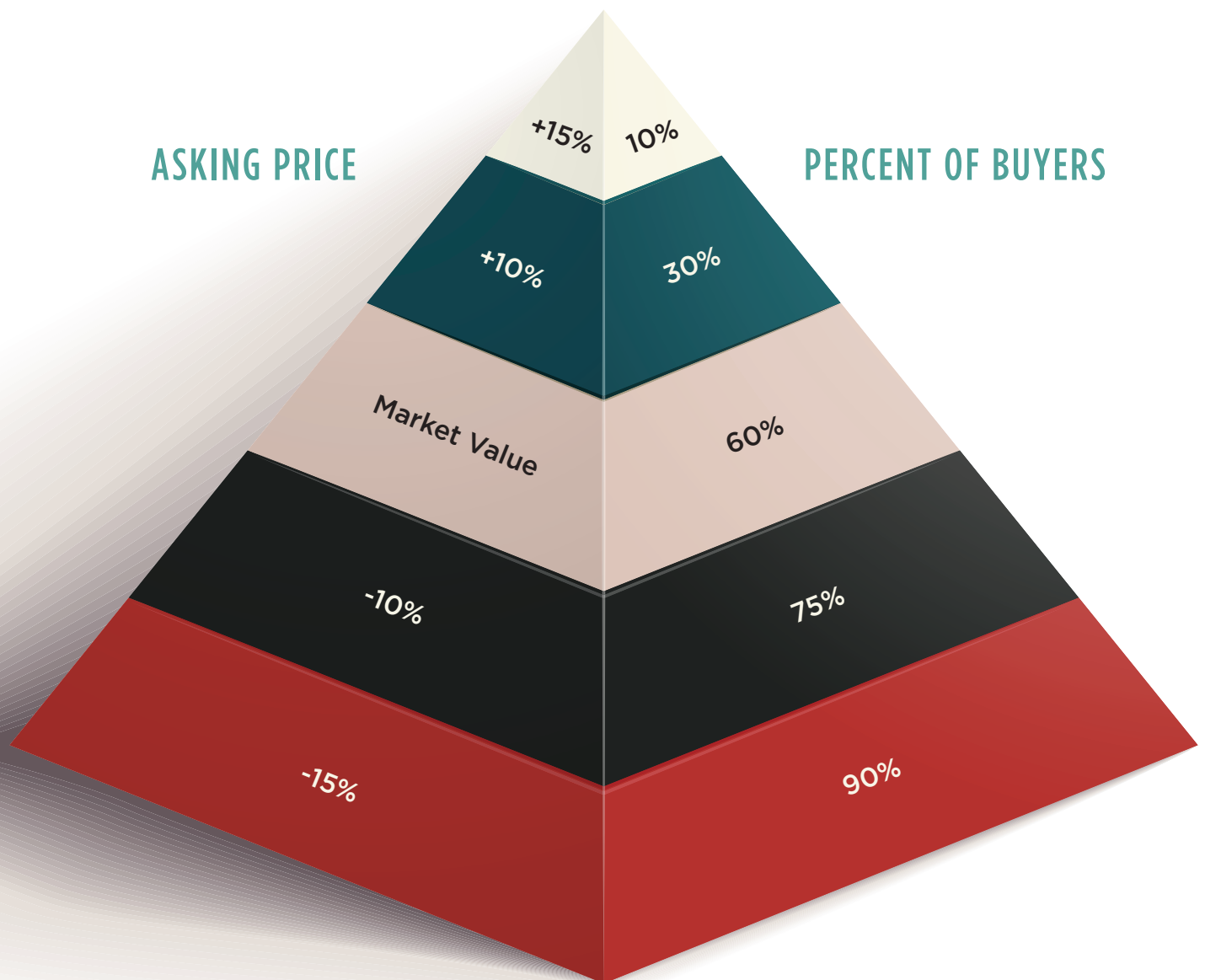
ool Cleaner

Pricing Your Home



It's important to thoroughly evaluate the market to determine the market value of your home. [HERE'S WHY:](#)

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



PROS AND CONS OF PRICING IT...



Below Market Value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At Market Value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



Over Market Value

- + If you have to receive a certain amount for the home
- It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

Our Guarantee



EASY EXIT

It takes a strong belief in the quality of one's service to make this kind of stand. We never settle for less than the highest professional standards. We are so confident you will be happy in our services and results, we put in a guarantee.

The Guarantee

If for any reason, you decide not to sell your property, or you are not satisfied with the services rendered, we ask that you discuss the issue with us and give us a chance to fix it. If we are unable to fix the problem, the listing may be canceled by you at any time. The only exception is if there is a secured buyer or an accepted offer.

COMMUNICATION

We believe communication is vital to our success, and promise to "put our money where our mouth is" We won't just put a sign in your yard and disappear, but make sure to communicate with you every concern and step of the process. You will see that our actions speak louder than any other agent's word.

The Guarantee

We agree to update the seller at least once a week. We will discuss things like, but not limited to: Showing feedback, marketing updates, possible price reductions, any new strategies and game plans.

Testimonials

Shannon M.

Chris and Jennie are 5 star all the way. Super responsive to all our requests... including viewing homes through the rain, sleet, and snow (literally). Was patient when I was picky...and it was appreciated. I recommend this team of dedicated professionals for your home search needs. The Lopez Family

Christina D.

Chris and Jennie Irwin are such a marvelous team. They stuck with us for about two years and through an interstate move. You would be blessed to have them as your real estate pros. At the end we also got our first California home at an amazing price and location.

Matt D.

This was a phenomenal experience from start to finish. Chris and Jennie made this a great transaction. Communication was great and everything was seamless. So appreciative. Highly recommend.

Patricia C.

I had such an amazing experience with Chris and Jennie! Buying my first home was something I always wanted but it always seemed so unattainable. Chris and Jennie literally held my hand and baby stepped me through the entire process start to finish! Not only are they so very kind, they are hard working and very good at what they do. Their expertise, prompt communication and positivity are abundant and I feel so blessed to be able to call them my realtors!

Robin K.

Chris and Jennie made a stressful time in our lives (selling our home in San Leandro and purchasing a home in Tracy) a seamless transition. They took care of every detail going above and beyond of what is expected of a realtor. I highly recommend them to anyone I know thinking of buying or selling a home.

Isael Mendoza

Jennie was very helpful and answered all my questions about buying my first home. She was very patient with me and helped me with the loan process. I would definitely recommend her to anyone looking to buy a house.

Dr. Tim Chiro

Thank God for Jennie and Chris!
My mom's dementia has worsened exponentially so she had to move in with us. Consequently we were forced to sell her home that was really falling into disrepair! The Irwins rolled up their sleeves and got to work! Everything from the estate sale, handyman work, cleaning, etc. was set up seamlessly! I am so thankful to them for making this virtually stress free! Their professionalism, dedication and hard work had the house sold in days!! And in this present housing market that is no easy task!! I can't thank you enough Jennie and Chris!

Carlos M.

Jennie has helped me buy and sell a home. Her and her team have made it an extremely easy process for both even with my demanding work schedule she found a way to get it all handled! I look forward to hopefully working with her again.

Brenda Villarreal

Jennie is very professional and knowledgeable, always available even after hours! She was very patient and took the time to show us different properties until we found the right one. She is very friendly and amazing to work with. I highly recommend her to anyone who is looking to buy or sell a home!

Tamara I.

I had the privilege of having Chris and Jennie as my realtors selling a home and purchasing another. They are exceptional! They draw on each others strengths and give you exemplary service throughout the process! They're knowledgeable in all aspects of the process and put you at ease from day one. They were always available for questions (ps.. I had a lot) and they always had the answer! Chris was great walking through potential new homes and i appreciated his expertise when he pointed out both pros and cons of each home! Jennie & Chris are very energetic and are go getters exactly what you want in a realtor, no stone is left unturned!! I highly recommend this amazing team!



CRAFT & BAUER

real

TEAM IRWIN
209.300.6024

chris.irwin@craftbauer.com
209.988.7778

jennie.irwin@craftbauer.com
209.345.2583

CRAFTBAUER.COM