

# 10X MY HOME

OUR SKILLS + OUR MONEY = YOUR PROFIT!



THE GRAHAM TEAM AT CROWN POINT REALTY NV LIC. #B.0143551.LLC

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# HOW DOES IT WORK?



## Remodeled Homes Sell Faster for More \$\$\$\$!

- 10X provides the funds for the remodel
- 10X provides the licensed contractor
- 10X provides the management expertise
- Sellers have no hassle
- Sellers receive more profit without lifting a finger



# 10X REMODEL LEVELS

1

Less than \$12,000  
of Improvements

- Painting
- Flooring
- Landscape clean up
  - up to \$700
- Minor repairs

2

\$12,000 - \$20,000  
of Improvements

- Painting
- Flooring
- Landscaping clean up
- Minor repairs
- Small Kitchen

3

More than \$20,000  
of Improvements

- Painting
- Flooring
- Full Landscape
- Kitchen
- Bathrooms
- Drywall
- Pool & Spa
- Room remodels



# CASE STUDY 1:

## LEVEL 3 REMODEL



AN INHERITED FAMILY HOME  
TURNED FINANCIAL LEGACY.

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This home was built in 1972.  
It has never been updated  
and nobody in the seller's  
family was using the home.  
Using our program, we  
replenished and restored it  
to today's Buyer demands.







# FORE BEFORE



- Older flooring and outdated wallpaper
- Added walls that were not functional
- Overgrown landscaping



# FACTS + FIGURES

## LEVEL 3 REMODEL

1,344 sq ft

3 beds

2 baths

Built in 1972

6,534 sq ft lot

As-Is Value: \$175,000

Remodel Cost: \$52,320

Sold Price: \$270,000

**Increased Profit: \$25,437**



# Level 3 Remodel Included:

- Roof repairs
- Pool re-plaster & equipment
- Remodel & enlarged kitchen
- Removed "popcorn" ceilings
- Drywall repairs
- New paint throughout
- Refinished cabinets
- Remodeled laundry room
- Landscaped front yard
- Granite counters
- New laminate wood plank flooring
- Cleaned up backyard







**AFTER AFTER AFTER**



**RECEIVED MULTIPLE OFFERS  
WE SOLD IN 3 DAYS!**



# CASE STUDY 2:

## LEVEL 2 REMODEL



- Refinished cabinets to white and upgraded hardware
- Granite counters in kitchen and master bath
- Stainless steel appliances
- Wood laminate flooring downstairs, new carpet upstairs
- Touched up landscaping



# FACTS + FIGURES

## LEVEL 2 REMODEL

1,500 sq ft

3 beds

2 baths

Built in 2004

3,484 sq ft lot

As-Is Value: \$260,000

Remodel Cost: \$19,200

Sold Price: \$296,000

**Profit: \$14,800**



BEFORE BEFORE



AFTER AFTER



**SOLD IN 3 DAYS WITH  
MULTIPLE OFFERS**





# CASE STUDY 3:

**LEVEL 1 REMODEL**

**1,858 SF HOME**

## TRADITIONAL VS. 10X PROGRAM

As-Is Value: \$295,000

No Improvements Made

Sold Price: \$274,940

As-Is Value: \$260,000

Remodel Cost: \$11,800

Sold Price: \$291,867

### Level 1 Improvements:

- Paint, new flooring throughout, backsplash, landscape clean-up & misc. minor repairs

**SELLER PROFIT: \$16,927**



# 7 EASY STEPS

## 01 EVALUATE

We evaluate the property's maximum return based upon Buyer's current demand and desire, and keeping in mind what appraisers will base value at. As of today, we have not had a single appraisal issue with our 10X Program. We give appraisers the cost analysis so it is easy for them to provide the value for the remodel.

## 02 RECOMMENDATION & PRICING

We provide a detailed recommendation of the 10X Improvements and recommend remodeled list price. We generally have 3 categories. *See step 4 for full details.* 10X compensation is a profit split from the Remodeled Sales Price less As-Is Value + Remodel = Profit (profit split between Seller & 10x depending on remodel level)

## 03 AGREEMENT WITH PARTIES

We document the recommendations, pricing and costs. We give full disclosure of all expenses and costs. With all remodel cost deferred to COE\*, there's no out-of-pocket expense to Sellers. Contractors are paid through COE. All work is completed by a licensed contractor.

## 04 IMPROVMENTS

Level 1 remodel (small) is typically a 30-day process that includes flooring, paint or landscaping; Level 2 (mid remodel) is 60 days including kitchen, flooring & paint; Level 3 (full remodel) depends on the amount of construction. *See page 4 of eBook for full details.*

## 05 MARKETING

All listings include profession HD photography, Video walk throughs and Matterport (Virtual 3D tour). Zillow is the giant in the real estate online platforms. The Graham Team is 'Best of Zillow'. Less than 3% of the agents nationwide achieve this status. This benefits our Sellers because our listings get preference, just below Zillow's listings.

## 06 APPRAISAL

All remodel costs are presented to appraisers. We also included an analysis to appraisers for remodel vs. non remodel homes sales in the area for a 6-month period. Most appraisers understand and have a real value for remodel, however, there are sometimes when an appraiser needs data.

## 07 CLOSING

Sellers receive the net closing from As Is Value + 10x Profit .



# THE BENEFITS

| iBuyers  | 10X Program   | Traditional Sale   |
|--|---|--|
| <ul style="list-style-type: none"><li>• Convenient &amp; Easy</li><li>• You set your closing date</li><li>• No appraisal contingency</li><li>• No buyer traffic in your home</li></ul> | <ul style="list-style-type: none"><li>• Maximized equity return</li><li>• NO RISK to you! We take on all the upgrade risk expenses</li><li>• Reduced DOM* - there's a high demand for remodeled homes</li><li>• Get multiple offers</li><li>• Seller representation</li></ul> | <ul style="list-style-type: none"><li>• Max market value achieved</li><li>• Seller Representation</li><li>• 13% greater equity to Seller than iBuyer</li></ul> |

\*DOM = Days on Market



# What our clients say:



"We were thrilled about how our home turned out, it was amazing. We could not believe how simple the process was and how much more our home sold for. We got more money for our home than we thought was possible. It sold so fast and it was the highest sales price in our community. The Graham Team did an excellent job explaining the program and what we could expect. We did not have to lift a finger, they did it all." - Marla A.

"When our home was completed in 17 days, it turned out stunning. My wife wanted to move back in once she saw the photos. It was a perfect solution for us and we could not be more pleased with the remodel & sale of our home and how effortlessly it all went. We definitely made more money on the sale of our home and it sold very quickly." - Jim S.





# ABOUT US

The Graham Team has **25+ years of experience** resulting in over **7,000 homes sold**. We will give you a **stress-free** experience, a **personal connection**, convenience and innovative **market exposure**. Our experience and daily commitment to learning is the reason our clients value our advice. We work in your **best interest** to deliver the best return on your investment, while enhancing your **quality of life** and to give you a **peace of mind**.





Schedule a 10X consultation today. We are here to answer any questions you have.

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