



SOLD

FROM START TO SOLD. ALL
THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL
YOUR HOME





Hi, I'm Sandra and I believe in home ✨

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we'll help you navigate the process with ease and create a plan so you don't have to do any of the heavy lifting.

From assisting with staging of your home, to finding the right buyers, negotiating the best terms for you and creating a smooth close ... my team and I are honored to be your guide.

Sandra Espiritu



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SELLING

ABOUT ME, BY THE NUMBERS

SANDRA ESPIRITU

Founder | Qualifying Broker | Entrepreneur
ABR | GREEN | e-PRO | CRS | Educator

ABOUT ME + OUR TEAM

I'm a Real Estate Broker, Educator, Team Leader, Entrepreneur and Marketing Expert with over 30 years experience. Passionate about serving our community and clients, building life-long relationships and providing outstanding service, communication and proven results.

 @enchantedsunrealty



100K+ FOLLOWERS ON NMLIFE INSTAGRAM
RELOCATION | TRAVEL | LIFESTYLE | LISTINGS

+4K FOLLOWERS ON FACEBOOK & INSTAGRAM

ESTABLISHED IN 2008

OFFICES SPANNING ACROSS STATE
BROKERS ACROSS THE COUNTRY & CANADA



real

WHY HIRE A TEAM?

When it comes to buying or selling a property, having a Real Estate Team on your side is a game-changer. Not only will we always be available to take calls and show properties, but we'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team, we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.

MEET OUR AMAZING LAS CRUCES TEAM...



ELAINE



CHRIS



KEVIN



JOEL&JEANNELL



MARGUERITE



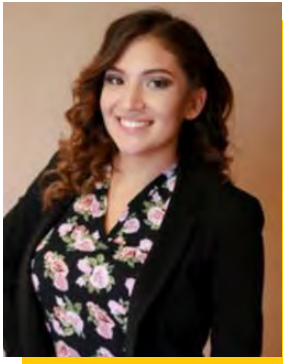
KIM



RONNIE



SHAE



CAROLINA



KELSEY

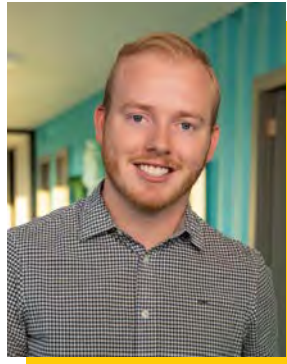


SYDNEY

OUR ALAMOGORDO TEAM...



CINDY



AUSTIN



RACHEL



SONYA



SUCCESSFUL SELLING PROCESS



WE KNOW THAT SELLING YOUR HOME CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the beautiful start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and our streamlined system for paperwork, we take the stress out of the home selling process

Moving to a new home should be EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your Real Estate Broker, we'll be going over your goals for selling your home and any questions or concerns you may have related to the sale, your move or relocation. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

We'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about ...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Sandra



SETTING THE RIGHT PRICE

You know what happens when you overprice a home? Unfortunately nothing happens. Very little, or no showings get scheduled and no offers come in.

Pricing is a science and the single most important strategy we'll employ when going to market. We'll make sure your goals align with market conditions and we'll make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

01 *Kitchen*

- Clear off all counters, everything from paper towels, toasters, etc
- Remove all personal accessories
- Tidy pantry

02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove any tv cables, remotes etc

03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible. Nice pillows

04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06 *Front Entry*

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07 *Throughout*

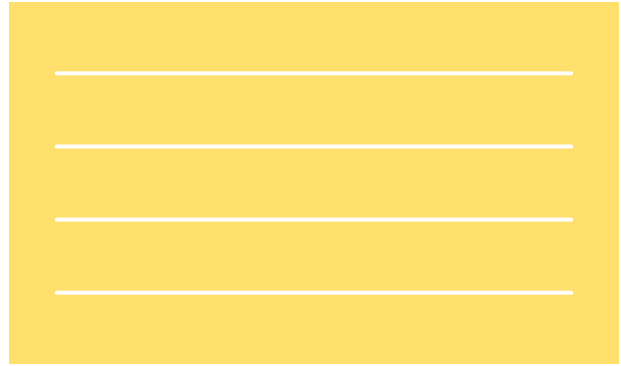
- Wipe down all blinds
- Touch up any drywall or paint

08 *Final Clean*

Prior to photos and videos we highly suggest having a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers

Pre-List TO DO LIST

BATHROOMS



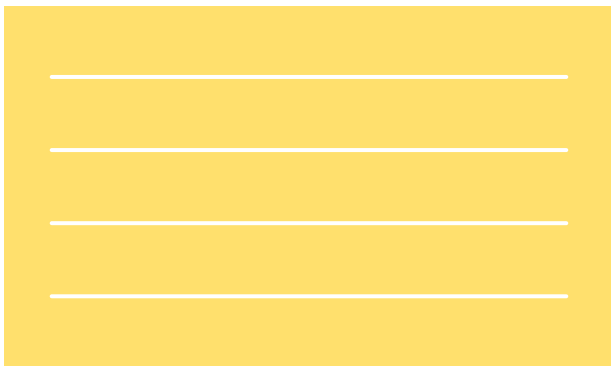
KITCHEN



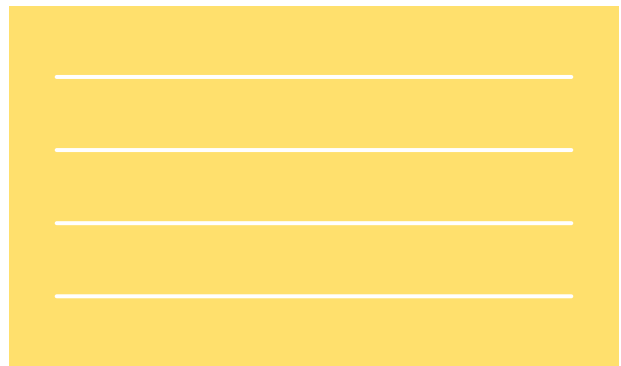
BACKYARD



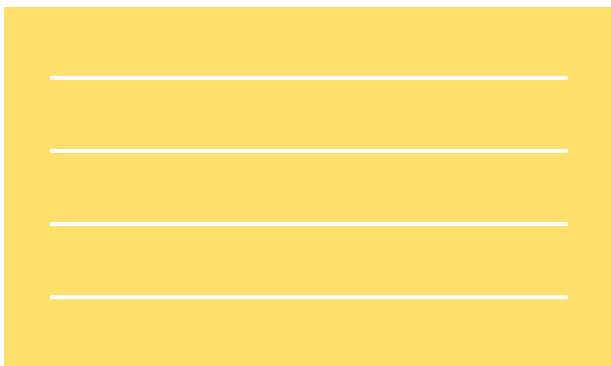
FAMILY ROOM



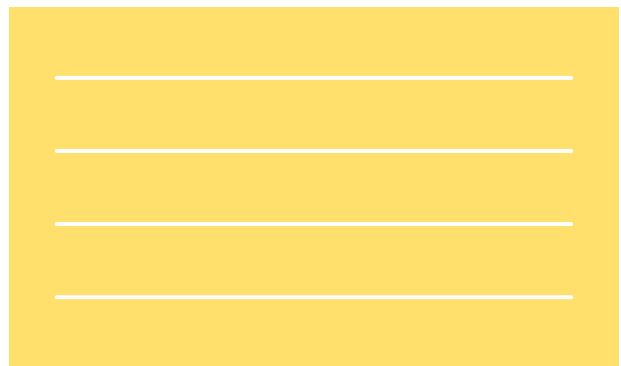
FRONT ENTRY



BEDROOMS



MISCELLANEOUS





PROFESSIONAL PHOTOS

You never get a second chance to make a first impression right?!

It's so true! In Real Estate, that first impression can be the difference between selling your home and having it sit on the market for months

When it comes to Real Estate photography & video, the first impression is not just about the home - it's about the Buyer's' initial perception of how they would feel living in this home



Shocking Truths...



Homes listed with professional photography sell 32% faster



The average ROI on professional real estate photography is 826%



68% of consumers say that great photos made them want to visit the home

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday or Friday, all cleaning and photos need to be taken 3-5 days prior

We'll assist with staging and cleaning suggestions prior to photo and video dates. This process takes several hours and it is best if you plan to be gone for a few hours

The photos and videos will then be edited and used to build the following marketing materials:

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



GOING TO MARKET

Step By Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This Step by step approach allows for buyers across all generations, demographics, and areas see the details of your home.

01

Competitively Price Your Home: We research all comparable properties and analyze the data to be sure your home is priced accurately and you are receiving the best value possible

02

Enhance Presentation: Our comprehensive services and expert guidance ensure your home is optimally prepared for viewing. We employ professional photographers to showcase the unique appeal of your property

03

Prepare & Submit Accurate Information: We always triple check all information is accurate and up to date when listing your home, this ensures you get the highest and best value, as well as avoid confusion or errors to facilitate a seamless and smooth transaction

04

Proactively Promote Properly to our HUGE database, social media platforms, mass distribution software as well as staying up to date on the latest technology to be sure we create maximum exposure for your property

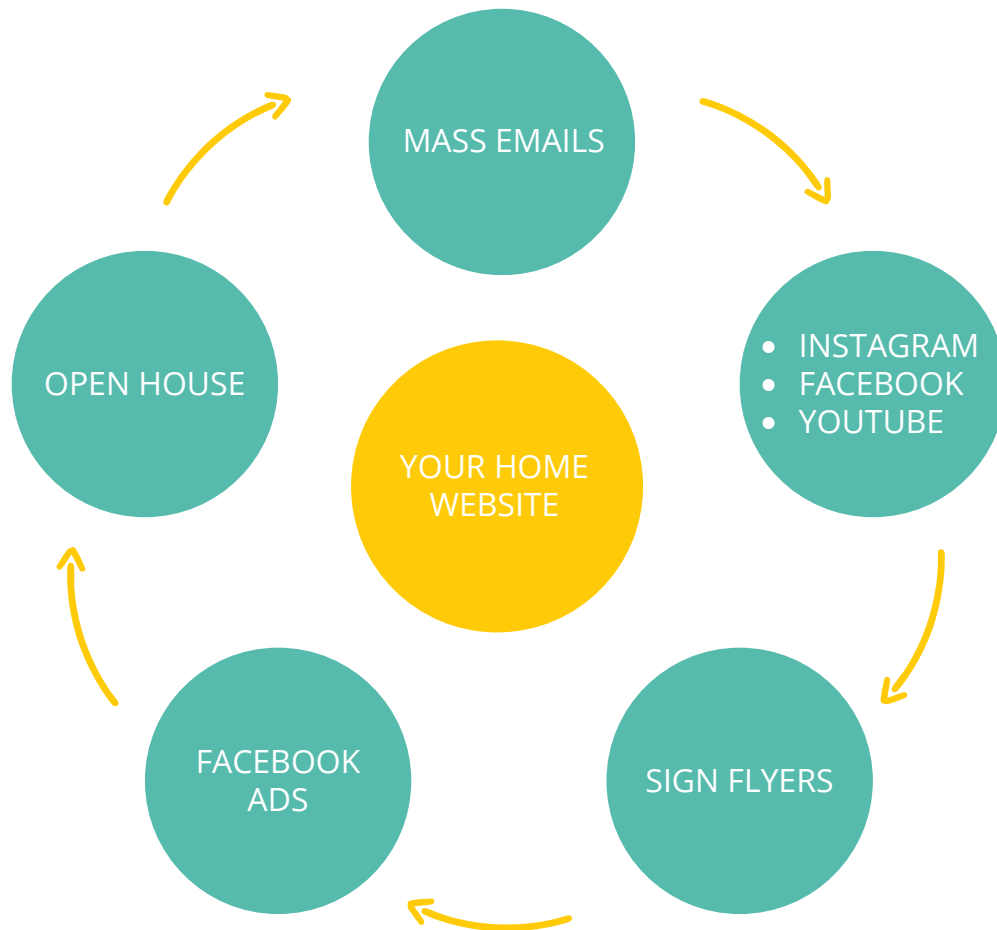
05

Network with the best Realtors in the area as well as our large referral network within our Brokerage spanning across the country

06

Open House - Invites interested potential Buyers to view the home first hand. Since they've viewed the photos and videos, this buyer is usually highly invested in your home

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why our immersive marketing is an absolute MUST when going to market

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it ...

the TIMELINE

PRIOR TO LISTING

- Complete Listing Agreement
- Discuss Timelines
- Collect Property Info for MLS
- Seller Data Sheet
- Lender Payoff Authorization

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

LISTING EXPOSURE

- Open Houses
- Flyers
- Mass Emails
- Nationwide Referral Base
- Social Media Campaigns

PHOTO & VIDEO

- Staging Available
- Content shoot day
- Professional Photos
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday and/or Sunday

ONLINE DEBUT LISTED TO SELL

The housing industry has drastically changed over the years. Now, 95% of Buyers turn to the Internet when looking for their next home. Online search is an essential tool in the home search process. 54% of buyers use the Internet as their very first step in finding a new home

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase



We give your home as much visibility as possible using a variety of tools, to ensure your home is seen by Thousands of potential Buyers

Of course, we still include the basics. We publish your listing in the MLS, syndicate with major Real Estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow the analytics



OPEN HOUSE



Open houses are essential when selling a property

When we host an open house, we're exposing your listing to the world, especially if we do it regularly. This means that each of these events will give your property renewed attention on all of the online portals, social media, and make your listing pop up in front of more potential buyers. An open house also gives interested Buyers an opportunity to experience your home, the feel, the space and the flow in person!

More exposure and traffic for your property, plus the extra foot traffic could also mean that someone who's just looking for fun or out of curiosity might end up being your next buyer ... or refer someone that is

OFFER PRESENTATION

Offer presentation happens when we receive an offer. I will provide you with a summary of the details of the offer, pros, cons, terms and important deadlines to consider. We will review the offer with you so we can help you decide on an acceptance or help prepare a counteroffer with changes

In a multiple offer situation, we'll review offers all at once. This will allow us to compare offers from different buyers at once, rather than receiving them one by one





CONTINGENCY PERIOD

In Real Estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As a Buyer, there are many contingencies that they can choose to include in the purchase agreement

Passing this contingency period, if everything looks good at this point, there are just a few more stages before closing: title search and transfer of ownership

By working closely with me, and my team of industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise



COMMON

Inspection 01 *Contingency*

Most contracts have an inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection

Financing 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender or they're in the process of obtaining

Appraisal 03 *Contingency*

Inside the buyer's financing, there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for the purchase price

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency

CONTINGENCIES



CLOSING DAY

This is it, your big day is here!! I've done this thousands of times during the last 19+ years and you're in great hands. We'll be signing your closing documents today. After signing everything ... the deal is closed once the following is completed:

1. The deed isn't a legal document until it has been recorded by the county clerk's office. Once each party has signed, the title company will send it to record. This can take a few hours
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company should already have the funds, it's just a process to transfer them into your bank account

Once the deed records, we'll release the keys to the new homeowner and your check for the proceeds of your home will be ready for pickup. Your funds can also be wired to your account
CONGRATULATIOKS!!!



*Karen & Mario
Thank You!*

For the opportunity to meet with you regarding the sale of your home! I greatly appreciate your time and look forward to working with you and your family!

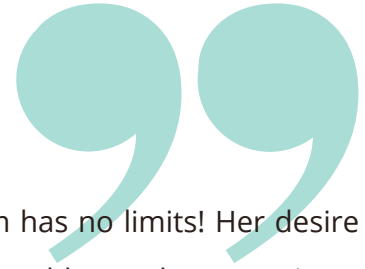
Sandra



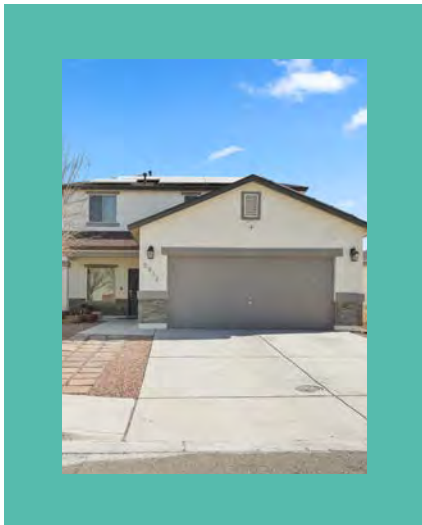
what others
ARE SAYING



VICTOR Z.



Sandra Espiritu's professionalism has no limits! Her desire to assist her clients goes above and beyond expectations. Enchanted Sun Realty is second to none!

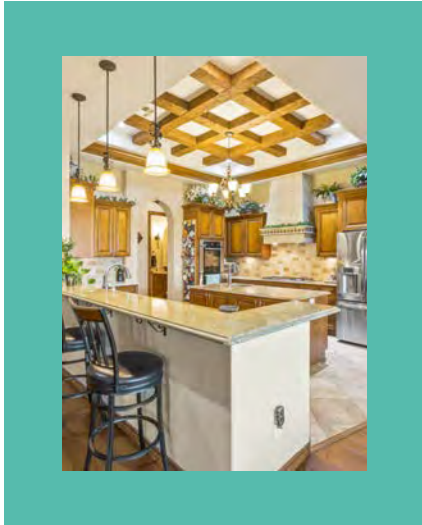


ANDREW L.



By far the best real estate company I've ever worked with. It's a family owned business with very experienced and professional realtors. They strive for the best customer satisfaction possible and go over and beyond. If I could I would give more stars but I'm limited to the 5. Thank you for all that you do!

what others
ARE SAYING



CASSANDRA M.

Sandra and her brokers are the best in the business. Their team is always prompt and professional, making sure every transaction is handled with care. We always recommend any of their team when asked for referrals. 2,000,000/10 would recommend!



CALVIN B.

Sandra helped us buy our home in 2021, then sell it in 2023 when work took us away from Las Cruces. We'd gladly work with her again if we were brought back to NM.



READY TO LIST?

Set your appointment here:



real



GET IN CONTACT

SANDRA ESPIRITU

REAL ESTATE AGENT

🌐 575.312.2969 | 575.532.5406

@enchantedsunrealty

✉️ enchantedsunrealty.com