

Helping you move with confidence
to the best home for your best life!



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KELLERWILLIAMS.
Each Office is Independently Owned and Operated

MARKETING
LISTING CONSULTATION

Helping you move with confidence to the best home for your best life!

PREPARED BY:



Caleb Hanson

REALTOR® ■ CaBRE # 01773994

📞 626.328.4199

✉️ caleb@hansonhomes.net

🌐 www.hansonhomes.net

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Our Mission and Values

Mission:

Helping people move with confidence to the best home for their best life.

Values:

People First: People are valuable, so everything we do is in service of their lives as people, and that directs how we conduct operations. This is the primary concern of Jesus.

Constant Communication: Tell people what we're going to do, do it, and tell them we did it. When appropriate tell them the next step. Communicate as quickly as clarity and valuing people will allow.

Integrity: Follow through on the promises we've made about how we will show up for people.

Promote Deep Relationships: We're looking to build high-trust, long-term relationships that uplift the souls of people both with us and within the community we influence.

Humility: Willingness to share credit for victory with others and accept opportunity for growth and learning from others.

Make it Better: Look for ways to improve operations, relationships, and experiences even if they seem satisfactory right now.

Do it with Care: We're not just doing tasks, we're creating an experience.

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Caleb Hanson

Caleb Hanson began working in real estate in 2006 and spent the first 5 years working for one of the most influential commercial real estate firms in Glendora. There he worked not only on commercial sales but also on single-family residence renovation and investment projects and both residential and commercial leases.

In 2011, he joined Keller Williams Realty as a full-time residential real estate agent and consultant serving families and individuals in Glendora, San Dimas, La Verne, Azusa, Covina, and the surrounding cities throughout the East San Gabriel Valley and Inland Empire. He is excited about the opportunities this gives him to help his valued clients find their perfect home or investment property and advise and advocate for them as they make the decisions that will create their present and impact their future.

Born and raised in Washington State, Caleb moved to Southern California to finish his education in 2003 and never left. He is now married to the love of his life and has four young daughters who hold the key to his heart. Caleb enjoys spending time with his family, having friends over for dinner and games, playing guitar and other musical instruments, exploring the great outdoors, and listening to compelling audio books and podcasts. He and his wife are active in their church and aim to share the best in life with others.

In addition to his real estate training and experience, Caleb graduated summa cum laude with a bachelor's degree in business administration as well as Christian ministries from Azusa Pacific University. He is also a member of the National Association of Realtors, California Association of Realtors, and Citrus Valley Association of Realtors as well as the California Regional Multiple Listing Service. Over the years, he has developed a reputation for the professionalism he brings to each transaction, the over-and-beyond service he provides his clients, and his commitment to integrity throughout the process. Caleb takes his role as real estate consultant and advocate seriously, making sure he provides his clients and prospective clients with all the information and professional advice they need to make their best move with confidence.

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5 Ways that I Will Help You Move With Confidence

Confidence about the facts:

I will ensure that you have the most recent and relevant information regarding your transaction.

Confidence in your understanding:

Buying, selling, or leasing a home is complicated, and I promise to do more than just answer all your questions. I will use my 13 years of real estate experience and leverage the knowledge of the Keller Williams legal advice team to help you understand each detail of your real estate transaction, because understanding creates confidence.

Confidence in my competence:

With over 130 successfully closed real estate transactions, my experience will help you make wise decisions at the key points in the process to maximize value and minimize headaches.

Confidence in my commitment:

The guidance you receive from me as a Realtor has enormous present and future consequences for you and those you love. Therefore, I have strongly committed myself to protect you in your real estate endeavors--even if it means losing the commission on a transaction when your best choice is to cancel.

Confidence in my performance:

From the moment you begin working with me, you'll see that I'm a high-performance person who values and provides results. In addition to my commitment and competence as a Realtor, I employ the California Regional Multiple Listing Service, online marketing channels, online transaction management, digital documents, and a variety of other technology tools to ensure that I provide the results you need in the time you need them.

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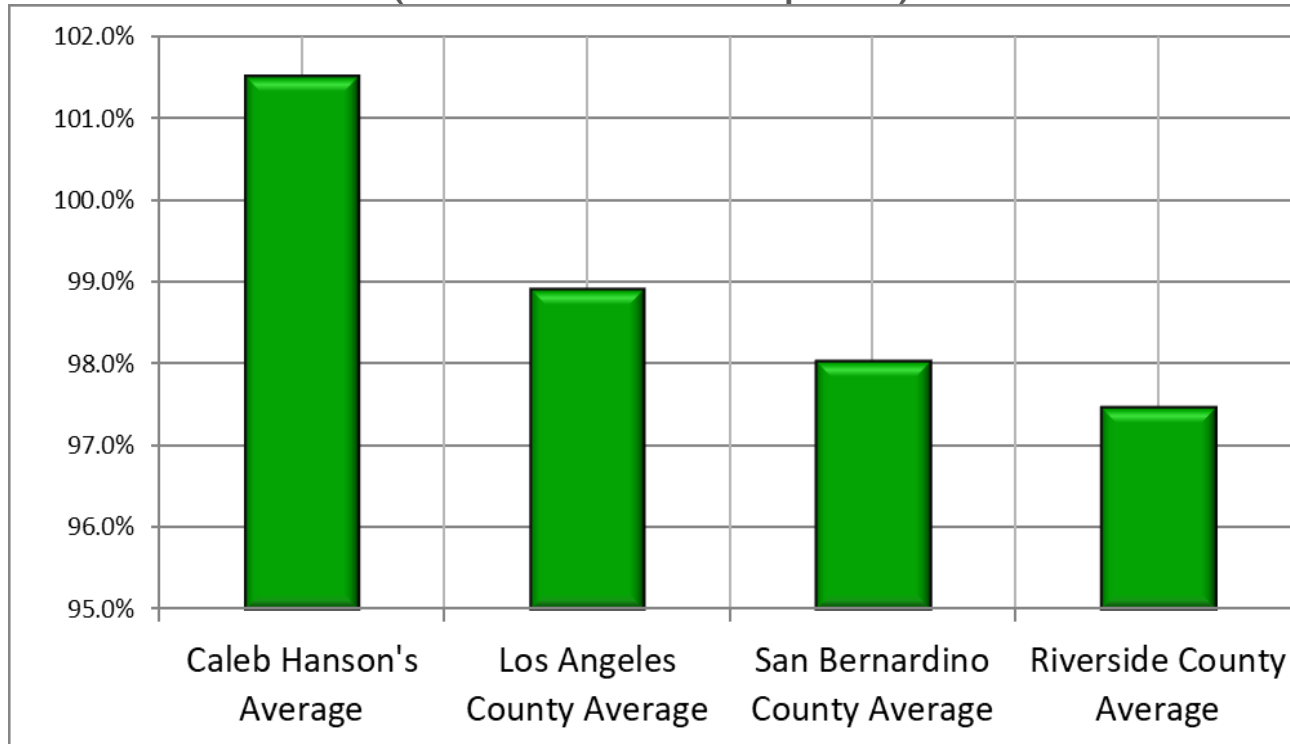
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2440 W. Arrow Route, #5C ■
Upland, CA 91786



Caleb's Negotiating Power Compared to the Average Agent

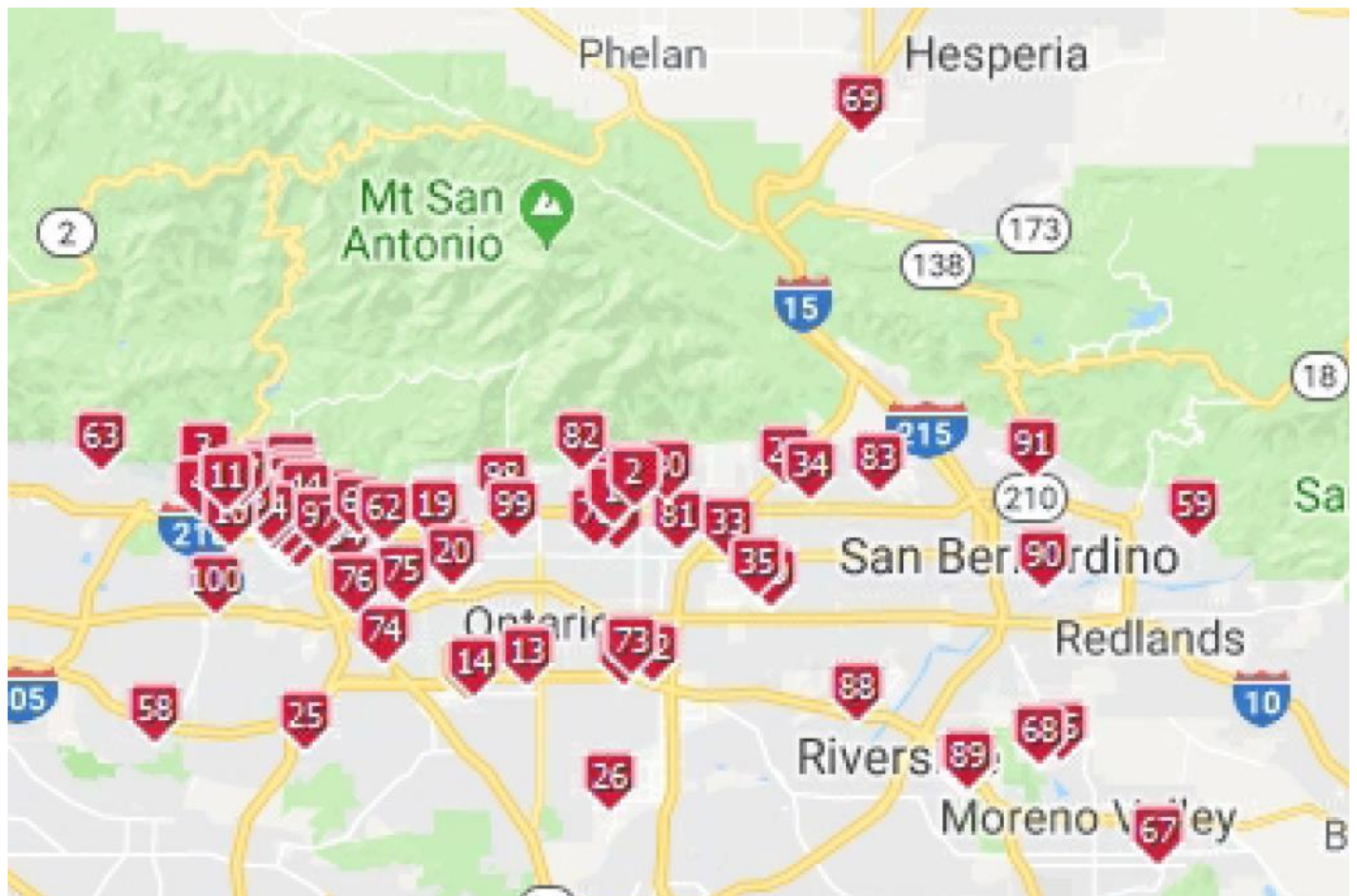
Average Percentage of Original Price Negotiated
February 2012 through August 2021
(First house Caleb sold to present)



Caleb Hanson's Average	101.6%
Los Angeles County Average	99.0%
San Bernardino County Average	98.1%
Riverside County Average	97.5%
Data provided by CRMLS	

Caleb does 2.7% better for his sellers.
Caleb does 3.5% better for his sellers.
Caleb does 4.1% better for his sellers.

Caleb gets more money for sellers than the average agent via diligent effort, effective marketing tools and channels, appropriate timing, and strong negotiation. On average, Caleb has gotten 101.6% of original list price, while the average agent has been negotiating 1.8% less.
That means an average of 3.4% more money with Caleb!



What Our Clients Say About Us

Just want to let you know that you have been doing an outstanding job! Nicole and I could not be happier with you. You are hard working, energetic, willing, enthusiastic, responsive, and you always have a positive attitude! I don't think buying a house would have been as pleasant of an experience, as it has been, if we were not working with you. God Bless
-Philip Cross

I am a real estate investor and an attorney. I worked with Caleb for about four months in 2012. I have worked with at least twenty realtors in the last twenty years in varying capacities, and have been involved in the closure of at least 100 escrows. Caleb was successful in negotiating with me a 19% reduction in price for a property and closure of escrow. He also was patient to research and show me several other properties that we made offers on for purchase. I was very pleased with his work, his persistence, and our success. I intend to use him again in the future in my efforts to buy and sell. Consistently through the work we did together, he was exceptional in numerous categories. He has the ability to use modern technology to research, relay video, do market analysis and generally relay all the information I needed to make decisions, including not merely comparative sales, but repair cost analysis and rental value comparables. He was extraordinarily responsive to calls, emails and any communication. Many realtors let things run to voicemail and then call you back much later. He was likely to answer and certain to call back. He had a great can do attitude and a phenomenal work ethic. I would strongly recommend him to anyone in the future.
-Thomas E. Kendall, Attorney at Law

I would just like to thank you for continuing to do a great job with following through with our requests and just overall the job you've done has been exceptional... Thanks again.
-Adrian

What Our Clients Say About Us

Highly likely to recommend | **5.0** ★

01/31/2021 - user3553459

Sold a home in 2020 in Kyburz, CA 95720.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

I bought and later sold my first house with Caleb and his team. I wish I could work with him for every home transaction, but unfortunately I moved too far away.

When you work with Caleb you get more than an agent, you get a team of people who are always available to help when you need it. Because there are people dedicated to doing the paperwork and communicating with cities, counties, escrow etc it means that Caleb can focus on the communication between you and the buyer or seller. Caleb is always professional and knowledgeable and will remain the calm voice if reason throughout your process. When I sold my house I was under a lot of outside pressure and I had to lean on Caleb a lot. He never faltered. He was 100% ready and available whenever I needed something.

I highly recommend working with Caleb to buy or sell. He will always communicate well and work very hard to help find a situation that works well for you.



What Our Clients Say About Us

Highly likely to recommend | **5.0** ★

10/16/2020 - zuser20150422220742941

Sold a Single Family home in 2020 in Azusa, CA.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

Excellent service from start to finish! Caleb and his team provide years of experience, top notch professionalism, expertise, and customer service. Always reliable, dedicated, and reachable, they make each client feel like they are top priority. Caleb and his team are very value driven, and contribute positively to others in every interaction. They make the home selling process smooth and efficient. They have my highest recommendation.



What Our Clients Say About Us

Highly likely to recommend | **5.0** ★

02/19/2020 - drnicknichols

Sold a Single Family home in 2020 in Poway, CA.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

Caleb is "Full Service!" He cares about every detail and takes care of anything you need!!!

I have sold two houses with Caleb and I am planning to sell a third house soon.

A modern office interior with glass walls and stairs. The stairs are made of light-colored wood and lead up to a glass-enclosed area. The office has large windows with horizontal blinds, and the lighting is bright and even.

Summary of the Process

1. Market Analysis

- a. Review recent sales in the area and select the most relevant ones for further review
- b. Systematically compare your property to the recent sales
 - i. Living space
 - ii. Lot size
 - iii. Bedroom count
 - iv. Bathroom count
 - v. Upward or downward movement in the market
 - vi. Differences in condition
- c. Review market trends to answer the following questions:
 - i. How will we know if we've overpriced?
 - ii. What direction is the market heading?
 - iii. Does the market favor buyers or sellers?
 - iv. How long should we expect to be on market?
- d. Conduct a personal consultation to determine the optimal price to advertise

2. Staging/Preparing for Marketing

- a. Provide staging recommendations from our staging design consultant
- b. Provide staging recommendations from Caleb
- c. Assist with organization and declutter if needed
- d. Facilitate pre-market home inspection if desired
- e. Provide referrals and coordinate any pre-market repairs/improvements
- f. Coordinate staging setup/installation



Summary of the Process

3. Marketing

- a. Carefully crafted marketing description
- b. Professional photography
- c. Professional video tour
- d. 3D virtual tour
- e. Property-specific website
- f. Paid social media promotion
- g. Postcards to the neighborhood
- h. High-quality print brochure
- i. Yard sign
- j. Exhaustive multiple listing service input capturing all available property features
- k. Syndication to home search sites like Zillow, Redfin, and Trulia as well as search pages on real estate office websites and individual agent websites
- l. Precisely timed marketing activates to maximize simultaneous traffic and the odds of multiple offers
- m. Report performance
 - i. Number of potential buyers notified via MLS updates
 - ii. Number of visitors to your property specific website
 - iii. Number of showings requested

4. Facilitate Showings

- a. ShowingTime appointment coordination system
- b. Feedback request surveys and calls to every buyer's agent
- c. Ensure agents provide Property Entry Advisory and Declarations for COVID-19 forms before their appointments are confirmed

5. Offer Review and Negotiations

- a. Summarize each offer received on a cover letter for easy comparison
- b. Calculate estimated net proceeds from each offer received
- c. Confirm each prospective buyer can document enough available cash for the proposed purchase
- d. Confirm each prospective buyer is preapproved with income documents and credit report already reviewed
- e. Recommend counter offer terms
- f. Conduct a personal consultation to determine the optimal counter offer strategy
- g. Finalize negotiations to reach a workable agreement

A modern office interior with a glass wall and a staircase. The glass wall has horizontal blinds. The staircase is made of light-colored wood. The overall atmosphere is bright and professional.

Summary of the Process

6. Facilitate and Negotiate Contract-to-Close Process

- a. Deliver complete agreement to all parties
- b. Provide an overview of the closing process
- c. Prepare a summary of the key deadlines in the sale
- d. Coordinate general home inspection
- e. Coordinate appraisal inspection
- f. Coordinate termite inspection
- g. Conduct a personal, disclosure-preparation consultation to complete seller disclosure forms thoroughly
- h. Provide referrals and coordinate follow-up inspections/quotes for concerns arising from inspections
- i. Negotiate a win-win around any concerns arising from the appraisal
- j. Conduct a personal consultation to confirm the optimal response to any adjustment/repair requests arising from investigations
- k. Negotiate a win-win regarding any concerns related to the condition of the property
- l. Document all negotiations on the appropriate forms and obtain the correct documents for 100% commitment from the buyer
- m. Monitor loan approval status and closing timeline
- n. Coordinate final walk-through
- o. Coordinate transfer of utilities
- p. Ensure down-payment and loan funds are delivered
- q. Audit the file to ensure all documents are completed and signed to maximize legal protection.

7. Celebrate your successful sale!



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MARKETING STRATEGY





STAGING

Staging influences how many buyers will see a given house, how many offers a house will receive, and the sale price a house will command. Proper staging makes buyers want to come see the home when they see the beautiful photos on the Internet and in advertising material. When they come see the house, good staging encourages them to fall in love with the house, envision their own life there, and make an offer.

Since it's my job to help sellers get the most money possible, and I know that well-staged homes sell faster and for more money, I will walk the property with you and give detailed recommendations about how to make the best impression.





PROFESSIONAL PHOTOGRAPHY

Since most buyers first fall in love with a home because of the photos they see on the Internet, I employ a professional photographer to visually capture the unique and compelling features of each home.

A Real Video Tour

While many agents post a slideshow and call it a video tour, I provide a video tour that's composed of **real video** to highlight the relationships between rooms and share the captivating features of your home in a fresh way.

The Ultimate Social Media Marketing Tool

We send demographically-targeted, paid advertisements for your property into the Facebook news feeds of thousands of people most likely to desire a home like yours with messages relevant to them. **This is a powerful marketing channel mostly ignored by other real estate agents.**



Caleb Hanson, Real Estate Consultant, Realtor

Published by Caleb Hanson (?) · July 15, 2016 ·

Ready for your next home? How about almost 1,600 square feet with a remodeled kitchen in North Duarte for under \$440,000? Check out 2492 Calle Villada Cir, Duarte. Open Sunday 7/17 from 2:00 to 5:00. Call 909-576-0695 for details or visit www.2492CalleVillada.com.
#duarte #realestate #homes #kellerwilliams #openhouse



9,584 people reached

View Results

A photograph of a modern, single-story house with large glass windows and doors. Inside, a white sectional sofa and a low coffee table are visible. A swimming pool is in the foreground, reflecting the house and the sky. A teal arrow points from the text 'EXTENDED MARKET REACH' towards the house.

EXTENDED MARKET REACH

GETTING THE WORD OUT TO THE AGENT WORLD



California Regional Multiple Listing Service

Serious buyers work with buyers agents, and we market to the 81,000+ agents who participate in the California Regional Multiple Listing Service. The best buyers agents use the system to send immediate updates to their clients, so serious buyers will see your home faster.



INTERNET MARKETING

EXTENDED MARKET REACH

Most buyers today begin their home search on the Internet. When you list with me, we have access to market your home on the Keller Williams Listing System, or KWLS, an exclusive system that ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.

Google maps

YAHOO!
REAL ESTATE

AOL real estate

trulia
real estate search

Zillow.com
Your Edge in Real Estate

HGTV's
FRONTDOOR

cyberhomes
by Keller Williams

HomeFinder.com

hotpads.com

openhouse

Local.com

CLRsearch.com
The right home in the right place

enormo

PROPBOT

Vast

LYCOS

eRealInvestor™

LandWatch

RESORTSCAPE

oodle

WAL*MART

myREALTY.com
Global Listing Service

Property
Shark

Investor
LOFT

Military.com

LakeHomesUSA.com

HOMES.COM

tweetlister
Showcase your property listings on Twitter

HomeAway
Real Estate

PROPERTY
PURSUIT.com

HomeWinks™
The EASY Way to Find Homes for Sale

RELOCATION.COM

RealtyTrac

MHR MY HOME RENTER

Go Home
GOING... GOING... SOLD

LUXURY
REGISTRY.COM
PROPERTIES COLLECTION

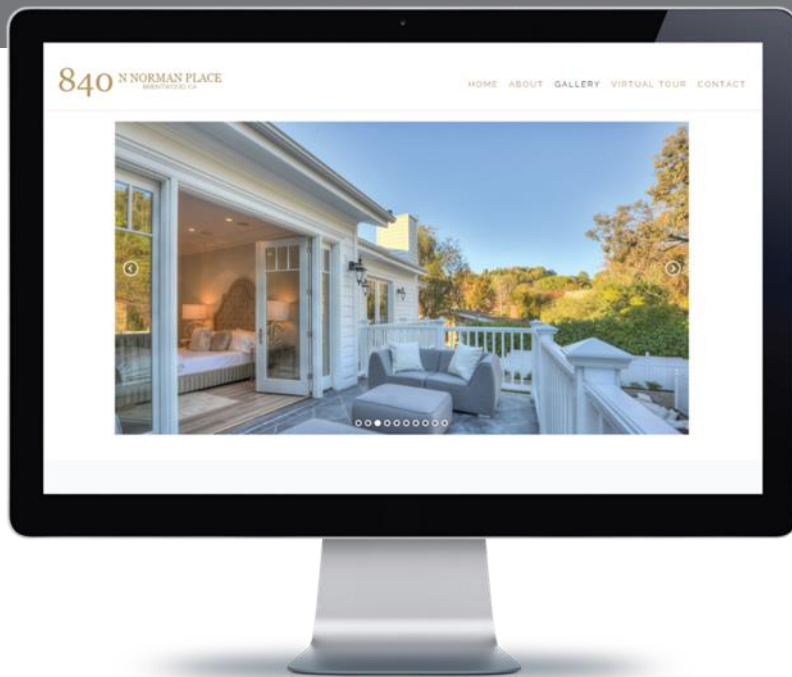
FreedomSoft

Home
Tube.com



INDIVIDUAL PROPERTY WEBSITE

When you list with me, I provide a dedicated Website for your home with a 360-degree virtual tour, professional photos, and a marketing description highlighting your home's features and unique characteristics. This page comes with its own QR code as well. The unique domain name is simply the property address—when typed into a Web browser, it instantly pulls up that specific property details page and virtual tour.

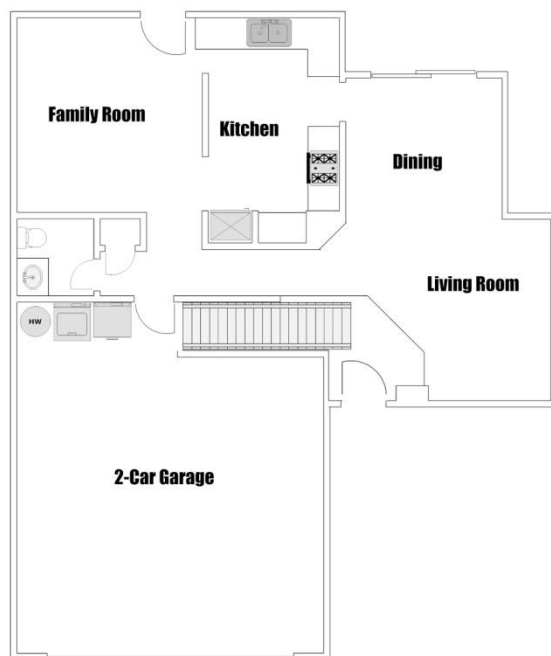


www.1612Banna.com

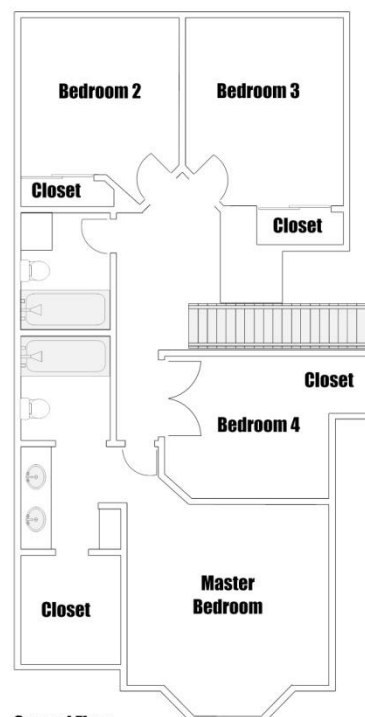


CAD Floor Plan

Floor plans help buyers bond to a home as they envision life in their new place, so I draw and include a CAD floor plan in the marketing brochure and with the photos on the Internet to give your home an edge over the competition.



First Floor
Not to Scale - Verify All Dimensions



Second Floor
Not to Scale - Verify All Dimensions



EXTENDED MARKET REACH

TAKING OPEN HOUSES BEYOND THE BASICS

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.



Showing Coordination the Way You Want It



24/7 Showing Coordination Call Center

Agents can submit showing requests via phone or the appointment center Website 24 hours a day.

Ultimate Responsiveness

You'll receive all showing requests immediately via phone call, text, message, or e-mail, and you can confirm or deny the requests instantly. There's no delay and no pressure, so you can coordinate precisely according to your needs.

Prescheduled Time Blocks for Showings

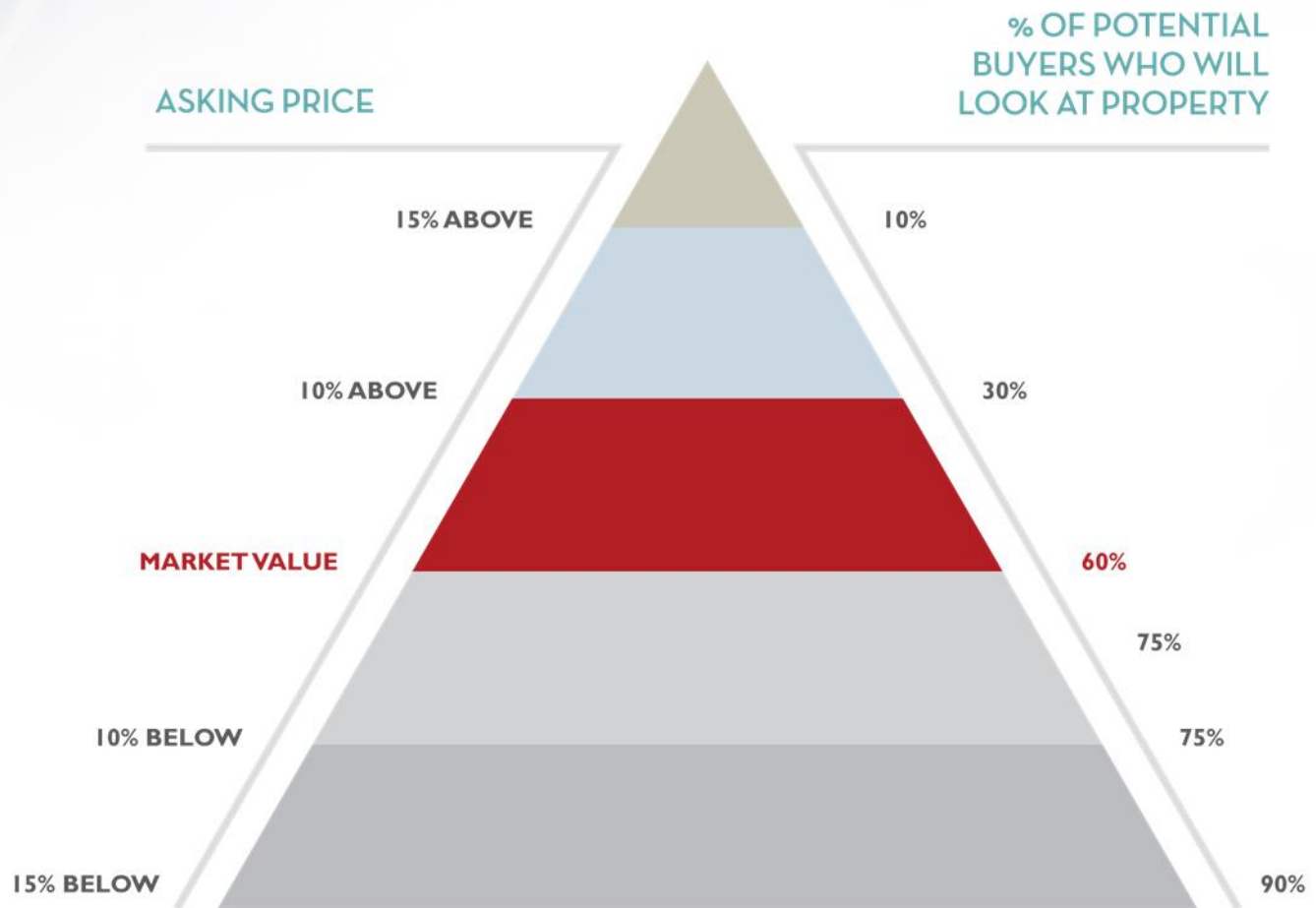
We can create a calendar of available appointment times so that showing appointment requests will always fall within times that work for you.

Feedback Tracking

We automatically send feedback requests via email to all agents who show our listings, so we can quickly confirm seriously interested buyers and what concerns buyers may have.



PRICE RIGHT - ATTRACT BUYERS



Pricing Your Property Competitively

will generate the most activity from agents and buyers.

Pricing Your Property Too High

may make it necessary to drop the price below market value to compete with new, well priced listings.



BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



What You Paid



What Your Neighbor Says



What You Need



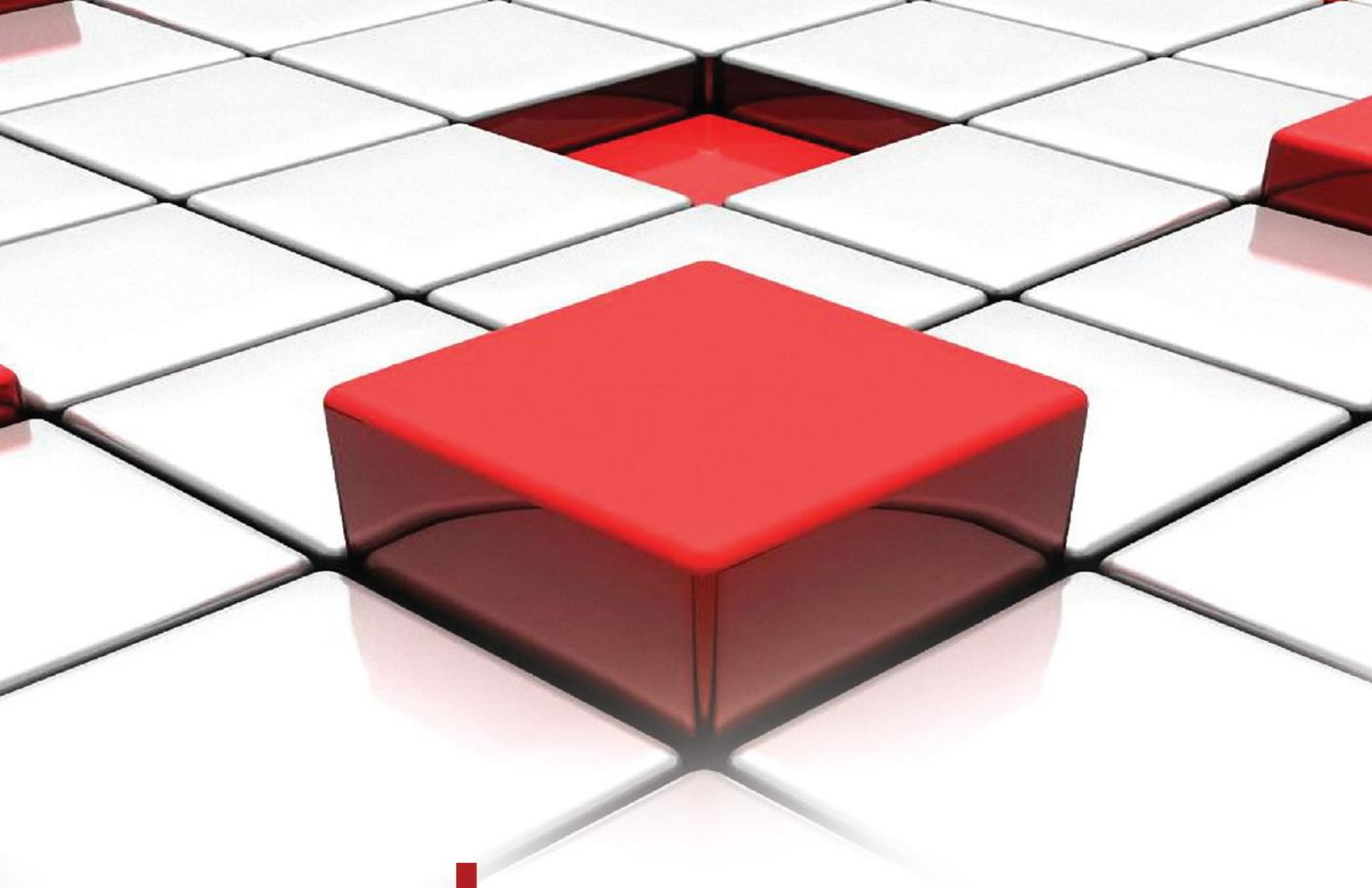
What Another Agent Says



What You Want



Cost To Rebuild Today



WHY KELLER WILLIAMS

Each Office is Independently Owned and Operated



Keller Williams Realty is the **LARGEST** REAL ESTATE COMPANY **IN THE WORLD***



UNITED STATES • MEXICO • COSTA RICA • PANAMA • COLOMBIA • MOZAMBIQUE
ZIMBABWE • BOTSWANA • SOUTH AFRICA • NAMIBIA • UNITED KINGDOM
PORTUGAL • SPAIN • TURKEY • CHINA • INDONESIA • VIETNAM
ISRAEL • NICARAGUA • FRANCE • MONACO • POLAND
CANADA • JAMAICA • PUERTO RICO



KW OFFICE LOCATIONS
- As of May 2016

* by agent count

WHY KELLER WILLIAMS



kw
KELLERWILLIAMS
WORLDWIDE

UNITED STATES, CANADA, MEXICO, COSTA RICA, PANAMA, NICARAGUA, COLUMBIA,
JAMAICA, PUERTO RICO, POLAND, FRANCE, UNITED KINGDOM, PORTUGAL, SPAIN,
TURKEY, CHINA, NAMIBIA, BOTSWANA, SOUTH AFRICA, MOZAMBIQUE, ISRAEL,
ZIMBABWE, VIETNAM, INDONESIA, MONACO

Keller Williams Realty is **WORLDWIDE**

Offering comprehensive services to investors, property owners, tenants and developers around the world. Keller Williams Realty has an established network and a proven model that sets a framework for profitability in any markets across the globe. We know that the strongest enterprises are driven by top talent, and our growth strategy is completely centered on getting in business with the very best people in the real estate industry across the globe.

With more than 154,000 real estate agents worldwide, operating in more than 800 market centers across the globe, Keller Williams is currently the largest real estate franchise by agent count in the World!



1000

REAL Trends/ Wall Street Journal "The Thousand"

Keller Williams had more agent teams ranked by closed transactions and sales volume than any other franchise

RIS Media Power Broker Report

Keller Williams ranked #1 Power Broker by Brand - home to 29 percent of Top 1,000 brokers

800

KW has more than 800 offices across the Americas, Europe, Africa and Asia

500

Entrepreneur Magazine

Moved up 181 spots on Franchise 500 list of top franchises

REAL Trends 500

Keller Williams had more offices (151) represented on top real estate brokerages list than any other franchise

250

National Association of Hispanic Real Estate Professionals 250

Keller Williams is home to the #1 agent on NAHREP's list of top-producing Latino agents and 4 of the Top 10

200

Swanepoel Power 200

Thirteen representatives on list of most powerful people in residential real estate, including Gary Keller, Chris Heller, John Davis and Mary Tennant

100

Real Estate Executive Magazine

Six representatives on list of 100 Most Influential Real Estate Executives, including Gary Keller, Mo Anderson, Chris Heller and John Davis

50

Franchise Business Review

Best of the Best list of North America's Top 50 enterprise franchises based on value and franchisee satisfaction

Inc. Magazine

The 50 Best Places to Work in 2016

40

Franchise Times

Only real estate company on "Fast & Serious" list of 40 smartest-growing brands

30

REALTOR Magazine

Keller Williams home to industry-leading six 30 Under 30 winners, including Web Choice winner for fourth year in a row

25

Inman News

Dianna Kokoszka and Tony DiCello featured on list of The 25 Best Real Estate Coaches in the Business

5

Inc. Magazine

5th straight year as one of America's fastest-growing private companies

1

Training Magazine

#1 Training Organization across all industries worldwide

KW is home to more than 154,000 of the most dynamic real estate professionals in the world, making it the #1 Real Estate Franchise in the world by agent count