

SOLD WITH ALL CASH IN 4 DAYS



JLEE REALTY

**65 KIRBY PLACE
PALO ALTO**

5 bedrooms | 3.5 Bathrooms
Living space: 2,485 sq.ft.
Lot size: 16,131 sq.ft.

Listing Price: \$5,250,000

Dear Sellers:

Before you sign a listing agreement, interview Juliana Lee, the most veteran, experienced bilingual realtor and the one who achieves the most desirable result. She will promote your home to 35,0000 buyers instantly.

Listing Commission As Low As 0.0% (Almost Free) *JLEE REALTY SPECIAL*

The Highest Sales Price Isn't Always The Best Price

- Your net proceeds are what is important!
- Professional remodeling companies estimate the increase in home value from any improvement. The increase is almost always less than the cost of the remodeling.*
- The more you spend on improvements, the higher your sales price will be but your net proceeds can suffer.
- While your home is being remodeled, you are incurring significant costs.
- A higher sales price makes your listing agent look better but the cost of getting it also often makes your own bottom line worse. Juliana will get you the best bottom line.

Do you really want to remodel your home to be the best home, no matter the cost, just so your agent can sell it? (You are paying for the remodeling.)

Advertisements

- Importantly, Juliana has both branded and unbranded websites. She has over 500 custom multi-property websites created by her team, which have been constantly expanded and updated for years... and they are helping promote her listings.
- JulianaLee.com already ranks on the first page of Google search results for roughly 170 targeted key words and ranks for thousands of organic keywords.
- Juliana also advertises in newspapers, radio, email, and more, but most buyers are looking online.
- Juliana doesn't want to separate buyers from their own buyer agents. She encourages all 10,000 plus local agents to bring their own buyers.

Selling A Home That Is Loved

- Reduce uncertainty!
- Make it easy for a buyer to proudly call your home their own home.

Marketing Your Home

- Advertise to agents who are helping buyers.
- Work with buyer agents who really want to get their clients a new home.
- Even before Covid-19 most buyers wanted to get help from their own agent. There are no open houses now. Buyer agents are extremely important.

Presenting Your Home To Buyers

- Juliana knows what attracts buyers. She doesn't want to own and manage furniture. She manages top professional service providers. She makes certain you get a great presentation of your home.
- Juliana's team includes a professional photographer, a CPA, a former banking professional, and others. Her team uses their expertise and connections to evaluate, manage, and when necessary to step in and provide results. Her team above all else sells real estate.

Negotiations And Closing Escrow

- Negotiations... are as much a search for solutions as for anything else. The more "solutions" Juliana offers to a prospective buyer, the better his offer will be. A former client who was an ivy league college graduate with a strong interest in negotiations told Juliana that she couldn't match her in the real estate field.
- The best professor of solving escrow issues is experience. Juliana's 30+ years of experience, her passion for real estate sales, and her tightly knit team are unmatched in Silicon Valley.

*Come meet Juliana and see published results.



julianalee.com/zero-percent-commission

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Call Juliana Lee
for free market analysis