



Who we are and how we can help

Prepared Exclusively For:
Those who attended our
Community Service Seminar
November 4, 2009

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The Next Generation in Real Estate



Mission Statement

1. What are the opportunities or needs that we exist to address?

- We assist our clients in navigating a home purchase or sale.
- We simplify the process of buying or selling a home.
- We provide a quality of service that when coupled with honesty, loyalty and understanding is second to none.
- We will actively negotiate the best deal for each of our clients, and never forget that serving them is our top priority.

2. What are we doing to address these needs?

- Our team treats every transaction with the highest priority and integrity, and a focus on results.
- Through education, our team keeps up to date with current market trends, solutions and opportunities that benefit our clients.
- Through our strategies, tactics and tools, we assist our clients in getting a measurable advantage in a competitive marketplace.
- Through focus and attention to detail, we ensure our clients an efficient and hassle-free transaction.

3. What principles or beliefs guide our work?

- We believe that in assisting our clients and providing value, we fulfill our mission.
- Through clear and consistent communications, we allow our clients to be actively involved in their transactions.
- We treat our clients with honesty, even if the honest truth may not be what they want to hear.
- We will always act with utmost integrity, no matter the circumstances.
- Good isn't good enough. By providing our clients with the highest level of service, we receive the privilege of getting referrals from our clients' friends and family.



Broker Bio

iRealtyProperties, LLC - Henderson, NV

- Broker and Property Manager
- Member of National, State and Local Association of Realtors
- Past Member of the local board of REALTOR's Political Affairs Committee
- Experience in Short Sales and Broker Price Opinions
- Agent Leadership Council 2 years.
- Senior Real Estate Specialist (SRES)
- REO Default Certified Professional (RDCPro)
- Performance-driven, results-orientated work ethic
- Invested in necessary technology for efficient Short Sale/REO business
- In-depth understand of the dynamics involved in selling distressed properties and institutionally-owned real estate



Oracle Corporation - Redwood Shores, CA

- Practice Manager - large software company, Sales to roll out new products

PeopleSoft U.S.A., Inc. - Pleasanton, CA

- Strategic Implementation Manager - Software Implementations

Practice Manager - P&L responsibility for the practice, Responsible for 30 consulting staff, 120 customer relationships, 500 internal relationships

Process Specialist - Troubleshooter for ongoing implementation projects

Product Lead - Product Configurator

Sr. Consultant - Manufacturing /Product Configurator



Awards



I am proud to have earned the prestigious **Certified Distressed Property Expert® (CDPE)** Designation, having completed extensive training in foreclosure avoidance techniques with an emphasis on short sales. As a CDPE, I have been educated on how to help distressed homeowners through difficult financial situations and also how to communicate with lenders effectively to negotiate the best solution for both parties. The knowledge obtained by being a CDPE is invaluable in educating and assisting homeowners through all the options available to them. My expertise in this field has allowed me to provide continued support to my clients during some of their most difficult times as a homeowner.

More than 1 in 8 homeowners are currently upside-down on the mortgage and looking for answers. One of the options available to these homeowners is a short sale. As a Certified Distressed Property Expert, not only can I increase your chances of completing a successful short sale, I can provide you with answers.

*If you or someone you know could benefit from the expertise of an agent with the CDPE Designation or you know someone who owes more on their house than it is currently worth, please have them contact us at **AGENT CONTACT INFO**. There are options available. We have been trained to help.*



Realtor.com Internet Marketing Excellence Award - Out of almost 17,000 Realtors in Las Vegas Valley, 15 were recognized by Realtor.com for Internet Marketing Excellence. Two (2) of the 15 receiving awards are affiliated with iRealtyProperties, LLC.



Education

- MBA, Business Management, Amberton University 1996
- BS, Computer Science, SUNY 1983
- Fully Bilingual, both written, spoken and verbal forms in Spanish and English
- Member of National, State and Local Association of Realtors
- Past Member of the local board of REALTOR's Political Affairs Committee
- Distressed Properties Institute graduate (CDPE)
- Experience in Short Sales and Broker Price Opinions
- Agent Leadership Council 2 years.
- Senior Real Estate Specialist (SRES)
- REO Default Certified Professional (RDCPro)
- Five Star Default Servicing certified (Property Preservation and Marketing REO Properties)
- REO.Trans and REO.Net certifications
- Performance-driven, results-orientated work ethic
- Invested in necessary technology for efficient Short Sale/REO business
- In-depth understand of the dynamics involved in selling distressed properties and institutionally-owned real estate
- Desire to consistently improve service with a willingness to learn and participate in training



Team Bio



Doug Yates, Complete Short Sale Processors

Doug Yates is a Partner and Chief Operations Officer. His company offers short sale facilitation and processing services to Realtors at no cost to the Seller or Buyer. Short sales can be a long and difficult process. Nationwide, only 15-30 percent of short sales get approved. By specializing in short sales, they have learned where many of the problems lie, and have developed procedures to help make short sales close. In order to use their services, clients must use their forms and must use their procedures. They help justify the purchase price of the short sale.

Once they are handling one of our short sales, you our client and we your Realtor, the buyer, and the buyer's agent will all be given weekly status reports via email. As each situation is different, short sale approval times vary, but everyone is kept abreast through regular emails on the files as developments occur.

One thing is clear: it takes a very focused person to process short sales, especially in an industry without any clear standards. Hiring a Short Sale Negotiator will produce consistent results than trying to do it all ourselves.



Monica Centeno, Attorney and Counselor at Law

Her areas of practice are:

- Loan Modification
- AB149 Mediation
- Forebearance Agreements
- Deed in Liew
- Cash for Keys
- Tila, Respa, Hopa Violations
- Recession Claims
- Credit Card Debt Settlement



Team Bio



Jed Wunderli and Richard Rodarte, Alterra Home Loans

not only have the strength of Alterra Home Loans behind them, they are powerhouses in their own right. They are educated and have many years of experience in financial services. They understand the underwriting and mortgage process and can handle difficult files. They have experience as regional brokers, dealing with large banks, and also in the wholesale mortgage industry.

Jed and Richard are Certified Mortgage Planners. They help our clients to understand what they can afford and the tax benefits of owning a home. They can explain the 2009 First Time Home Buyer Credit. Our clients benefit from their knowledge and the Letter of Pre-approval needed so offers can be readily made on properties of interest without undue delay. They have access to community programs such as the Borrower Protection Program that will make principal and interest payments on the borrower's loan for up to a year under a number of different scenarios.

Jed and Richard do FHA, VA and Conventional loans. We are excited to have forged such a good quality business relationship with the Wunderli Team.



Julie Cimorelli, Fidelity National Title

AVP, Business Development

Fidelity National Title Insurance Company is one of the nation's largest title insurance companies. Together with its parent company (Fidelity National Title Group), Fidelity National Title Insurance Company is one of the nation's largest title insurance companies and offers unmatched financial strength for your residential or commercial real estate transactions.



Team Bio



Lisa Bond, Broker Salesperson

Lisa resides in Pahrump, NV with her husband of 27 years. She has four children ranging in ages from ten to twenty two. In 2000 she went to real estate school and received her licenses in 2001. At that time she lived and worked in Las Vegas. In 2003 she started selling in Pahrump and then her husband and she decided to build their dream home and move to the Pahrump valley. Lisa upgraded her licenses to Broker/Salesman and managed a local real estate office. In the spring of 2006 she was asked to teach for Community College of Southern Nevada. Lisa taught the 90 hour real estate pre-licensing class for the State of Nevada. She continued teaching after CCSN was sold to Great Basin College. Lisa was our original Corporate Broker when iRealtyProperties, LLC opened its doors. She was honored with an award given by Realtor.com to only a handful of recipients for her Excellence in Internet Marketing. Her family is involved in their local church and they help their youngest daughter in 4-H and their youngest son in Scouts. Lisa loves Pahrump, the small town atmosphere and the slower pace of life makes all the difference in the world. Lisa has a passion for real estate. She feels it is very important for the agent to educate and communicate with their client on a regular basis. So many people have had poor experiences with real estate professionals and choose to never go down that road again. Lisa has had her share of bad experiences as well. That's why she is dedicated to training the agents she works with to be the very best in their field.



Team Bio



Teri Walker, Salesperson

Teri holds a Nevada and Texas real estate license and has over 6 years in real estate. Her greatest joy is seeing family's faces light up when they have found the "perfect" home and/or property. She loves reading, cooking, quilting, camping, fishing, NASCASR and spending time with her husband, three children and 9 grandchildren.

Teri can help you purchase a dream second home in Texas.

Member of the National, State and Local Associations of REALTOR.

Constantly taking new education courses so she is current on the latest market updates.

Experienced in selling Ranches, Ranchettes and Residential Properties. Experienced with working with people relocating to Nevada.



Laura Stabenow, Salesperson

Laura was born and raised in California. Laura and her husband moved their 5 children to Pahrump in 1996 where they continued their stucco business. Over the last 13 years they have experienced 4 of their children grow into adulthood and are now expecting their 3rd and 4th grandchild.

Life to Laura means family and friends who you can trust and who trust you. Integrity is a much needed attribute in today's world. She likes her days filled with activity. Her family enjoys ATVs and sand Dune Buggies and an occasional trip to the lake. Laura's personal time is spent at the sewing machine.

Although her Real Estate journey began spontaneously, it has grown into quite an adventure. Due to her background in the Construction Industry and her time spent living in Pahrump, Laura has a good knowledge of the area and its surroundings and she's been able to run a business for the last 16 years quite smoothly. Laura has always enjoyed serving the public and meeting new people. Her goal is to bring together happy families into homes of their dreams.



Team Bio



Henry Garcia, Salesperson

Henry Garcia is a licensed Realtor and his wife, Julie is his Transaction Coordinator. Their main areas of expertise are Las Vegas, Henderson, Green Valley, North Las Vegas and Pahrump. They truly love being of service to the Las Vegas Valley and look forward to a life long career in the real estate industry.

Henry has a significant background in Employment Counseling with a degree in Administration of Justice in the state of California, and he was also a Drug and Rehabilitation Counselor. Henry is proud to say that he served our great country in the Marine Corps and is an Honorably Discharged Vietnam Veteran. Henry and Julie have 6 children and 9 busy grandchildren that they love!

Real Estate is challenging these days! And Henry and Julie are committed to helping your family achieve the dream of home ownership through their knowledge and expertise of our ever-changing market conditions. Henry believes that you deserve top notch, first class service that not only meets your expectations, but also exceeds them!



Heidi Hill, Salesperson

Heidi is a relatively recent transplant to the Pahrump Valley from Alaska. She really is enjoying the weather. Heidi lived in Alaska for 16 years and decided to obtain her Real Estate License. She practiced Real Estate in Alaska for one year, then decided to relocate to Nevada for the temperate weather and to be close to Family. Her first year in Real Estate was very successful and she looks foreword to serving the Pahrump community.



Company Information



Often, we judge the caliber of people by the company they keep - this is why we would like to tell you a little bit about iRealtyProperties and our office.

iRealtyProperties was founded in Pahrump, Nevada in 2007 with the specific premise that buyers and sellers deserve the best service for their real estate needs. That founding premise has been a major factor in the growth of iRealtyProperties.

In January of 2009 we opened our Henderson office to better serve our Henderson and Las Vegas market. iRealtyProperties real estate agents have intimate knowledge of the community's character, mood, and growth potential. Due to the fact that all of iRealtyProperties Associates live in the community and neighborhoods they serve, they are eager and capable of tackling unique challenges that families encounter when selecting their home, whether as a purchase or a rental.

Our Exclusive Marketing Program is designed to attract the serious buyer through the internet, listings, open houses, 800 numbers, virtual tours, IDX Link to MLS, e-mails and our local retail location. Our business model results in massive exposure on the internet to obtain quicker results for our sellers. For example, the more powerful the internet presence, the greater amount of internet hits and visits per listing. Our strong focus on the internet allows potential buyers to find our sellers homes through search engines much easier than most other agent's listings. Many agents market in publications to impress their clients, creating dismal results; whereas we market heavily on the internet which creates true results, and we gladly show these results to all of our clientele. We invest in marketing that truly works, not marketing that looks flashy and produces little results. Our local expertise and extensive real estate marketing program will benefit you



Company Information

Full Time Professionals: iRealtyProperties, LLC is made up of top full time sales associates and supporting staff that are carefully selected to be part of our firm.

Knowledgeable: In addition to required education for licensing, our sales associates attend numerous courses through our in-house training center to keep them up-to-date on current real estate trends and information.

Professional Standards: Our standards for performance are for the benefit of our clients. Our offices and all our agents are members of the National, State, and Local Association of REALTORS, the highest standards in real estate.

Financing Power: Our sales associates and staff maintain a day-to-day contact with preferred lending institutions in their business area. This helps our buyers find the best possible financing.

Prequalified Buyers: We work to protect buyers and sellers by obtaining pre-approval letters on all potential buyers. This service helps buyers know if they might be qualified to purchase a new home and it helps sellers know if their purchaser may be qualified to purchase a home.

Inventory Knowledge: In order to be successful in working with buyers, we maintains a large inventory of brokerage and new homes for sale. Our associates are always aware of all the available properties within their market. We specialize in Foreclosures and know the special attention these properties require.

Total Commitment: Our commitment to you is this- We will always strive to provide professional real estate services to the very best of our ability.



Questions to Ask Other Agents

Your real estate agent will be your partner in this important financial transaction and life-changing transition. Here are a few questions to ask other agents applying for the job.

- Do you work as a full time realtor?
- Will I be dealing directly with you or your assistant?
- What methods do you use to communicate with your clients? Cell phone, work phone, email?
- How often will I hear from you after my home has been listed?
- What is your background experience?
- How do you find potential buyers?
- What is your marketing plan and how do you get homes sold?
- Will you produce a flyer with details of my home?
- How will you determine the best selling price of my home?
- What can I do to assist in the process of selling my home?
- What is the market trend now?
- What knowledge/expertise do you have pertaining to my community?
- What professional materials will you be using in selling my home?

Hopefully these questions will aid you in making the best choice possible for you and your home.



Seller Pitfalls

Common Mistakes Sellers Make

1. Overpricing your home.

It is a mistake to believe that you will get more for a property by asking more. Overpricing your home helps your competition sell their homes, reduces advertising response, sends interested buyers to other properties, can cause appraisal problems and extends time on the market. In the end, initially overpriced homes take more time to sell and usually sell below market value. We are experts on the current market conditions and will be able to determine the best selling price for your home. Ask your agent to go over information on recent sales in your area. The right agent will have up-to-date information on the market in your community as well as a proven strategy in pricing properties.

2. Not looking into the agent's background.

It is imperative that you look into an agents qualifications and background. As in many professions there those who excel and those who do not. You should ask your prospective agent about their successes, experiences and qualifications. Ask them to describe their marketing plan and how they get homes sold.

3. Failure to make needed home repairs.

Be sure to listen to your agent's suggestions to make your home sell faster and at a higher price. Buyers often deduct more than the actual cost of perceived repairs in their offer.

You are required by law to disclose any defects you are aware of in your home. Failure to do so can be very costly. We will be able to help you comply with the law and prevent you from costly legal consequences. Using a professional real estate agent is imperative.

4. Not using a professional REALTOR®.

Buyers who look at homes that are not listed by agents are usually bargain hunters. If you are not careful and equipped to back your price with the analysis a professional agent can provide, you could end up losing a lot of money in this important financial transaction.



Seller Pitfalls

Common Mistakes Sellers Make

5. Failure to keep home in a good condition.

Ensure that your home looks as inviting and attractive as possible. More than anything you could add to enhance the presentation of your home, the property should be *clean*. It is important to have the property clean inside and out and that you maintain a good 'curb appeal.' The front of your home, your yard, driveway and mailbox are all part of the first impression a potential buyer will have - make it a good one!

6. Breach of Contract.

The contract that you sign with buyers is a binding agreement and not cooperating with these terms will delay the transaction. Not fulfilling agreed-upon repairs or denying property inspectors access to the home only leads to problems. The buyer expects you to abide by the terms of the agreement just as you expect them to uphold their end. If you have any questions regarding these contracts, please bring them up with your agent.



Showing to Sell:

Tips for Home Preparation

If you are thinking of selling your home, there are a number of things you can do to improve the overall impression made by your home. But first, you must learn to look at your home through the eyes of the buyer.

These are just a few tips on things you should be looking for when evaluating your home through the eyes of the buyer. Most of these suggestions are no-cost or low-cost improvements and this early investment in your home's appearance pays off when selling your home.

- Open the draperies, pull up the shade and let in the sunlight.
- Create a positive mood, Turn on all lights, day or night.
- Install higher wattage light bulbs to show areas of your home more brightly - in it's best light.
- Remove all clutter from each room to visually enlarge them.
- Keep your home dusted and vacuumed at all times.
- Have a family emergency 'game plan' to get the home in order quickly if necessary.
- Air out your home one-half hour before the showing if possible.
- Lightly spray the room with air freshener so it has the chance to diffuse and air before the buyer arrives. *Microwave a small dish of vanilla twenty minutes before the showing and place it in an out-of-the-way place in the kitchen.
- Make sure that beds are made and the linens and curtains are fresh and clean.
- Organize your closets, remove unnecessary items and put them in storage.
- Bathrooms should be spotless!



Showing to Sell:

Tips for Home Preparation

- Do not leave used towels around.
- Re-caulk if caulking is not sparkling white.
- Have fresh towels and decorative soap for showings.
- Set the scene by setting the table! Highlight your dining room potential by setting the dining table.
- Remove all small appliances from the kitchen to enhance counter space.
- Highlight the eat-in area of your kitchen by setting it for dinner.
- Shampoo all carpets and vacuum daily. *If carpets do not clean up well it should be replaced.
- Improve traffic flow through each room by removing unnecessary furniture and knick-knacks, but try to avoid a 'sterile' looking environment.
- If you have numerous family photos, put some of the extra ones away to allow prospective buyers to envision themselves in your home rather than your family's photo memories.
- Organize storage areas in the attic, basement or garage.
- Rent a storage area for any removed items, or have a garage sale.
- Clean all light bulbs and light fixtures for better lighting.
- Remove posters and adhesives from walls and fix any holes.
- All walls should be painted, not just washed to make home look bigger and brighter.
- Replace any doors, windows, screens, banisters, handrails, tiles, or fixtures that are damaged.
- Water and prune all plants.
- Remove extension cords or exposed wires.



Showing to Sell:

Tips for Home Preparation

- Open doors to areas you want the potential buyer to see such as walk-in closets, pantries, attics etc.
- Keep the yard mowed, raked and fertilized. Use flowering plants to dress up the yard, patio and walkways.
- Paint entrance doors.
- Porches, verandas & balconies should be uncluttered and in good condition.
- Create an outside living/dining area to highlight the yard or patio.
- Make any minor or major repairs to the exterior as possible. The curb appeal or first impression of your house is often the most lasting one.



Testimonials

"I cannot thank you enough for your diligence in getting my PENANCE of a house sold. I will always be happy to refer potential clients your way. Yours is a tenacity that I wish I could bottle and force-feed to my students! Forever in awe of you!"

Pete Manna

"After what I'd been through, I didn't trust anybody. And I didn't believe Michelle's track record. I'm a believer now!"

Karl Barkhordar



Your Next Step

Call us NOW - don't procrastinate - do it now.

- Our contact information

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- How should you contact me if the situation is urgent?

Cell Phone: 702-528-5798

- Why we are the best agent for you

We have the "Power Team" of highly educated, experienced and tenacious professionals to deal with your problems.

- We wish you well in your search for an agent and success in selling your home

- We are: *The Next Generation in Real Estate*

