



# YOUR GUIDE TO SELLING YOUR HOME

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**RADCLIFFE & ASSOCIATES**  
REAL ESTATE GROUP

Andy Tan, REALTOR

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# RADCLIFFE & ASSOCIATES REAL ESTATE GROUP

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EXCEPTIONAL REALTORS  
RELENTLESSLY CARING

**FT** First  
Team



We have been serving the Orange County and surrounding areas for the last 12+ years helping our clients buy and sell homes. Our team prides itself on its unrivaled customer service, hyper local market knowledge, masterful contract negotiations, and proactive transaction management - providing a seamless “Amazon-like” experience from start to finish. You will see why our team motto is “Relentlessly Caring” as it embodies our genuine and honest approach to real estate that is unlike any other.

Our client’s needs always come first.

# MEET YOUR TEAM

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Our team prides itself on providing a seamless “Amazon-like” experience from start to finish. Your desires and concerns will be heard carefully. The steps that you are about to come across should be understood by all parties involved, including knowing your rights and obligations. It is imperative to work with someone who you are comfortable communicating with, someone who will guide you through every step, and someone who will ensure you are making a well-informed decision. You will see why our team motto is “Relentlessly Caring” as it embodies our genuine and honest approach to real estate that is unlike any other.



SHAUN RADCLIFFE  
PRINCIPAL REALTOR  
714-497-0160



BRITTNEY PAINO  
ASSOCIATE REALTOR  
714-261-5469



MIKE ELLEDGE  
ASSOCIATE REALTOR  
949-294-9683



CHRISTIAN LE  
ASSOCIATE REALTOR  
714-709-9746



DAWSON HEIDE  
ASSOCIATE REALTOR  
714-709-9746



ANDY TAN  
ASSOCIATE REALTOR  
714-209-3083



BRIANNA CRANE  
OPS MANAGER  
714-292-5649



PAUL GONZAGA  
TRANSACTION COORDINATOR  
(714) 462-5551

# OUR COMMITMENT TO YOU

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It is our sincere goal is to be your trusted guide through the exciting process of successfully selling your property. We understand that your desires and concerns are of utmost importance, as selling a home represents one of the largest transactions in your life. Rest assured, we are committed to leveraging our market expertise, cutting-edge marketing strategies, and personalized service to ensure your home sells quickly and at the best possible price. You can rely on us for transparent communication, expert negotiation, and a stress-free selling experience. Your goals are our top priority, and we are dedicated to delivering results that not only meet your expectations, but exceed your expectations. We will expertly guide you through each step of the process to allow and empower you to make well-informed decisions. We are here to be that partner for you.

## **NEGOTIATE THE HIGHEST PRICE**

Our clients' properties may not always start with the highest asking price, but they consistently achieve the best outcomes in competitive markets. By negotiating on your behalf, we will get your home under contract for more than other agents.

## **WITH THE LEAST HASSLE**

We want your biggest concern during the home selling process to be that you were expecting it to be harder. We strive to bring you first class customer service, and a “let us handle that for you” approach.

## **IN THE QUICKEST AMOUNT OF TIME**

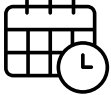
The ability to cater to you with the appropriate closing time frame is important. With our effective pricing strategy based on thorough market analysis and our extensive marketing plan, we will sell your home for top dollar in the quickest amount of time possible.

# WHY RADCLIFFE & ASSOCIATES?

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## WHAT SETS US APART...

  
**1,500+**  
**FAMILIES  
HELPED**

  
**16**  
**AVG DAYS  
ON MARKET**

  
**102%**  
**SALE PRICE TO  
LIST PRICE**

  
**14+**  
**YEARS INDUSTRY  
EXPERIENCE**

- Voted Yorba Linda's Best Realtor in 2022
- Over 150 5-Star Review on Google, Zillow & Realtor.com
- Market Expertise & Neighborhood Knowledge
- Strict Code of Ethics & Integrity
- Unparalleled Customer Service



# PROVEN SUCCESS

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Selling your home is a big deal and the real estate team that helps you should be, too.

## LIFETIME SALES

**557+** Total Homes Sold  
**\$500M+** Total Volume

## 2025 TOTAL SALES

**42** Homes Sold YTD  
**\$47M+** in Volume YTD

## 2024 TOTAL SALES

**52** Homes Sold  
**\$51M+** in Volume

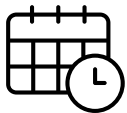
## 2023 TOTAL SALES

**55** Homes Sold  
**\$48M+** in Volume

## 2022 TOTAL SALES

**65** Homes Sold  
**\$56M+** in Volume

### RADCLIFFE TEAM'S AVERAGE



**19**

AVG DAYS  
ON MARKET



**101%**

SALE PRICE TO  
LIST PRICE

VS.

### THE AVERAGE AGENT



**45**

AVG DAYS  
ON MARKET



**99%**

SALE PRICE TO  
LIST PRICE

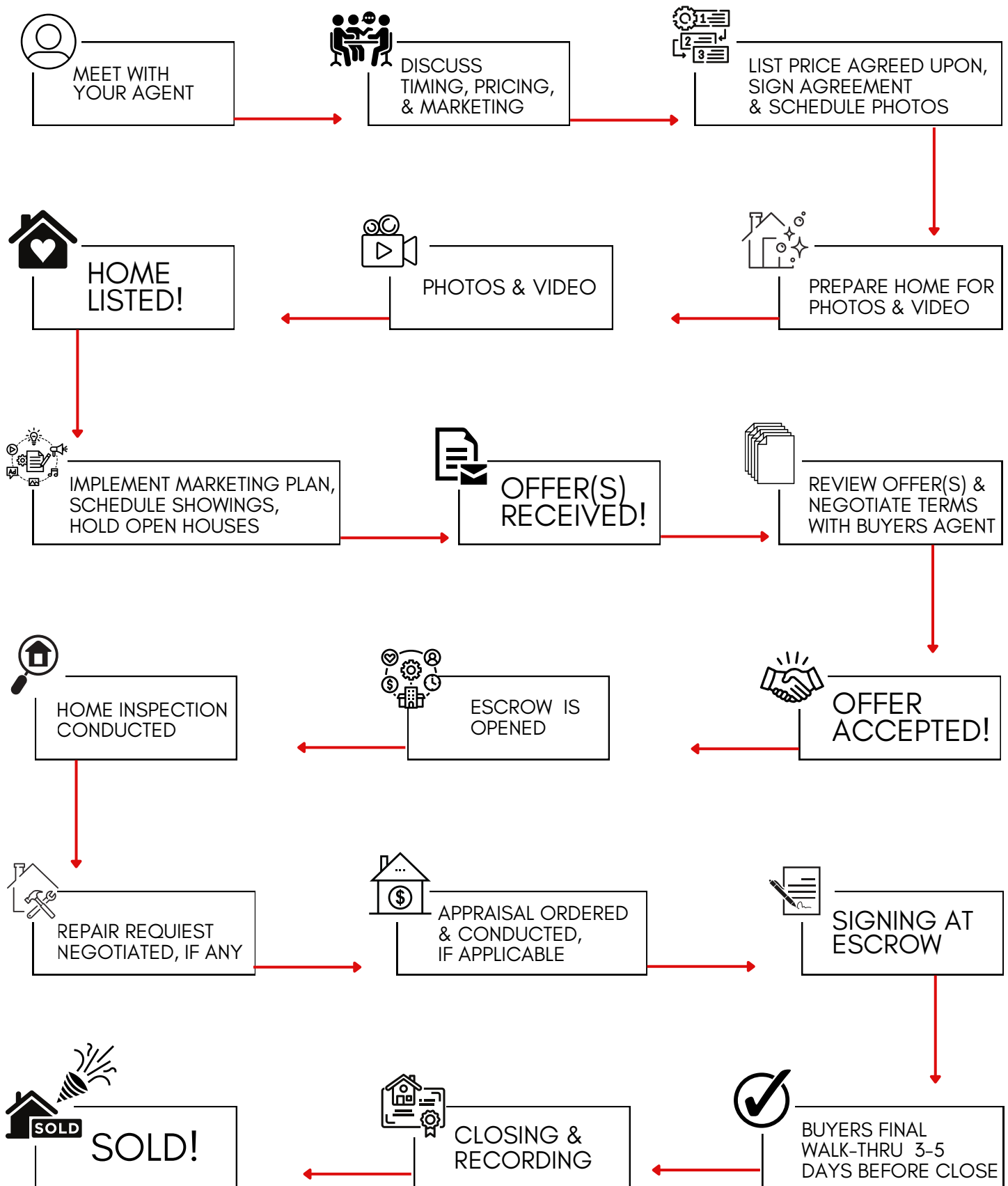


# WHAT TO EXPECT FROM YOUR AGENT

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- 1** Understand your point-of-view, intent and goals and represent it fully in all negotiations.
- 2** Know your timetable and the significant life events or constraints that surround your move.
- 3** Simplify the entire process for you by making sure you understand all the steps involved before they happen.
- 4** Keep you informed of any changes or activity immediately.
- 5** Return your calls promptly.
- 6** Understand the process of evaluating a home's "market value" and how absorption rates, local economic trends, and the interest rate changes will impact the sale or purchase of your home.
- 7** Leverage our vast network and relationships.
- 8** Understand the "ins and outs" of the area and the current housing inventory.
- 9** Help you make sound decisions based on fact and not emotion.
- 10** Protect your interests by keeping you informed, and everything on track and organized. Make sure you understand all the steps involved before they happen

# THE HOME SELLING JOURNEY





# OUR MARKETING PLAN

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Great marketing isn't just about waiting for a buyer to come your way - it's active promotion that targets likely buyers through various channels. Our comprehensive marketing strategy includes targeted social media advertising, email marketing, print marketing, direct mail marketing, and personalized 1-to-1 outreach from our vast database to reach the right buyer for your home. We will provide the most up-to-date local market knowledge, cutting-edge marketing efforts, and exceptional customer service.

- 1 Pre-Inspection & Staging Consultation**
- 2 Home Prep & Cleaning \*See Photography Checklist Packet**
- 3 Professional Photos & Videos**
- 4 Install Yard Sign**
- 5 Social Media Marketing Plan**
- 6 Launch MLS & Website Syndication**
- 7 Database Marketing**
- 8 Paid online advertising**
- 9 Community Awareness Campaign**
- 10 Open House & Showings**

# DID YOU KNOW?

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## **96% OF HOME BUYERS USE THE INTERNET**

Online exposure is critical to getting a competitive price and as fast sale for your property. Our proven digital marketing strategy and online presence will get your home seen and sold.

## **41% ATTEND OPEN HOUSES**

What better way to experience your home than in person? Many buyers agree there are distinct advantages to attending open houses and gives them an opportunity to see if your home would be a good fit.

[www.radcliffeassociates.com](http://www.radcliffeassociates.com)

# CLIENT TESTIMONIALS

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★★★★★ "From start to finish Radcliffe & Associates made this process very smooth! We called this the textbook sale, no repairs and had multiple offers within days! Ended up getting 102% of asking price and in a few weeks we closed escrow! For any future real estate needs I will be using Radcliffe & Associates again, and refer all those seeking to buy or sell their home!" –

Andrea

★★★★★ "Radcliffe & Associates quickly sold our townhouse and got us into our new home in less than 2 months. They were always available and quick to respond to any questions we had. We were impressed by how knowledgeable, motivated, and hardworking his team is we couldn't be happier with their services. We've worked with other realtors before, and Radcliffe & Associates is without a doubt the best one we've ever had." – Eric

★★★★★ "When I was ready to sell my home I had several options for real estate agents. I chose Radcliffe & Associates because Shaun was tenacious in everything he did. They priced my home aggressively, and we ended up with multiple offers over asking. Radcliffe & Associates was always available to answer any questions via text, phone, and email. The entire team, played a huge part in making sure things ran effortlessly, and for that, I would highly recommend Radcliffe & Associates. I will continue to use them for any future real estate needs and refer them to my friends and family. " – Jacob

## CURIOUS?

Want to know what  
others are saying?  
Scan here!







# OUR TRUSTED PARTNERS

Our support team helps us provide top-notch customer service to our clients. We have numerous professional connections that can help in any way we need to ensure your transaction goes as smooth as possible. Here are some of our trusted advisors:

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## LENDERS

Glenn Hemry | LoanDepot

714-371-8782

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NMLS #451075

Mike LaSalla | LoanDepot

818-821-5759

MLaSalla@loandepot.com

NMLS #1456923

## TITLE

Christina Smolskis | First American Title

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## ESCROW

Vanguard Escrow | Lennette Nelson

714-576-2177

Lennette@Vanguard-Escrow.com



# THANK YOU!!

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## WHAT IS IT LIKE WORKING WITH US?

### FULL-SERVICE TEAM

- ✓ I am a full-time agent dedicated to guiding you from contract to close.
- ✓ Constant communication is promised between myself, partner, operations manager and transaction coordinator.

### WE CLOSE DEALS

- ✓ Our goal is to make this process EASY for you.
- ✓ We value the process of educating our clients before, during and after every milestone to empower their real estate decisions.

### WE DON'T CUT CORNERS

- ✓ We conduct our business with honesty, integrity and transparency.
- ✓ We promise to understand your point-of-view and goals and represent it fully on your behalf.

### HOW TO CONTACT ME:

**ANDY TAN | DRE #01995187**  
**714-209-3083**  
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