



**Caspersen Brothers**  
 & Associates  
 REAL ESTATE

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LEARN MORE ABOUT US AT [WWW.CASPERSENBROTHERS.COM](http://WWW.CASPERSENBROTHERS.COM)

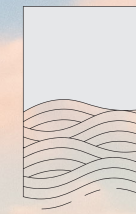
**Featured Success by The Caspersen Brothers**  
**1460 SPYGLASS COURT**

5 BEDS | 5 BATHS | 4,237 SQ.FT. | SOLD FOR \$2,200,000



**SOLD FOR 113% OF CLIENT'S ASKING PRICE · 10 DAYS ON MARKET**

Seems like you'd want the best marketer, negotiator and project manager when it comes to such an important asset like your home. We have the influence and ability to get exceptional results. If or when the time comes, we'd love to be of service.



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**ENCINITAS RANCH**

Real Estate Market Report  
**SEPTEMBER 2020**

Prepared Especially for  
**JOE AND JANE DOE**

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# Selling *Your* Home Virtually

Looking to sell your home but curious how we manage that in today's climate?

**Joe and Jane,**

Despite recent challenges, people are continuing to move forward with buying and selling homes. So what selling practices are we implementing to keep everyone safe while at the same time making your listing competitive?

While switching our approach for how we list our clients' homes to a more digital one may have been the obvious answer, we go above and beyond to ensure potential buyers are having an immersive viewing experience as if they were in the home themselves.

Here are five strategies we think are key to a strong virtual listing:



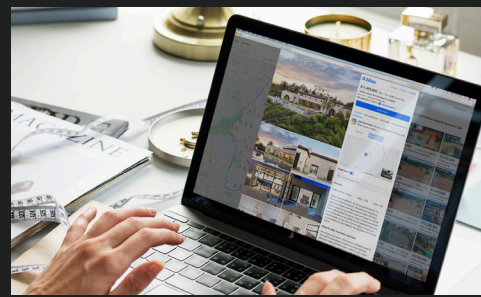
### High-Quality Photos

Eye-catching photos have long been a must for any home listing, but with social distancing they are more important than ever. We have professional photos taken, showcasing your home from the best angles. This will catch buyers' attention and help imagine themselves in the space.



### Virtual Tours

To make your home stand out and give buyers an in-depth look at the layout, we add high-tech features to your listing, such as a video walkthrough and 3-D tour of your home. Providing homebuyers a holistic virtual experience helps to humanize the space.



### Detailed Listing Information

Many agents put a strong emphasis on photos and videos, but let the listing description fall through the cracks. We believe this information is just as important as the visual aspect, and work with professional copywriters to create a compelling summary that highlights the best qualities of your home.



### Detailed Neighborhood Information

Potential buyers aren't just looking for the right home, they are looking at the surrounding community. In your listing, we highlight neighborhood amenities, proximity to beaches, restaurants and shops, area schools, and more, to help homebuyers envision their quality of life.



### Video Chat

While we can offer social distanced private showings, if this is something you are not comfortable with, we are happy to take you on a virtual showing through the home, answering any questions you may have along the way. We also can set up FaceTime or Zoom calls whenever needed.

Source: corelogic.com



# ENCINITAS RANCH

## Real Estate Market Report

**Joe and Jane,**

Selling a home in **Encinitas Ranch** requires extensive local knowledge, a great marketing plan, and superior negotiation skills. As your Encinitas Ranch specialists, we are uniquely qualified to help you receive top dollar for your home. Call us today to get started!

### Encinitas Ranch Homes Currently Active

STATUS	STREET NAME	BEDS	BATHS	EST. SQUARE FEET*	LIST PRICE	LIST DATE
Active	Lynwood Drive	5	5.5	4,900	\$1,888,888	06/15/20

### Encinitas Ranch Homes Currently Pending

STATUS	STREET NAME	BEDS	BATHS	EST. SQUARE FEET*	LIST PRICE	LIST DATE
Pending	Brae Mar Court	5	4.5	3,300	\$1,499,000	05/07/20
Pending	Samuel Court	5	4.5	3,600	\$1,845,000	09/02/20
Pending	Spyglass Court	5	4.5	4,200	\$1,949,000	08/17/20

### Encinitas Ranch Homes Sold In The Last 30 Days

STATUS	ADDRESS	BEDS	BATHS	EST. SQUARE FEET	SOLD PRICE	SOLD DATE
Sold	1549 Fairway Vista	3	2.5	2,116	\$1,240,000	09/01/20
Sold	584 Paloma Court	5	4.5	3,407	\$1,401,000	08/27/20
Sold	1453 Ranch Road	3	3.5	2,000	\$1,115,000	08/11/20

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