



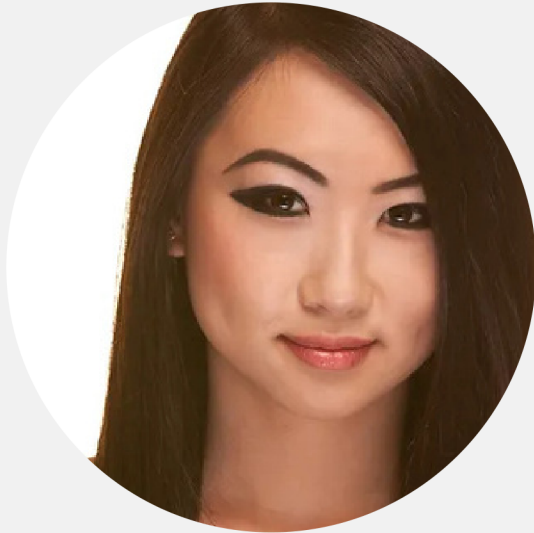
SELLERS GUIDE

THE ULTIMATE ROADMAP
TO SELLING YOUR HOME

A photograph of a modern, two-story house with large glass windows and a balcony, viewed from a low angle. The house is reflected in a swimming pool in the foreground. The entire image is overlaid with a teal gradient.

PRESENTED BY: JAMIE TIAN

THE TEAM



Jamie Tian is the CEO and co-founder of RealiFi Realty. With over a decade of experience selling homes in LA's most prestigious neighborhoods, Jamie brings unparalleled knowledge and insight to every transaction. Jamie goes above and beyond for her clients and has a knack for closing the toughest deals using her expert negotiation and communication skills.

JAMIE TIAN

CEO/Co-Founder/REALTOR



Jason has worked along side Jamie for over a decade as her husband, business partner, and personal brand manager. Also a licensed agent, Jason coordinates everything behind the scenes allowing Jamie to do what she does best - create happy buyers and sellers.

JASON LING

Head of Operations/
Co-Founder/REALTOR

THE NUMBERS

EXPERIENCE MATTERS!

- 2025 Asian Real Estate Association of America National President
- 2022 RealTrends America's Best Real Estate Professionals (Top 1% Nationwide)
- 2020 National Association of REALTORS® Presidential Advisory Group on Sustainability
- 2017 National Association of REALTORS® "30 Under 30" Honoree
- 2017-2021 Asian Real Estate Association of America A-List Top Producer
- 2013-2021 Top Producing Agent
- Top 25 Agents on Social Media by PropertySpark.com



230+

SOLD BY JAMIE



117 17TH ST
\$7,900,000



708 N CAMDEN DRIVE
\$7,500,000



612 TRENTON DRIVE
\$5,900,000



108 N EDINBURGH AVE
\$4,000,000



839 N SPAULDING AVE
\$3,550,000



305 EL CAMINO DRIVE
\$3,450,000



313 S LA PEER DR
\$3,350,000



436 HILGARD AVE
\$3,100,000



8018 ALTAVAN AVE
\$2,416,000

THE APPROACH

How we go about selling your home from beginning to end.

ASSESS

We'll give your home a marketability assessment, make a list of everything we think needs to be addressed before listing, including renovations, landscaping, tidying, and updates that could mean a better return.



PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs, and storing personal items to make your home as appealing as possible.



SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes open houses, social media marketing, virtual walkthroughs, and print marketing that reach audiences far and wide.



Jamie was incredibly professional, responsive and effective during the entire process of selling our home. She helped us achieve exactly what our sale goals were and we are convinced it would not have happened without her expertise. We would 1000% recommend Jamie to anyone looking for real estate assistance.

-Miya Tsukazaki

THE STEPS

Let's take a closer look at the steps to selling your home.

**START
HERE**



STEP ONE GET IT READY

We suggest repairs and updates to make your home appealing to potential buyers. A thorough cleaning is always recommended before going to market.



STEP TWO SET THE PRICE

We will review comparable sales and current competitive listings together and arrive at a price you feel comfortable with.



STEP THREE PHOTOGRAPHY

Professional photos are crucial to marketing your home online. We will take professional photos to help get buyers in the door and offers on the table.



STEP FOUR SHOWINGS

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



STEP FIVE REVIEW OFFERS

We will negotiate on your behalf and review the pros and cons of each offer with you, as well as make sure the buyer is truly qualified. We will make sure you feel comfortable with who you choose to accept as the buyer.



STEP SIX CLOSING DAY

Schedule the closing, hand over the keys, collect the proceeds!

SOLD!

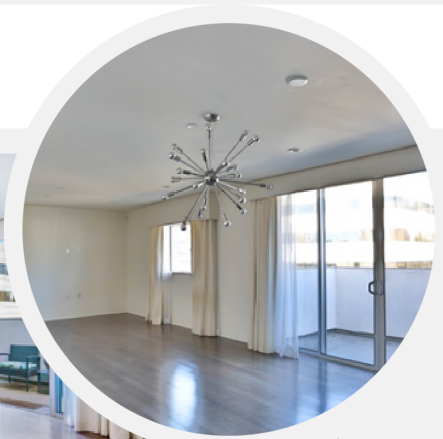
THE STAGING



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

THE MARKETING



PROFESSIONAL PHOTOS

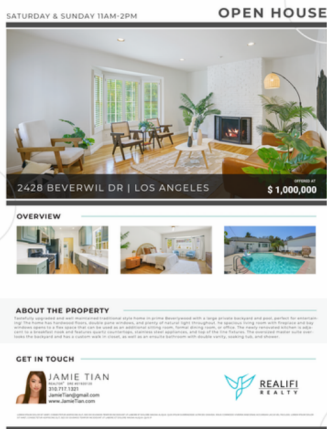
95% of home searches start online. Your home needs to look great in order to appeal to the widest audience possible. We only use the best professional photographers.

SHOWINGS/OPEN HOUSES

We can show your home in person or virtually. Your comfort level is our priority.

OPEN HOUSE

11 a.m. - 2 p.m.



NEIGHBOURHOOD FLYERS

We make sure your hood is informed first so they can spread the word to their family and friends.

THE MARKETING

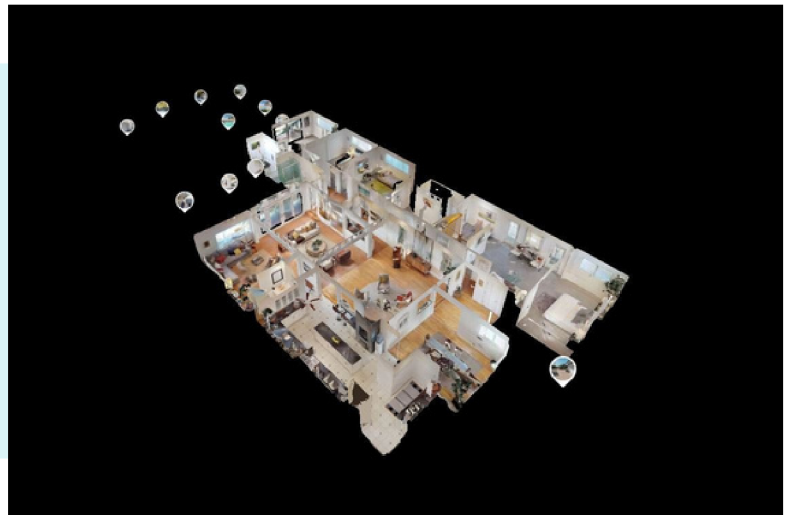


PROFESSIONAL VIDEOS

Bring your property to life with stunning video footage that showcases the home's best features and helps potential buyers envision themselves living there.

3D TOUR / FLOOR PLAN

Make your property stand out in a competitive market. 3D Matterport tours allow potential buyers to experience the layout and flow of your listing.



AERIAL PHOTOGRAPHY

Drones take real estate marketing to new heights, quite literally. Aerial footage shows off a property's architectural design, acreage, landscaping, and its relationship to its surroundings.

THE MARKETING

We have a unique marketing system that takes all of your home's needs into consideration.

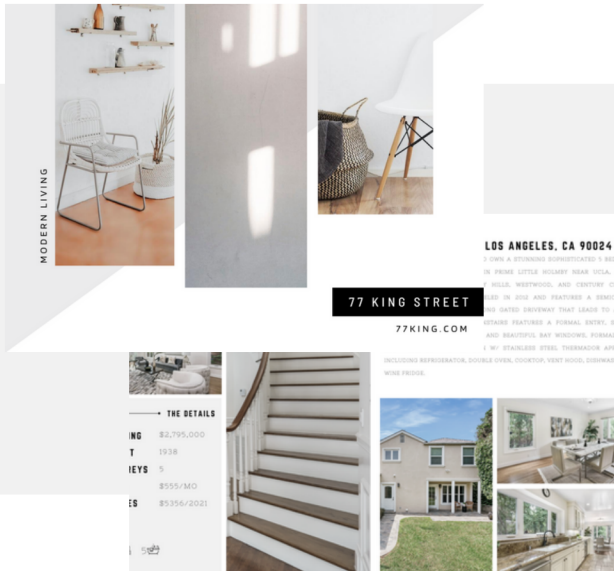
SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is growing everyday (60,000+ followers), which means your home gets in front of more eyes.



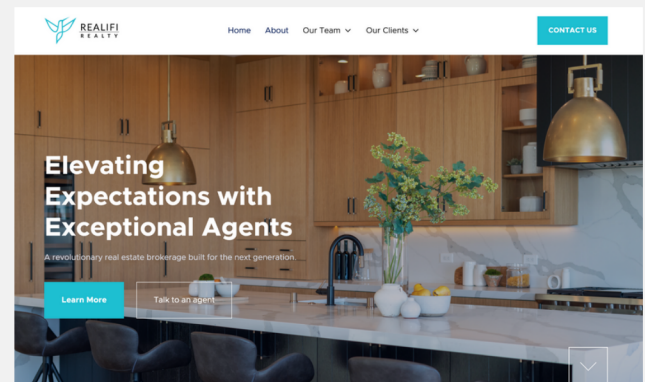
PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers can walk away feeling more impressed with your home.



ONLINE PRESENCE

Everyone has access to these tools, but our dedicated team has the knowledge to implement the most strategic plan to showcase and advertise your house on the most sites.





Jamie is an outstanding real estate agent. Her kind spirit, professional insights, thoughtful guidance, and clear, rapid responses to all of my questions made it a pleasure to work with her. I'm grateful for the careful and efficient effort that she dedicated to selling my property, and I highly recommend her.

-CHRISTOPHER STANLEY



TESTIMONIALS

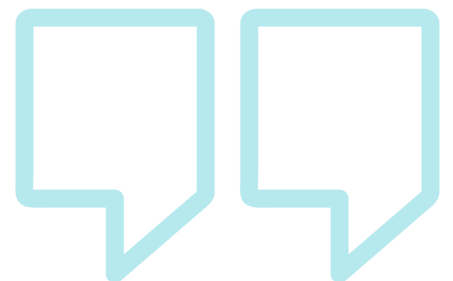
What our clients had to say about our selling process

Selling a property can be stressful, but it adds another layer of difficulty when it's during a freaking pandemic. Luckily we came across Jamie through a mutual friend and she was professional, patient, responsive, and a hard worker.

I am SO grateful for Jamie. She is seriously the BEST. Jamie works quickly and efficiently. The condo I had in LA needed a couple of repairs and within a week all repairs were done, photos were done, and the listing was live. We listed my condo on a Friday and within 24 hours had 4 offers. By that Monday, we had more offers all over asking. We ended up accepting an offer for WAY over asking with a shorter escrow period. I cannot recommend Jamie enough. She is thorough, honest, trustworthy, and very knowledgeable. She genuinely cares about her clients and will do whatever she can for them. Thank you thank you thank you, Jamie!!

I am very fortunate to have Jamie help me both in buying and selling recently. She is extremely professional, efficient, responsive, and provided an A list team of loan officers, decorating ideas and all other thoughtful needs, which helped close the deal at the perfectly ideal price in no time. I highly recommend Jamie as an exceptional agent!

I needed to sell a rental property in SoCal. After interviewing multiple agents, I chose Jamie based on her experience, area knowledge, motivation, and attention to detail. The house needed some TLC, but was in a great location and simply needed the right marketing. In less than a week, Jamie presented me with multiple offers and made recommendations specific to my situation. Additionally, I needed to set up a 1031 exchange with the proceeds. Jamie was able to put me in touch with firms versed in this area of real estate sales. I have recommended her to my family and friends and will only use her and her company for my future real estate needs! 5 STARS!!!





We are extremely grateful for the superb work Jamie did for us when we sold our home in L.A earlier this year. We were impressed by her knowledge and mastery of the process, and how efficiently she led the whole thing from A to Z, making it so easy for us. We live on the East Coast and travel a lot, we could not come to CA easily at the time, so she took care of everything: Communicating with the HOA, managing all the visits and staging, making sure the property was in conformity with all local and state regulations. She is so pleasant to communicate with, does not waste any time and was able to provide us with the right guidance for every question we had and every document we had to sign. The sale was very successful and closed in a short time. We would recommend Jamie without any hesitation to anyone looking to sell their property.

Jamie was the best agent. We had listed this property with another agent during the hot season for 6 months without an offer. We sold this house in Dec shortly after she took over the listing. We will recommend her to our friends & family.

Jamie was very trustworthy and knowledgeable throughout the entire escrow process and helped us close the transactions smoothly even though we were overseas.

Jamie was always available to take my call whenever I had questions via phone, text, or email. She was very prompt (I'm talking minutes) in responding.



THE COMMUNITY

The ways we give back to our community



ASIAN REAL ESTATE ASSOCIATION OF AMERICA

Jamie is the 2025 National President Elect of the Asian Real Estate Association of America, the largest Asian trade organization in North America with over 18,000 members and a mission to promote sustainable homeownership opportunities in underserved communities.

FAIR HOUSING

Jamie believes in the American Dream of homeownership and volunteers her time to lobby for bills that support down payment assistance and appraisal equity.



THE ENVIRONMENT

Jamie graduated from UCLA with a degree in Environmental Science and Sustainability and advocates for more environmentally friendly practices in the real estate industry.



THE FAQs

All of your questions answered!

HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes are generally under contract in less than 3 weeks on average.

WHAT IS A BUYER'S VS SELLER'S MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

WHAT CAN I EXPECT WITH OPEN HOUSES?

We have strict systems in place where no one will be left alone in your home at any given time. Usually it's best if the sellers aren't present during an open house so potential buyers can feel more comfortable looking around.

READY TO GET STARTED?

310.717.1321
jamie@realifirealty.com



jamiertian.com
realifirealty.com