

CARMEN LEDESMA

INTERO

REAL ESTATE SERVICES



— TOP PRODUCER —
REAL ESTATE EXPERT

Carmen Ledesma



650.861.1887



clesma@intero.com



DRE# 02207841



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INTERO REAL ESTATE

INTRODUCTION

About Me

My mission as your Realtor is to be a **true partner** through one of life's biggest decisions. I serve as a trusted advisor to my clients, bringing transparency, strategy, and care to every step of the process. My business is built on lasting relationships and referrals, grounded in trust and results.

I focus on simplifying the real estate process while ensuring every detail is handled with precision. Through thoughtful planning, strong negotiation, and high-level marketing, my goal is simple: to help you achieve **the best possible outcome**.

In today's market, who you work with matters. As part of Intero Real Estate Services, I deliver a high level of service, expertise, and dedication. Whether you are selling, buying, or exploring your options, I am here to guide you with **clarity and confidence** every step of the way.

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TOP AGENT

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HOMES I HAVE SOLD AT PREMIUM PRICES —

PROVEN RESULTS THROUGH STRATEGY, PRESENTATION, AND NEGOTIATION



541 Distel Dr, Los Altos, CA 94022

SOLD PRICE: \$5,880,000



1182 Fordham Way, Mountain View, CA 94040

SOLD PRICE: \$4,888,520



21338 Riverdale Ct, Saratoga, CA 95070

SOLD PRICE: \$3,686,000



11936 Edgewood Dr, Palo Alto, CA 94303

SOLD PRICE: \$2,940,000

WHAT MY CLIENTS SAY

“

Carmen is an amazing person to work with. She is **knowledgeable, professional,** and **very responsive.** She provides expertise advices and recommendations in selling my house. She **took care of everything** in remodeling and cleaning of my house and I and my wife don't need to do anything. She is all in charge. That made our life so much easier. She listens what we say and keeps a constant communications with us. We feel blessed working with her. I strongly recommend her as a **top choice of real estate agent.**”

“

Truly an answer to my Prayers! Carmen was a joy to work with to sell my home and helped me by a Condo. She listened to my concerns and needs, offering expert advice to get my home ready to sell! She smoothly and she was **always available** by text or email. Carmen and her staff **worked diligently** to help me pack, prepare my home and make it shine! Her communication and coordination skills are excellent as she worked with different people to get things done right! Carmen was there for me every step of the process and I am truly grateful for her professionalism and pride in her work! My home **sold above asking price** during the first weekend open house. I could not ask for a better outcome nor a better Realtor than Carmen...**Simply Amazing!**”

“

I interviewed three realtors before meeting Carmen, and the moment she stepped into our home, **we felt we could trust her.** She walked us through **every step of the process,** answered every question with patience, and was **always available** when we needed her. She helped coordinate all our selling needs, including designers, stagers, contractors, and inspectors. She **kept us updated throughout the entire time,** all the way until we signed our final documents in escrow. Thank you so much, Carmen!”

THREE STRATEGIC WAYS TO *SELL YOUR HOME*



OFF-MARKET SALE

Private exposure to qualified buyers
without going public.

—
Ideal for sellers who value
discretion and control.



SELL AS-IS ON THE MARKET

List your home in its
current condition.

—
Maximize exposure and attract
competitive offers.



PRE-LISTING IMPROVEMENTS

We prepare your home
to show at its best.

—
No upfront cost —
paid through escrow.

WHY THIS WORKS



NO UPFRONT INVESTMENT

Your equity stays
protected.



ONE TEAM, FULLY MANAGED

Design to closing,
we handle it all.



CLEAR TIMELINES

A smooth process
from start to finish.



FOCUSED ON RESULTS

Our priority is
your bottom line.

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HOW I SELL YOUR HOME



I don't just list homes.
I LAUNCH THEM.

My process is designed to:

- ✓ Create strong first impressions
- ✓ Generate demand
- ✓ Attract qualified buyers
- ✓ Drive stronger offers



PRICING STRATEGY

Pricing is one of the most important decisions.

I analyze:



RECENT SALES

I review comparable sales to understand what buyers are paying today.



MARKET CONDITIONS

I evaluate current inventory, demand, and market trends that impact your home.



BUYER BEHAVIOR

I consider what today's buyers care about and how they make decisions.

The right pricing creates more **interest**, stronger **competition**, and better **offers**.



PRE-SALE HOME INSPECTION

A proactive inspection today
leads to a **smoother sale** tomorrow.



WHY A PRE-SALE INSPECTION?



It gives us insight into what buyers will see, so we can address issues, build confidence, and strengthen your negotiating position.

POTENTIAL BENEFITS



FEWER SURPRISES

Address concerns early and avoid last-minute issues.



SMOOTHER PROCESS

Helps reduce delays and keeps the transaction on track.



STRONGER POSITION

Shows buyers your home is well cared for and builds trust.

BUYER FOCUS

Buyers pay close attention to the condition of key home systems.



TOP AREAS BUYERS NOTICE



Roof



Plumbing



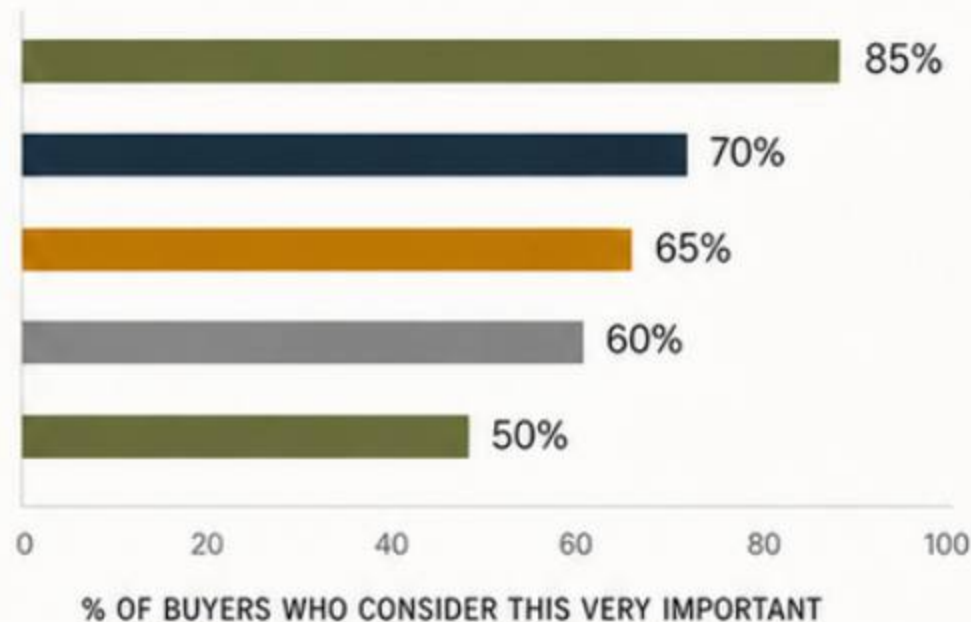
Electrical



HVAC



Foundation



A SMALL STEP TODAY CAN
MAKE A BIG DIFFERENCE TOMORROW.



PREPARE & LAUNCH STRATEGY

I coordinate everything needed to present your home at its best.



DECLUTTERING & PREPARATION

We remove what distracts and make space shine.



PROFESSIONAL STAGING

Thoughtful staging highlights your home's best features.



PHOTOGRAPHY & VIDEO

High-quality visuals that showcase your home beautifully.



TARGETED MARKETING

We market your home to the right buyers through proven channels.



GOAL: MAKE YOUR HOME STAND OUT AND SELL FOR TOP VALUE.



STAGING THAT SELLS

Great staging helps buyers connect emotionally.



HIGHLIGHTS YOUR HOME'S BEST FEATURES

We showcase what makes your home stand out.



CREATES A LASTING FIRST IMPRESSION

Buyers form an opinion within seconds. We make it count.



HELPS BUYERS IMAGINE THEMSELVES LIVING THERE

A well-staged home feels inviting, comfortable, and real.

Well-staged homes sell **FASTER** and for **MORE**.



PHOTOGRAPHY THAT MAKES AN IMPACT

High-quality visuals
attract more buyers
online and drive more
showings.



AERIAL PHOTOGRAPHY

Showcases the property, land,
and surroundings from above.



360 VIRTUAL TOUR

Lets buyers explore the home
online and increases interest,
especially from out of area.



PROFESSIONAL VIDEO

Brings your home to life
and creates a stronger
emotional connection.

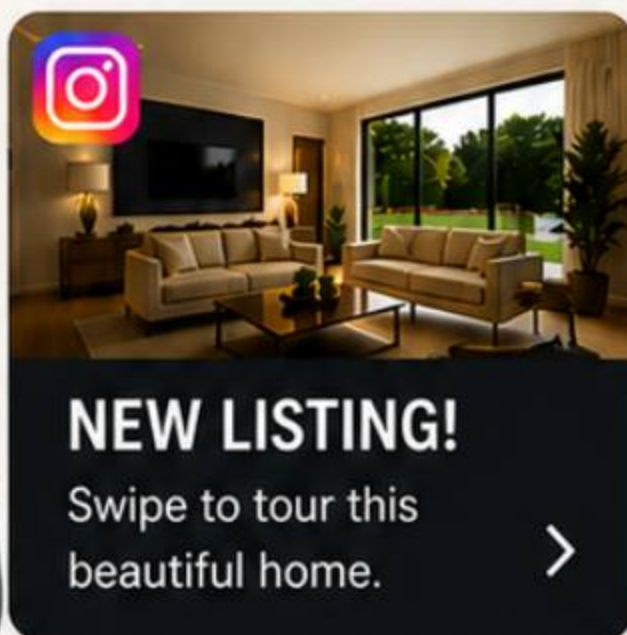


CUSTOM PROPERTY WEBSITE

Puts all the details in one place
and makes it easy for buyers
to share and remember.



MARKETING THAT GETS RESULTS.



MORE EXPOSURE

Your home is seen by more people across more platforms.



MORE INTEREST

High-quality content creates more interest and gets buyers engaged.



BETTER OFFERS

More exposure and interest lead to stronger offers for your home.



ONLINE EXPOSURE

Your home is featured on the MLS, top real estate websites, and social media to reach more buyers.



TARGETED MARKETING

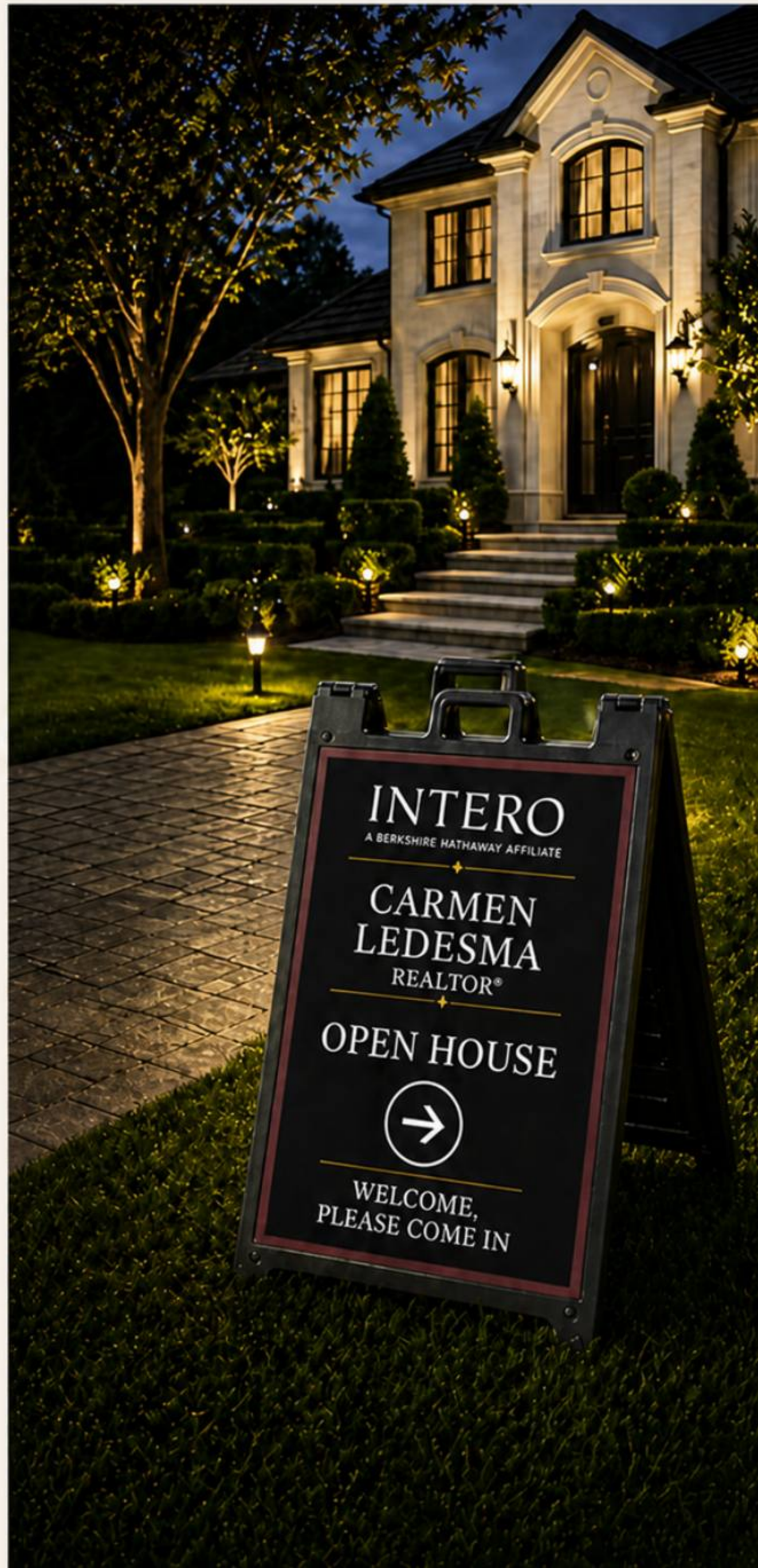
Strategic advertising and direct outreach are used to attract qualified buyers to your property.

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A BERKSHIRE HATHAWAY AFFILIATE

Bringing *Buyers* to Your Home

A well-executed preview event creates excitement, attracts motivated buyers, and helps us achieve the best results for your sale.



OFFER STRATEGY

Every offer is different.
I help you evaluate:



PRICE

I help you understand value and compare offer amounts.



TERMS

I break down the details so you know what you're agreeing to.



TIMING

I consider deadlines and timelines to avoid unnecessary delays.



STRENGTH

My focus is protecting your interests and maximizing your outcome.



MY FOCUS IS **PROTECTING YOUR INTERESTS** AND **MAXIMIZING YOUR OUTCOME.**



NEGOTIATION THAT PROTECTS YOUR GOALS

I negotiate with strategy
and confidence to:



MAXIMIZE YOUR NET

I work to help you get
the best possible price
and terms.



PROTECT YOUR INTERESTS

I safeguard the terms that
matter most to you—today
and in the future.



CREATE WIN-WIN OUTCOMES

I aim for solutions that
satisfy both sides and keep
the deal moving forward.



**EXPERIENCE MATTERS.
RESULTS MATTER MORE.**



TRANSACTION MANAGEMENT

I handle the details so you
can focus on what's next.

- ✓ Contract to close

- ✓ Inspections & timelines

- ✓ Coordination with all parties

- ✓ Smooth closing process

I keep everything moving
forward seamlessly.



COMMUNICATION YOU CAN COUNT ON

You'll always know what's happening.

- ✓ Regular updates
- ✓ Quick responses
- ✓ Clear explanations
- ✓ Honest advice

I'm here for you every step of the way.



MY COMMITMENT TO YOU



Treat your home like my own



Communicate with honesty



Work with integrity



Fight for your best outcome.

Your trust is my
greatest responsibility.



THANK YOU FOR *YOUR TRUST*



It's an honor to be considered
as your trusted real estate agent.

I am committed to providing
exceptional service, clear communication,
and results that exceed your
expectations.



YOUR GOALS ARE MY PRIORITY.

I'm here to make the process
smooth, successful,
and **stress-free**.



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*Let's achieve **extraordinary** results together.*

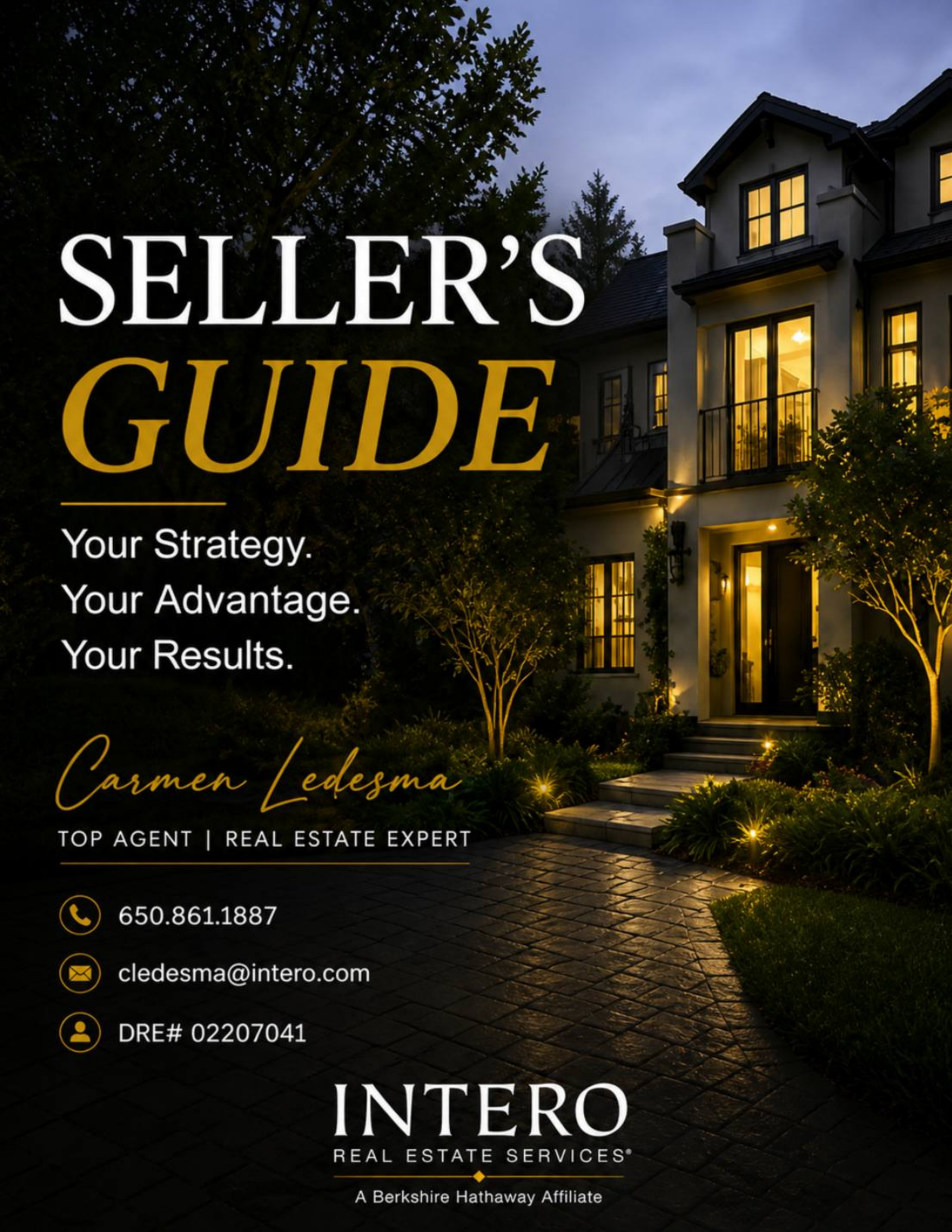


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SELLER'S GUIDE

Your Strategy.
Your Advantage.
Your Results.

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