



SINGER REALTY GROUP



A Clear Plan for Selling Successfully

Expert insight on preparing, pricing, and listing your property
for the best possible outcome.

Makayla Englestad

REALTOR | DRE #02189446

MEET YOUR AGENT

About Makayla



Makayla Englestad

Makayla is a real estate agent with a focus on helping buyers, sellers, and investors throughout the San Fernando Valley and surrounding communities. She understands that selling your home is more than a transaction. It's a life-changing experience that requires real care, strategy, and expertise at every step.

Makayla is more than a real estate agent. She's also a former Division I softball player and holds a Bachelor's degree in Business Marketing. When she's not listing homes or creating real estate content, she's probably working out, traveling, or spending time with family and friends.

"I'm constantly inspired by the people I meet and their stories. My dream is to help others achieve their real estate goals while building relationships that last a lifetime."

Makayla is proud to be part of **The Singer Realty Group** at **Realty of America**, a team known for its hands-on client care and for using the power of social media to put listings in front of the right buyers.

\$150M+

TEAM SALES,
LAST YEAR

100S

FAMILIES &
INVESTORS
HELPED

D1

FORMER
COLLEGE
ATHLETE

Makayla Englestad | Realtor, DRE #02189446
The Singer Realty Group at Realty of America
2233 Huntington Dr #3, San Marino, CA 91108



GETTING STARTED

Planning & Pricing

A successful sale starts long before the "For Sale" sign goes up. These first steps set the strategy for everything that follows.



1

Initial Consultation

We'll start with a conversation about your goals: your ideal timeline, your bottom line, and what a successful sale looks like for you. Are you selling to upgrade, downsize, relocate, or cash out on an investment? Understanding your "why" shapes every recommendation I make from here, from how we price the home to how flexible we can be on timing and terms.

2

Pricing Strategy & Market Analysis

I'll prepare a comparative market analysis (CMA) using recently sold, active, and pending listings that most closely match your home. Pricing too high can cause a listing to sit and grow stale; pricing too low can leave money on the table. Together we'll land on a strategy that reflects current market conditions and positions your home to attract strong, serious offers.



GETTING MARKET-READY

Preparation & Marketing

First impressions sell homes. This is where we make sure your property shows and reaches its full potential.



3

Prepare & Stage Your Home

Decluttering, minor repairs, a deep clean, and thoughtful staging can significantly impact how buyers perceive your home's value. I'll walk through the property with you and provide a room-by-room punch list, prioritizing the updates that offer the best return, and pointing out the ones you can skip.

4

Professional Photography & Marketing Launch

Once your home is camera-ready, we'll bring in professional photography and, where it makes sense, video and 3D walkthroughs. From there your listing goes live on the MLS and major home search sites, and into our marketing engine, including the social media reach The Singer Realty Group is known for, to put your home in front of qualified buyers quickly.



GOING LIVE

Showings & Offers

With your home on the market, the focus shifts to getting buyers through the door and turning interest into a strong offer.



5

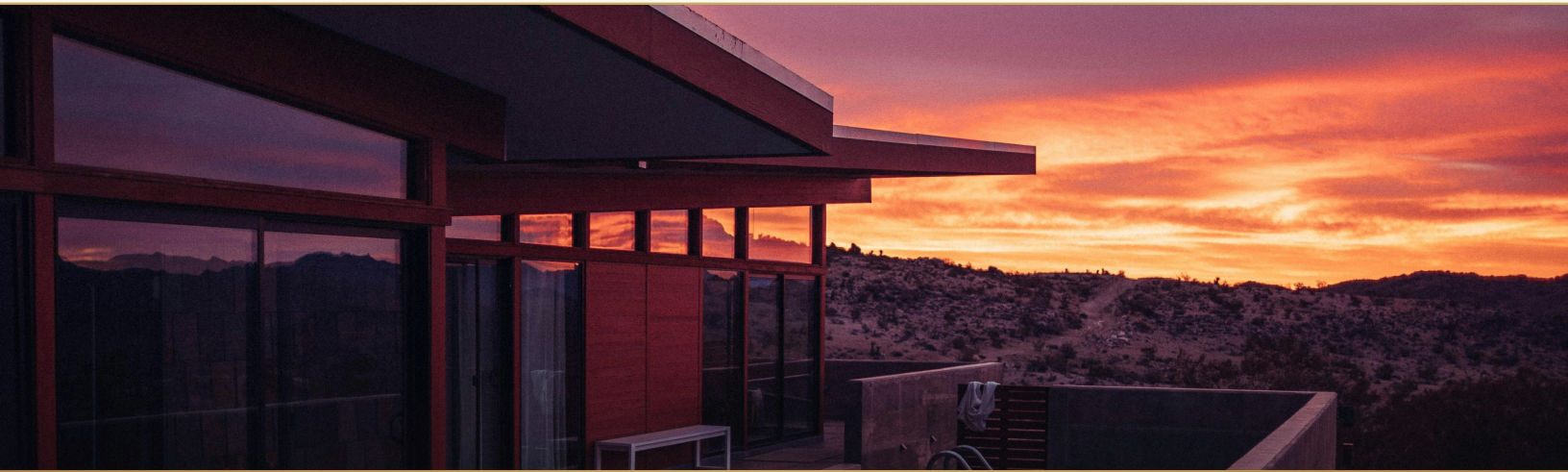
Showings & Open Houses

I'll coordinate private showings and open houses around your schedule, and follow up with every agent and buyer who comes through. You'll get honest feedback after each showing so we can adjust our approach in real time if needed, whether that's a pricing tweak, a staging change, or simply patience while the right buyer finds their way to your door.

6

Reviewing Offers & Negotiating

When offers come in, I'll walk you through each one. Not just the price, but the terms, contingencies, and buyer's financing strength, so you understand the full picture. I'll negotiate on your behalf to get the strongest possible terms, whether that means countering on price, asking for a faster close, or reducing contingencies.



THE FINISH LINE

Escrow & Closing



Once you've accepted an offer, there are a few more milestones to clear before the keys change hands.

7

Escrow, Inspections & Appraisal

Your home will go into escrow while the buyer completes their inspections and their lender orders an appraisal. I'll help you navigate any repair requests that come up and keep the transaction moving on schedule, staying in close contact with the buyer's agent, the escrow officer, and the lender throughout.

8

Closing & Moving Out

Once all contingencies are cleared and final paperwork is signed, the sale will close and funds will be disbursed. I'll make sure you know exactly what to do to prepare for move-out and hand over the property, so the very last step of the process feels just as smooth as the first.



Ready to List?

Every home and every seller's goals are different. Let's talk through your timeline and put together a pricing and marketing plan built around what you want to achieve.

CALL / TEXT

(310) 299-6735

EMAIL

makayla@meekstherealtor.com

OFFICE

2233 Huntington Dr #3, San Marino, CA 91108

INSTAGRAM

[@meeks.realtor](https://www.instagram.com/meeks.realtor)

TIKTOK

[@meeks.realtor](https://www.tiktok.com/@meeks.realtor)



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