



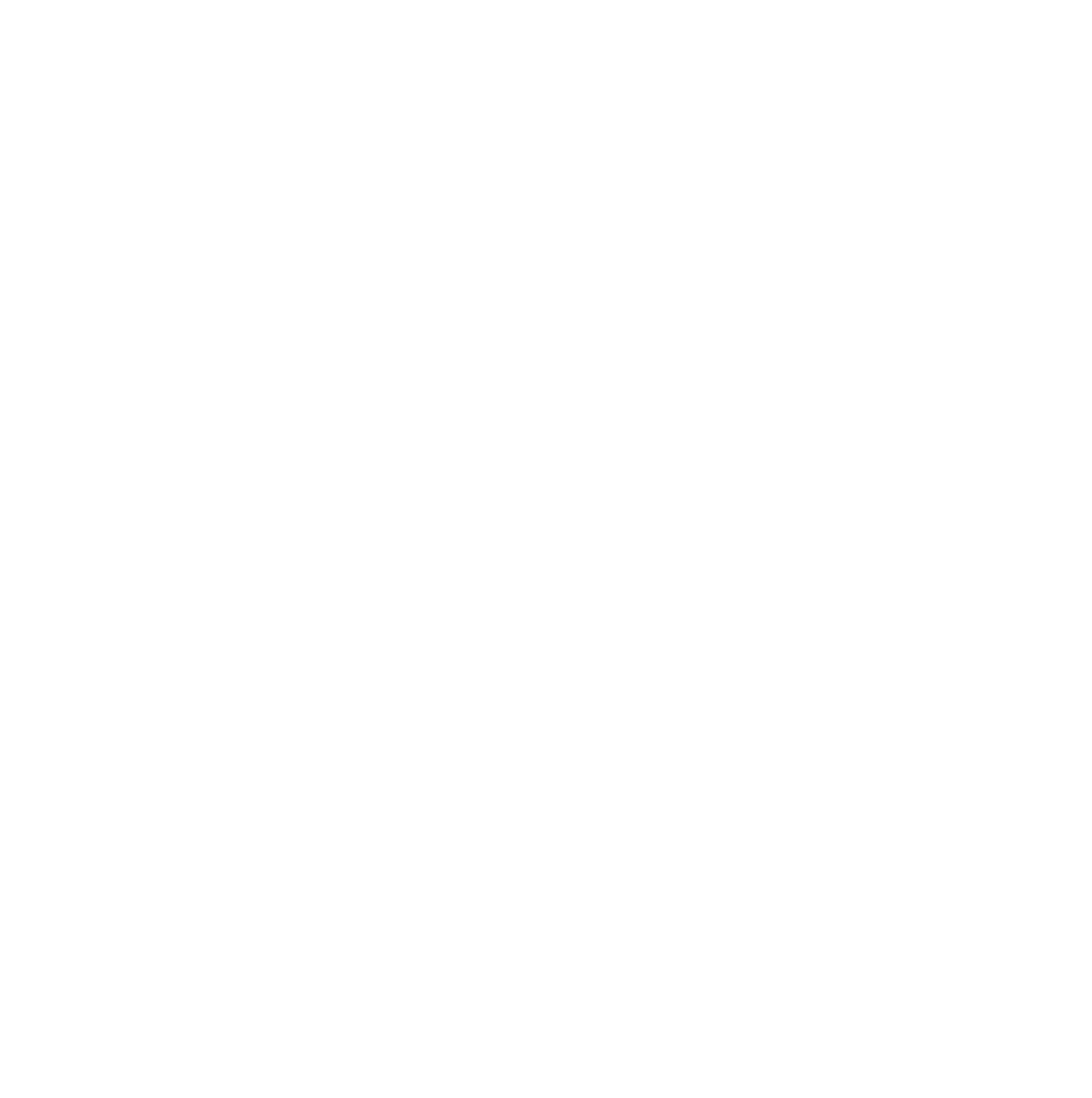
Cool **People**. Cool **Homes**.

www.GlendaleDIGGS.com

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BRE# 01978272








TRANSFORMING

The Business
of Residential
Real Estate





What it used
to take to sell
a home...

PUT A SIGN IN
THE YARD **TAKE**
SOME PICS
WRITE A LITTLE
COPY **NAME A**
PRICE ENTERTAIN
OFFERS

ANY REAL
ESTATE AGENT
COULD DO IT



Those cookie cutter days



ARE

OVER

Say goodbye to

CLICHÉ



and hello to...

DiGGs



A different kind of residential real estate company serving Glendale, La Crescenta, and La Cañada.

IT'S NOT ABOUT THE OBVIOUS

It's about the unexpected, what's
unseen, what happens behind
the scenes that sets DIGGS apart.



It takes a lot of

EFFORT

to make a home sale
truly successful



Just as every client
is unique, every home
has its own vibe, its
own story.



DIGGS' ability to effectively tell your story to the market place means that we're not only going to attract a lot of buyers, we're going to attract the right buyer.

STEP 1:

Listen to what our clients

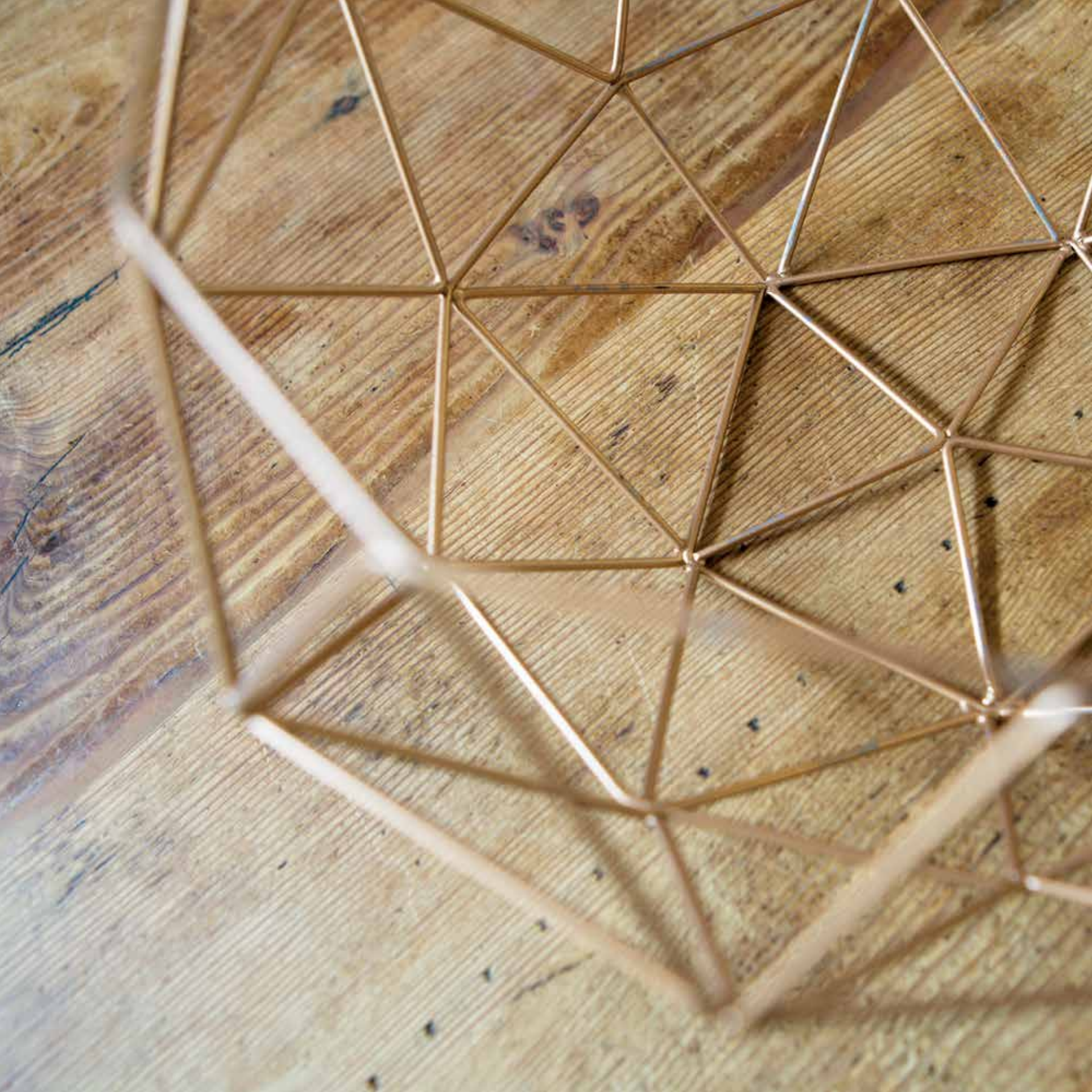
**WANT
NEED &
DESIRE**

to get their home ready for sale



STEP 2:

EXPLAIN OPTIONS



STEP 3:

CRAFT A PLAN

that is both affordable & profitable



Introducing

THE DIGGS

TRANSFORMATION

TEAM

Sometimes getting a home in top-selling shape means hiring stagers, painters, cleaning people, landscapers, or handymen. DIGGS works with local professionals to get whatever job needs doing, done.



DETAILS

MAKE THE DIFFERENCE

Staging can turn a ho-hum home into an ooh-ah experience, increasing its value significantly.



BEFORE



AFTER

Anyone can list a home
on the internet – the

MAGIC

is stopping the shopper
in their tracks to view
your home listing



How do we do it?

With descriptive ad copy, professional photography, and cutting edge 3D scanning technology that persuasively tells — and shows — the buyer what they will experience when they come through your front door. It's the next best thing to being there.

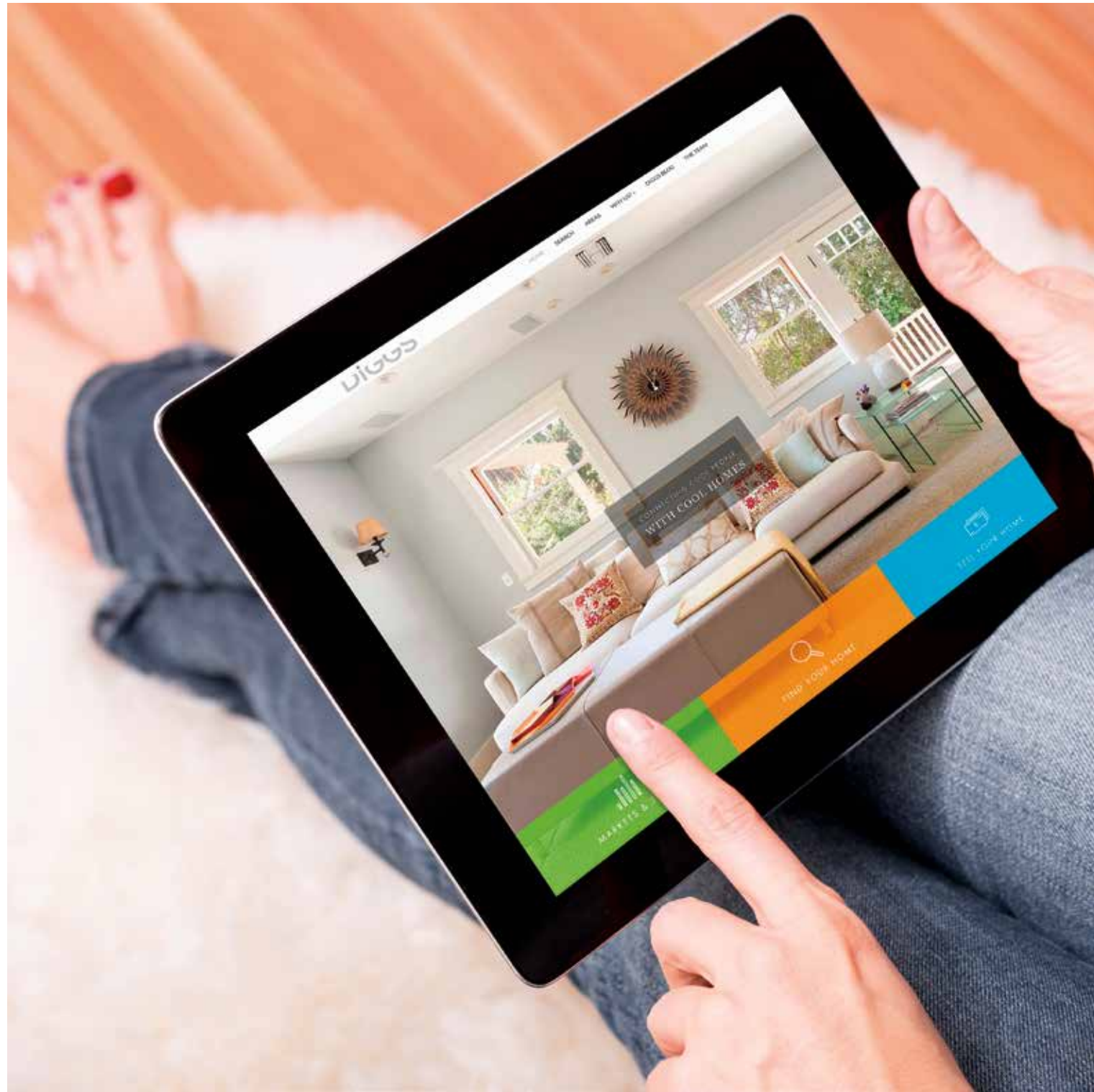
The most

HASSLE FREE

transaction experience possible

It doesn't happen by accident.





Why buyers

CHOOSE DIGGGS

REASON #1:

Our agents knock on doors and network with colleagues to get the scoop on great home deals, both on and off the market.

DIGGS' experienced
administration team makes sure

ALL THE DUCKS ARE IN A ROW

REASON #2:

Listing agents want to sell
their listings to a DIGGS buyer
because we deliver a solid
transaction.



REASON #3:

We reinforce our buyers' confidence level so they can

CELEBRATE THE BUY

They know it's the right house
and they know they can afford it.



One more way

DIGGS IS DIFFERENT

For us, selling a home is just the beginning. We want to create a community — a tribe. We do this by hosting local special events: picnics, movie premieres, charity fundraisers, artists receptions.





This is Kendyl

Kendyl Young, the Chieftain Behind DIGGS

An unapologetic tech geek and sci-fi fan who proudly sports a not entirely useful Apple Watch, is slightly OCD about details that matter, and loves to laugh. Mostly at herself. Kendyl is the founder, visionary and mentor for DIGGS.



This is Kendyl



This is definitely NOT Kendyl



CASE STUDY #1:

Ramsdell

THE LOW DOWN: Busy family of six plus dog – and house looked like it. A remodeled post and beam style sought after by urbanites/hipsters, but area was conservative. Tax records reflected original size and not current square footage.

DIGGS SOLUTION: Emphasize architecture and nature infused setting, attract buyers from nearby urban LA. Help homeowners fix problem with property tax assessors’ office. Use local stagers, painters and handymen to transform the interior and exterior “kick it” areas.



Result:

Estimate before transformation	\$950,000
Transformation budget	\$10,000
List price after transformation	\$1,050,000
Contract price	\$1,111,000



CASE STUDY #2:
Kenneth "A"

THE LOW DOWN: Elderly couple relocating near family, leaving a home they lived in for 53 years. The home was very dated, lacked modern amenities, had original bathrooms and five decades worth of treasures.

DIGGS SOLUTION: DIGGS brought in an estate company to sell goods. The DIGGS transformation plan included carpet removal, floor refinishing, wallpaper removal, painting, staging and landscaping to highlight the enormous backyard.



Result:

Estimate before transformation	\$865,000
Transformation budget	\$20,000
List price after transformation	\$989,000
Sales price	\$1,025,000





CASE STUDY #3:

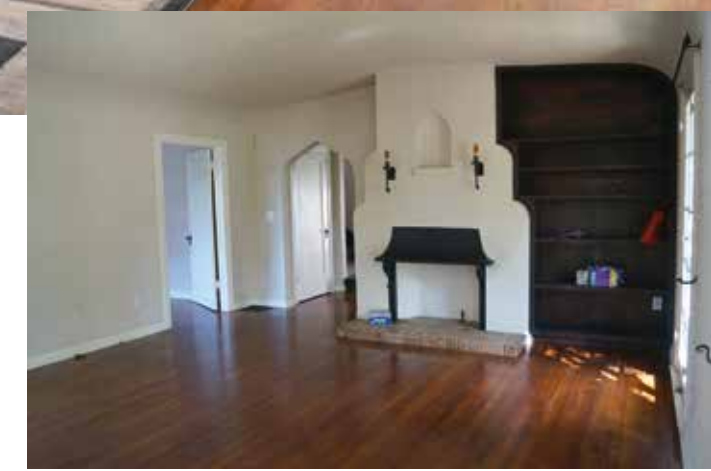
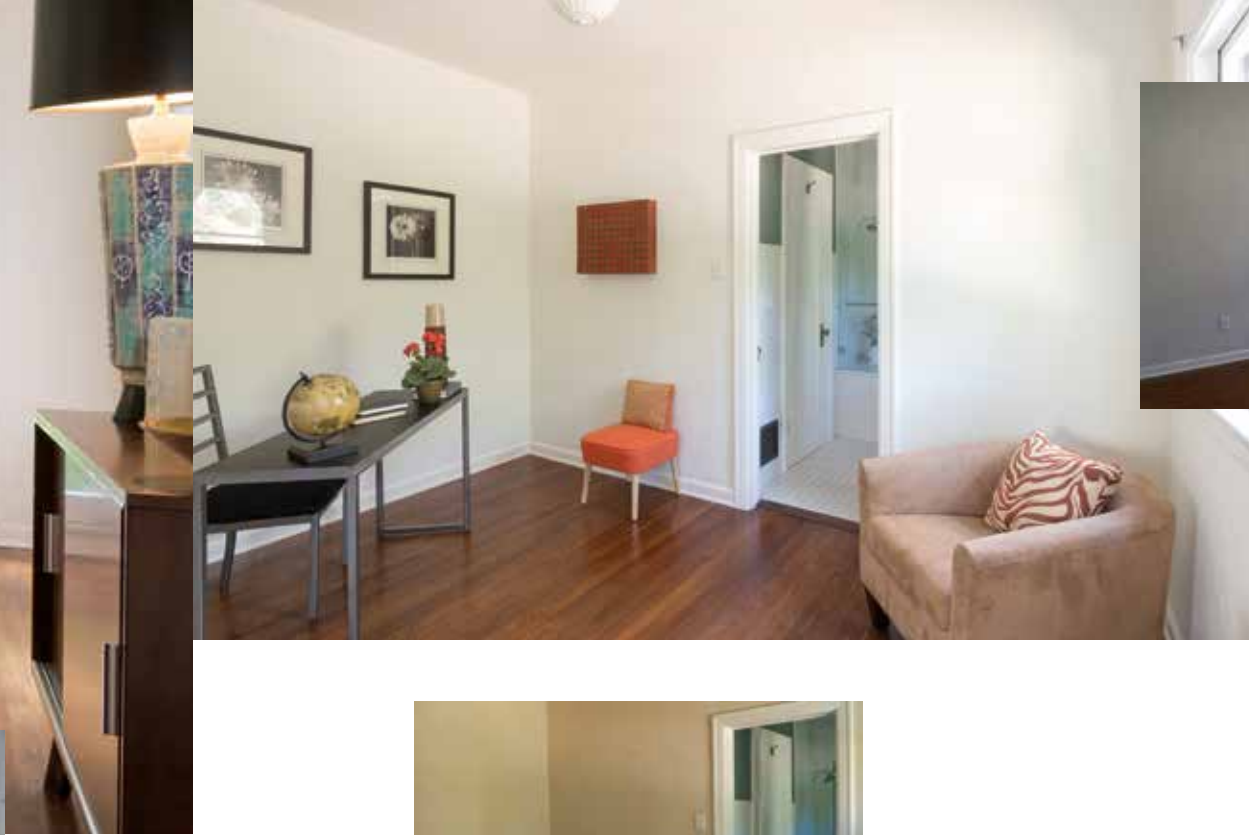
Kenneth "B"

THE LOW DOWN: Two busy professionals, relocating closer to work. Home lacked upgrades, had no AC, was located on a busy street and budget to get the home ready for sale was modest.

DIGGS SOLUTION: A sales approach to get buyers to focus on the unique architecture and not necessary remodeling. DIGGS decided on strategic fixes, spot painting critical rooms, repairing the kitchen floor, and adding mulch to the landscape.

Result:

Estimate before transformation	\$699,000
Transformation budget	\$8,000
List price after transformation	\$769,000
Contract price	\$830,000



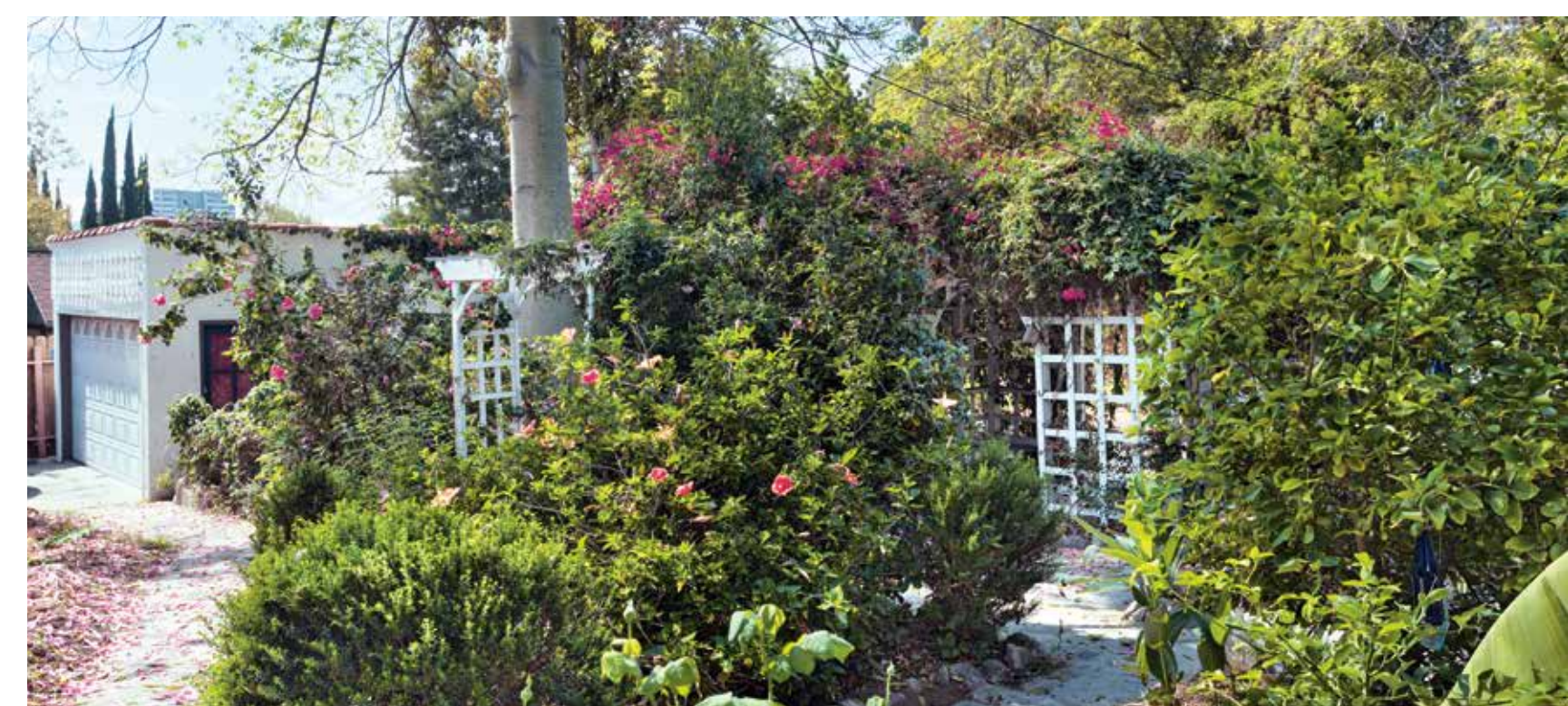
CASE STUDY #4: Cambell

THE LOW DOWN: Previous clients and loyal "Tribe members" who were moving out of state needed help to do so quickly. The home was in a prestigious location, but sorely in need of upgrades.

DIGGS SOLUTION: DIGGS arranged financial plan for transformation of interior. Listing showcased large lot and historic location. The DIGGS team even helped homeowners pack boxes on the day the moving truck was to arrive.

Result:

Estimate before transformation	\$799,000
Transformation budget	\$10,000
List price after transformation	\$929,000
All-cash sales price, 14 day close	\$965,000





Cool **People**, Cool **Homes**.



