

## ABOUT CARY MUHAMMAD



§  
CH  
Cary Sells Homes  
**Cary Muhammad**  
**Real Estate Consultant**

California Real Estate License #01909842  
(213) 444-6168

Cary@CarySellsHomes.com | www.CarySellsHomes.com



I am a tech savvy, real estate consultant, specializing in helping 1st-time homebuyers, women homeowners and buyers, and real estate investors.

I focus on select communities within [Southwest Los Angeles, Pacific Palisades, and Malibu, California](#). But with a click or tap, I can run the comps, locate the property profile, or find the demographics on any Los Angeles county home.

I began my real estate career as an apartment manager for three years. During that time, I studied real estate investing and creative financing. I used that knowledge to work with a busy real estate investor as his administrative assistant. In 2010, I completed the courses to earn my real estate salesperson license. Thereafter, I worked as a personal assistant to a Top Producing real estate agent, helping him stay organized and on track with his goal to increase his sales.

Prior to my recent real estate experience, I was a computer sales and service consultant. I created websites and marketing materials for sole proprietors and small business owners. I still work one-on-one, tutoring seniors, adults, and children in software applications, hardware troubleshooting and configuration. But now I am using my awesome computer skills and real estate experience and knowledge for the benefit of you, the home seller and home buyer, by providing priceless real estate consultation and service to help you understand and unravel the sometimes convoluted details of a transaction.

What this says about me is that I have a love for helping people learn challenging subjects and professionals run their business more efficiently. If you need to know more about how I can help you achieve your real estate goals, below are some of the services I provide:

- 1. I can help you determine your buying power.** This includes calculating your financial reserves plus your borrowing capacity. If you give me some basic information about your available savings, income and current debt, I can refer you to lenders best qualified to help you. Most lenders -- banks and mortgage companies -- offer limited choices.
- 2. I have many resources to assist you in your home search.** Sometimes the property you are seeking is available but not actively advertised in the market, and it will take some investigation on my part to find all available properties.
- 3. I can assist you in the selection process by providing objective information about each property.** I have access to a variety of informational resources. I can provide local community information on utilities, zoning, schools, etc. There are two things you'll want to know. First, will the property provide the environment I want for a home or investment? Second, will the property have resale value when I am ready to sell?
- 4. I can help you negotiate.** There are myriad negotiating factors, including but not limited to price, financing, terms, date of possession and often the inclusion or exclusion of repairs and furnishings or equipment. The purchase

agreement should provide a period of time for you to complete appropriate inspections and investigations of the property before you are bound to complete the purchase. I can advise you as to which investigations and inspections are recommended or required.

**5. I provide due diligence during the evaluation of the property.** Depending on the area and property, this could include inspections for termites, dry rot, asbestos, faulty structure, roof condition, septic tank and well tests, just to name a few. I can assist you in finding qualified responsible professionals to do most of these investigations and provide you with written reports.

You will also want to see a preliminary report on the title of the property. Title indicates ownership of property and can be mired in confusing status of past owners or rights of access. The title to most properties will have some limitations; for example, easements (access rights) for utilities. I, the title company, or an attorney can help you resolve issues that might cause problems at a later date.

**6. I can help you in understanding different financing options and in identifying qualified lenders.**

**7. I can guide you through the closing process and make sure everything flows together smoothly.**

**8. When selling your home, I can give you up-to-date information on what is happening in the marketplace.** This information can include the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

**9. I market your property to other real estate agents and the public.** Often, I can recommend repairs or cosmetic work that will significantly enhance the sell-ability of your property. I market your property to other real estate agents and the public. In many markets across the country, over 50 percent of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. I act as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. My personal code of ethics requires me to utilize these cooperative relationships when they benefit their clients.

**10. I will know when, where and how to advertise your property.** There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82 percent of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts. When your property is marketed with my help, you do not have to allow strangers into your home. I will generally pre-screen and accompany qualified prospects through your property.

**11. I can help you objectively evaluate every buyer's offer without compromising your marketing position.** This initial agreement is only the beginning of a process of appraisals, inspections and financing -- a lot of possible pitfalls. I can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

**12. I can help close the sale of your home.** Between the initial sales agreement and closing (or settlement), questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. I am the best person to objectively help you resolve these issues and move the transaction to closing (or settlement). --Excerpts courtesy of Move, Inc.

With the help of The MORE Team and Keller Williams Realty, together we can experience a win/win real estate transaction.

**Why I Chose Keller Williams Realty**

I chose Keller Williams over the other realty companies because they challenge their agents to be ethically excellent. But more importantly, through their on-going training, team leadership, and personal coaching, they provide the keys to the door of excellence.

Since their founding, it has been the company's stated mission to build careers worth having, businesses worth owning, and lives worth living. They realize that a life worth living is one that is healthy, money smart. They trust in the power of individuals and their ability to learn, change, and make good choices. In 2011, they became the first real estate franchise to make every market center capable of paperless real estate transactions. All of these attributes are important to me, and you – the home seller and home buyer -- will receive the benefits.

But that's just a taste of what Keller Williams offers its agents. There's more ...

### **Technology**

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites.

Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to me so that I can follow up quickly on potential buyers for your property.

### **Teamwork**

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

### **Knowledge**

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

### **Reliability**

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

### **Track Record**

I'm proud to work for the fastest -growing real estate company in North America and the third-largest real estate company in the United States. It's proof that when you offer a superior level of service, the word spreads fast.

Now that you know more about me, I would like to hear from you. Call me (213) 444-6168 so you can benefit from my experience and the award-winning support of Keller Williams Realty. It will be my pleasure to serve you and keep you well informed.

--Cary