

KWON
HOME GROUP

real LUXURY

REAL BROKER · REAL LUXURY

THE COMPLETE

HOME SELLER'S GUIDE

A strategy-first, marketing-driven roadmap to selling
your home in Irvine, Orange County, and beyond.

CHRIS KWON · PRINCIPAL

949.427.1101 · KWONHOMEGROUP.COM

SELLING A HOME TODAY REQUIRES MORE THAN **PUTTING IT ON THE MARKET.**

Today's sellers need more than exposure. They need strategy, presentation, negotiation, technology, market intelligence, and an agent who knows how to protect their goals while still finding ways to put the right deal together.

The market changes. Buyer behavior changes. Interest rates, inventory, competition, and online attention all affect the outcome. My job is to help you understand the market clearly, position your home correctly, create demand through high-level marketing, and negotiate with the experience needed to get you to the finish line.



MEET CHRIS KWON

EXPERIENCE, DISCIPLINE, AND LOCAL MARKET INTELLIGENCE.

Chris Kwon is the Principal of Kwon Home Group, a boutique real estate brand based in Irvine and operating under Real Broker. Licensed since 2012, Chris has helped more than 400 families and individuals buy and sell real estate across Irvine, Orange County, and Southern California.

Before real estate, Chris was a professional golfer — a background that shaped his discipline, focus, patience, and competitive mindset. Today, he brings that same level of preparation and precision into every listing, negotiation, and client relationship.

Known for deep Irvine market knowledge, a modern marketing approach, and a calm negotiation style — able to guide clients through both aggressive seller's markets and slower, more selective buyer-driven markets.

A TRACK RECORD BUILT OVER 13 YEARS.

**TOP
.05%**

NATIONALLY RANKED

#190

REALTRENDS CALIFORNIA

#3

IRVINE CITY VOLUME RANK

\$500M.+

CAREER SALES VOLUME

400+

FAMILIES SERVED

400+

5-STAR REVIEWS

14

YEARS IN BUSINESS

**DEEP IRVINE
EXPERTISE**

& OC-WIDE RESULTS

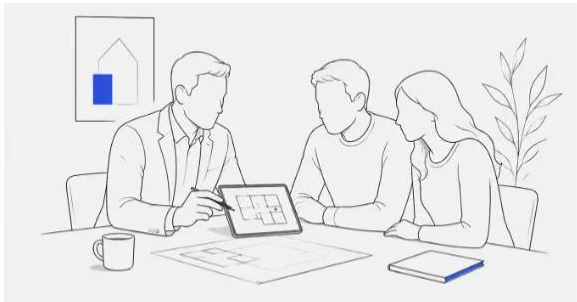
PROTECT THE CLIENT. CREATE DEMAND. PUT THE DEAL **TOGETHER.**

My role is to be the strongest possible representation for my clients. That means I will protect your position, advise you honestly, and negotiate with your goals in mind.

At the same time, successful real estate deals require creativity, communication, and emotional intelligence. I know how to speak with buyers, agents, lenders, escrow, and inspectors so we can solve problems before they become deal-breakers.

I do not let pride get in the way of progress. My focus is simple: help you achieve the best possible result.

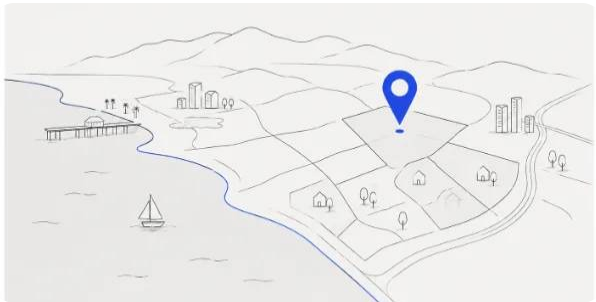
FIVE REASONS SELLERS MOVE WITH US.



01

DIRECT ACCESS TO CHRIS

You work directly with the principal — not a handoff-based team model. Strategy, pricing, negotiation, and major decisions are led by Chris.



02

DEEP IRVINE & OC KNOWLEDGE

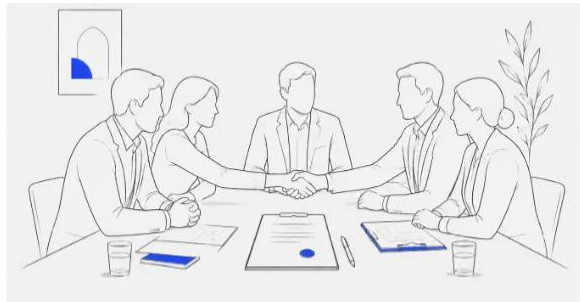
Nearly two decades of local experience, especially recognized in Portola Springs, Great Park, Woodbury, Cypress Village, Orchard Hills, Stonegate, Eastwood, and Northwood.



03

MARKETING-FIRST STRATEGY

Selling is not just listing a home. It's understanding the target buyer, positioning the property correctly, creating demand, and presenting the home so buyers feel something.



04

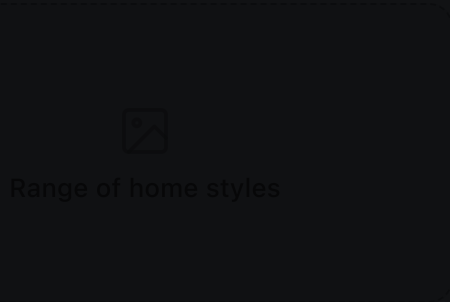
NEGOTIATION WITHOUT EGO

The goal isn't to win an argument. It's to protect your interests, create leverage, and find the path that gets the deal done on the best possible terms.

05

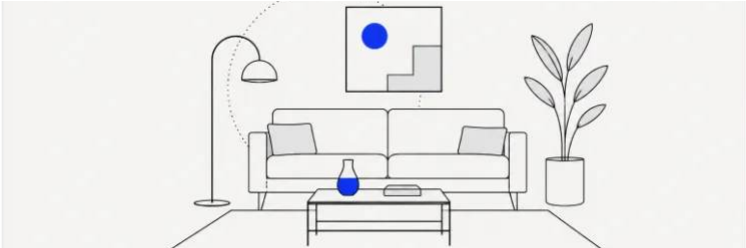
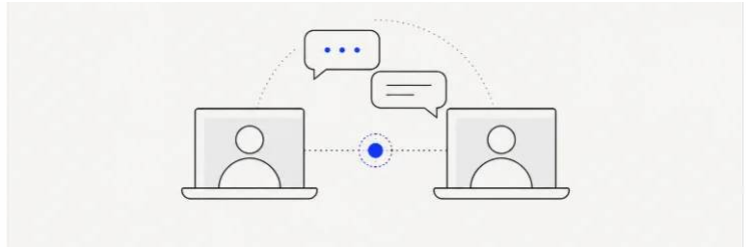
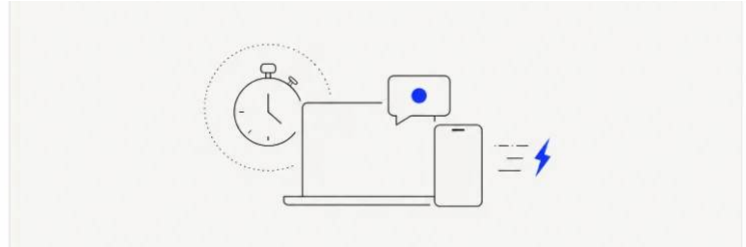
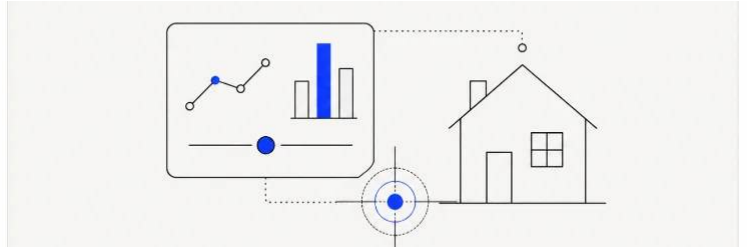
PROVEN IN DIFFERENT MARKETS

Fast and slow markets, high and low inventory, luxury homes, relocation buyers, trust sales, and properties outside the core area.



TODAY'S BUYERS ARE
INFORMED, CAUTIOUS, AND
SELECTIVE.

11 THINGS
THAT MOVE
THE OUTCOME

01  PRICING STRATEGY	02  PRESENTATION	03  PHOTOGRAPHY & VIDEO	04  SOCIAL MEDIA EXPOSURE
05  ONLINE SEARCH PRESENCE	06  AGENT-TO-AGENT COMMS	07  BUYER PSYCHOLOGY	08  SHOWING EXPERIENCE
09  NEGOTIATION STRATEGY	10  SPEED OF RESPONSE	11  DATA-DRIVEN ADJUSTMENTS	EVERY ONE MATTERS. WE MANAGE ALL OF THEM.

07 – THE KHG LISTING SYSTEM

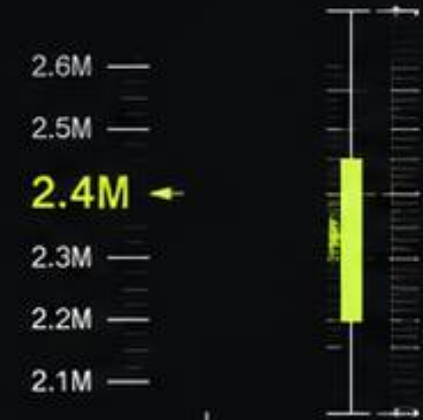
EVERY LISTING, A LAUNCH.

SEVEN PHASES • ONE PLAN

01
PHASE

STRATEGY & PRICING

PRICE TO WIN.



KHG • PRICING MODEL

DATA DRIVEN.
CONFIDENCE DELIVERED.

KHG • 92602 • 001



R01

02
PHASE

PREPARATION & POSITIONING

PREPARE. POSITION. STAND OUT.



- ☐ STAGING
- ☐ DECLUTTER
- ☐ REPAIRS
- ☐ PHOTOSHOOT
- ☐ VIDEO / DRONE
- ☐ LAUNCH READY

KHG • PREP CHECKLIST

03
PHASE

CONTENT & MARKETING

CONTENT THAT
CREATES DEMAND.



- PHOTOGRAPHY
- CINEMATIC VIDEO
- DRONE
- DIGITAL ADS
- GLOBAL EXPOSURE

KHG • MARKETING PLAN

04
PHASE

LAUNCH & EXPOSURE

MAXIMUM EXPOSURE.
MAXIMUM IMPACT.

LIVE



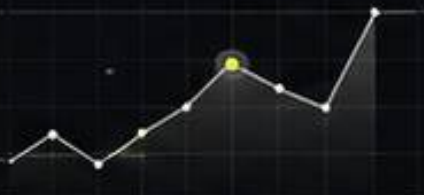
KHG • LAUNCH PROTOCOL



05
PHASE

FEEDBACK & MARKET INTELLIGENCE

LISTEN. LEARN.
ADAPT. WIN.



SHOWINGS

47

ENGAGEMENT

86%

INTEREST

HIGH



KHG • MARKET INTEL

06
PHASE

OFFERS & NEGOTIATION

STRATEGIC NEGOTIATION.
STRONGER OUTCOMES.



- OFFER REVIEW
- TERMS ANALYSIS
- NEGOTIATION
- BEST TERMS

KHG • NEGOTIATION FRAMEWORK

07
PHASE

ESCROW TO CLOSING

SMOOTH PROCESS.
SUCCESSFUL CLOSE.



- ☐ ESCROW OPENED
- ☐ INSPECTIONS
- ☐ APPRAISAL
- ☐ FINAL LOAN
- ☒ CLOSING DAY
- ☐ SOLD

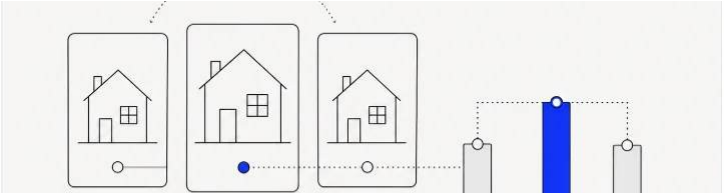
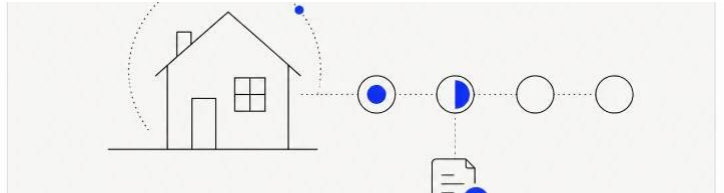
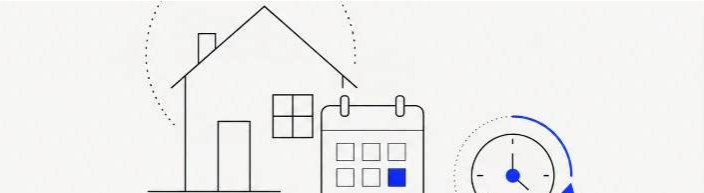
KHG • CLOSE PLAN

THE RIGHT PRICE ISN'T GUESSING. IT'S POSITIONING.

Pricing is one of the most important decisions in the entire selling process. A strong strategy considers more than recent sales — it looks at current competition, buyer demand, inventory, days on market, price reductions, condition, upgrades, location, lot, floor plan, and buyer psychology.

The goal isn't just to list high. It's to create the strongest possible market response while protecting your leverage.

WHAT WE WEIGH

01  COMPARABLE SALES	02  ACTIVE COMPETITION
03  PENDING ACTIVITY	04  BUYER DEMAND
05  APPRAISAL RISK	06  MARKET TIMING
STRATEGIC LAUNCH PRICE 07 · THE OUTPUT	

YOUR HOME ONLY GETS ONE FIRST IMPRESSION.

Before we go live, we walk through the home and identify what will have the biggest impact on buyer perception — staging, paint, lighting, landscaping, cleaning, decluttering, minor repairs, or simply presenting the home more intentionally.

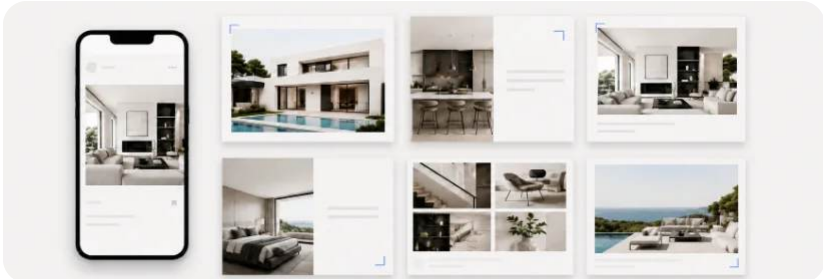
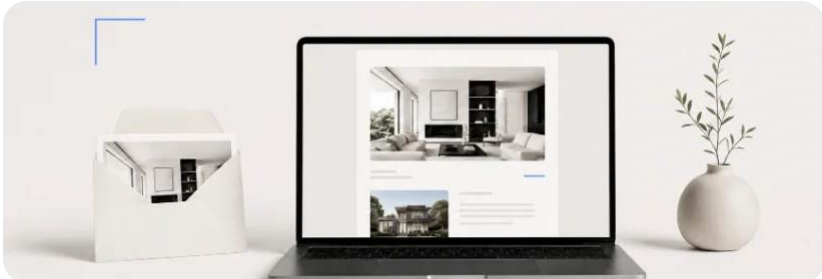
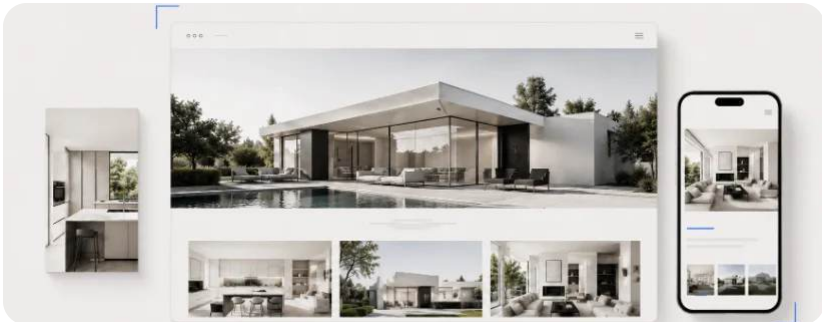
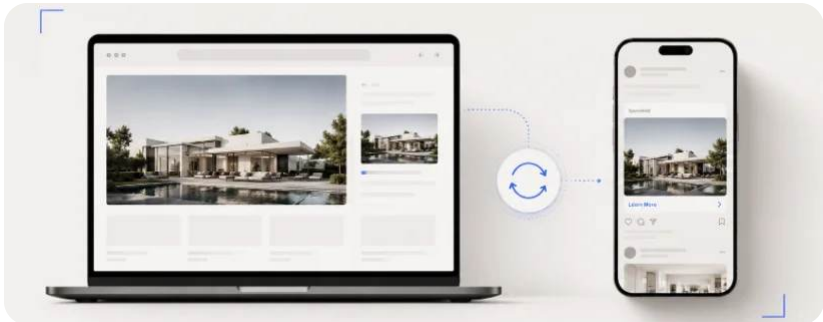
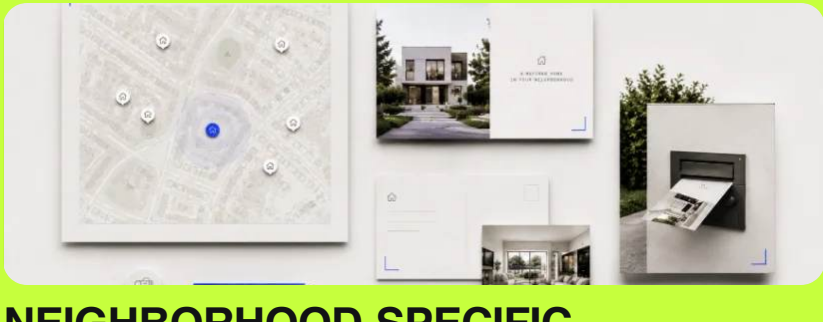
The goal is not to spend money everywhere. The goal is to invest only where it improves the outcome.

THE PREP CHECKLIST

- ☐ PRE-LISTING WALKTHROUGH
- ☐ REPAIR RECOMMENDATIONS
- ☐ VENDOR COORDINATION
- ☐ DECLUTTERING PLAN
- ☐ STAGING CONSULTATION
- ☐ LANDSCAPE REFRESH
- ☐ CLEANING & PREP CHECKLIST
- ☒ PHOTOGRAPHY READINESS

MARKETING IS NOT DECORATION. MARKETING IS STRATEGY.

A home doesn't sell because it has photos online. It sells because the right buyers understand why it matters. I look at each property like a product, a story, and an opportunity — then distribute it where buyers are actually paying attention.

 PROFESSIONAL PHOTOGRAPHY	 CINEMATIC VIDEO	 VERTICAL REELS & SHORT-FORM	 LIFESTYLE STORYTELLING
 SOCIAL MEDIA CAMPAIGNS	 EMAIL MARKETING	 AGENT NETWORK EXPOSURE	 OPEN HOUSE MARKETING
 PRINT COLLATERAL	 PROPERTY WEBSITES	 DIGITAL RETARGETING	 NEIGHBORHOOD-SPECIFIC OUTREACH

SPEED, EXPOSURE, AND BETTER
DECISION-MAKING.

Today's real estate experience should be efficient, transparent, and data-informed. Through Real Broker's cloud-based technology and KHG's marketing systems, sellers benefit from better communication, streamlined transaction management, faster document handling, and a more organized experience from start to finish.

01
DIGITAL TRANSACTION SYSTEMS

02
ONLINE SHOWING COORDINATION

03
DIGITAL MARKETING CAMPAIGNS

04
SOCIAL MEDIA DISTRIBUTION

05
AI-ASSISTED CONTENT STRATEGY

06
MARKET DATA REVIEW

07
BUYER BEHAVIOR TRACKING

08
EMAIL & DATABASE MARKETING

CLOUD-BASED BROKERAGE SUPPORT — THE FULL STACK, WORKING FOR YOUR SALE.

DEEP LOCAL KNOWLEDGE. PROVEN BEYOND ONE NEIGHBORHOOD.

Chris has built a strong reputation in Irvine, especially in communities such as Portola Springs, Great Park, Woodbury, Cypress Village, Orchard Hills, Stonegate, Eastwood, and Northwood.

But his success is not limited to one neighborhood. His ability to break down data, understand buyer behavior, evaluate competition, market a home correctly, and negotiate with clarity has driven strong results across Orange County and beyond — because every property has a different story, and every market requires a different strategy.



PORTOLA SPRINGS	GREAT PARK
WOODBURY	CYPRESS VILLAGE
ORCHARD HILLS	STONEGATE
EASTWOOD	NORTHWOOD

IN THEIR OWN WORDS.

400+ FIVE-STAR
REVIEWS



"Chris sold our home in a market everyone said had stalled. His pricing strategy and marketing brought us multiple offers in the first week."

SELLER · WOODBURY



"The most professional, responsive agent we've worked with. He answered every question and always told us the truth, even when it wasn't what we wanted to hear."

SELLER · CYPRESS VILLAGE



"His digital marketing is on another level. Our listing was everywhere — the video alone had thousands of views before the first open house."

SELLER · ORCHARD HILLS



"Calm, strategic, and a strong negotiator. He kept a complicated escrow on track and closed us on time without the stress we expected."

SELLER · STONEGATE



"We interviewed three agents. Chris was the only one who showed up with an actual strategy and data instead of just a commission pitch."

SELLER · PORTOLA SPRINGS



"Smooth from listing to close. Chris made the biggest transaction of our lives feel completely handled."

SELLER · GREAT PARK

PROOF BUILT OVER TIME.

SELECTED SALES



IRVINE • 4BD / 4.5BA / 2,933 SF
HELPING A FAMILY MOVE FORWARD



IRVINE • 4BD / 4BA / 2,540 SF
REMOTE SALE, HIGH-PRICE OUTCOME



IRVINE • 5BD / 4.5BA / 3,298 SF
ELEVATED PRESENTATION, STRONG DEMAND



ALISO VIEJO • 6BD / 5BA / 3,554 SF
OUT-OF-AREA SELLER SUCCESS



IRVINE • 4BD / 2.5BA / 2,394 SF
RELOCATION SALE, RECORD RESULT



IRVINE • 4BD / 3BA / 2,563 SF
OUT-OF-STATE MOVE MADE SIMPLE



IRVINE • 4BD / 4.5BA / 2,704 SF
DOWNSIZING WITH THE RIGHT STRATEGY



TUSTIN • 5BD / 4.5BA / 3,740 SF
RELOCATION SALE, AREA-HIGH PRICE

FROM STALLED LISTING TO MULTIPLE OFFERS.

CHALLENGE

The sellers had lost trust after a difficult experience with their previous agent, while the home had limited showings and low buyer interest.

STRATEGY

Rebuilt confidence through clear communication, consistent updates, and an omnipresent marketing plan across digital ads, print, video, open houses, and property websites.

RESULT

Generated strong interest, found the right move-up buyer from the local area, and guided the sellers through a successful closing with clear expectations.

WHAT IT PROVES
TRUST, ADVOCACY, AND EXPOSURE CAN CHANGE THE OUTCOME.

IRVINE • 4BD / 4BA / 2,916 SF

COMPETING AGAINST UPDATED HOMES.

CHALLENGE

The sellers were relocating out of the area, and their home was clean but lightly upgraded compared to more updated homes nearby.

STRATEGY

Elevated the presentation with staging, design improvements, and fresh paint to help the home compete against upgraded inventory.

RESULT

Attracted the right family for the home and secured a strong price for the home while other updated homes in the area sat.

WHAT IT PROVES
THE RIGHT PRESENTATION CAN OVERCOME A HOME'S LIMITATIONS.



IRVINE · 4BD / 3BA / 2,563 SF

CLOSING STRONG AS THE MARKET SOFTENED.

CHALLENGE

Market activity was slowing, buyer urgency was cooling, and inventory was beginning to rise.

STRATEGY

Created maximum exposure through consistent marketing, open houses, flexible showings, and fast follow-up with interested buyers.

RESULT

Sold to an out-of-area family who discovered the home through our advertising, visited during an open house, and chose it over several other options.

WHAT IT PROVES

MORE EXPOSURE LEADS TO MORE OPPORTUNITY.

GETTING AN OFFER IS ONLY THE BEGINNING.

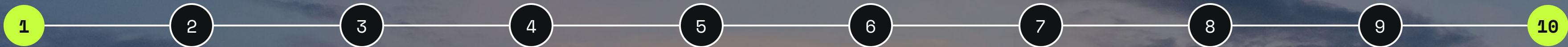
A successful sale isn't just getting a buyer to write. It's understanding the strength of that buyer, the quality of their financing, the experience of their agent, the risk inside the terms, and the probability of closing. My job is to help you see the full picture before you decide.

\$ PRICE	✓ DEPOSIT	\$ ↓ DOWN PAYMENT	🏠 LOAN STRENGTH
🔒 CONTINGENCIES	📄 APPRAISAL RISK	🔍 INSPECTION TIMELINE	👥 BUYER MOTIVATION
👤 AGENT EXPERIENCE	👉👈 CREDITS / CONCESSIONS	🕒 CLOSING TIMELINE	🔑 POSSESSION NEEDS

CERTAINTY OF CLOSING — THE FACTOR THAT TIES THEM ALL TOGETHER.

FROM ACCEPTED OFFER TO A SUCCESSFUL CLOSE.

PHASE 07 · TEN STEPS



01 OPEN ESCROW DAY 1 Escrow opens on the day of acceptance.	02 DEPOSIT RECEIVED WITHIN 3 BUSINESS DAYS Earnest money wired within 3 business days of acceptance.	03 DISCLOSURES WITHIN 5 DAYS Seller disclosures provided to the buyer within 5 days.	04 INSPECTIONS FIRST 14 DAYS Buyer inspections typically within the first 14 days of contract.	05 REPAIR NEGOTIATIONS DAY 14-17 Repair requests negotiated typically between day 14 and 17.
06 APPRAISAL FIRST 14 DAYS Lender appraisal ordered within the first 14 days.	07 LOAN PROGRESS FIRST 14 DAYS Loan underwriting progresses within the first 14 days.	08 CONTINGENCY REMOVAL DAY 17 Buyer removes contingencies around day 17.	09 FINAL WALKTHROUGH WITHIN 5 DAYS OF CLOSING Buyer completes final walkthrough within 5 days of closing.	10 CLOSING DAY 30 Loan funds, deed records – you close, typically day 30.

YOU WILL ALWAYS KNOW WHERE THINGS **STAND.**

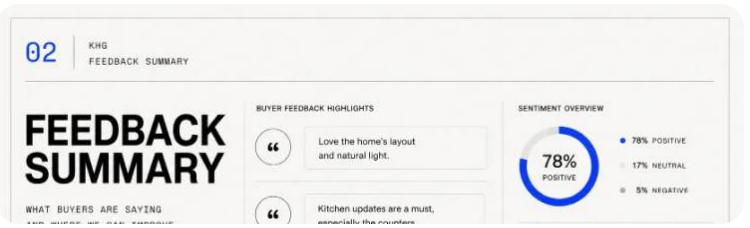
Selling your home can feel stressful when communication is unclear. My process is built around proactive updates, honest feedback, and direct access. You'll know what's happening, what buyers are saying, how the market is responding, and what I recommend next.

01



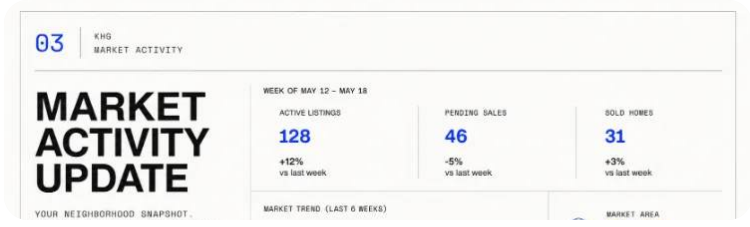
WEEKLY SELLER UPDATES

02



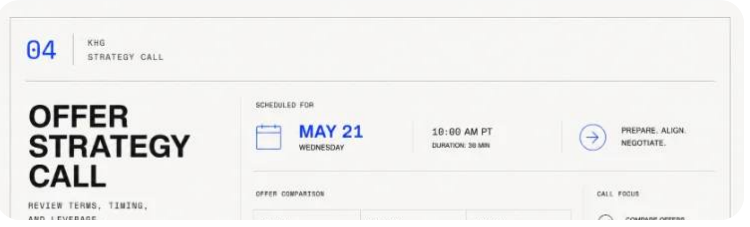
SHOWING FEEDBACK SUMMARIES

03



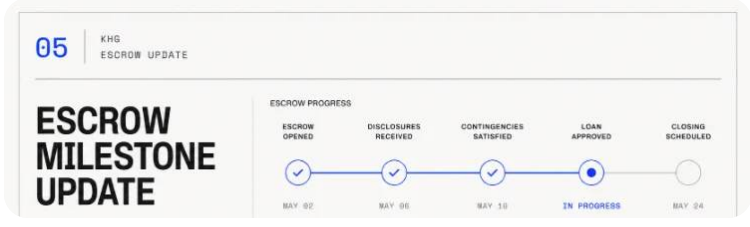
MARKET ACTIVITY UPDATES

04



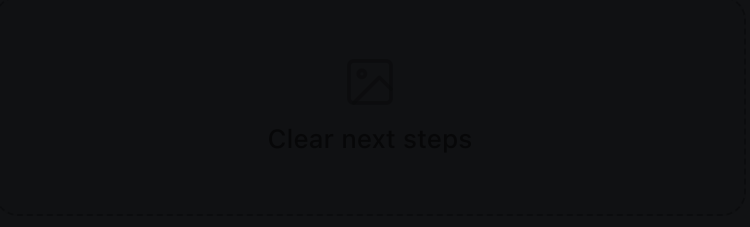
OFFER STRATEGY CALLS

05



ESCROW MILESTONE UPDATES

06



CLEAR NEXT STEPS

A RELATIONSHIP BEYOND THE TRANSACTION.

My goal is not to disappear after closing. Whether you need vendor referrals, future market updates, investment guidance, property advice, or help planning your next move, Kwon Home Group remains a long-term resource.

VENDOR REFERRALS

MARKET UPDATES

INVESTMENT GUIDANCE

NEXT-MOVE PLANNING

VENDOR REFERRALS

MARKET UPDATES

INVESTMENT GUIDANCE

NEXT-MOVE PLANNING



LET'S BUILD THE RIGHT STRATEGY FOR YOUR **SALE.**

Every home deserves a thoughtful strategy. If you're considering selling, the first step is a clear conversation about your goals, your timeline, your home, and the current market.

From there, we build a plan that protects your interests, positions your home correctly, and gives you the best opportunity to achieve the result you want.

KWON
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REAL BROKER · REAL LUXURY

KWON HOME GROUP

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