

December 2020



845 Fort Stockton Dr  
Unit 114  
Mission Hills





# COMPASS

*"Million Dollar Service at all Price Points"*



## Why A&A?

Who you work with matters. We pride ourselves on providing exceptional customer service & guidance throughout the entire home buying & selling process. With over 22 years in the business, we are committed to educating our clients in this ever changing & challenging market conditions, providing exceptional service.

We work with some of the top celebrities in the world & professional sports players BUT provide the same level **"Million Dollar Service at all price points."**

From tranquil, private estates along the Pacific coast to historic manors in any of Southern California's most prestigious neighborhoods, A&A is ready to help you find your dream home.

When working with the A&A team, you will have access to our "Private Exclusive" listings worldwide available ONLY to Compass Clients.

Let's set up a confidential meeting today & discuss your next move.

**Our Compass Real Estate Office is located at  
1920 Fort Stockton Dr. Suite C San Diego, CA 92103**

ARMSTRONG & ASSOCIATES

# Happy Holidays

Wishing you and your family good health, love, prosperity and success.

We are all in this together.

Should the New year bring you a change of address please contact the Armstrong & Associates team and become a part of our family.





# Our Recently Listed Homes



**666 Upas Unit 803, Bankers Hill**  
\$1,175,000     2 BD | 2 BA



**3500 Trenton Ave, Bay Park**  
\$449,888     Development land



**4057 1st Ave Unit 402, Mission Hills**  
\$799,888     2 BD | 2 BA



**4405 Trias St, Mission Hills**  
\$2,999,888     4 BD | 3 BA



# Don't Leave Money on the Table

With over 22 years of real estate experience, I can say I complete many "off market" private sales every year. There's some advantages and disadvantages with private sales so I wanted to address those now.

The obvious advantage of selling your home in a private sale is there is no hassle in going through the entire listing process. There are no home preparations, no showings, no open houses, it maintains your privacy, and generally it's just an easier process.

The downside doing a private sale is you may be leaving money on the table especially in today's hot market. A private sale you typically only have ONE buyer negotiating so you are limited in what that buyer will pay. When the market is hot, it's a better strategy to open your home to as many buyers as possible to drive the price up.

In current market conditions, there's an advantage of actually going through the process of listing your home, prepping your home and putting it on the Active MLS. Since we have a lack of inventory, you will want to drive up the buyer interest creating high demand and a "fear of missing out". This almost always results in a "multiple offer" situation.

To give you an ideal on how the market is, in this pandemic, we sold more during the

first 4 months of this year than all last year combined.

Almost every single listing we've sold this year, I recommended going on the "Active" market and that resulted in multiple offers going over listing price every single time. My sellers were elated.

On another note, Realtors & sellers must be really careful, there are new rules & laws in effect now down that road as well.

The National Association of REALTORS® recently cracked down on pocket listings with its newly approved "Clear Cooperation" policy, which requires that properties be listed on the MLS within 1 business day of marketing a property to the public. The policy went into effect on January 1, 2020, though local MLSs have until May 1, 2020 to fully implement it.

Private Sales typically net you less money, but you could save on commissions. Don't leave money on the table. If your Realtor is pushing you to do a private sale so they can double end the deal, you got to ask yourself, "Are they looking out for your best interest, or theirs?" Let's have a private discussion on what the A&A team can do to help you with your home selling plans and I can help you make this very important decision.

-Todd Armstrong  
A&A Team Lead

## Building Buyer Anticipation With Private Exclusive and Coming Soon

**1** How your A&A agent can leverage the Compass network of professionals to generate buyer interest in your home before it hits the market.

### PRIVACY

Your A&A agent can create early buzz for your home using Private Exclusive on compass.com. This will allow your A&A agent to share information and access to your home only within the Compass network of agents and their serious buyers.

### FLEXIBILITY

Why not test the market about your home, like price, on your own timing.

### QUALITY

Selling your home with your A&A agent gets your home exposure to top agents nationwide including premium placement on our agent facing platform.

**2** Your A&A agent will generate buzz about your home within the Compass Community by doing the following:

- Sharing your home one-to-one with Compass agents and prospective buyers
- Post on internal social channels
- Engage with Agents in the office
- Create Compass Agent-only caravans
- Highlight in Sales meetings
- Update and perfect your home's listing photography
- Use hidden price to garner pricing feedback from other Compass agents
- Prep your home to become market ready using Compass Concierge

**3** Continue as a Private Exclusive or go live on the MLS!  
Review buyer feedback and decide whether to stay as a private exclusive or go live on the MLS

### OPTION A

Stay as a Private Exclusive listing

- Continue to market your listing one-to-one with the Compass agent community and interested buyers
- This will continue to maintain your privacy

### OPTION B

Make your listing a Compass Coming Soon/MLS Coming Soon and/or go "Active" on compass.com and the MLS.

- Your A&A agent can create a Compass Coming Soon and MLS Coming Soon (within one business day of the compass Coming Soon). This will give a preview to other brokerages before the general public, giving their clients a chance to see your home before the rest of the market.
- Your A&A agent will continue to pre-market your listing, now publicly, to generate additional buzz and receive market insights
- Turning your listing Active on the MLS
- Your A&A agent will email their larger spheres and publicly advertise to consumers who are in the market for your home. Your home will now be live in the MLS and syndicated across multiple platforms to the general public

When working with the A&A team, you will have access to our global "Private Exclusive" listings available only to Compass Clients.





# Our Recently Listed Homes



**425 W Beech St Unit 602, Little Italy**  
Lease at \$3,200 a month      2 BD | 1 BA



**845 Fort Stockton Dr Unit 114, Mission Hills**  
\$1,449,000      3 BD | 3 BA



**2410 N Aurora Dr, Palm Springs**  
Call for exclusive pricing      4 BD | 2 BA



# Maximize the value of your home.

With Compass Concierge, I can help you sell your home faster and for a higher price. From painting to flooring, Concierge helps transform your home with zero upfront costs and no interest.

Contact me to learn more.

STRATEGIC STAGING

FRESH PAINT

UPDATED FLOORING

## Compass Concierge is hassle free.

From assessing which updates will increase your home's value the most, to recommending the best vendors for the job, you'll have my complete guidance and assurance at every step.

## Sell your home faster.

Concierge helps you attract more buyers so that you can sell your home quickly.

## No upfront costs or interest.

Funds will be advanced to you for home improvement services. When your home sells, you'll pay the costs of services rendered and nothing more.

Contact a member of the Armstrong and Associates team to learn more about this amazing program.

[compass.com/concierge/todd-armstrong](https://compass.com/concierge/todd-armstrong)

858.229.8752

COMPASS  
CONCIERGE

Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions.



## Glass & Window Solutions

CA Lic# 971527

[www.whattheglass.com](http://www.whattheglass.com) | Phone: 619-423-2363

1607 Palm Ave. San Diego, CA 92154



## Preferred Window and Glass Company of Armstrong & Associates

### Custom Designs

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- Shutters
- Custom Mirrors
- Table Tops
- Security Doors
- Window Screens
- Patio Doors & Repair
- Motorized Shades
- Glass Railing
- Storefront

THRU DECEMBER 31st:

20% off all  
windows we install





# Recently Sold Homes



**300 West Beech St Unit 1810, Little Italy**  
\$650,000      2 BD | 2 BA



**3061 Walton Place, North Park**  
\$599,888      2 BD | 1 BA



**10504 Rock Creek Dr, San Diego**  
\$1,285,000      4 BD | 3 BA



**3778 Eagle St, Mission Hills**  
SOLD, multiple offers \$1,500,000      3 BD | 3 BA





## Military Division

Serving Those Who Serve

We know first hand how the military operates and the A&A military division consists of a retired 23 year Navy Veteran, a 20+ year Active Duty Naval Officer and another Navy Veteran with a background in medicine.

Our mission is to guide our Active Duty Military members & Veterans in the home buying or selling process. No matter where you are in your career, we are here as your trusted real estate advisors for every step in the process.

Give us a call today and let's discuss your unique situation!  
619.863.3531



**Our mission is to educate 10,000 Veterans & Active military members by 2022 on the VA home loan buying process.**



### Our Vision:

Empowered veterans and active military go into the home buying and mortgage process confident and educated, making real estate a first step towards your goals. There is no other team of professionals that will provide an expert portfolio of financial services.

### Our Why:

The Fortitude and A&A team provides free monthly VA education and home buying seminars and teaches you how you can use your EARNED benefit as a wealth building strategy.



**Hunter Zinkil**

Area Sales Manager  
NMLS #990612

949.569.5116  
619.863.3531  
hzinkil@lend.us

Top 10 VA Originator Nationwide  
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**Mention this ad and we will pay for your appraisal fee or equal value in credits.**  
**Rate protection guarantee.**

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**ZINKIL**  
GROUP

**LendUS.**



# Schedule an exclusive meeting today with our A&A Team Lead



## TODD ARMSTRONG

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Realtor

Sports & Entertainment Div.

**858.229.8752**



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Todd.Armstrong



Modern Homes San Diego



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# AA

# COMPASS



### National

ASPEN  
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NEW YORK  
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PALM SPRINGS  
SAN ANTONIO  
SAN DIEGO

SAN FRANCISCO  
SEATTLE  
TAMPA  
TUCSON  
WASHINGTON

### International

AMSTERDAM  
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KUALA LAMPUR  
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MARBELLA  
MONACO

MUNICH  
PANAMA CITY  
PARIS  
ROME  
TORONTO  
VANCOUVER

## Armstrong and Associates Personal Global Connections



**MARKET EXPERT**

6265 Greenwich Avenue, Ste. 251  
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