

"THE 2ND STORY PROCESS."

A guide to help families that have
outgrown their current home.



Your 1st Story

Let me tell you a story about Mark and Laura. They are a couple in their early 30s with a beautiful 3-year-old daughter named Tina.

Both were excelling in their careers, Mark as a medical director and Laura was growing her online vintage clothing apparel. When they got the news of Laura being pregnant with their second child, they were so excited.

They loved their current home, the neighbors, and they were very comfortable. However, they quickly came to realize that their current home wasn't meeting their needs as it once did.

That's when the move started to enter their minds..



Maybe this sounds a little familiar.

You remember when it was just the two of you and a baby. The living room seemed huge. But as your friends had kids, and so did your siblings, suddenly, your once large living room started to feel a little cramped.

There are also toys everywhere now and nothing seems clean. Honestly... you're a little embarrassed to even open the front door when the bell rings, forget having people you care about over to the house.

You've even tried many creative ways to make your home more accommodating, but you always end up realizing that you've outgrown it and it doesn't meet your current and future needs.

You've got a couple of communities that you're really interested in, but the home prices will be on the high end of your budget. You're debating which features you really need, and which would be nice to have, but you're getting overwhelmed.

Some decisions need to be made that will have lasting consequences on your family - do you go for the area with the great public schools that's higher priced, or do you move to an area that's a further commute, but have extra funds available for many family vacations during the year? You'd like to do and have it all, but you know it's not possible.



Sometimes the longer you spend in the home searching process, the farther you feel from finding your next home.

You know that you need to move up and are committed to it. It's starting to become part of your daily conversations, and disagreements may be arising.

So on weekends, you drive around neighborhoods, stop in at open houses and have many saved searches of homes online. You have no problem being a united front when you see homes that you and your spouse don't like. However, there have been times when one of you sees a home that you really like, but the other doesn't like it at all. It feels that you both want the same things in your new home and other times it feels you are thinking completely opposite of each other.

Maybe you've seen some homes that are on the higher end of your price range, in a great neighborhood but need a lot of work. One of you may think that you can always upgrade it and the other says it will cost too much and quickly rules it out. You find yourselves consumed with so many decisions and the feelings of stress start to build.

Even though your desire to move is high, you do feel very comfortable with your existing low mortgage payment, You do qualify for a higher mortgage payment, but that would mean you'd have to sacrifice some other things, like shorter vacations, gym memberships, golf etc. Let's face it - home shopping can be a very frustrating process.



Your current Story

I understand it's frustrating to feel like you're constantly hitting a dead end. But can you really afford to wait? Your kids are getting entrenched with friends and will be harder for them to move. The longer you wait, the harder it will be for the kids to be excited about it or reap all the benefits of your new home.

Your everyday life is already full of kids activities and gathering with other young families. Many of them have moved up and they constantly discuss how much they enjoy it. You find yourselves doing all gatherings at your friends bigger homes just simply because they have space.

No matter what you do you currently, you don't have the space for gatherings of your friends or family. You really desire a home that gives you the ability to do that. Both your family life and lifestyle needs are not being met and it's really weighing heavy on you by not providing that.

Will it get easier or less frustrating if you just wait and see what happens?

You know that if you can't figure it out soon, you'll just fall into the same pattern with the kids' school schedule and your family's normal routines. You know the move will just get postponed for another year (or longer) and that would be very disappointing, and it will cause tension in your home.



Welcome to The 2nd Story Process

Writing your 2nd story can only be done by you because you and your spouse's dreams and desires are what matter. With that said, I have developed a process for people like you - who know that their family needs and deserves more in a home, but are maybe a little stuck. It gives us a framework to uncover your true needs and use that as our compass to help guide you every step of the way.

Let's start with:

#1 The Assessment Stage:

We start by having you individually fill out a written detailed questionnaire. This will start the process of identifying your needs in both your new home & neighborhood. When we share these together, we'll be uncovering the "Why's" in your choices.

It's imperative to get to the point where you have such complete clarity on your needs that you can almost read each other's minds. That will ensure a happy, successful search for your new home, and guide you to the most important phase of being in complete alignment with each other's needs and priorities. Once you and your spouse are in perfect alignment, you can clearly envision being in your new home, soon.



The 2nd Story Process

#2

The Home Search:

It's time for the fun part - finding your next home. As we tour homes, we'll discuss how they match up to your needs list - as your agent, a part of my job is to keep your needs and wants top of mind, so that I can show you the potential in properties, and help you avoid getting emotionally invested in a home that may not fit exactly what you need.

There are many exceptional homes that are very shiny and pretty, however, we'll always be referring to how they match your priority list. As we drive around the community, we'll be assessing the community as well. You'll find that nothing is set in stone and your "needs list" will take on a life of its own.

Once we find that perfect property, it'll feel like 2nd nature to submit an offer.



#3

Home Preparation:

While you're looking for your new home, it's important to get your current home ready for the eyes of the new buyer. I'll give you a complete preparation checklist that may consist of minor repairs, painting, and staging of your home. You'll be guided through the entire process with suggestions, vendors, costs, and a seamless process that minimizes any family disruption.

Prepping the home while you look for your new one will allow us to list as soon as you've found that perfect place. This usually takes longer than expected so getting started early is highly recommended.

Getting buyers emotionally connected to your home is our goal.



The 2nd Story Process

#4 Bring to Market:

This is when we implement a comprehensive marketing plan. I marry both traditional and digital methods of marketing that specifically target your home's ideal buyer.

We start with our media strategy of professional videos & photography that creates a compelling online story of your home.

This strategy is the cornerstone of our digital marketing. We use both Google and Facebook ads targeted to the right buyers directly to your home.

Your home will be the talk of the town and bring the perfect person to your doorstep who'll be excited to purchase your home.



The 2nd Story Process

#5 Coordinate & Celebrate

Once we have both homes in escrow, we'll coordinate a master calendar that encompasses the entire process.

The main focus on your new home will be to do your due diligence. Although your excitement is high, we need to make sure that the house is sound. You'll need to get a physical inspection of your new home by a highly qualified home inspector to ensure that there are no structural or other issues. Other inspections will entail your review of all the homeowners association documents, the legal history of the home, and any new city requirements.

Although you've been pre-approved for a loan, the lending process doesn't begin until this point. This is when your lender will do their due diligence on both you and your home, including the appraisal value of the home and a financial background check on you. Remember, this same process is being done on your home by the new buyer as well.

This may sound overwhelming, however, I have a very streamlined system that will coordinate all items addressed in a timely and efficient manner. Once both homes are closed and you have your keys, it's time to celebrate and move into your new home!



Having helped over 1000 families with this process, finding your dream home is assured. However, the priceless part is what we talk about a few months after you move in and you're settled into your second story.

Like the fact that there are many kids on your street and they frequently come to your home to play video games or spend time in the yard. Some of the other parents walk down the street and come and visit you. It's nice to enjoy a glass of wine with them and know you'll be here for the long term.

Or your house warming party was a smashing success! Hearing your friends rave about your new home helps you know that you made the right decision. When the discussions begin about hosting someone's birthday party or team soccer night, you all agree it would be at your home.

And then, when your parents come to visit, you have a private bedroom and bath for them. You stay up late playing family games and the kids love sneaking into their grandparents' room to wake them up in the morning. Your parents are so happy and their laughter is priceless. You know that the memories being created will last a lifetime.

That's when you'll know that your new home and community truly meets your family' needs until you become empty nesters. You'll feel reassured that this was the best long term decision for your family. Your kids can grow up with friends who live next door, invite people over, and you have plenty of space for others to visit you.



Let's connect to the next step .

Let's book a 15-minute call and see if the 2nd Story Process can help you.

On our call we can discuss:

- 1) Your current Story.
- 2) Answer any questions you may have about the process.
- 3) See if my process is a fit for you.



Welcome to the "2nd Story Process."

Trusted, Tried, & True!

Here are some of the notes from my clients that keep me humble, joyful and feeling so blessed year after year.

Joe did a fantastic job! He represented us for both the purchase and sale of our home. He was extremely responsive and attentive to your needs and desires. Unlike my previous experience with RE Agents, I truly felt Joe added value to our transaction. I would recommend Joe to anyone looking to sell or purchase a home. You will not be disappointed.

Adesh & Anjly

I cannot say enough about how positive my experience was working with Joe. He helped my husband and I buy our new home and sell our old home. He is incredibly knowledgeable, patient, easy to talk to and was a pleasure to work with. He is a sincere and honest person who went above and beyond to make us happy. He was very responsive to our emails, texts, and phone calls and happily answered any questions we had throughout the process. We had a wonderful experience with Joe and would highly recommend him. He won't disappoint. Thank you, Joe -

Mark & Lara

Joe was great to work with. We really appreciate his help in purchasing the perfect home for us in Laguna Niguel. Joe is a very professional, knowledgeable, dynamic and easy to talk to Realtor. We would gladly recommend his services to others and he made trusting him so easy!.

Daniel & Flo

Joe sold us our 1st dream home in California 12 years ago. We did not hesitate to call him when we were ready to move again! He sold our house during the broker preview..we were shocked! He knows what he's doing, and knows the area really well! He is honest and extremely likable! You won't be disappointed if you chose Joe....just be ready to move.

Bryce & Gina

About me:

Why Real Estate sales as a career?

When I graduated from college in 1987, I had plenty of lucrative job offers in my field. I met my wife that same year and we quickly started talking about our future, and two things became clear: There was no way my current field was going to provide our family with the life we desired...and all those nights and weekends with my parents would come in handy.

I wanted to LIVE where we thought would be best for our future. I was willing to work however long and learn whatever I needed to learn in order to achieve that. With the limited capital that I had, I started in residential real estate sales. I have never looked back!

Why do I specialize working with families?

One of the main reasons that I work with families is remembering both the joy and challenges that came with moving my family to our new home(s). I know what it's like to have to make tough choices for your family, and I take pride in helping you navigate those choices. Sure I have had a great career with much success. But I am no different from everyone else when it comes to all the emotions and challenges that a husband, father, and friend goes through in the journey of life.

Why do I Live in South County?

My wife wanted to live here and I came kicking and screaming. She is the one who said this will be a great match for our life and how we want to raise our family. That was 20+ years ago and (like a 100 x's since) she was so right! It is a young energetic coastal community that has all the offerings one could ask for. The lifestyle just keeps getting better and better and the future of this County is amazing!



Professional tidbits.

In 2019, I just passed the 1100 mark in the number of career homes sales. That was pretty cool, but no match to the people that have come into my life.

Managed and built one of the largest Real Estate offices in South County. Stressful, exciting and many times very fun. So many agents asked me why I gave that up and went back into sales. I tell them the truth, nothing beats being face to face with actual clients and walking alongside the buying/selling journey. In addition, some of the agents drove me crazy..hee hee. That part is funny.

Personal quirks.

Endurance trail running has been a lifelong passion. We have many wilderness trails throughout the County and I get lost a few hours a day getting my daily sweat in.

Coffee anyone? The smell and taste of the beans... I just love it! I just started drinking it BLACK because that is the only way to experience all the flavors.

Local Eats. I really enjoy the small restaurateur who is going for it and opening up their new store. I give them my honest advice as a customer and really want them to succeed. When they are hitting the mark I become a raving customer.



The early years.

There I was in my early thirties, married, two kids and a sole provider. As the kids got older, our little beach bungalow didn't fit our lifestyle. Toys were taking over the house, and one Saturday morning my wife looked at me sternly and said "I'm ready to move to a new home. Now." So my thought was this: I had been successfully helping many families do this so this should be easy. **NOT.**

I learned that as our family grew, our home was so much more than just a roof over our heads. We found ourselves having long conversations about school, friends, activities, and all the while juggling our busy schedules.

There is nothing more impactful than seeing my clients' kids running around in diapers, jumping on their new beds, or introducing the family dog to their new yard. As the years' pass, I always cherish getting graduation announcements, wedding announcements, and baby showers.

But when I get a call saying "Mr. Duenas, this is Dr. Shelly Smith, do you remember me? Little Shelly?" "Of course, I do, what's up?" "We are ready to buy our first home and need to talk to you." tissues are always needed.

After all these years, I've been blessed beyond belief with the life my wife and me have been able to live with our kids. If a little guy who started out speaking broken English, who grew up in the toughest streets of L.A. can do it.. anybody can.

I have a true heart of gratitude.

