

THE LABRADA GROUP

Specializing in Residential Sales & Property Management in the San Gabriel Valley & Inland Empire

Our Services

Real Estate

The LaBrada Group can help you buy your next home or sell your current home!

[Click to Contact Rudy LaBrada](#)

[Real Estate Brochure](#)

Property Management

The LaBrada Group can manage and lease your rental/investment properties!

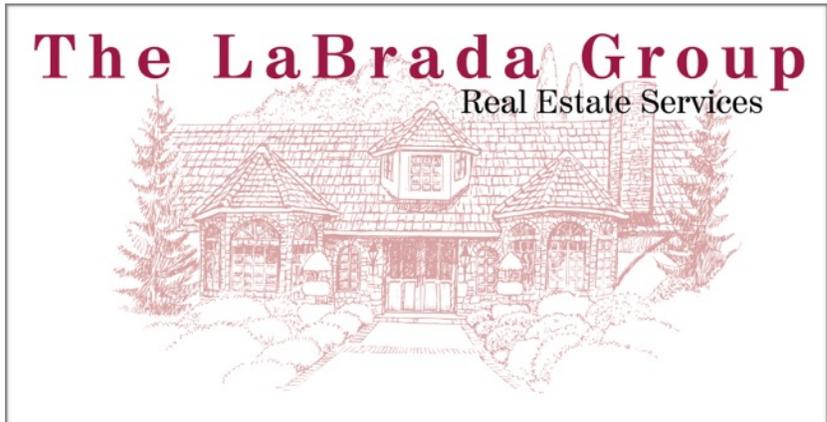
[Click to Contact Maryanne Carrillo](#)

[Property Management Brochure](#)

Short Sale

The LaBrada Group can assist you in completing a short sale on your current home!

[Short Sale Brochure](#)



A Word From Rudy LaBrada...

Welcome to our December Newsletter - the final of 2016 and the mark of our 2nd Anniversary of sharing them with you! Can you believe the year is almost over? In this newsletter, as always, we highlight our rentals available and our listings for sale. I want to take a moment to thank everyone who donated to our first annual Thanksgiving Food Drive benefiting the Foothill Family Shelter. On the lighter side of The LaBrada Group, we have another excerpt from my new book which I co-authored with other top California Real Estate Agents called "The Art of Buying and Selling Real Estate". And, we have a small article on 7 home hacks that make maintenance easier! Lastly, take a look at page 5 for pictures from our Holiday Party and wishing Diana, our Maintenance Coordinator and Rick, one of our Sales Associates a Very Happy Birthday Month! See you in 2017!

Rudy LaBrada, Broker/Owner



Contact Us:
155 East "C" Street, Suite D
Upland, CA 91786
Tel: 909-981-3500
Fax: 909-981-3462



Click the link below to view all Available Properties on our website:

Available Properties

FOR LEASE



6967 Vining St., Chino
Tri Level Townhome
2BR/2.5BA - \$1,850

[Click HERE to view it on our website](#)



37 Coleridge, Irvine
Two Story Home
3BR/2.5BA - \$3,400

[Click HERE to view it on our website](#)



A referral is the highest compliment!

RECEIVE A \$25 STARBUCKS GIFT CARD FOR REFERRING OUR PROPERTY MANAGEMENT SERVICES.



1604 S. Campus Ave. #H, Ontario
Townhome
2BR/1.5BA - \$1,550

[Click HERE to view it on our website](#)



120 N. 13th Ave. #B, Upland
Townhouse Style Apartment
2BR/1.5BA - \$1,350

[Click HERE to view it on our website](#)

FOR SALE



3703 Country Oaks #F, Ontario
Upstairs Condo
1BR/1BA - \$155,000

3261 S. Quincy Way, Ontario
Two Story Home
3BR/2.5BA - \$375,000

[Click HERE to view them on our website](#)




THIS MONTH MARKS THE

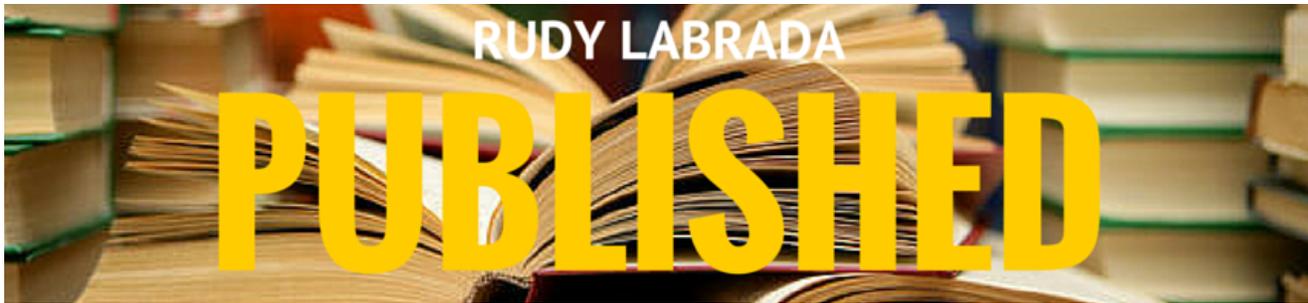
2nd Anniversary

OF OUR TLG NEWSLETTER!



Thank you

FOR MAKING OUR FIRST FOOD DRIVE A SUCCESS!



RUDY LABRADA
BROKER/OWNER OF THE LABRADA GROUP

 Graduated from Loyola Marymount University & Bishop Amat Memorial High School

 Been in real estate for more than 23 years and is a Certified Short Sale and Foreclosure Specialist.

 Named as one of the Top 250 Latino real estate agents in the United States.

 Most people would be interested to know that Rudy has a background in Political Finance.

Rudy is the co-author of the 2015-2016 'Top 10' and 'Best Seller' on Amazon.com, 'The Art of Buying and Selling Real Estate' which is available on paperback and Kindle on Amazon.com. Within days of its release, the book reached #2 in the Buying and Selling Real Estate category and reached 'Top 10' and 'Best Seller' status on two separate national and international best seller lists and was also featured as a 'Hot New Release'. He is so proud of this accomplishment, he is considering writing his own full book based on his vast experiences in the real estate business.

Chapter 1: My Journey to a Career in Real Estate

The Internet is the Best Marketing Tool

The only print advertising I do are color brochures. Virtually, all of my marketing is done on the internet. Clients can go to my website, the MLS and to sites like Zillow and Trulia. In addition, each listing is disseminated to a variety of websites and social media such as Facebook, Instagram and our YouTube channel. Research shows at least 90 percent of all home buyers start to search on the internet so it's crucial that we make our pictures and descriptions as appealing as possible.

I also do home staging on every listing. I do everything from a partial stage to a full stage. I go through the house with a homeowner and say, "Remove this. Do that. Let's move that picture here and let's get a mirror here. Let's do this. Let's put a whole bowl of fruit here to pull the eye that way. And when you walk in this room, this is where the eye goes. And that is really not where it needs to go. So that is a partial stage when it is occupied. I will also bring in accessories to the kitchen, the bathrooms, over the fireplaces, things to pull the eye in different directions to basically make the house have some sort of warmth versus being some empty, vacant house.

We have all the staging pieces here in the office. I also have a room at home filled with pictures and plants of all kinds. I tell people when I am on listing appointments, "Did you go through my listings on my website when you looked at the vacant properties? You

will see all the staging pieces for the most part." I offer to stage the property for free because I have all the pieces and it adds value to my service. In fact, my sister does the staging for me. People love it, it is part of the process, and it helps sell more quickly.

To get the maximum asking price for the home you really need to do the staging. There are various degrees to the staging as I explained. If a house is torn up and ugly, there is not a whole lot you can do to it, but if the seller is willing to make some repairs, it helps. Sometimes, just a deep cleaning, dust the window sills, dust your window coverings, and have someone come in and clean your windows will make a big difference, even on a fixer upper. Just the basics to both the smell and energy right.



[CLICK HERE to purchase your copy of "The Art of Buying and Selling Real Estate" on Amazon.com](#)

The Lighter Side of The LaBrada Group

This past weekend celebrated our Annual TLG Holiday Party! We, along with our staff and clients, had a lovely time at Sevilla in Riverside! We would like to wish you all a very happy Holiday Season! May you cherish this time with loved ones!



Happiest of Birthdays to **Diana**, our Maintenance Coordinator, and Sales Associate, **Rick**. Diana celebrates hers on December 24th and Rick celebrated his on December 8th. In this office we like to call it *BirthDay Month!*



Connect with us!

Missed past editions of our newsletter? Don't worry, you can access all of them by clicking the link below!

[Click HERE to view past TLG Newsletters](#)



Head over to our YouTube Channel to view our Property Tour Videos! Be sure to subscribe to keep up with all of our uploads too!

[Click HERE to view our YouTube Channel](#)

We appreciate your business! - The LaBrada Group

If you wish to unsubscribe please notify us by emailing TheLaBradaGroup@gmail.com. Thank you!