



MY CITRO HOME SELLING SYSTEM

PRESENTED BY
IVELINA KALCHEVA
REAL ESTATE BROKER
DRE LICENSE #01363516



ABOUT ME

As both a resident and a real estate professional serving this vibrant, growing community, I bring a unique perspective to every transaction. I don't just sell homes here - I live here and understand the true value of what makes Citro such a special place and I know what buyers are looking for and how to position your home to stand out in this market.

With many years of experience in real estate and a deep knowledge of the Citro market, I've helped many neighbors buy and sell with confidence. That's why I created my Citro Home Selling System with flat fee service - to offer full service support without the high commissions. I believe you should keep more of your equity while still receiving the expert representation you deserve.

Whether you're relocating, upgrading, or simply exploring your options, I'm here to guide you every step of the way - with honesty, professionalism, and local insight you can trust.

Let's get your home sold and keep more of what you've earned.



Full Service Seller Representation – One Low Flat Fee of \$5,700.

Welcome to a smarter way to sell in Citro!

Instead of paying high commissions, I offer a flat fee commission.
You will get:

- Local Citro Market Expertise with Proven Track Record
- Professional Photography & Staging
- MLS + Zillow + Redfin + Homes.com + Realtor.com and More
- Open Houses & Private Showings
- Skilled Negotiation & End-to-End Support

One Low Flat Fee. No Surprises. No Percentages. Just Results.
Whether you're selling a townhome in Meyer or Zutano or a house in the hills, you'll receive the same expert service – and keep thousands more in equity.



MY VISION

At the heart of my flat fee real estate service is a simple but powerful belief: homeowners deserve to keep more of their hard earned equity.

I envision a smarter, more transparent way to sell real estate where full service, professional support doesn't come with excessive commission fees. My mission is to redefine the real estate experience by offering expert guidance, personalized marketing, and proven results, all for one honest, affordable flat rate.

By focusing on value, integrity, and efficiency, I am empowering homeowners in our Citro community to maximize their profit, and move forward with confidence.

This isn't discount real estate - it's real estate done differently.



MY MISSION

My mission is to provide exceptional, full service real estate with a focus on transparency, value, and results - all for a simple, affordable flat fee. I'm committed to helping homeowners in Citro keep more of their equity while delivering the same high level marketing, negotiation, and guidance you'd expect from any top tier agent.

As a local resident, I bring deep insight into this community, and I treat every client like a neighbor, because you are.

I believe real estate should be honest, efficient, and client focused, not driven by commissions. That's why I've built a service that puts you and your goals first, from listing to closing.

CITRO CLIENTS TESTIMONIALS

I met Ivelina at an open house that wasn't exactly what we were looking for but we started talking and I instantly knew she would be the Realtor for us! She was very personable, did not push anything on you, casual and professional with a lot of knowledge about the Citro neighborhood. We told her what our top things were that we were looking for in our new home and she researched and found us exactly that! With a new build it can be hard to navigate and she helped us the whole way through from dirt lot to the finish and was there every step of the way. Also found the right buyer for the home we were selling and had all of our terms met. I would highly recommend Ivelina as a realtor for your next sell or buy.

SLOAN BRAUN



Hello Citro Community, We recently sold our townhouse in Zutano in September to purchase a home in Pomelo. I just have to say the best decision we made was scheduling a consultation with Ivelina and having her represent us as the sellers for the townhouse and buyer side of the transaction with Pomelo, we were fortunate enough to have a private showing with being listed for a single day, under escrow and closed within 33 days. Investing into an Agent who is extremely knowledgeable about the community, the comps, and trustworthy has gone a long way. I hope this really helps those who've been questioning where to start and who to contact!

LUIS AND CHRISTIN ROJAS

Ivelina has been absolutely fantastic in helping us sell our home in Citro/Fallbrook. She was always available to answer any questions we had, no matter how small, and her attention to detail really stood out - especially when it came to arranging high-quality photos that made our home look its best. Her dedication and expertise made the whole process as smooth as possible. We highly recommend Ivelina to anyone looking for a reliable, professional, and supportive real estate agent!

IVAN AND ALINA ZALESSOV



We have bought and sold multiple homes in Citro/Fallbrook with Ivelina and always had great experience. She is professional, knowledgeable and has a great attitude! Not to mention amazing negotiating skills. Don't hesitate to hire her for your real estate needs, she is the best! She takes so much into consideration. Citro Community is lucky to have someone looking out for our home values!

TARA HALE-MIES

**PEDRO
CASTILLO**

I WANT TO THANK IVELINA FOR HER AMAZING HARD WORK AND SELLING MY HOUSE IN LESS THAN A MONTH. HIGHLY RECOMMENDING FOR ANYONE THINKING ABOUT SELLING TO CONTACT HER!





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Thank You