



MacDuff Homes Realty

29 Years Experience • Selling Homes • Curious?



Niki MacDuff, CRS, CIPS, CDPE, RN, HN-BC
Real Estate Broker #01244064 • NMLS #1847894

29+

Years Experience

Top 1%

Agent Designation

CRS

Certified Specialist



The Complete HOME SHIFT Experience

Global Perspective, California Expertise: As a Registered Nurse, world traveler, and dual-market homeowner (Orange County coast + desert), I bring a unique understanding of lifestyle-driven real estate decisions. My wholesale lending background enables creative financing solutions that traditional agents can't offer.

What Sets Me Apart:

- • Live the California dream: Coast-to-desert lifestyle expert
- • International perspective on luxury and investment markets
- • Wholesale lending relationships = faster, more creative deals
- • Holistic health approach to home environment selection

Why Choose MacDuff Homes Realty?



Global Perspective: International travel experience brings sophisticated marketing strategies and attracts global buyers to your property.



Dual-Market Living: Own homes in both Orange County (coast) and desert markets - understand seasonal patterns, investment potential, and lifestyle buyer motivations.



Wholesale Lending Advantage: Direct lender relationships enable creative financing, faster closings, and solutions other agents can't provide.



FOR SELLERS: Maximum Value Strategy

Why List Your Home With MacDuff Homes Realty?

Global Perspective, Local Expertise

Understanding the California Mindset: As a global traveler who has lived between Orange County's coast and the desert, I understand the unique lifestyle aspirations of California homeowners. Whether you're selling a beachside retreat, desert sanctuary, or investment property, I know what motivates California buyers and how to position your home to capture maximum value.

My Unique Advantage:

- • Owner of homes in both coastal and desert markets
- • International travel experience brings global marketing perspective
- • Deep understanding of second home and investment buyer psychology
- • Wholesale lending background = strategic financing solutions for buyers

Premium Marketing Package

- ✓ Professional photography & virtual staging
- ✓ Drone aerial footage emphasizing lifestyle
- ✓ International buyer outreach programs
- ✓ Luxury lifestyle social media marketing
- ✓ MLS syndication to 500+ websites globally
- ✓ Targeted ads to second home & investment buyers
- ✓ Email campaigns to qualified buyer database
- ✓ Virtual tours for out-of-state buyers

Wholesale Lending Advantage

- ✓ Pre-qualify buyers before showing your home
- ✓ Structure financing to help buyers compete
- ✓ Navigate complex investment property loans
- ✓ Second home financing expertise
- ✓ Self-employed buyer loan solutions
- ✓ Creative financing for unique situations
- ✓ Close faster with lending relationships

Advanced Market Analysis

- ✓ Comprehensive CMA with seasonal variations
- ✓ Investment property cap rate analysis
- ✓ Vacation rental income projections
- ✓ Market timing strategy for optimal pricing
- ✓ Buyer demographic analysis by property type
- ✓ Competition positioning strategy

California Lifestyle Marketing

- ✓ Coastal living lifestyle positioning
- ✓ Desert retreat marketing for second homes
- ✓ Investment property ROI presentations
- ✓ Vacation rental potential highlighting
- ✓ Climate migration buyer targeting
- ✓ International relocation services


Dual-Market Expertise: Coast & Desert



Strategic QR codes



Podcasts



**Dedicated Website, you can even join in the discussions if
you wish to virtually showcase your home**



Staging or Virtual



Social Media Galore

Dual-Market Expertise: Coast & Desert



Orange County Coastal: Understand beach lifestyle buyers, vacation rental markets, luxury amenities, proximity premiums, and seasonal demand patterns.








Desert Markets: Expert in resort living, golf course communities, seasonal resident patterns, investment property potential, and retirement demographics.



Cash Renovation Program Available

WE PAY YOU UP FRONT BEFORE RENOVATIONS

Cash now. We flip it and you get the proceeds after we resell it. My wholesale lending relationships enable unique programs that most agents can't offer. Enjoy a stress-free, fully-funded renovation that enhances your home's appeal and unlocks its highest sales potential.

-  Complimentary property estimate with ROI analysis
-  Detailed renovation plan with market positioning
-  Budget and scope with profit projections
-  Project oversight with weekly updates
-  Access to vetted contractor network

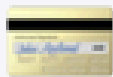
Financial Benefits + Wholesale Lending Advantage



Equity Building: Every payment builds ownership + creative financing options



Leverage: Control high-value assets + portfolio lending access



Tax Benefits: Mortgage interest & property tax deductions + strategic structuring



Inflation Protection: Fixed payments + creative rate structures



Appreciation: California market growth + dual-market insights



Generational Wealth: Build legacy + trust structures available

Need Cash Fast?



NEED CASH FAST? 10 DAYS OR LESS

Sell Now. Skip the hassle and get instant cash! My wholesale lending network enables rapid cash solutions.

- • 48 hours to receive multiple cash offers
- • Close in as little as 7-10 days
- • No repairs, no staging, no showings required
- • Free consultation exploring all options
- • Potential for higher offers with creative financing

Why My Nursing Background Matters in Real Estate

As a Registered Nurse with holistic health experience, I understand that your living environment directly impacts your mental, emotional, and physical well-being. This unique perspective sets me apart from other agents.



♥ Health-Conscious Home Selection



Air Quality: HVAC systems, mold prevention, ventilation



Walkability: Exercise integration, community connection



Natural Light: Circadian rhythm support, mood enhancement



Healthcare Access: Hospital proximity, medical facilities



Noise Levels: Sleep quality, stress reduction



Green Spaces: Mental health, outdoor activities



Stress Management During Your Transaction

Buying or selling a home is one of life's most stressful events. My healthcare background helps me:

- ✓ Recognize and address anxiety symptoms during the process
- ✓ Provide calming techniques for high-stress negotiations
- ✓ Offer emotional support during difficult decisions
- ✓ Help you maintain perspective and focus on long-term goals
- ✓ Create a supportive, healing environment throughout the transaction



Complete Services & Contact Information

Your Complete Real Estate & Financial Partner



Real Estate Services

- ✓ Residential sales & listings
- ✓ Investment property acquisition
- ✓ Probate & estate sales
- ✓ Short sales & foreclosures
- ✓ New construction consultation
- ✓ Relocation services
- ✓ Indian lease land properties
- ✓ Health-conscious home selection



Lending Services



Specialized Programs

- ✓ Cash renovation program
- ✓ 10-day cash offers
- ✓ Pre-sale optimization
- ✓ Caregiver real estate guidance
- ✓ Healthcare worker support
- ✓ Trauma-informed approach



Educational Resources

- ✓ First-time buyer workshops
- ✓ Investment property analysis

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Supporting Courageous Caregivers

Special expertise in helping healthcare professionals, caregivers, and those caring for aging parents navigate real estate decisions. I understand the unique challenges of balancing career demands with family responsibilities.

Services for Healthcare Professionals:

- Flexible scheduling around shift work
- Virtual consultations and digital signatures
- Understanding of healthcare employment verification
- Probate and estate planning real estate guidance
- Confidential strategy calls for sensitive situations

Ready to Transform Your Living Environment?

Let's discuss how the right home can support your health, wealth, and well-being.



Schedule Your Consultation:

<https://bookme.name/MacDuff/discovery-call>

I will know how to handle difficult buyers and agents
in a compassionate, calming manner while staying strong in your corner and creating a win-win outcome! Sometimes
people cannot handle their emotions (often) but trust me, I get it.. I will keep things smooth
and take the brunt so you don't have to :)



Courageous
Caregivers are not
just Doctors and
Nurses.

*This is for all of us who's motto is "I don't have time for this" I'm too
BUSY living and surviving to deal with this stuff right now!*

The problem is that we are now living in a world
where more than half the population is living in
trauma-Infused subconscious responses.

We don't even know we're doing it.

THAT is the disconnect you are feeling!

We have **programmed** our bodies to be wired
for trauma responses.

Unknowingly.

We act it out unconsciously in our everyday
lives, in our jobs, with those around us and
how we **teach and lead others.**

I love to Educate myself and create stuff that helps others navigate this complex world; especially using technology, stuff that helps others get their dreams to fruition and I love working with people, sharing my knowledge so others can fulfil their dreams by also BEING the change the world so needs!



My personal favourite? It's got to be **cutting through the haze, creating an actionable plan**, throwing some EXPERIENCE at it, and going to town making it a reality – fast.

Want a test ride? Apply for a free strategy session [here](#).

I have spent the last 28+ years working my way up to being in the TOP 1% of designations worldwide for realtors! What does this mean? Well, simply put, it means **EXPERIENCE!** So, here are some fancy- Smancy letters that literally took me years to obtain and what they mean. (Blushing a bit)

Niki King, Mortgage Loan Officer & Real Estate Broker [NMLS#1847895/BRE01244064/Office](#)
[NMLS#1105497](#)


CRS (Certified Residential Property Specialist) only 4% of realtors have attained this. WHY? Because it takes successful close of transactions! This is the cream of the crop so to speak. One of the criteria is that you must have sold over \$75 Million dollars of properties within a five year time period! Whew, that was quite the ride I tell you..trust me, I have seen pretty much every creative deal you can think of. lol

CIPS (Certified International Property Specialist). The CIPS Designation is the only designation of its kind in the real estate community. It's synonymous with advanced expertise, a global perspective and distinct understanding of international real estate buyers. CIPS Agents and Brokers are aligned with the best in the business; an influential network of international real estate professionals. Less than 1% of Realtors Worldwide have this. WHY? Well, because it means you work all over the world, with many cultures, currencies and are very well travelled.

TRC (Transnational Referral Certification) is awarded by the International Consortium of Real Estate Associations (ICREA) 1% of Realtors have this designation as well. Why? well, think of it, “how many Realtors do you know doing business all around the globe?” TRC brokers are well-prepared to provide quality service to buyers with international real estate interests. The certification is paramount in generation of international leads, especially for Realtors® working in second home and resort markets as well as foreign Investors. Earning the TRC goes hand-in-hand with earning the Certified International Property Specialist (CIPS).

CLHMS (Certified Luxury Home Marketing Specialist). Recognized as the mark of accomplishment in luxury real estate markets around the world, the Certified Luxury Home Marketing Specialist (CLHMS) designation assures affluent homebuyers and real estate investors that the agents who have earned it have the knowledge, experience, competence, and confidence they require. Agents / Brokers who hold the CLHMS designation have documented performance in the TOP 10% of their markets, and have successfully demonstrated expertise in the luxury home and estate market.

e-Pro Certification indicates skill and knowledge in the most advanced real estate tools, technologies, and online strategies, as well as a commitment to go the extra mile to provide the most up-to-date and sophisticated real estate services. The e-Pro real estate certification is awarded by the National Association of REALTORS® (NAR).



Certified Distressed Property Expert® (CDPE) has a thorough understanding of complex issues in today's turbulent real estate industry and knowledge of foreclosure avoidance options available to homeowners. CDPEs can provide solutions, specifically short sales, for homeowners facing market hardships.

Registered Nurse since 1996 as well as RN-BC (Holistic Nurse) an additional 2000 hours beyond Registered Nurse.

NMLS (The Nationwide Multistate Licensing System) The goal of NMLS is to employ the benefits of local, state-based financial services regulation on a nationwide platform that provides for improved coordination and information sharing among regulators, increased efficiencies for industry, and enhanced consumer protection. MLO=Mortgage Loan Officer able to offer Loans.



Let's get Your Loan Approved
BEFORE you go out shopping!

Niki King, Mortgage Broker NMLS
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 833-397-6454

 www.HappyLoanLady.com



*Ask Me
Anything*