

# Strategic Auction Marketing & Intelligence Modeling Plan

**12542 9th St, Garden Grove, CA 92840**

**Prepared for:** Century Real Estate — Brokerage & Property Services Division

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## 1. Executive Summary

This Strategic Auction Marketing & Intelligence Modeling (SAM & IM) Plan provides a comprehensive, actionable blueprint for the disposition of 12542 9th St, Garden Grove, CA 92840. This single-family residence, built in 1949, offers 1,870 square feet of living space on an expansive 14,040 square foot (0.32-acre) lot. The property's significant lot size in a highly walkable, family-friendly Orange County neighborhood presents a compelling opportunity for owner-occupiers seeking space, as well as investors looking to capitalize on Accessory Dwelling Unit (ADU) development potential. The current market conditions in Garden Grove —characterized by high demand, low supply, and rapid absorption of well-priced homes—create an ideal environment for a competitive auction campaign.

Based on the asset profile and target buyer demographics, an **Online Auction** format via the Hubzu platform is recommended. This format maximizes reach across Southern California's broad buyer pool, including first-time homebuyers, local families, and individual investors, while maintaining cost efficiency. The online structure provides the transparency and speed required to accelerate the time-to-contract while ensuring fair market price discovery. The campaign will be executed over a disciplined 10-week timeline, with a concentrated 6-week pre-auction marketing sprint designed to build urgency and drive bidder registration.

The valuation analysis, anchored by a RealAVM estimate of \$1,068,800 and supported by recent comparable sales, suggests an expected reserve scenario of \$1,050,000. To stimulate initial interest and momentum, a starting bid of \$800,000 (approximately 75% of the AVM) is recommended. The success of this campaign hinges on immediate action to resolve critical data gaps, specifically the seller's liquidity timeline, interior condition assessment, and occupancy status, which are essential for finalizing the reserve band and legal disclosures.

## 2. Property Profile & Asset Overview

The subject property is a mid-century single-family residence situated in the established Garden Grove community. The following tables summarize the physical specifications and financial profile extracted from the provided property records.

### Property Specifications

Attribute	Detail
Address	12542 9th St, Garden Grove, CA 92840
APN	090-301-06
Property Type	Single Family Residence (SFR)
Year Built	1949
Living Area	1,870 sq ft (MLS) / 1,912 sq ft (Tax)
Lot Size	14,040 sq ft (0.3223 acres)
Lot Dimensions	78 ft frontage × 180 ft depth
Bedrooms	3
Bathrooms	2 (Tax) / 3 (MLS)
Garage	Detached Garage/Carport (1,040 sq ft)
Lot Coverage	13.31% (Living Area / Lot Size)

### Ownership & Financial Summary

Metric	Detail
Current Owner	Pham Tuan H
Owner Occupied	No
Last Sale Price	\$900,000 (October 23, 2023)
Price Per Sq Ft (Last Sale)	\$470.71
Current Mortgage	\$745,000 (Conventional, March 20, 2025)

<b>Estimated Equity</b>	\$317,405 (30% based on \$1.05M estimated value)
<b>2025 Assessed Value</b>	\$918,000 (Land: \$791,905, Improvements: \$126,095)
<b>2025 Property Tax</b>	\$11,456
<b>RealAVM™ Estimate</b>	\$1,068,800 (Confidence Score: 86)

### 3. Local Real Estate Market Analysis

The Garden Grove real estate market, specifically within the 92840 zip code, remains highly competitive despite recent macroeconomic shifts. The area is currently characterized as a seller's market, driven by persistent demand and constrained inventory <sup>1</sup>. Homes that are priced correctly and marketed effectively are absorbed quickly, often receiving multiple offers.

#### Current Market Metrics (92840 Zip Code)

Market Indicator	Current Metric (Feb/Mar 2026)	Year-Over-Year Trend
<b>Median Sale Price</b>	\$915,000	Down 5.2%
<b>Median Price Per Sq Ft</b>	\$646	Up 2.4%
<b>Median Days on Market</b>	52 days	Up 27 days
<b>Typical Days to Pending</b>	35 days	N/A
<b>Sale-to-List Price Ratio</b>	100.1%	Down 1.7 points
<b>Homes Sold Above List</b>	41.5%	Down 16.9 points
<b>Redfin Compete Score™</b>	90 / 100 (Most Competitive)	N/A

While the median sale price in the immediate 92840 zip code has seen a slight year-over-year contraction of 5.2%, the price per square foot has increased by 2.4%, indicating that smaller or more efficient homes are commanding premiums <sup>1</sup>. The broader Garden Grove city market shows a median listing price of \$975,000 and an average home value of \$990,728, representing a marginal 0.9% increase over the past year <sup>2</sup>.

The luxury and upper-mid-market segments (\$1M+) in Orange County continue to see strong demand from buyers seeking established neighborhoods with good school districts and proximity to employment hubs. The subject property's large lot size is a significant differentiator in this market, appealing strongly to buyers interested in multi-generational living or ADU development to offset mortgage costs.

## 4. Comparable Property Values & Sales Analysis

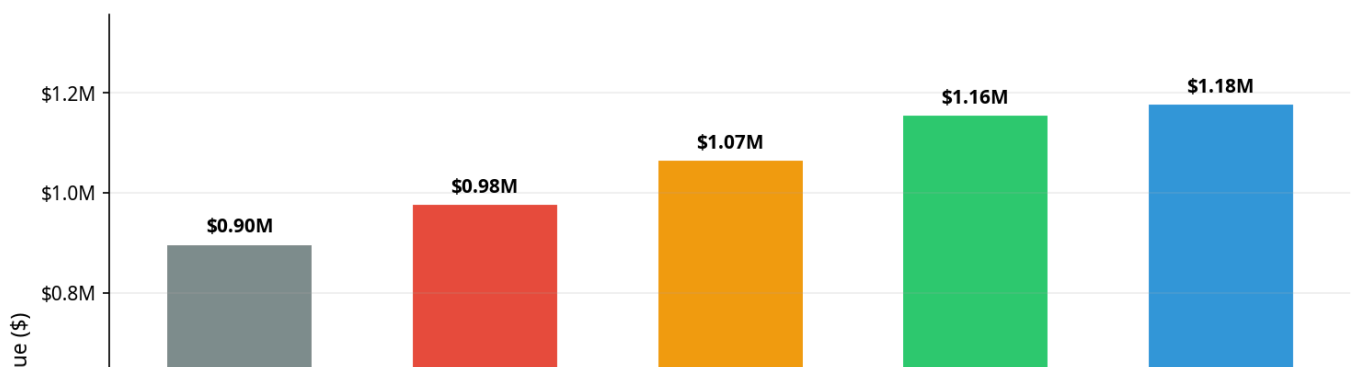
A review of recent comparable sales within the 92840 zip code provides crucial context for the subject property's valuation. The selected comparables are 3-to-4-bedroom single-family homes sold within the last 30 days.

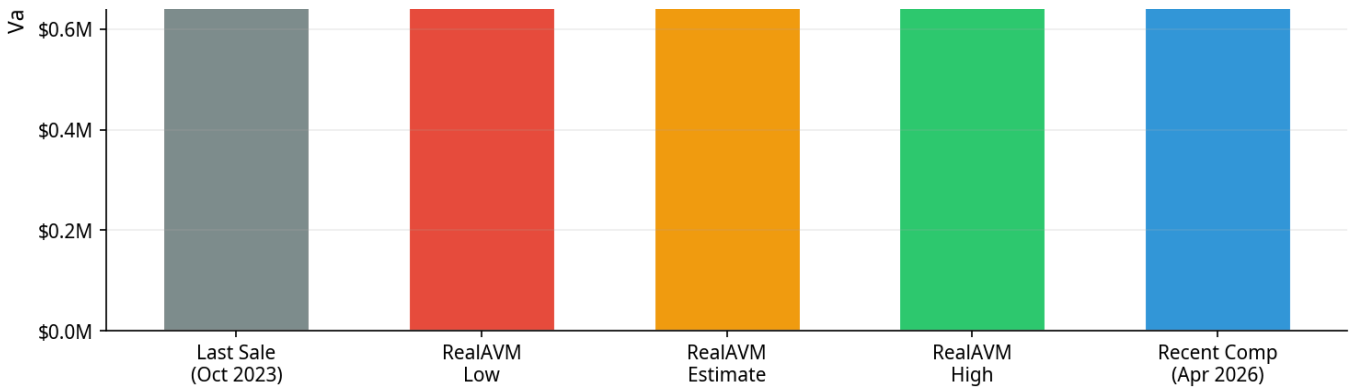
### Recent Comparable Sales

Address	Sale Date	Sale Price	Beds	Baths	Sq Ft	Price/Sq Ft
11971 Medina	Apr 10, 2026	\$1,039,000	3	2	1,164	\$893
11102 Avolencia Pl	Apr 6, 2026	\$1,250,000	4	2.5	1,886	\$663
11552 West	Apr 1, 2026	\$1,180,000	4	2	1,500	\$787
10941 Allen	Apr 2, 2026	\$1,278,888	4	3.5	1,687	\$758

The comparable sales indicate a price per square foot range of \$663 to \$893. Applying a conservative to moderate range of \$550 to \$650 per square foot to the subject property's 1,870 square feet yields an estimated value range of \$1,028,500 to \$1,215,500. This aligns closely with the CoreLogic RealAVM estimate of \$1,068,800.

**Subject Property: Valuation Timeline**



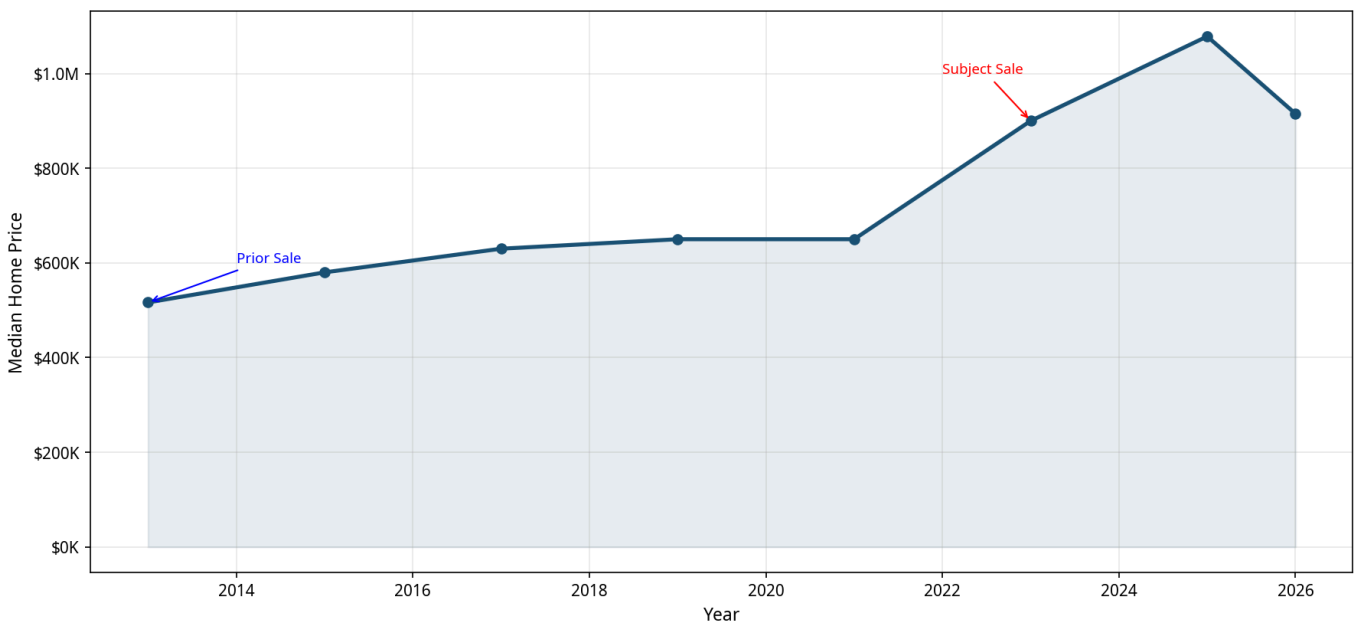


## 5. Historical Price Trends

The Garden Grove housing market has demonstrated robust long-term appreciation, characteristic of the broader Orange County region. Over the past decade, the market has navigated several distinct phases: steady recovery following the 2008 financial crisis, accelerated growth leading up to 2020, and a dramatic surge during the pandemic-induced housing boom of 2021-2022.

The subject property's transaction history mirrors these broader trends. It sold for \$516,500 in August 2013, appreciated to \$650,000 by 2019, and reached \$900,000 in October 2023. This represents a 38.4% increase between 2019 and 2023. Currently, the market is in a normalization phase. While transaction volume has stabilized and days on market have increased slightly, structural supply constraints and sustained demand continue to support elevated price floors. Forecasters project a moderate 2-4% appreciation for the Garden Grove market through 2026 <sup>3</sup>.

Garden Grove, CA Median Home Price Trends



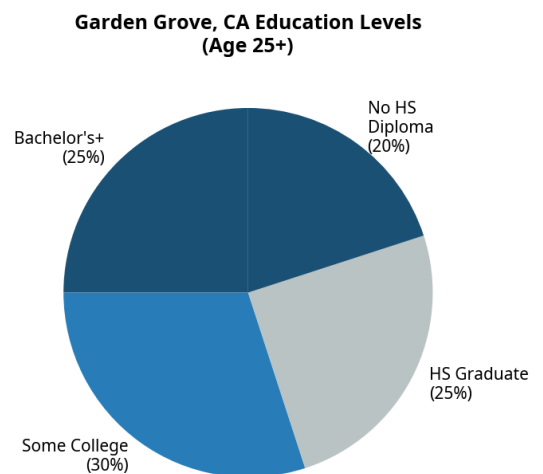
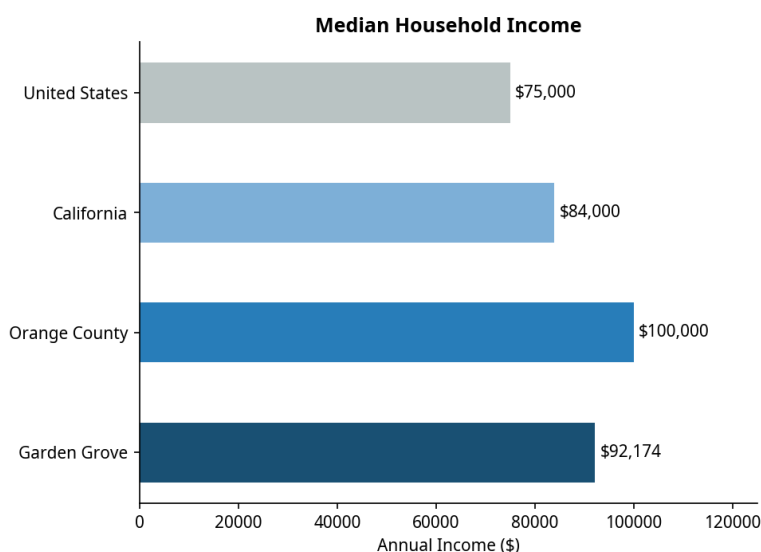
## 6. Demographic & Community Profile

Garden Grove is a diverse, densely populated city in northern Orange County, known for its vibrant cultural enclaves and central location. The 92840 zip code offers a compelling mix of suburban tranquility and urban accessibility.

### Community Benchmarks

Metric	Garden Grove	Orange County	California	United States
<b>Median Household Income</b>	\$92,174	~\$100,000	~\$84,000	~\$75,000
<b>Per Capita Income</b>	\$45,215	N/A	N/A	N/A
<b>Poverty Rate</b>	12.33%	N/A	N/A	N/A
<b>Median Age</b>	39.6 years	N/A	N/A	N/A

The immediate neighborhood surrounding the subject property boasts a "Very Walkable" score of 82/100, a significant asset for marketing to families and young professionals. The area is served by the Garden Grove Unified School District and maintains a moderate crime risk score (35/100) <sup>4</sup>.



## 7. Zoning, Regulatory & Compliance

Navigating the regulatory landscape is critical for a successful auction campaign in California. The subject property is zoned for Single Family Residence (SFR) under Orange County land use designations.

## Key Regulatory Factors

Category	Detail	Impact on Campaign
<b>Zoning</b>	SFR (Single Family Residence)	Limits commercial use; focuses marketing on residential buyers.
<b>ADU Eligibility</b>	Likely Eligible (CA State Law)	Major marketing point; the 14,040 sq ft lot is ideal for ADU development.
<b>Environmental Risk</b>	Major Heat Risk; Minor Flood	Standard California NHD (Natural Hazard Disclosure) required.
<b>Transfer Tax</b>	\$1.10 per \$1,000 of value	Standard closing cost to be factored into buyer net sheets.

California auction compliance requires strict adherence to disclosure norms. The auction terms must clearly state the buyer's premium (typically 5% for residential online auctions) prior to registration. The sale will be conducted "As-Is, Where-Is," but the seller is still obligated to provide standard California residential disclosures, including the Transfer Disclosure Statement (TDS) and Natural Hazard Disclosure (NHD), unless a specific statutory exemption applies <sup>5</sup>.

## 8. Investment Opportunity Analysis

For investors, 12542 9th St presents a multifaceted opportunity. The property can be positioned as a stable rental asset with immediate income potential, or as a value-add play through renovation or expansion.

### Rental Income Projections

Metric	Estimate
<b>Estimated Monthly Rent</b>	\$4,153
<b>Estimated Rent High</b>	\$4,757

<b>Estimated Rent Low</b>	\$3,549
<b>Baseline Cap Rate</b>	2.3%

While a 2.3% cap rate is typical for Orange County residential real estate (which leans heavily toward appreciation rather than high yield), the true investment thesis lies in the lot size. The 0.32-acre parcel offers significant potential for the construction of an Accessory Dwelling Unit (ADU) or Junior ADU (JADU). Developing an ADU could dramatically alter the yield profile, potentially doubling the rental income and significantly increasing the property's overall valuation. This upside potential will be a core focus of the investor marketing materials.

## 9. Valuation & Reserve-Price Band

The reserve-price band is established using a triangulated methodology, anchoring on the CoreLogic RealAVM and adjusting based on recent comparable sales, the property's last sale price (\$900,000 in 2023), and the substantial lot premium.

### Reserve Scenarios

Scenario	Price Recommendation	Rationale
<b>Conservative</b>	\$950,000	Below AVM low-end. Accounts for the 1949 build age, potential deferred maintenance, and the recent 5.2% softening in the zip code's median price.
<b>Expected</b>	\$1,050,000	Aligned with the RealAVM estimate (\$1.06M) and supported by recent comparable sales ranging from \$1.03M to \$1.27M in the immediate area.
<b>Best Case</b>	\$1,150,000	Near AVM high-end. Assumes strong competitive bidding driven by the rare 14,040 sq ft lot and its ADU development potential.
<b>Starting Bid</b>	\$800,000	Approximately 75% of the AVM. Designed to maximize

initial bidder registrations, create psychological momentum, and drive competitive bidding.

*Note: These figures are provisional and must be finalized upon receipt of the interior condition assessment and confirmation of the seller's liquidity timeline.*

## 10. Auction Format & Platform Recommendation

An **Online Auction** is the recommended format for this asset. The mid-market price point (\$900K–\$1.2M) and single-family profile are best served by a digital platform that maximizes reach across the vast Southern California buyer pool, including tech-savvy millennials, local families, and out-of-area investors.

### Platform Comparison

Platform	Role	Rationale & Capabilities
<b>Hubzu</b>	Primary	Broadest residential reach; user-friendly interface for owner-occupiers; strong track record in the \$500K–\$2M segment.
<b>Ten-X</b>	Secondary	Alternative if the seller prefers a more institutional approach, though typically better suited for commercial or \$2M+ luxury assets.
<b>BidX1</b>	Supplementary	Provides international investor exposure, particularly for buyers seeking California real estate.
<b>CRMLS / Zillow</b>	Syndication	Essential for top-of-funnel awareness; drives retail traffic to the primary auction landing page.

Hubzu is selected as the primary platform due to its proven efficacy in the residential mid-market, transparent fee structures, and ability to comfortably accommodate both owner-

occupiers and individual investors.

## 11. Marketing & Buyer Targeting Strategy

The marketing strategy will deploy a multi-channel approach to engage distinct buyer segments, utilizing targeted messaging to highlight the property's unique attributes.

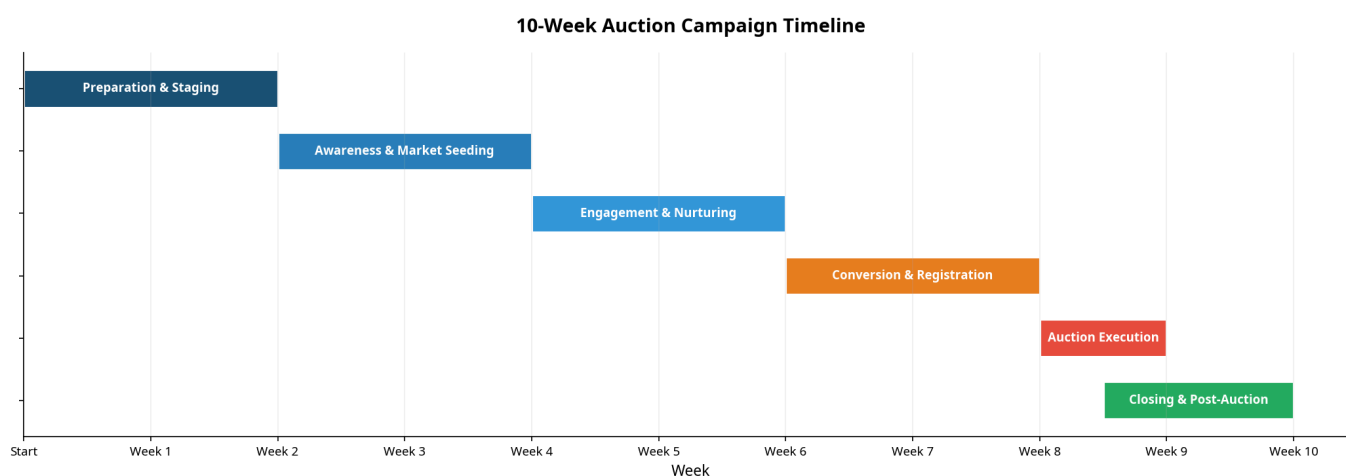
### Buyer Personas & Targeting

Persona	Profile & Geography	Channels	Messaging Angle
<b>Owner-Occupier Family</b>	Local/relocating families seeking primary residence in OC.	Social media, Open houses, Zillow/Redfin	Highlight the spacious 14,040 sq ft lot, family-friendly community, and very walkable location.
<b>Value-Add Investor</b>	Individual investors seeking upside potential. (SoCal)	Email/phone outreach, LinkedIn, Hubzu	Focus on the massive 0.32-acre lot size, ADU development potential, and strong rental demand.
<b>SFR Fund</b>	Institutional buyers aggregating rental portfolios. (National)	Direct outreach, Data packs, Platform databases	Emphasize stable appreciation history, baseline cap rate, and immediate rental yield potential.
<b>First-Time Buyer</b>	Young professionals entering the OC market. (Local)	Social media, Virtual tours, Seminars	Promote the transparent bidding process and opportunity to secure a detached home.

The campaign will leverage high-quality visual assets—including drone photography emphasizing the lot size and a 3D virtual tour—distributed via targeted Meta and Google Ads, syndicated listings, and Century Real Estate's internal CRM database.

## 12. 10-Week Auction Campaign Timeline

The campaign follows a disciplined 10-week schedule, designed to build awareness, foster engagement, and drive urgency leading up to auction day.



### **Phase 1: Preparation & Asset Staging (Weeks 1-2)**

Focuses on asset intake, legal compliance review, ordering title reports, and producing all marketing collateral (photography, 3D tours). The auction landing page and data room are finalized.

### **Phase 2: Awareness & Market Seeding (Weeks 3-4)**

The property goes live. Activities include MLS syndication, issuing press releases, launching social media campaigns, and deploying the initial CRM email blasts to targeted buyer lists.

### **Phase 3: Engagement & Nurturing (Weeks 5-6)**

Deepens buyer interest through the first open house/broker preview, publication of full-length video tours, and the distribution of detailed investor data packs. Retargeting ads are activated.

### **Phase 4: Conversion & Registration Drive (Weeks 7-8)**

Shifts focus to securing qualified bidders. Involves hosting a final open house with bidding tutorials, intensifying ad spend with urgency messaging, and executing personalized phone outreach to registered leads.

### **Phase 5: Auction Execution (Week 9)**

The online auction goes live on Hubzu. The team monitors bid velocity and analytics in real-time, culminating in the announcement of the winning bid and execution of the purchase agreement.

### **Phase 6: Closing & Post-Auction (Weeks 9-10)**

Escrow is opened immediately. The team coordinates inspections, facilitates title clearance, and manages the transaction through to closing. Underbidder re-engagement campaigns are launched.

## 13. CRM Workflows & Bidder Management

Efficient bidder management is critical to converting interest into actionable bids. The CRM will automate nurturing and qualification processes.

### Bidder Qualification Flow

1. Complete online registration via the landing page.
2. Submit KYC documents (Government ID, proof of funds, or mortgage pre-approval).
3. Execute the bidder agreement, acknowledging all fee disclosures and auction terms.
4. Submit the required earnest money deposit.
5. Receive confirmation as a "Qualified Bidder" and obtain platform bidding access.

### Automated Nurture Sequence

Touchpoint	Timing	Content Focus
<b>Touch 1</b>	Day 1	Property highlights, photo gallery, and 3D virtual tour link.
<b>Touch 2</b>	Day 3	Neighborhood profile, walkability scores, and Garden Grove amenities.
<b>Touch 3</b>	Day 5	Auction process explainer: how to bid, fee structures, and FAQ.
<b>Touch 4</b>	Day 7	Open house invitation and personalized agent outreach.

A strict reminder cadence will be deployed at 14 days, 7 days, 3 days, and 1 day prior to the auction to drive final registrations and ensure bidders are prepared.

## 14. Creative & Marketing Templates

The following templates are designed for immediate deployment, adhering to strict length constraints for maximum digital impact.

### Press Release (Week 3)

**Headline:** Century Real Estate Announces Garden Grove Residential Auction Event

**Hook:** A spacious 3-bedroom home on a massive 0.32-acre lot heads to auction with transparent bidding.

**Body:** Century Real Estate will conduct an online auction for 12542 9th St, a 3-bedroom, 2-bathroom single-family residence in Garden Grove, CA. Featuring a rare 14,040 square foot lot, this property offers incredible potential for owner-occupiers and investors alike. The online auction format ensures transparent price discovery and an accelerated timeline for all participants. Registration is now open for qualified bidders.

**CTA:** Register to bid at [URL]. Contact Century Real Estate for the due diligence package.

### **Social Media Ad (Weeks 3-4)**

**Headline:** Online Auction: Garden Grove Single-Family Home

**Hook:** 3 bedrooms, a massive 14,040 sq ft lot, and highly walkable location — now available via auction.

**Body:** 12542 9th St, Garden Grove. This charming 1949-built home sits on an expansive 0.32-acre lot, offering endless possibilities for expansion or an ADU. Century Real Estate is bringing this unique property to auction for transparent, competitive bidding. Don't miss this opportunity in a highly sought-after Orange County neighborhood.

**CTA:** Register now to receive the full property package and secure your bidding position.

### **Urgency Ad (Weeks 7-8)**

**Headline:** Auction Countdown: Garden Grove Residential Opportunity

**Hook:** Only days remain to register for this exclusive Orange County property auction event.

**Body:** The online auction for 12542 9th St in Garden Grove is rapidly approaching. Qualified bidders will compete in a transparent online auction for this 3-bedroom home on a rare 14,040 sq ft lot. Complete your registration and submit your qualification documents before the deadline to ensure your participation.

**CTA:** Register now — bidder qualification closes [date].

### **Investor Brief (Weeks 5-8)**

**Headline:** Investment Brief: 12542 9th St Auction

**Hook:** Data-driven analysis of a prime Garden Grove asset available through transparent auction.

**Body:** This brief provides qualified investors with property specifications, independent valuation data (RealAVM: \$1.06M), comparable sales analysis, rental projections (\$4,153/month), cap rate analysis (2.3% baseline), historical appreciation data, and auction terms with full fee disclosure. The property's expansive 0.32-acre lot presents significant value-add and ADU development potential in a strong rental market.

**CTA:** Contact Century Real Estate to request the full data pack.

*(Refer to the accompanying JSON blueprint for the complete suite of creative assets).*

## 15. Post-Auction Analytics & Continuous Improvement

Following the auction, Century Real Estate will conduct a rigorous review of campaign performance to inform future strategies.

### Key Performance Indicators (KPIs)

- Sell-through rate and final sale price vs. reserve/AVM.
- Registered vs. qualified vs. active bidder ratios.
- Marketing ROI (cost per qualified bidder).
- Email engagement rates and social media conversion metrics.

### Underbidder Re-Engagement Strategy

Unsuccessful bidders represent a highly qualified lead pool. They will receive a thank-you email on Day 1, followed by curated listing alerts for similar properties in Week 2, and a market update with previews of upcoming auctions in Month 1.

### A/B Testing Plan

To optimize future campaigns, the following tests will be conducted:

1. **Creative Format:** Test video tours vs. drone aerials of the lot to measure impact on registration conversion rates.
2. **Email Messaging:** Test urgency framing vs. value-add/ADU framing in subject lines to measure open rates and CTR.
3. **Starting Bid Anchor:** Test the psychological impact of an \$800K vs. \$850K starting bid on total bidder count.

## 16. Required Inputs & Data Gaps

The execution of this SAM & IM plan requires the resolution of several critical data gaps. The following inputs must be secured to finalize the auction parameters.

Missing Input	Impact on Campaign
<b>Seller Liquidity Timeline</b>	Determines reserve weighting and the urgency of the campaign timeline.

<b>Interior Condition Assessment</b>	Critical for accurate reserve pricing; deferred maintenance or recent upgrades can shift value by $\pm$ \$100K–\$200K.
<b>Occupancy &amp; Lease Status</b>	Affects buyer targeting (investor vs. owner-occupier) and the closing timeline.
<b>Seller-Approved Fee Policy</b>	Required for drafting the bidder agreement, marketing disclosures, and ensuring legal compliance.
<b>Title Report</b>	Essential for the due diligence data room and establishing buyer confidence.
<b>Seller Authorization</b>	Legal prerequisite for commencing all marketing and auction activities.

## 17. Compliance Disclaimer

This auction is conducted in compliance with applicable California real estate and auction laws. All fees are disclosed prior to registration. No guarantees are made regarding property condition, value, or investment returns. The property is sold "As-Is, Where-Is." Bidders are strongly advised to conduct independent due diligence and consult qualified legal counsel prior to participating.

### Fee Transparency Breakdown:

- **Buyer Premium:** Typically 5% for residential online auctions (subject to final seller agreement).
- **Seller Commission:** Per the listing agreement with Century Real Estate.
- **Platform Fees:** Per Hubzu terms of service.
- **Escrow & Title Costs:** Customary Orange County split.
- **Transfer Tax:** California state rate (\$1.10 per \$1,000 of sale value).

## 18. References

- [1] Redfin, "92840 Housing Market: House Prices & Trends," accessed April 2026. Available:  
 [2] Zillow, "Garden Grove, CA Housing Market," accessed April 2026. Available:  
 [3] Houzeo, "Garden Grove, CA Housing Market in 2026: Home Prices & Trends," accessed April 2026. Available:

[4] CoreLogic, "Property Details: 12542 9th St, Garden Grove, CA 92840," Generated March 29, 2026.

[5] California Department of Real Estate, "Disclosures in Real Property Transactions," accessed April 2026. Available: