



Seller's GUIDE

TO SELLING YOUR PROPERTY WITH PEACE OF MIND



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Meet **ANDREA HAMACHER**

YOUR LOCAL REAL ESTATE PROFESSIONAL



About

Thank you for taking the time to review this guide. You may see these materials in advance of our meeting so that you will know a little more about me, my services, and the benefits they will bring to you.

Please understand, I take my business very seriously, and I am passionate about what I do. My goal is to have you walk away trusting that I will be your go-to Real Estate Professional for life. As other agents grow frustrated with the surge of technology, I embrace it, educate myself regularly, and implement what I learn.

I thrive on providing the highest level of service to my clients, and aim to be the very best I can be. I run my business like a business, and it's a full-time career for me. I dedicate my time and energy to ensuring that I am thoroughly knowledgeable not only in Real Estate and the current market changes, but also in recognizing new innovations, technology, and digital marketing trends.

If you are looking for a real estate professional you can trust to act on your behalf and provide impeccable service, you can trust that I and my team will get the job done right, the first time. Selling your home is one of the largest financial decisions that you will ever make. Please let me assure you that while selling your home, your personal and financial interests are my main objective. My goal is to make the sale of your home as seamless as possible.

I look forward to working with you!

Andrea Hamacher

contact



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andreamacherealtor



"I go the extra mile to ensure you always know what is happening and what the next steps are. My service sets me apart from other real estate agents."

ANDREA HAMACHER

5 EASY STEPS

to sell your home

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STEP 1: PREPARE

- Home tour & research
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- Hire a real estate agent

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STEP 2: PRE-LISTING

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- Be prepared for showings and open houses

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STEP 5: CLOSING

- Closing preparations
- Moving & Packing
- Closing day

STEP 1: *prepare*

HOME TOUR & RESEARCH

First, we'll tour your property while you tell me all about your home and what you love about living there. I can offer insights on what you can do to better prepare your home and the potential need for staging to some degree. We'll discuss any repairs and other prep that should be done to make your home look its best, including any preliminary inspections.

HIRE A REAL ESTATE AGENT

Once you decide I'm the right agent to sell your home, we'll get the listing paperwork signed. I'll schedule photography and videography, and begin putting the entire marketing plan in place.

To help you decide, here are some key services I offer all my seller clients:

- ✓ top priority and attention to your property
- ✓ regular and timely communication with you
- ✓ comprehensive marketing approach & plan
- ✓ work with you and for you to obtain top dollar
- ✓ seller home warranty coverage provided
- ✓ followup with every buyer prospect & agent
- ✓ suggestions to increase your home's value

LISTING APPOINTMENT

After the home tour, we'll sit down and discuss all the questions and concerns you have about the preparation, showing, process and timelines involved in selling your home. Maybe you need to buy another home? We'll cover that. I will have come prepared with a Comparative Market Analysis (CMA) that includes sold prices of comparable properties in your area. We'll compare that with your thoughts on where you feel your home should be priced. We'll review the agreement and I'll clarify any questions you have. Finally, we'll discuss my unique approach to marketing your property so that you can rest assured that I will do everything possible to get your home sold quickly, for top dollar.





STEP 2:

pre-listing

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to obtaining maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's **location**, its **condition**, its **improvements** (or upgrades), its **age**, and the **market conditions** happening at the time of listing.

My experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or moving all of your stuff out and renting furniture and decor to better suit the room's staging arrangements. My goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like.

To help, I will give you personalized tips during our initial home tour, and I will provide you with a home staging checklist for reference on the following page.

MARKETING MATERIALS ARE DESIGNED AND PREPARED

While I go further into detail about my marketing strategy in the following pages, I will have professional photographers take high-quality photos of your home after staging your property (if necessary). At the same time, I will have all marketing materials professionally designed and customized to match and include the stunning pictures of your home.

Once all my marketing materials are designed, I will download and prepare them for printing. Before listing day, I will personally deliver some printed marketing materials to you (such as property brochures, business cards, and other materials). That way, you may set-up for showings and help maximize buyer impressions of your home on showing and open house days.

Aside from printed marketing materials, I will also tackle the digital world by having professional "Coming Soon" and "Just Listed" property social media posts posted on all my social media pages and sponsoring them (paid ads) to reach more prospective buyers.

HOME STAGING

checklist

To stage your home and get it ready for launch day, consider doing the following:

- **Remove personal items.** A few personal things on display is acceptable, but we want to make sure we leave enough room for a prospective buyer to picture themselves living in the home (not you). These items include pictures, awards, personal collections, personal paintings, etc.
- **Deep clean the entire house.** Don't forget to clean all flooring and pet areas as well!
- **Decorate your home with neutral colors.** If you plan to paint or replace/rent décor items, consider choosing neutral colors to brighten up the living spaces. Great color schemes to choose from are light grays and whites for main areas and soft blues and greens for bathrooms.
- **Clear all items from countertops (except for décor items).** Remember to remove all toiletries in the washrooms and all items on kitchen countertops. However, consider leaving a vase of flowers in the bathroom and a luscious bowl with fruit in the kitchen to add touches of color.
- **Declutter, declutter, declutter.** Unless you have a minimalist lifestyle, you have likely accumulated many items during your stay in the house. As we aim to create an open and clean space inside your home, it is crucial to remove as many unnecessary items as possible. Furthermore, a decluttered home maximizes your home's space, which can give the impression to the buyer that your home has more square footage than it has in reality. If you have no space for storage, consider renting a short-term storage bin or locker.
- **Keep the lawn manicured and watered regularly.** Don't forget to trim hedges, weed flower beds, and prune trees regularly as well. Also, keep the lawn free of clutter and add fresh mulch to garden beds.
- **Make all beds and style them.** Tip: add multiple coherent décor pillows to make a bed look more comfortable and sumptuous.
- **Organize closets.** If you have regular closets, try to make it look as organized as possible. If you have a walk-in closet, remove as many items as possible to make it look very spacious.
- **Wash or paint the home's exterior.** A fresh coat of paint on the exterior of your home will make your property's curb appeal stand out. This is not really a low-budget job, if you can, we recommend doing it!
- **Remove or hide any trash, recycling, or compost bins in all rooms.**
- **Add a new or clean welcome mat on your front porch and hang a beautiful wreath on your door.** Depending on your front porch's size, consider adding outdoor pots with plants as well to finish off a warm look. To freshen up your front door, add a fresh coat of paint.
- **Hide ALL cords from electronics.** Also, consider hiding or removing any unnecessary devices (such as video game consoles).
- **Add clean towels in the bathroom and place them neatly.** You can also add rolled-up towels to create a "spa" look.
- **When you pair an item, do so in 1s, 3s, or 5s.** The eye appreciates these pairings!
- **Try giving a fresh coat of paint to your home's interior.** If this is not possible, paint the trim to provide a pop of color throughout the house.

REAL ESTATE

photography & videography
pre-shoot

checklist

exterior.

- ☐ Clean up the landscaping: trim bushes and mow/edge lawn
- ☐ Close garage doors
- ☐ Pressure wash driveway/walkup
- ☐ Remove children's toys and patio furniture
- ☐ Remove yard clutter
- ☐ Remove cars from driveway

general.

- ☐ Leave all lights on and turn off any ceiling fans
- ☐ Turn off any devices (including TVs)
- ☐ Open all blinds and curtains
- ☐ Declutter the entire home: remove any excess furniture and any other items
- ☐ Touch up paint
- ☐ Deep-clean the entire home



bedrooms.

- ☐ Make beds and tidy up the rooms
- ☐ Remove any personal photos and items
- ☐ Store away toys, clothes, devices, and valuables

bathrooms.

- ☐ Clear countertops completely
- ☐ Keep toilet seats and lids down
- ☐ Remove plungers and cleaning items
- ☐ Clean all glass surfaces and mirrors
- ☐ Hang clean towels neatly and remove rugs
- ☐ Remove all personal items (i.e., soap, shampoo, etc.) from tubs and showers

kitchen.

- ☐ Clear countertops completely
- ☐ Empty sinks and store dishes away
- ☐ Empty and hide garbage bins
- ☐ Remove all magnets from refrigerator
- ☐ Remove or hide any pet food, accessories or kennels

MY MARKETING *strategy*

PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

According to NAR, in 2021 93% of home buyers used the internet to search for real estate. The decision to view your home in person is hugely influenced by the photography and videography on your listing. Quality images are an essential marketing strategy for sellers. I invest in professional photographers and videographers to take stunning pictures and video of your home.

Properties that look clean, inviting and have a pleasing aesthetic will entice buyers scrolling through the web to click on those homes and skip poorly presented homes.

Additionally, listings that have professional photography tend to: sell faster on the market, sell at a higher price point, attract more international buyers, and attract more buyer leads who visit the home in person.

NETWORK MARKETING

Investing time to create relationships with other real estate agents and industry professionals pays off when it comes to listing your home! I will personally reach out via email and social media to all my industry colleagues and tell them about your home to spread the word. This will make your listing known around their networking circles, boosting your property's visibility. My brokerage has over 1200 agents in San Diego - all will be informed about your home.

ADVERTISING & MARKETING

Other than the marketing strategies listed above, I will place signage on your lawn with text-back riders and flyers using QR codes. I will tour your neighborhood, host open houses, create a personalized email campaign, distribute stunning customized property flyers, and promote your home all over my social media networks via paid advertising that will reach tens of thousands of prospective buyers..

What other techniques do we use to promote your property?

- Networking
- Signage (including a lawn sign)
- Email and text marketing
- Custom-designed property flyers
- Post cards "Just Listed"
- Open Houses (weekends & weekdays)
- Social Media marketing (paid)
- Inclusion in 1 or more CB magazines

Where do we promote your property online?

- Facebook
- Instagram
- Realtor.com
- Zillow
- YouTube
- Trulia
- LinkedIn
- 100s of other sites, including WSJ, Barrons & more



facebook



LinkedIn

WHY MLS?

When your home is listed on the Multiple Listing Service (MLS), all the property information, photos, and other details are published nationally. The information is 'syndicated' out to 100s of other real estate sites. Your property is exposed to prospective buyers all over the country, and international buyers. Additionally, licensed real estate professionals and matching buyers in your area will be notified as soon as your property gets listed. This gives them the chance to immediately book a viewing appointment.

STEP 3: listing time

YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will go live online and appear as an active and new listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So get ready to leave your home on short notice and for a few hours at a time.

A common question I get from sellers is: "When is the best day of the week to launch our listing?" One thing to remember is that whenever we list a property, we strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

Weekends are when people are often most available to view homes. If we list early in the week and receive offers immediately, you will not be giving a chance to the majority of buyers who want to come on weekends to view the property. Offers have an expiration time of 72 hours (by default) and have to be decided on before they expire. I recommend launching your property closer to the weekend, on a Thursday or Friday, to ensure maximum buyer exposure and get as many viewings as possible within a few peak days.

MARKETING TIME

In the days before your home goes live, I will put the marketing in motion. Consistent exposure of your home will be spread across all my social media platforms. I will place targeted Facebook and Instagram ads and customize the audience according to the types of buyers we aim to attract. I will also personally reach out to various real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Marketing and open houses will continue until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS AND OPEN HOUSES

Once your property goes live, real estate agents will start contacting me to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings and open houses. Here are some tips to help you during this time:

- Be **flexible** to prospective buyers' schedules to avoid missing out on a strong offer.
- Get everyone in your household on the same page to be **informed** when showings are happening to help them maintain their spaces and **secure valuables**.
- Get your entire household to **vacate** your property to avoid making buyers feel uncomfortable and allow them the space to visualize themselves living in your home without added pressure.
- **Create a mood** by setting a tone that accentuates your property's features. Examples include: light a fire if you have a fireplace (even if it's summer), light a scented candle, turn on some soft music at a low volume, turn on any decorative water features (such as fountains), fluff pillows, drape throws on chairs and sofas.



SHOW YOUR HOME READY IN *one hour*

- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put out your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbage cans into a garbage bag and put it in garage or take it with you
- Secure or remove all valuables
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Clear kitchen and bathroom countertops (except for decorative items)
- Close all the toilet seats
- Wipe down all countertops
- Secure your pets or take them with you
- Sweep and mop all hard-surfaced floors
- Put laundry away (or take it with you)

STEP 4: *offer process*

SALES AGREEMENT

Once a buyer tours your property and decides they would like to purchase it, the buyer's representative will prepare an offer and send it to us. A buyer may ask you to pay their agent's commission in the offer. This is completely negotiable.

After an offer is submitted, we will sit down and go through the offer together. Although it may be tempting to go with an offer at the highest sale price, there are many other factors to consider such as: contingencies, financing conditions, closing timeline, and other requests.

Once we have discussed an offer, you will decide how you want to move forward. You can: **accept** the offer, **decline** the offer, or **counter-offer** (which occurs when you want to negotiate on the sales agreement terms). If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. After negotiations, if one party agrees with the offer, we will finalize all signatures. The timeline begins, and the buyer will have to bring the deposit to secure the contract. Then inspections, appraisals and financing approvals will take place.

Contingencies (or conditions) are found in most sales agreement contracts. The most common ones in our contracts include home inspections, appraisal and loan.

A buyer will hire a professional **home inspector** to review your property's condition closely. It typically takes 3-4 hours. Based on the inspector's report, the buyer will submit a request for repair (or credit), which you may accept, decline, or counter-offer.

An **appraisal** is often requested by the buyer's mortgage lender to ensure that the buyers are not paying too much for your property. This is often a major negotiation point if the property does not appraise. I'm here to guide you through.

All conditions have deadlines by which the buyer will have to remove various contingencies to keep the sale moving forward. I will provide you with an exact timeline of all deadlines.

CONTINGENCIES

UNDER CONTRACT

The escrow period begins after the buyer and seller agree and sign the sales agreement. During this period, a binding contract exists between you and your buyer. A seller may not enter into another contract with a different buyer, and the buyer is obligated to purchase your home. A property is still considered "under contract" with contingencies, and the contract firms up once all contingencies are removed.



more about home inspections.

Q. when does a home inspection usually take place?

A. Although home inspections can take place later, usually the main inspection takes place within a week after signing the contract.

Q. how much does the service cost for us sellers?

A. Good news! Buyers choose and purchase a home inspector's services, so they incur the whole cost. There is NO COST to you as the seller. There is a short list of things you must do (ask me).

Q. what happens after an inspection in terms of negotiations?

A. Negotiations usually happen within a few days of the home inspection appointment. If there are any issues with the property that the home inspector finds, the buyer can:

- **Accept** the house as-is
- **Back out** of the transaction
- **Negotiate.** They can request a credit or ask you to fix the issues before closing day.

WHAT'S INCLUDED in an inspection?

- Foundation
- Crawlspace
- Roof + Components
- Doors (including garage doors)
- Electrical
- Attic + Insulation
- Appliances (select)
- Windows + Lighting
- Stairs
- Grading + Drainage
- Structure
- Exterior + Siding
- Plumbing
- Attached Garages
- Heating + Cooling
- + further inspections if needed





STEP 5: *closing*

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves & switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer



CLOSING DAY REFERS TO THE DAY THAT FINALIZES YOUR PURCHASE. AT CLOSING, FUNDS AND DOCUMENTS ARE EXCHANGED TO TRANSFER OWNERSHIP TO THE BUYER. AFTER CLOSING, YOU WILL RECEIVE ANY REMAINING FUNDS FROM THE SALE OF YOUR PROPERTY.

MOVING & PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!

CLOSING DAY

The buyer will have a final walk-through of your property 1-5 days before closing. This is to ensure that you have left your home in the same condition as when you went into contract, and that you've completed any negotiated repairs.

Once the lender (if there is a loan) has all the signed loan docs back, we'll be clear to close. We will be notified once the property has been closed and recorded at the county. At that point, the home belongs to the new buyers.

When you are leaving, please leave all house keys, garage door openers, mailbox keys, pool keys, etc.

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Title and Escrow Fees
- Real Estate Commissions
- Pro-rated taxes and HOA (if applicable)
- Any outstanding liens, fines, or claims against your property
- Mortgage discharge fees & loan balance
- I will provide you a '**net sheet**' early on

FINALLY...

congratulations!

Credentials

- **Licensed REALTOR®** since 2009, on several award-winning, top teams



- **R.E.A.L. Award 2024** - Top 10% of San Diego agents by production



- **CB International Sterling Society 2024:** top 12% of CB Agents worldwide



- **5 Star Professional Award 2025:** awarded to top 7% of area agents.



- **Certified Real Estate Divorce Specialist**



- **SFR®** - Short Sale & Foreclosure Resource



- **Certified Auction Agent** - Supreme Luxury Real Estate Auctions



- **CREN** - Certified Real Estate Negotiator



- **e-Pro®** - Certified Advanced Digital Marketing Expert.



- **BBA in Business Administration:** Marketing & Int'l Marketing, University of WI - Madison, additional BS in French



- Only happy clients and 5-Star reviews



- Graduate of \$30,000 Digital Marketing Expert Coaching Program

- Partnered with Coldwell Banker West, a leading full-service residential real estate brokerage company under the esteemed Coldwell Banker umbrella. With daily trainings, masterminds, and collaboration, Coldwell Banker West has over 1200 agents in San Diego County and consistently wins awards for top production.

Customer Testimonials



Andrea is amazing - we were so worried going into this whole process of selling and buying a house at the same time. She is so responsive, knowledgeable and patient with her clients. She won't tell you what to do, she gives you all of the information you need so you can make your own educated decisions. I would recommend Andrea to anyone who is buying or selling a house!!!! - Christina K.



I was so impressed with your level of knowledge of the market, professionalism and hard work! You made a very difficult selling situation go so smooth. From educating us in the beginning on what to expect, finding help for repairs, to working with the 3 homeowner associations for our mom's home. Thank you so much! I look forward to working with you again soon and I will highly recommend you! - Liz W.



*****I highly recommend Andrea! Would give 6 stars if allowed!***** Andrea recently sold our home in Escondido. She got to work quickly, and mapped out a comprehensive selling strategy, combining social media, internet, and word of mouth. Additionally, she hired an amazing photographer to take wonderful interior, exterior, and aerial drone photographs of our home. The result of her smart, efficient, and energetic strategy was an offer that exceeded our asking price, which we had in hand within a week of the on-market date! I would highly recommend Andrea Hamacher! Her warm and personable demeanor, amazing work ethic, and knowledge of her craft will get you RESULTS! I am equally certain that she would perform equally well advocating for potential buyers. She is the complete San Diego real estate agent!!! Look NO FURTHER!!! Chuck and Kris C., Escondido, CA



Your agent matters. We were referred to Andrea by multiple people and we are so glad to have picked her to work with. Not only did she deal with some "interesting" buyers, but when the COVID-19 pandemic hit, she didn't even flinch. She not only got our home sold, but was able to show us multiple potential homes to buy, and got us a fantastic deal, on a short turnaround time. Our final transactions were flawless. Couldn't not have asked for anything more out of an agent. HIGHLY HIGHLY recommend! - PS



Andrea is the perfect combination of sweet and aggressive that you would hope for in an agent. She really knows her stuff and is not afraid to push back or to negotiate so that everyone is getting a fair deal. She is realistic and guided us through our first selling experience fearlessly. This is our second time purchasing a home with Andrea and I know I will always work with her going forward. She is the partner you need when buying or selling a home!!! Well versed and experienced and such a lovely person to work with. It was a complete pleasure! - Anne G.

Thank You!

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