

SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

TEAM STATS

Our team has over 40
years combined
experience.

Our listings sell for
an average of 3%
over asking price.

We have sold over
100 million in sales
volume in our career.

Our listings typically
sell 10 days quicker
than the market
average.

“

I love the feeling
of helping
clients achieve
their dreams.

”

Tamika Smith

Tamika Smith is a dedicated REALTOR® with more than 10 years of experience in the real estate and property management industry and has been a licensed REALTOR® since 2022. Her background in property management has given her a strong understanding of real estate from both the ownership and management perspectives, including contracts, negotiations, market analysis, tenant relations, and investment properties. As a real estate professional, Tamika works with buyers, sellers, investors, and relocating clients throughout Northern California. She is known for providing personalized guidance, strong communication, and a practical approach to helping her clients make confident real estate decisions. Tamika's professional designations and certifications include Military Relocation Professional (MRP), Pricing Strategy Advisor (PSA), and Short Sale & Foreclosure Resource (SFR). Her knowledge extends across residential and commercial real estate, allowing her to bring a well-rounded perspective to every transaction. Whether helping a first-time buyer purchase a home, assisting a family with a move, helping a seller maximize their property's market potential, or working with an investor evaluating an opportunity, Tamika focuses on understanding her client's goals and developing a strategy to help them achieve them. Tamika holds a Bachelor of Science in Business Administration, further strengthening her foundation in business, finance, and strategic decision-making. Her philosophy is simple: real estate is more than a transaction it's about building relationships, creating opportunities, and helping clients make informed decisions that support their long-term goals.

TAMIKA SMITH

Lic# 02181573

(209) 518-7372

Tamika@AvenuRealEstate.com

THE STEPS

When it comes to selling your home I've got you, every single step of the way. Here's a general breakdown of the process, and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

I will review comparable listings together and arrive at a price you feel comfortable with.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. I'll walk you through everything!

TAKE PHOTOS

Our photographer will make your home look its best!

4



CREATE MATERIALS

I'll have our in-house graphic designer create everything we need to market your home!



SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



REVIEW OFFERS

I will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!



THE MARKETING

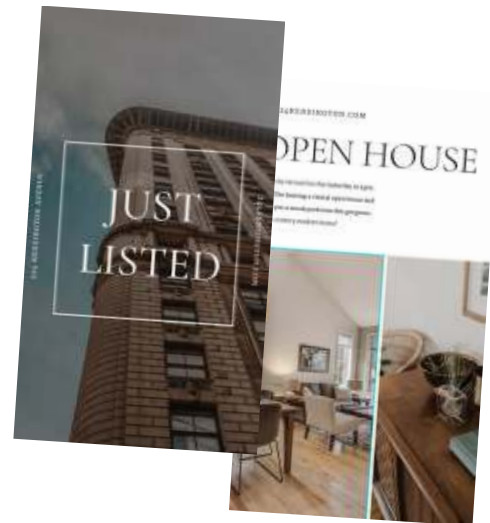


VISUALS

Professional Photos, neighborhood flyers, and property brochures get your home noticed!

ADS

Your home is distributed across all of our online platforms, including my Instagram!

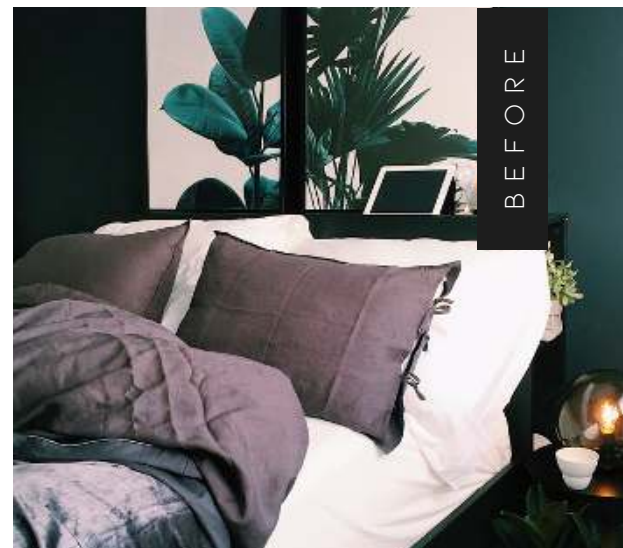
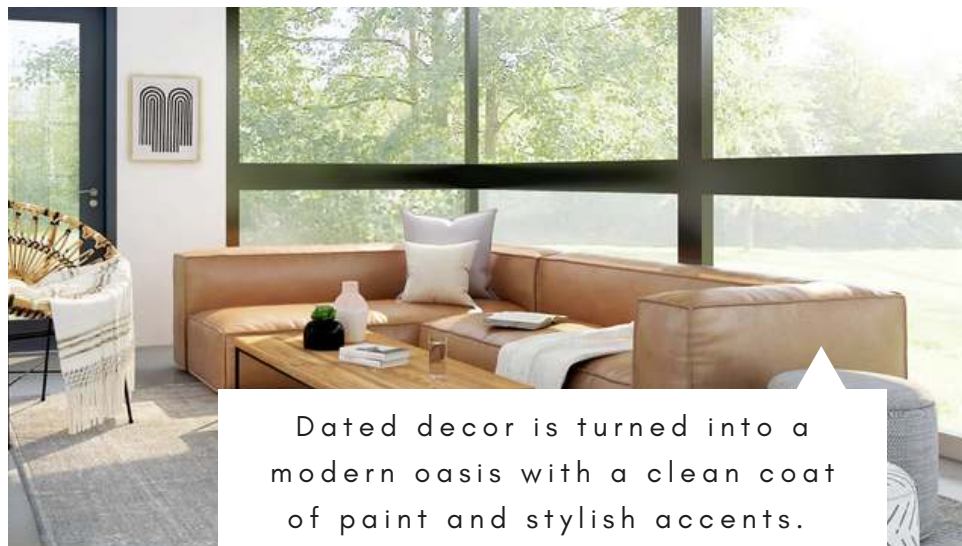
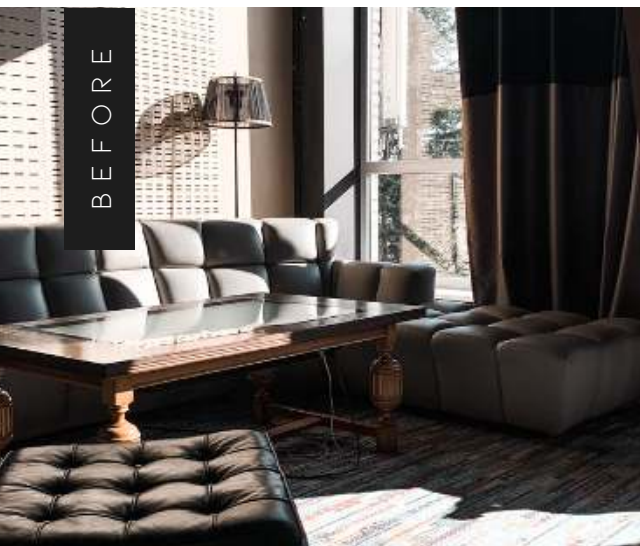


EVENTS

From neighborhood wine & cheese, to weekend open houses, your home will be given the royal treatment!

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look, the better. Staged homes sell for 1-5% more; on a million dollar house - that's \$10,000-50,000 more money.



Understanding Market Conditions



BUYER'S MARKET

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



SELLER'S MARKET

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



BALANCED MARKET

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

ELEMENTS OF THE OFFER

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

NEGOTIATING AN OFFER

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

DEPOSIT PROVIDED

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

CONDITIONS ARE MET

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

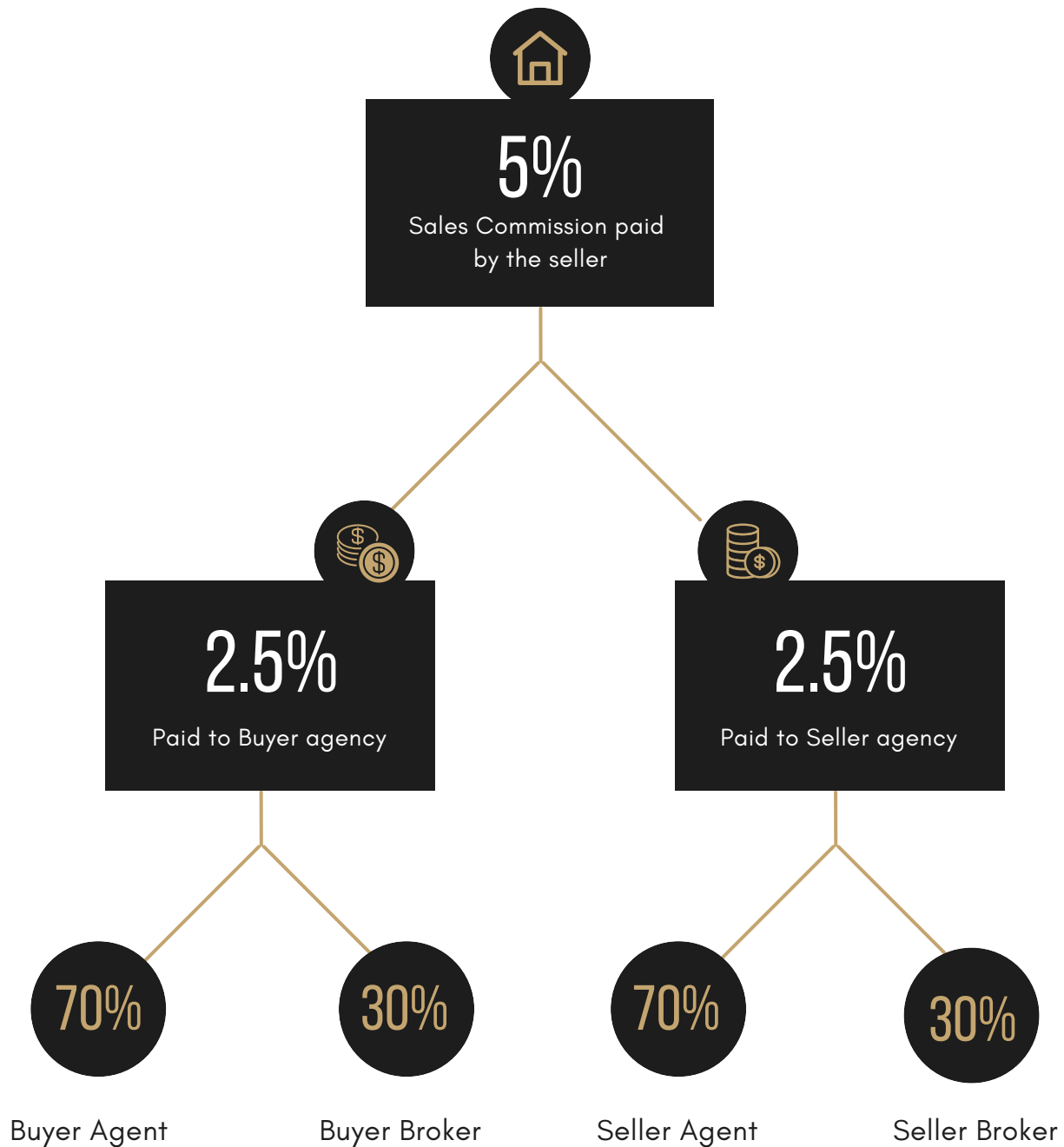
FINAL WALKTHROUGH

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED

"I've sold nearly a dozen properties with Avenu Real Estate and will sell another dozen properties with Them. The best part about working with them is they always answer their phone."

-Roger B.



BUDGET

where my portion of the commission goes...

MARKETING

From feature sheets, to open house expenses, flyers, and online ads- marketing your home to the most amount of qualified buyers is my specialty.

REALTOR FEES & ADMIN

As a Realtor, I need to pay dues and fees to various organizations to remain licensed, and legal, as well as pay our admin staff.

AGENT FEE

And finally, I budget a portion of the commission to pay myself, making sure I can keep doing what I love with excellence.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets



HOME CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms



TIDY AND PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint



EXTRA TOUCHES

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the day time
- ☐ Play quiet background music
- ☐ Keep pets outdoors



ORGANIZATION

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy

Avenu Real Estate has thorough and excellent realtors. Buying a house can be a daunting experience, they made the process smooth and kept us informed along every step. We had complete confidence they were representing our best interests at all times. For buying or selling real estate, I highly recommend Avenu Real Estate.

-Hallie H.

Working with Avenu Real Estate is the best thing that ever happened to our family. They're talented, trustworthy, and very resourceful. They helped us sell our old home and they helped us buy our new home. We recommended them to all our family and friends. They will assist you to get the home you dreamed of....your way.

-Del C.

Glad to say we were connected with Avenu Real Estate. From our first phone call, they sought to understand our housing needs and brought us in office to offer us more transparency about the process. Through the whole process they were diligent and his experience and knowledge of the market is unmatched. Hope we can work with them again in the future. Go pay Avenu Real Estate a visit for your real estate needs, you won't regret it!

-Nickolas H.

For more reviews scan here





W W W . A V E N U R E A L E S T A T E . C O M

C (209) 518-7372
tamika@avenurealestate.com