# SOLD.

## LISA ANGELL

FROM START TO SOLD. ALL THE DETAILS YOU NEED TO SUCCESSFULLY LIST & SELL YOUR HOME.

# WELCOME

## *Hi, I'm Lisa and I believe in home.*

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and beginning a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

*Lisa Angell*

# CONTENTS



ABOUT ME, BY THE NUMBERS

# LISA ANGELL

REALTOR® | Real Estate Advisor | Desert Lifestyle Specialist

## ABOUT ME

With more than 28 years in real estate, I bring decades of experience, strong market knowledge, and a practical approach to every transaction.

I've worked through just about every kind of market — and I know that great real estate service is about far more than simply buying or selling a home. As the former host of The American Dream, Selling Palm Springs, I've also had the opportunity to showcase the homes, businesses and lifestyle that make the Greater Palm Springs such an incredible place to call home.

Whether you're buying, selling, investing or planning your next chapter in the desert, my goal is to make the process feel clear, well-managed and even a little fun.

@lisaangellrealtor

## 2025 DIGITAL MARKETING REACH

55 Days 9 Hours
Watch time

2.6K
Engagements

1.538 million
Views

# SUCCESSFUL SELLING PROCESS

## I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be.  Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING CONSULTATION | SET PRICE

GET THE HOME READY FOR THE MARKET

PROFESSIONAL PHOTOS AND VIDEO

ONLINE DEBUT | LISTED FOR SALE

OFFER PRESENTATION

CONTINGENCY REMOVAL PERIOD

CLOSE ON THE HOUSE (AND CELEBRATE)

LISA ANGELL
REALTOR®

# LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.

*A few things to think about before we meet...*

*What is your moving timeline?*
*What do you hope to net from your home sale?*
*What concerns do you have about listing or buying?*

*Write these things down before we meet so we can talk through all the details!*

-Lisa

# HOW DOES A REAL ESTATE TRANSACTION WORK?

**BUYER**

BUYER'S REALTOR

SELLER'S REALTOR

**SELLER**

**LOAN EVALUATION**
BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**FIND YOUR DREAM HOME!**

**OFFER PRESENTED**
BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

**PURCHASE NEGOTIATION**
SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON.

**SALES AGREEMENT EXECUTED**

**SELLER'S DISCLOSURES**
SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY EFFECT THE VALUE

**GOOD FAITH DEPOSIT**
BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

**INSPECTION PERIOD**
BUYER BEGINS (TYPICALLY) 17-DAY INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

**LOAN APPLICATION PROCESSED & APPRAISAL ORDERED**

**TITLE SEARCH**
CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

**CONTINGENCIES SATISFIED**
ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE REMOVED.

**CLOSING DOCS ISSUED**
LENDER PROVIDES LOAN ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

**FINAL WALK THROUGH**
1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE

TRANSACTION CLOSED

# SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

# WHAT YOUR PROPERTY IS WORTH

## PRICING IS EVERYTHING

As the pyramidal graph illustrates, more buyers purchase their properties at market value rather than above market value



## PRICE VS. TIMING

Timing is extremely important in the real-estate market. The following graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning

# AGENT COMPENSATION

In real estate transactions, there are typically two agents involved: one representing the seller and the other representing the buyer. Each agent works to create favorable conditions for their respective clients.

Traditionally, the listing agent would negotiate a commission rate with the seller and then pay the buyer's agent from that amount, as agreed upon in the MLS. However, the new NAR-DOJ agreement prohibits listing agents from advertising a buyer's agent commission on the MLS or elsewhere, or paying them directly. Moving forward, this commission will likely appear in the offer as part of the negotiation between the seller and the buyer, with the buyer potentially requesting a concession to help pay their agent.

While you might be hesitant to cover this cost, it's still advisable for sellers to offer a concession to help pay the buyer's agent. Here's why:

- **Offering a concession to cover the buyer's agent fee makes your listing more appealing. When other sellers are offering this, buyers are more motivated to choose your home.**

- **It also creates a smoother transaction. A represented buyer is typically more educated and has an agent working to ensure everyone gets to the closing table.**

**While you're not required to offer a concession for the buyer's agent, allowing the buyer to roll their agent's commission into the purchase price can significantly reduce the cash they need to bring to the table. Historically, a buyer's agent commission was always a pre-negotiated seller concession, but now you have more flexibility in how you handle it. Keep in mind that you likely benefited from the seller paying your agent when you bought your home. Always consult with your CPA and other trusted financial advisors.**

# DO YOU NEED TO PAY A BUYER'S AGENT?

## THE SHORT ANSWER IS NO...

You've never been 'required' to pay a buyer's agent BUT it does offer you a competitive advantage which is why it has almost always been done this way. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a concession to the buyer to help pay their agent, the number of buyers that can now afford the home skyrockets.

Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers the same to you.

# PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value dramatically

## 01 KITCHEN

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

## 02 FAMILY ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

## 03 BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

## 04 BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

## 05 BACKYARD

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

## 06 FRONT ENTRY

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

## 07 THROUGHOUT

- Wipe down all blinds
- Touch up any drywall or paint

## 08 FINAL CLEAN

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

# *Pre-List*
# TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS

# PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.  And I cover the cost as part of my services!

# Shocking Truths...

## *Industry research has found:*

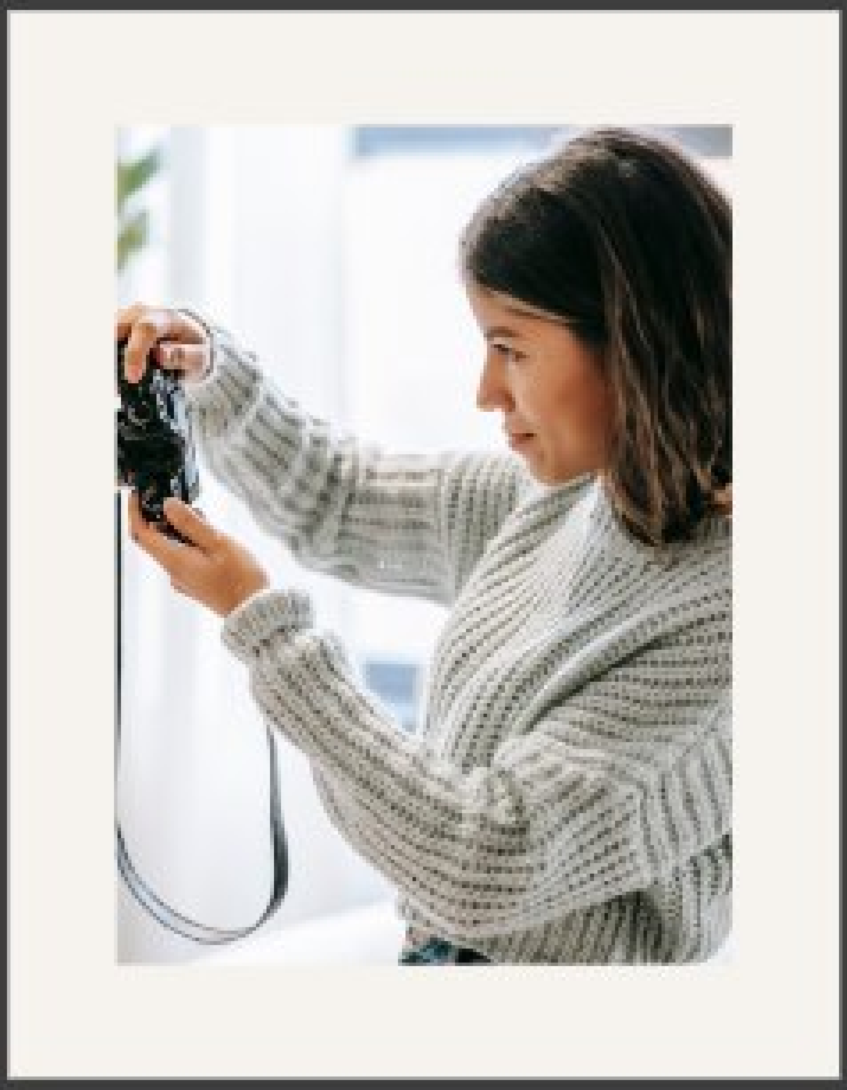
- homes listed with professional photography sell 32% faster.
- The average ROI on professional real estate photography is 826%.
- 68% of consumers say that great photos made them want to visit the home.

# GO TO MARKET TIMELINE

Research has found that homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos & video need to be taken 2-3 days prior min.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house marketing



LISA ANGELL
REALTOR®

# YOUR HOME. YOUR OPTIONS.

Selling your home doesn't have to feel confusing or rushed. This 4-phase approach gives you a clear path, whether you're ready to sell now, testing the market, or still exploring options. Here's how we do it:

## 1 PHASE ONE

### Real Offers, No Obligation

We'll provide multiple real cash offers from investment groups, so you can get an idea of what your home could sell for *before* we list it.

- Know your home's baseline value
- No pressure, no commitment
- Compare your options early

## 2 PHASE TWO

### "Coming Soon" Market Preview

Next, we'll create a buzz before going public with a "Coming Soon" campaign that allows us to test buyer interest and gather early feedback before any potential buyers step foot in your house.

- Build demand
- Fine-tune pricing strategy
- Stay in control while we prep for launch

## 3 & 4 PHASE THREE & FOUR

### Full Market Launch

When you're ready, we'll launch your listing with a full marketing plan designed to get strong offers quickly. This includes

- MLS and real estate portals
- Digital ads, open houses, and pro photography
- Strategic pricing based on real-time data

With these three phases, you can move forward with confidence, knowing we've done our homework and built momentum.

# Our “Coming Soon Launch” Strategy in More Detail..

## ***More eyes. More excitement. More offers.***

When you hire me to sell your home, I don’t just put it in the MLS and hope for the best. Every property is different, but for most we’ll  use a 4-stage launch system that creates maximum buzz and exposure for your property:

### Step 1: Cash Offers

- Get real market value offers from a collection of cash buyers we’ve partnered with.
- There’s no pressure & you can decide if you don’t want to be bothered with the traditional selling route or choose to move forward and keep this in your “back pocket”.

### Step 2: Coming Soon Teaser

- Your home is entered in the MLS as Coming Soon, so buyers know it’s on the way.
- We announce the open house date in advance, but we hold back professional photos. This creates a sense of urgency and curiosity.

### Step 3: Open House First Look

- Serious buyers rush in because they know they’re seeing your home before the photos hit the internet.
- This strategy often creates packed open houses and multiple interested parties right away.

### Step 4: The Photo Reveal

- After the open house, we launch the professional photos online.
- Your home now looks its absolute best on Zillow, Realtor.com, Redfin, and social media — creating a second wave of exposure.

👉 ***The result?*** **Your home gets the attention it deserves twice over, once from the early buzz, and again when the photos go live.**

GOING TO MARKET

# *Three Step Marketing Process*

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01 MAILERS

02 SOCIAL

03 OPEN HOUSE

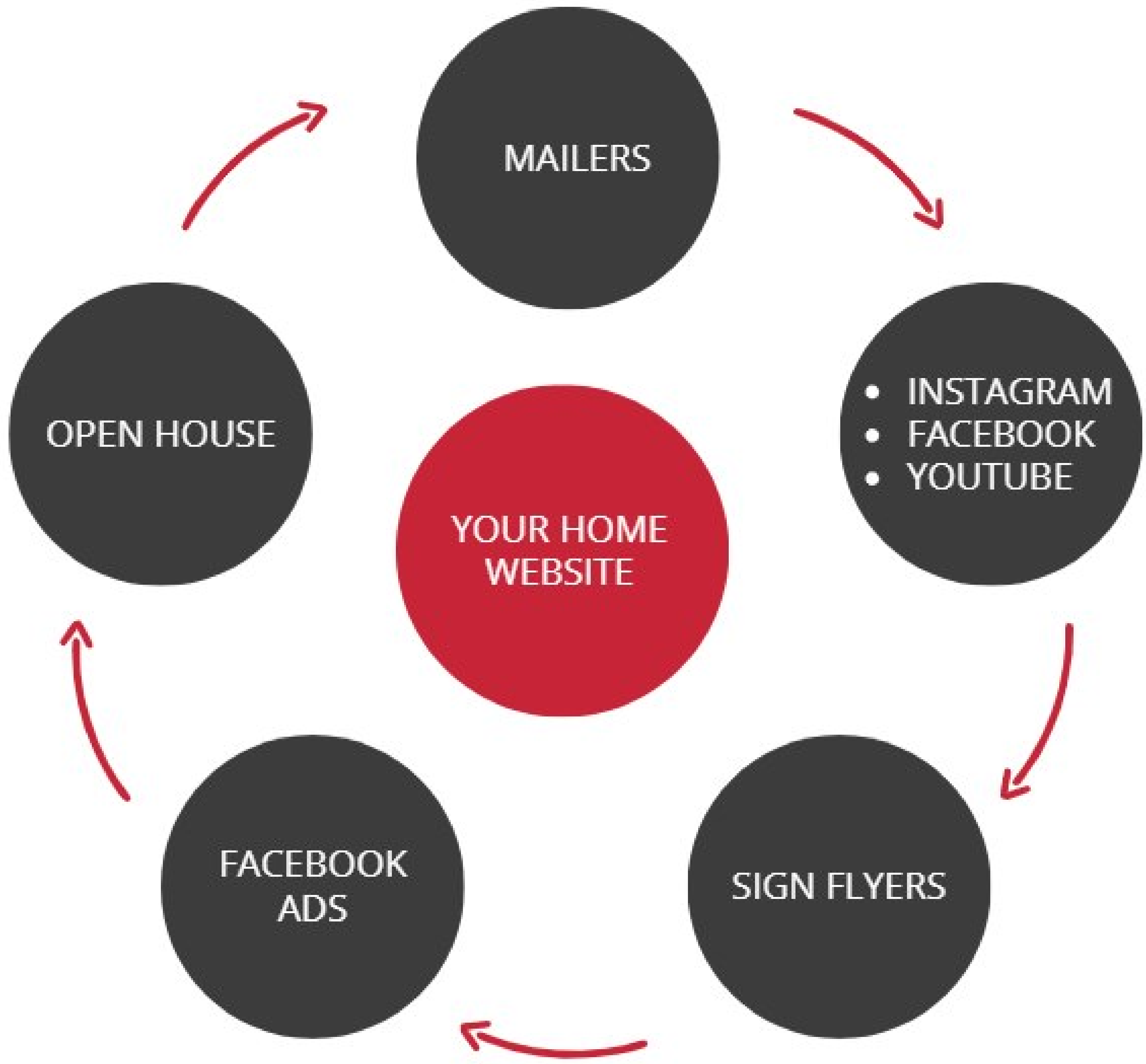
THE DETAILS...

01 MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02 SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03 OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

# The 7-11-4 Rule




Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

# *the* TIMELINE

## COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

## CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

## POSTCARD CAMPAIGN

- Postcards designed
- Just Listed, Under Contract, Sold

## PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

## SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

## CUSTOM WEBSITE BUILT

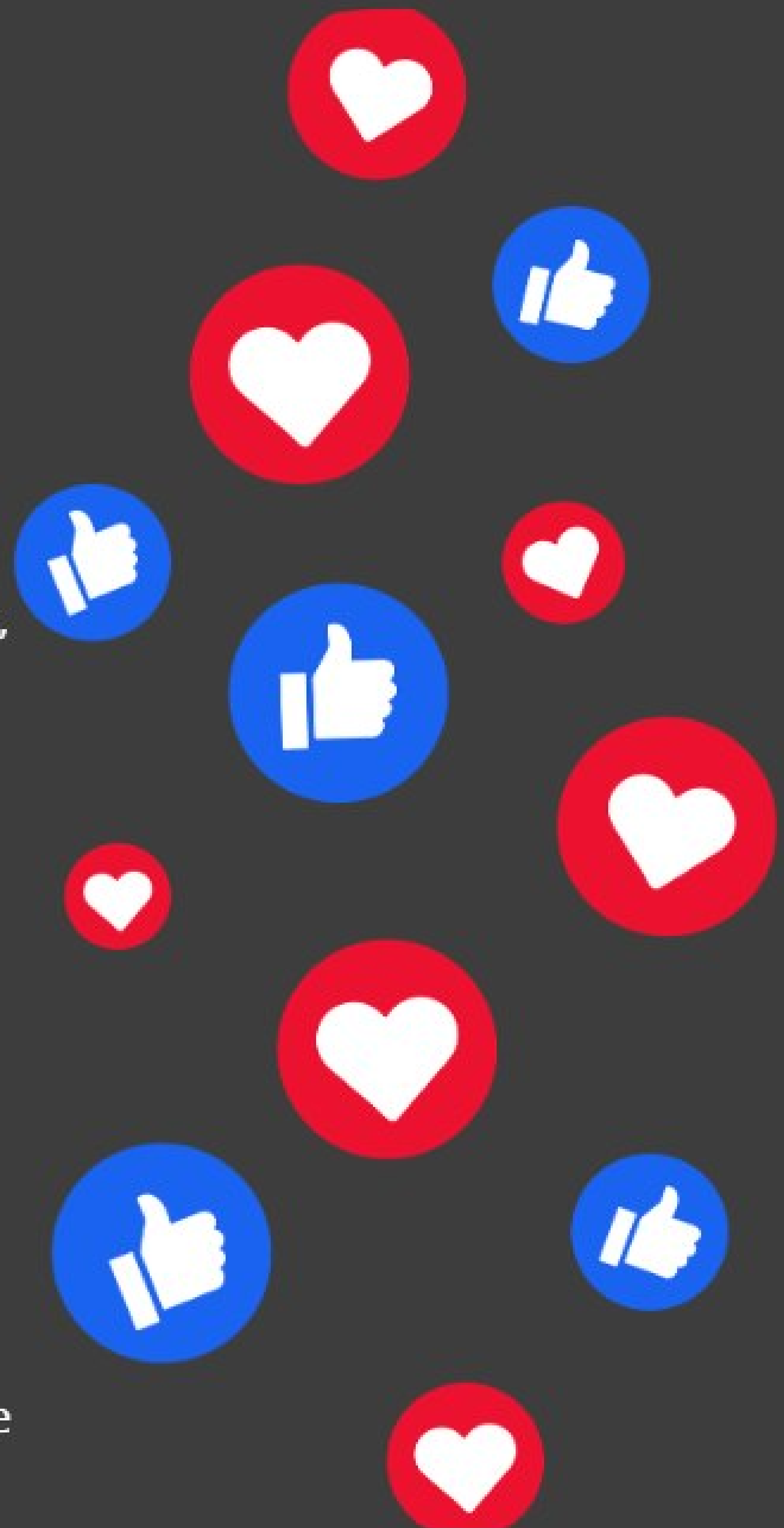
- Exclusive website built for your listing
- Tracks all visitor activity

## OPEN HOUSE

- Opening weekend, no showings prior (depending on specific property)

ONLINE DEBUT

# LISTED TO SELL



Today's buyers are online, so your home needs more than just an MLS entry.

I maximize exposure with professional photography, major real estate websites, social media, targeted digital advertising and, for most listings, Zillow Showcase.*

Your property is also supported with a dedicated website, open house promotion, signage and direct mail so buyers can see your home across multiple platforms.

The goal is simple: create more opportunities for the right buyer to find — and remember — your home.

*Zillow Showcase available for most listings.

*I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

LISA ANGELL
REALTOR®

# OPEN HOUSE


***Open houses are essential when selling a property.***

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

# OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.


# CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

# COMMON

## 01 *Inspection Contingency*

Every contract has a 17-day default inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

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## 02 *Financing Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

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## 03 *Appraisal Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

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## 04 *Home Sale Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

# CONTINGENCIES

# CLOSING DAY

It's almost here, the big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork a few days to a week prior, most of it pretty dull, all of it important. The good news is, it's all paperwork based on what you have already reviewed. The Buyers will sign everything usually a day or two before closing, then it's all sent back to the lender for review. Once it's reviewed, the lender will release the funds to Escrow, then Title will take the deed to the county for recording.

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.

2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

*What you*

# CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

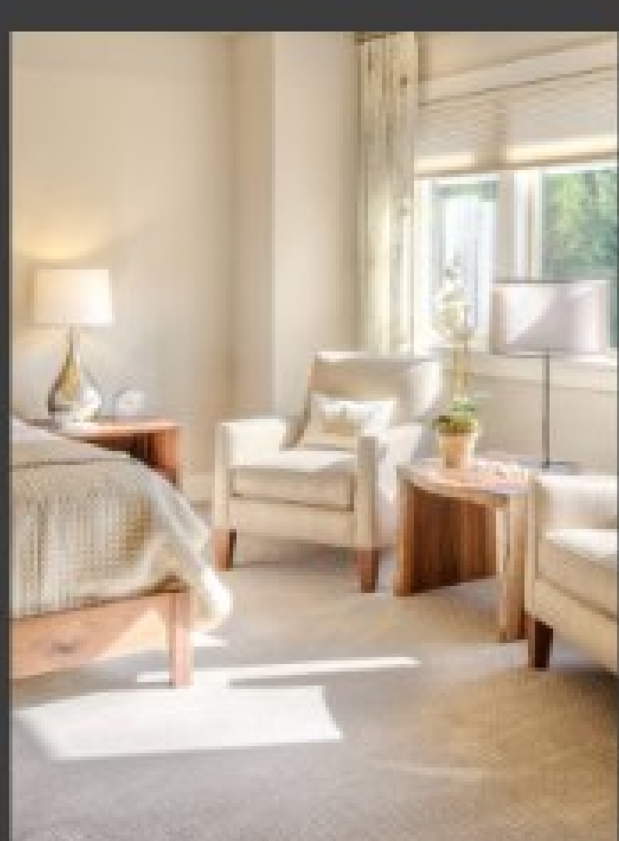
*Lisa*

*what others*

# ARE SAYING

## WENDY P.

I had an outstanding experience with Lisa Angell as my real estate agent. Her expertise, dedication, and attention to detail made the entire process smooth and stress-free. She was always available to answer my questions and went above and beyond to ensure I found the perfect home. Lisa truly cares about her clients and it shows in every interaction. I highly recommend Lisa to anyone looking to buy or sell a home!



## CHRIS K.

My wife and I purchased our first house with Lisa Angell. Lisa was spot on in every step of the buying process. We had been through 2 other realtors and were about to lose hope until Lisa came along. Lisa answered all of our questions and put us at ease. My wife being from New York that's saying a whole lot.

# READY TO LIST?

Get in touch here:

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REALTOR®

GET IN CONTACT


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