

A Seller's Guide



Prepared by Anne Marie Reggie | Your Trusted Real Estate Advisor

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**YOUR HOME COULD BE WORTH MORE
THAN YOU THINK.**

Let's Find Out.



*Thinking about selling? This guide will show you what to expect,
how to prepare, and how to make the most of your move.*

Is Now the Right Time?



After a few years of uncertainty, the real estate market is finding its footing again, and homeowners are in a strong position.

Years of appreciation have built significant equity for many homeowners. In fact, the average homeowner has accumulated wealth at **43x** the rate of renters over time. That equity doesn't do anything for you sitting in your walls.

Whether you're ready to **upsized, downsize, relocate**, or simply **explore your options**, now is a great time to understand what your home is worth and what a move could look like for you.

*The only way to know for sure? A **conversation**.*

What Is Your Home Actually Worth?

Spoiler: Zillow Doesn't Know.

Automated online estimates are a starting point, not a strategy. They can't account for your updated kitchen, recent sales in your specific neighborhood, your home's unique features, or current buyer demand in your area.

A true home valuation considers:



1. Recent comparable sales in your neighborhood



2. Your home's specific condition and upgrades



3. Current market momentum - not last month's data



4. Buyer demand in your local market right now

The difference between an automated estimate and a professional market analysis can be **tens of thousands of dollars.**







A Comparative Market Analysis (CMA) is complimentary, and it's the only accurate way to know what your home is truly worth today.

Getting Your Home Ready

You Don't Need a Remodel. You Need a Plan.

First impressions are everything! You don't need to renovate to get top dollar — but you do need to prepare. The good news? A few strategic moves can have a major impact on your final sale price.

The High-Impact Short List:

 Curb Appeal	Fresh landscaping, a clean entryway, and a freshly painted front door create instant buyer excitement
 Declutter & Depersonalize	Buyers need to picture themselves living there. Less is always more
 Neutralize	Bold colors and niche design choices can turn buyers off. Simple, neutral, and clean wins every time
 Light It Up	Clean windows, open blinds, and updated light fixtures make spaces feel larger and more inviting
 Handle the Small Stuff	Leaky faucets, loose hinges, scuffed walls — buyers notice the details
 Professional Photos	Non-Negotiable! Over 90% of buyers start their search online. Your photos ARE your first showing








Not sure where to start?

I offer a complimentary pre-listing walkthrough to help you prioritize exactly what will move the needle for your specific home and offer design tips to get you there.

THE PROCESS

It's Simpler Than You Think. Here's the Big Picture.

Selling your home doesn't have to be stressful, especially when you know what to expect. Here's how the process works from start to finish:

-  **Listing Appointment:** We meet, tour your home, review the market, and build your personalized selling strategy. No pressure. Just clarity.
-  **Prepare & Stage:** We identify any prep work, coordinate staging if needed, and schedule professional photography.
-  **Go Live:** Your home hits the MLS and is marketed across all major platforms, social media, and my personal network.
-  **Showings & Open Houses:** Buyers tour your home. I handle all scheduling, communication, and feedback — you just keep it show-ready.
-  **Offers Come In:** I present and explain every offer, help you evaluate terms beyond price, and negotiate on your behalf.
-  **Escrow & Closing:** Once under contract, I guide you through inspections, disclosures, and every deadline, all the way to the closing table.
-  **You're Done!** Keys exchanged, proceeds in hand, and your next chapter begins.

Most sellers are surprised by how smooth the process can be with the right agent managing every step.

Common Seller Mistakes

72 Things Can Go Wrong.

Here Are the Ones That Cost Sellers the Most.

Selling a home is one of the largest financial decisions of your life. Unfortunately, many sellers leave significant money on the table, not because the market was bad, but because of avoidable mistakes.

✗ Overpricing from the start

It sounds counterintuitive, but overpricing leads to longer days on market, price reductions, and ultimately a lower final sale price

✗ Skipping the prep

Homes that aren't properly prepared attract lower offers and more buyer demands during inspections

✗ Poor listing photos

Bad photos mean fewer showings. Fewer showings mean less competition. Less competition means a lower price

✗ Choosing the wrong agent

Not all agents are equal. Marketing strategy, negotiation skills, and local expertise make a measurable difference in your outcome

✗ Ignoring disclosure requirements

California has strict disclosure laws. Missteps here can delay or kill a deal, or create legal exposure after closing

✗ Accepting the highest offer without reading the terms

Price is just one number. Contingencies, timelines, and financing terms can make a "lower" offer the smarter choice

Each of these mistakes is entirely preventable, with the right guidance.

Why Work with Anne Marie?

You Deserve More Than a Sign in the Yard.

Listing your home is easy. Selling it well – at the right price, with the right terms, with as little stress as possible – takes experience, strategy, and someone genuinely invested in your outcome.

That's what I bring to every client, every time.

What I Bring to the Table:



Accredited Buyer's Representative®

I understand exactly what today's buyers are looking for, which makes me a sharper, more strategic listing agent on your behalf



Seniors Real Estate Specialist®

If it's downsizing, relocating closer to family, or transitioning to a new chapter, I specialize in making these moves smooth and stress-free



Certified Probate & Trust Specialist

Complex transactions are my specialty. Whether it's an estate sale or a trust transfer, I've handled it all with care and precision



Exceptional Client Advocacy

My job isn't just to get your home listed. It's to fight for your best possible outcome from the first conversation all the way to the closing table

What Do Clients Have to Say?



“Anne Marie and her team did an excellent job for me. She is resourceful, knows how to get things done. Her team helped me with preparing and cleaning my brother’s home and preparing it for sale. At every step she kept me up to date on progress, costs, needs, and offers. And her follow up is great. If I have a question, even a year later, she responds promptly and get my questions answered. I highly recommend Anne Marie Reggie and her team and plan to go with them again when needed.” -Bill A

“There's a reason we have been repeat clients of hers. Because she's SO good at what she does. She's professional, knowledgeable, positive, assertive, and thinks outside of the box.” -Hollie C.

“We have used Anne Marie Reggie for real estate transactions for over a decade. We have done multiple deals with her — both sales and purchases. We continue to use her because of her enthusiasm, creativity, knowledge, advocacy and tenacity. She has helped us to attain a vacation home near the ocean that has increased in value, which we will ultimately use in retirement. We highly recommender her services!” -Carolyn and Lee

"Your Trusted Advisor with Exceptional Client Advocacy"
— Anne Marie Reggie, REALTOR® | DRE #01416507

What Happens at a Listing Appointment?

It's Just a Conversation. Here's What to Expect.

Many homeowners hesitate to reach out because they're not sure if they're "ready." Here's the truth: you don't need to be ready to have a conversation.



A listing appointment typically takes about an hour and includes:

- A **walkthrough** of your home (no judgment — I'm looking for opportunity, not flaws).
- A review of your **Comparative Market Analysis (CMA)** — what your home is worth right now
- A look at my **marketing plan** and what sets it apart
- An honest conversation about your **timeline, goals, and options**
- Your **questions** — *all* of them, answered

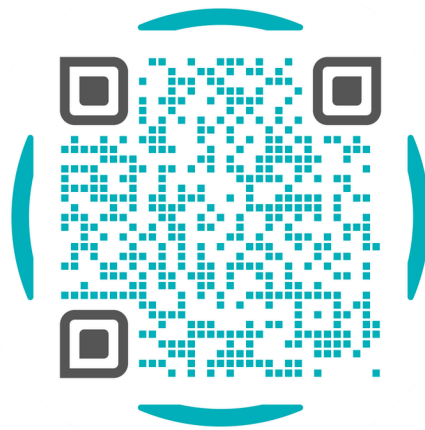
There's no obligation. No pressure. Just information.

Most homeowners walk away surprised, either by how much their home is worth, how painless the process can be, or both.

Ready to Find Out What Your Home Is Worth?

Whether you're ready to list next month or just starting to think about it, the best first step is a simple conversation. I'll give you an honest picture of the market, a real number for your home, and a clear path forward.

No pressure. No obligation. Just answers.



Scan to schedule your complimentary home valuation

<https://reggieregroup.com/home-valuation>



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Serving LA & Orange County

This is not intended to solicit buyers or sellers currently under contract.