

NEVADA & PLACER COUNTIES

YOUR NORTHERN CALIFORNIA FOOTHILLS GUIDE

Home Seller's Guide

COLDWELL BANKER
GRASS ROOTS REALTY

A thoughtful plan for your next move.

Understand your likely net. Choose what to prepare.
Know what happens next.

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A NOTE FROM MIKE

Working with Mike.



Selling a home is a big decision. You may be ready to move, or you may simply want to understand your options. Either way, the first step is a conversation about what matters to you.

I'm a Nevada County native and a U.S. Air Force veteran with 15 years of service. I bring a practical, personal approach to helping you make your next move.

My job is to help you understand the choices, see the tradeoffs and keep the details moving. You should know why we recommend a price, where prep dollars could help and what comes next.

YOUR PATH FROM PLAN TO HANDOVER

Plan & prepare

Goals, home features, records, pricing, preparation and estimated net.

Pages 3-11.

Launch & review

Presentation, exposure, showings and a regular review of activity.

Pages 12-14.

Offer to handover

Compare offers, investigate findings, track escrow and plan your move.

Pages 15-22.

I look forward to hearing what you have in mind.
Mike

Property photographs are illustrative except the identified marketing example on page 13.

START WITH YOUR NEXT CHAPTER

Your next chapter.

Your answers help us plan the move, tell the property's story and identify details to confirm.

Why are you considering a move?

When would you like to move, and what must happen first?

What is your biggest question or concern?

What do you LOVE about your house?

What improvements have you made that buyers should know about?

IF YOU'RE SELLING AND BUYING

Map both transactions before choosing a launch date. Discuss sale-first, buy-first and temporary housing options with your agent and lender. Check cash, financing and the cost of an overlap or delay.

Bring these notes to our Seller Game Plan conversation on page 24.

01 / KNOW YOUR NUMBERS

Understanding your selling costs.

Your sale price is the starting point. The costs, payoffs and terms determine what you keep.

A $600,000 NEVADA COUNTY EXAMPLE

Title insurance, escrow and transfer tax

Owner's title insurance (seller's 50% share)	**$882.50**
Basic cash-sale escrow (seller's 50% share)	**$750.00**
Nevada County transfer tax	**$660.00**
PARTIAL SUBTOTAL (BROKER FEES EXCLUDED)	**$2,292.50**

Illustration: $600,000 cash sale, First American 2026 Nevada County office rates. Assumes 50/50 splits of the $1,765 owner's title premium and $1,500 basic escrow fee. Your contract controls allocation. Not a quote or total selling costs; Placer County and provider charges may differ.

Your personal estimate

The figures above cover three charges only. Your estimate also needs loan payoffs, negotiated broker fees, credits, prorations and other costs that apply to your sale. We'll review compensation on page 5 and how proceeds are calculated on page 6.

Sources: First American 2026 California title and escrow schedules; Nevada County.



YOUR AGREEMENTS / YOUR CHOICES

Your compensation choices.

Clear agreements help you understand the fees, your choices and what each arrangement means for your net.

Your listing agreement

Your listing broker’s fee is negotiated in the listing agreement. All compensation is negotiable and not set by law.

A request from the buyer

A buyer negotiates their own broker’s fee and may ask you to contribute, which can preserve cash for down payment and closing costs. You choose whether to contribute and approve the amount in writing.

The effect on your net

We’ll show whether payment comes from your sale proceeds or an agreed sharing of the listing fee, count it once, and explain the effect on your net. We’ll review seller-paid buyer-broker amounts with each offer before you sign.

FROM PRICE TO PROCEEDS

Understanding your estimated net.

A personal net sheet connects the sale price to the money you may have available for your next move.



Follow the full calculation

Sale price − loan payoffs − selling costs − seller credits ± prorations = estimated proceeds.

Use the agreed terms and current estimates, then update the numbers as details change.

Put the cost example in context

For the hypothetical $600,000 cash sale on page 4, three selected charges total $2,292.50: $882.50 for the seller's half of standard owner's title insurance, $750 for half of basic escrow and $660 in Nevada County transfer tax. This uses First American's 2026 Nevada County office rates and assumes a 50/50 title and escrow split. Your contract controls allocation.

Build your personal estimate

That partial example is not a quote or total selling costs. Add your actual payoffs, agreed broker fees, credits, prorations and other applicable charges. Keep preparation and moving costs in the overall budget, too.

02 / SPEND PREP DOLLARS WISELY

Preparing your home.

Spend where it helps.

Before a major project, compare its cost, timeline and likely value to buyers considering similar homes.



ADDRESS

Safety, active leaks, obvious maintenance and items that need a qualified evaluation.

PRESENT

Clean, declutter, simplify furniture and make rooms, entries and outdoor spaces easy to understand.

WEIGH CAREFULLY

Big remodels and cosmetic upgrades. A dollar spent does not guarantee a dollar returned.

MY PRE-LAUNCH PRIORITIES

TASK / WHY IT MATTERS

EXAMPLES TO HELP YOU CHOOSE PRIORITIES

Clear kitchen counters so buyers can see usable workspace.

Clean windows and check bulbs to help rooms photograph clearly.

Have an active leak evaluated to clarify repairs before cosmetic work.

YOUR TASK / WHY IT MATTERS	EST. COST	WHO / BY WHEN

Get bids before spending. Keep receipts, permits and warranties. Discuss whether early inspections would clarify the work before you commit.

Prep budget: $_____ Photo-ready date: _____



Systems.
Records.
Clarity.

03 / THE FOOTHILL PROPERTY FILE

Your home's features.

Know what you have, what changed and which records buyers may need.

Improvements worth remembering

Think roof, heating and cooling, tankless water heater, windows, insulation, kitchen and bath updates, plus well or septic work. Note dates, permits, final approvals, receipts and warranties. If a detail is unknown, flag it for verification.

Solar, batteries and equipment

Is solar owned outright, financed, leased or under a power purchase agreement (PPA)? Gather the contract, payment and transfer or payoff terms. Include battery, propane and other equipment agreements. Confirm warranty transfer requirements.

Your foothill property file

Confirm water source and sewer or septic. Gather road and access agreements, HOA dues and rules, wildfire records and insurance information. Ask title or a qualified professional about easements, liens or approval questions. Buyers need their own insurance review.

BRING YOUR FEATURES WORKSHEET

Bring your worksheet and available records to our walkthrough. It's okay to leave unknowns blank.



THE STORY BEHIND THE HOME

Telling your home’s story.

The details you know best can help buyers understand the home when we describe them accurately and support them with records.

Start with what you love

Your answers on page 3 give us a starting point. A favorite outdoor space, a useful room arrangement or a feature you use every day may deserve a closer look in the photography and description.

Turn improvements into useful details

Tell me about the roof, heating and cooling, tankless water heater, solar, batteries and other updates buyers might miss. We’ll note what changed and when, review available records and distinguish confirmed facts from details still to verify.

Carry one clear story through

We’ll choose the features that matter most to explaining this property, then use consistent facts across the listing, photographs, tour and selected marketing. Clear descriptions help buyers see how the spaces connect and what remains to verify.



04 / POSITION THE HOME

Setting your asking price.

Your asking price is a strategy. The evidence, competing homes and buyer response help us test it.

REVIEW THE EVIDENCE

Compare recent closed sales, current competition and homes that did not sell. Account for location, condition, size, acreage, systems and meaningful differences.

SET THE STARTING POSITION

Discuss a supported range and your timing. Your mortgage balance, improvement cost or desired net matters to your plan, but does not determine market value.

AGREE ON THE REVIEW PLAN

Choose a review date before launch. Look at qualified inquiries, showings, repeat visits, feedback and offers alongside changing competition. Views alone do not tell the whole story.

STARTING PRICE / THE EVIDENCE BEHIND IT

Review date: _____ What would prompt a change: _____

Keep your minimum acceptable net private. Share it with your own advisors so we can evaluate offers and tradeoffs.

BEFORE THE FIRST IMPRESSION

Photography and launch.

Finish the preparation that matters, confirm the property details and choose a launch date that fits the plan.



Prepare for the camera

Use the preparation plan to decide what to finish before photography. Clear usable surfaces, check lighting and give the photographer access to the spaces we want to show. Plan for pets, vehicles and everyday belongings so the appointment runs smoothly.

Review the details together

Decide what stays before marketing. Flag appliances, light fixtures, mounted TVs, garden pieces and other items you may want to keep. We’ll document agreed inclusions and exclusions in the contract and confirm features against available records.

Set a workable launch

Coordinate photography, remaining preparation, marketing review and showing access before choosing the listing date. If an important task changes, we’ll revisit the timing together to allow for complete preparation and review.



05 / LAUNCH WITH A PLAN

Marketing your home.

A clear property story and a thoughtful showing plan help buyers understand the home.

Tell an accurate story

I'll help confirm features and facts, coordinate professional photography and media suited to the home, and clarify included items. We'll complete preparation before photography.

Choose the right exposure

We'll agree on MLS and online exposure, agent outreach, social content, print and open houses as appropriate. The same accurate property story will carry through the selected channels.

Plan for showings

We'll agree on notice, access and available times. Before visits, clear surfaces, secure valuables, medications and personal papers, and arrange for pets. Tell me about cameras and recording devices so we can address privacy and applicable rules.

Photo: _____ Launch: _____ Review: _____

SEE AN EXAMPLE OF MY WORK

Marketing in practice.

See how photography, a 3D tour and a clear property description work together.



8980 UPPER VALLEY ROAD, AUBURN

Listed by Mike Faulkenberry | Marketing example

SHOW THE SETTING

Photography helps buyers understand the home, outdoor spaces and setting.

EXPLAIN THE LAYOUT

A linked 3D tour gives buyers another way to explore how the spaces connect.

TELL THE PROPERTY STORY

The description explains features and what to verify.

EXPLORE THE PHOTOS + 3D TOUR

Scan this marketing example, or ask me to walk you through it at our appointment.

Media vary with the property and agreed scope. Listing availability can change.

STAY INFORMED

Communication throughout your sale.



You should know what happened, what changed and what we need to decide next.

A useful update, on your schedule

We'll set a regular update day and your preferred way to communicate before launch. We'll review inquiries, showings, repeat visits, offers and useful feedback. Online views add context; they are not the same as buyer intent.

What if activity is slow?

We'll review inquiries, showings, feedback and competing homes at our agreed check-in. If activity is weak, we'll check presentation, access and price together, then agree on the next step. Online views alone do not measure buyer commitment.

Decisions without loose ends

When something needs your attention, we'll identify the question, who will handle the next task and when to review it. In escrow, we'll track deadlines and significant findings, confirm agreed changes in writing and discuss the options before you decide.



READ THE WHOLE OFFER

Understanding an offer.

The strongest fit depends on the estimated net, the path to closing and how the terms work with your next move.

Start with what you may keep

Compare price alongside credits, concessions and any buyer-broker payment you approve. We'll update your estimated net to explain the proposed terms before you accept or counter.

Understand what must happen

Look at the financing, evidence of funds, deposit amount and due date. Review the actual investigation, loan, appraisal and home-sale conditions, together with the deadlines and cancellation rights. A preapproval or larger deposit does not guarantee closing.

Connect the offer to your move

Compare closing and possession dates with your housing and moving plans. Any gap between those dates needs careful review. Use the comparison page next to keep the meaningful differences visible while we work through your choices.

06 / COMPARE THE WHOLE OFFER

Comparing offers.

Compare estimated net, the path to closing and the timing of your next move before accepting or countering.

TERMS TO COMPARE	OFFER A	OFFER B	OFFER C
Price + financing type			
Buyer credits / concessions			
Buyer-broker payment you approve			
Estimated net at closing			
Funds / lender / deposit terms			
Investigation + loan conditions			
Appraisal + home-sale terms			
Closing + possession dates			

Include the agreed listing fee and any buyer-broker payment without double-counting fee sharing. Confirm the deposit amount and due date. A preapproval or larger deposit does not guarantee closing. Review the actual contract, deadlines, cancellation rights and any proposed gap between closing and possession.

MY BEST FIT / THE QUESTION TO RESOLVE BEFORE I DECIDE

07 / DISCLOSE AND INVESTIGATE

Disclosures and inspections.

Good records and timely responses help everyone understand the property and what remains unresolved.



Complete the disclosures

Disclose known material facts accurately. Work with your agent on the required forms and supporting records. Selling as is does not erase disclosure duties. Update information when circumstances or your knowledge change.

Consider early inspections

Discuss which inspections could be useful before listing. They may reveal work, costs or information to disclose. They do not replace a buyer's own investigation or guarantee that new issues will not arise.

CLEAR INFORMATION, BETTER DECISIONS

Share the records you have, identify what remains unknown and bring new information to your team promptly. Page 18 explains how to review inspection findings and proposed solutions.

California DRE consumer resources: dre.ca.gov/Consumers

WHEN NEW INFORMATION ARRIVES

Responding to inspection findings.

Understand the finding, compare the practical options and document any agreement before moving forward.



Get clear on the issue

Read the finding and any supporting information before deciding on a response. Ask a qualified professional to explain significant concerns and estimate appropriate work. A clear description and useful estimate give everyone a better basis for discussing the request.

Compare the available responses

Depending on the contract, you may agree to repairs or a credit, propose another solution or decline a request. Consider the cost, timing and effect on your estimated net, along with what each option would leave unresolved. We'll review the request and the agreement together.

Keep the next step specific

Put agreed changes in writing. Clarify the work, responsibility and timing, and retain relevant receipts or warranties. Track any remaining items through escrow so the walkthrough and closing preparations reflect what was actually agreed.



08 / KEEP ESCROW MOVING

What happens in escrow.

Escrow coordinates funds and documents. Your agreement sets the conditions and deadlines.

Follow the agreement

Confirm the buyer's deposit, key dates and who owns each next step. Provide records and access for investigations. Review the actual inspection, financing and appraisal conditions, including removal requirements; a date passing may not remove a condition.
Deposit rights depend on the contract and circumstances.

Resolve new information

If an appraisal is low or financing changes, review the agreement and options with your team. Track written amendments, repair commitments, title items and required approvals to clarify what remains open.

Keep the property ready

Maintain the home and agreed services as required. Tell your agent promptly about damage or new material information and confirm completion of any agreed work.

NEXT DEADLINE / OPEN ITEM / WHO IS RESPONSIBLE



09 / CLOSE WITH CONFIDENCE

Closing and your proceeds.

Signing documents, closing and possession are separate milestones. Use the dates and instructions for your transaction.

Review the closing statement

Confirm loan and solar payoffs, fees, credits, prorations and estimated proceeds. Ask escrow about tax forms, withholding and when funds will be available.

Verify proceeds instructions

Use a trusted, independently verified phone number to confirm banking instructions with escrow. Verify any emailed changes the same way.

Confirm closing with escrow before handing over keys.
Your contract controls possession; page 21 covers the handover.

Closing security: consumerfinance.gov



A THOUGHTFUL HANDOVER

Planning your move and handover.

Use the agreed possession terms to coordinate your move, final preparations and handover.

Give the move a practical sequence

Coordinate packing, movers, storage and any temporary housing around your transaction's dates. Confirm insurance and utility timing with your providers and team. Revisit the plan if the closing or possession schedule changes.

Prepare the home as agreed

Keep agreed repair receipts and warranties together. Leave included items and remove belongings and debris as the contract requires. Prepare keys, remotes, appliance manuals and service contacts. Plan secure transfers of smart-home devices and subscriptions; remove personal access at the agreed handover.

Confirm before handing over

Signing, closing and possession are separate milestones. Wait for escrow's confirmation of closing and follow the contract's possession terms before releasing access. Arrange any rent-back or other occupancy terms in writing, including responsibility for coverage and costs.

PLAN BOTH SIDES OF THE MOVE

Coordinating your sale and purchase.

Map the cash, housing and timing for both transactions before choosing a launch date or committing to your next home.



Compare the order of events

Discuss selling first, buying first and temporary housing with your agent and lender. Consider where you would live, where belongings would go and how an overlap or delay would affect the plan. Start with your needs.

Connect proceeds to your next purchase

Use your estimated seller net alongside the lender's figures for the next purchase. Review when funds may be available and the expenses you may need to cover along the way. Keep moving, preparation and overlapping housing costs in the overall budget.

Review agreements before committing

Coordinate closing and possession terms across both plans. Buyer representation has its own negotiated agreement and fee arrangements. The buyer-fee explanation on page 23 describes the choices and what we'll review before you commit.



BEFORE YOU DECIDE

Common seller questions.

You can get useful answers before you choose a listing date.

What if I'm not ready to sell?

We can start with your timing and the questions you want answered. You can decide whether to prepare, wait or take the next step.

Should I remodel before listing?

Let's look at the home and nearby competition first. We'll compare the cost and delay with the problem the project is meant to solve before you commit.

How much is my home worth?

An online estimate is a starting point. A closer review considers condition, improvements, location and the homes buyers could choose instead. A walkthrough helps refine the range.

When I buy, who pays your fee?

When I represent you as a buyer, we'll sign a written agreement covering services and my negotiated fee before touring homes together. At your direction, I'll request a seller contribution toward my fee in your offer. The seller may accept, counter or decline. Your agreement controls any uncovered amount you may owe. We'll review your potential costs before you commit.

USEFUL INDEPENDENT RESOURCES

Consumer guidance: dre.ca.gov/Consumers | Wildfire preparation: fire.ca.gov/dspace

YOUR NEXT MOVE

Your Seller Game Plan.



Start with a 15-minute Seller Game Plan conversation. Text me your address and the question you'd most like answered.

WE'LL START WITH

Your next chapter

Where you want to go and what needs to happen first.

Your pricing and cost questions

Questions about condition, comparable homes and selling costs.

One useful next step

A walkthrough, a focused preparation list or time to consider your options.

Scan to start a text

CALL OR TEXT MIKE

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Educational guide. Your property and agreement determine the details. Consult qualified legal, tax, lending, insurance and inspection professionals. Equal Housing Opportunity. October 2026.