



FROM LISTED TO *SOLD*

YOUR PATH TO SUCCESSFULLY LIST & SELL YOUR HOME

LUIS ALVARADO
REALTOR®



“My goal isn’t just to
sell your home—it’s
to strategically
position it to stand
out, attract the right
buyers, and win in
today’s market.”



I'M LUIS ALVARADO

YOUR LOCAL REAL ESTATE ADVISOR

Born and raised in San Diego and a proud San Diego State University alum, I know this market inside and out and take pride in helping homeowners maximize the value of their property. With over a decade in real estate, I've worked across the industry—from lending to homeownership advising—giving me a well-rounded perspective on how to position homes to sell successfully.

I'm committed to providing honest, clear guidance every step of the way, so you can make informed decisions with confidence. I bring a competitive edge from my days as a Division 1 soccer athlete, which drives me to advocate fiercely for my clients and deliver strong results. My approach is personal, strategic, and focused on your goals—ensuring your home stands out, attracts the right buyers, and achieves the best possible outcome. Whether you've sold before or this is your first time, my goal is to make the process seamless, successful, and rewarding.

LISTING CONSULTATION

IT'S ALL ABOUT YOU

Our first meeting is about you. I'll ask about your selling goals and any concerns you have. To make the most of our time, please think about these beforehand. I'll also bring detailed information, including a marketing plan, social media strategy, and a market analysis showing what's currently selling in your neighborhood.



During our consultation, I will:

- Work to understand your selling goals, timeline, and concerns for alignment.
- Share market knowledge, explain the selling process, and answer your questions.
- Offer a detailed marketing campaign overview, social media strategy, and a Comparative Market Analysis (CMA) for real-time market data.

Preparation is Key: Reflect on:

- Your moving timeline: Are you looking for a quick sale or flexible timing?
- Financial expectations: What do you hope to net from your sale?
- Concerns about listing or buying: Write down any questions or worries.

Outcome: By the end of our consultation:

- A clear understanding of the selling process.
- A tailored marketing plan.
- Confidence in my guidance.
- Insight into your property's market value.

From there, we have a few paths we can take:

- **We're a Great Fit:** We decide to partner up, sign the agreement, and then I'll create a plan to sell your home fast and for the best price.
- **I'm Not the Right Fit:** If my approach isn't what you need, that's fine. I'm happy to answer any questions and provide referrals if necessary.
- **I may choose not to list:** I may recommend a different option that better suits your needs. Your success is my priority, even if it means suggesting another path.

I'm here to be a resource for you, whether you choose to work with me or not.

YOUR HOME, *OUR* PRIORITY:

UNDERSTANDING YOUR GOALS

Selling your home is a big decision, and I want to make it seamless. Let's talk about what matters to you, your goals, and any updates to your home. This will help me guide you through the process.

Your Priorities:

- ☐ A QUICK SALE
- ☐ MAXIMIZE PROFIT
- ☐ MINIMIZE STRESS AND DISRUPTION

Your Timeline:

WHAT IS YOUR IDEAL LISTING DATE?

WHAT IS YOUR IDEAL CLOSING DATE?

Your Target Price:

WHAT IS YOUR MINIMUM LIST PRICE?

WHAT IS YOUR IDEAL SALE PRICE?

Needs and Concerns:

- ☐ PETS
- ☐ YOUNG CHILDREN
- ☐ SPECIFIC SHOWING PREFERENCES

Basic Information:

OF BEDS: _____

OF BATHS: _____

SQFT: _____

LOT SIZE: _____

Features & Upgrades:

☐ KITCHEN RENOVATIONS:

☐ BATHROOM UPDATES:

☐ FLOORING CHANGES:

☐ OUTDOOR LIVING SPACES:

☐ ENERGY EFFICIENCY:

☐ SMART HOME TECH:

It's important to be upfront about any potential issues.

Have You Noticed Any:

☐ STRUCTURAL ISSUES:

☐ WATER DAMAGE:

☐ PEST INFESTATIONS:

☐ OTHER CONCERNS:



TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY

01

Consultation & Sign Agreement

Sit down with your real estate agent to discuss your selling goals and timeline. You'll review the agent's services and compensation, then sign an agreement to officially work together.

02

Home Assessment & Pricing Strategy

Your agent will analyze your home's features, condition, and recent comparable sales to determine its market value. Together, you'll develop a pricing strategy that balances your desired selling price with market conditions.

03

Prepare & Stage Property

Get your home ready to shine! This includes decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers.

04

Pre-Marketing, Photography & Implementation:

Professional photos and even videos are a must! Your agent will arrange for high-quality visuals to showcase your home in its best light and begin marketing it to potential buyers.

TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY



05

Listing Launch & Going Live:

Your home's listing goes live on the Multiple Listing Service (MLS) and popular online platforms like Zillow and Realtor.com, making it visible to a wide range of buyers.

06

Showings & Open Houses:

Buyers and their agents will schedule showings to view your home. You might also hold open houses to allow potential buyers to drop in and explore.

07

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. This process allows sellers to evaluate not just the price, but also the conditions, ensuring they choose the best overall option for their needs.

08

Negotiate & Accept:

You and your agent will review offers, negotiate with buyers (potentially with counteroffers), and ultimately accept the offer that best meets your needs.

09

Inspections & Appraisals:

The buyer usually performs a home inspection to spot potential issues, while the lender orders an appraisal to verify the home's value for financing. Findings from both may lead to further negotiations or credits.

10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!

SETTING THE *RIGHT* PRICE

THE FIRST STEP TO SUCCESS



Event Pricing

WHEN SELLERS PRICE BELOW RELEVANT PROPERTIES TO STAND OUT AND CREATE AN AUCTION-LIKE ENVIRONMENT TO GENERATE MORE OFFERS AND MOMENTUM



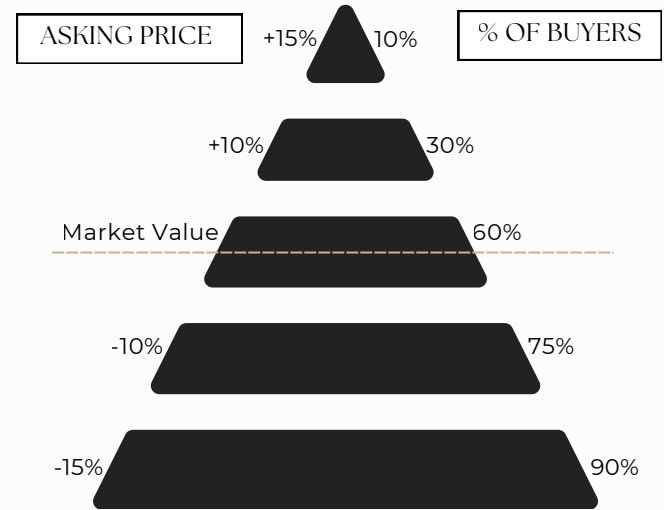
Perceived Market Value Pricing

WHEN SELLERS PRICE IN-LINE WITH THE RELEVANT COMPARABLES, ESPECIALLY IN PARITY WITH THOSE THAT ARE CURRENTLY UNDER CONTRACT



Aspirational Pricing

WHEN SELLERS LIST HIGHER THAN THE RELEVANT PROPERTIES WHILE LEAVING ROOM FOR NEGOTIATION



PRICE IT RIGHT: AVOIDING MARKET *SILENCE*

OVERPRICING YOUR HOME LEADS TO ONE THING: INACTIVITY.

No showings, no offers, just a missed opportunity. Accurate pricing is the cornerstone of a successful sale.

Pricing is a strategic process, not a guessing game. It's the single most impactful decision you'll make when listing your property.

IN THIS LISTING CONSULTATION, WE NEED TO:

- Match your expectations to the real market: Let's analyze current market data and recent sales to establish a realistic price.
- Create a tailored pricing strategy: Working together, we'll develop a plan that positions your home for maximum impact.
- Prevent the "no-activity" scenario: By pricing correctly, we'll generate buyer interest and ensure a timely sale.

PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- ☐ Declutter: Remove excess items.
- ☐ Depersonalize: Store personal photos.
- ☐ Clean: Deep clean thoroughly.
- ☐ Neutralize Odors: Eliminate bad smells.
- ☐ Repair & Maintain: Fix minor issues.
- ☐ Paint Touch-Ups: Refresh with neutral paint.
- ☐ Lighting: Ensure all lights work.
- ☐ Temperature: Set a comfortable climate.
- ☐ Valuables: Protect important items.
- ☐ Pets: Arrange care for pets.

KITCHEN

- ☐ Appliances: Clean inside and out
- ☐ Counters: Clear and organize.
- ☐ Cabinets: Organize and declutter.
- ☐ Sink: Clean and shine.
- ☐ Pantry: Organize and check expiration dates.
- ☐ Lighting: Make sure it's bright!
- ☐ Trash: Empty all cans.
- ☐ Floors: Sweep and mop.
- ☐ Windows: Clean windows and blinds/curtains.
- ☐ Backsplash: Clean and touch up grout.
- ☐ Small Appliances: Put away extras.
- ☐ Hardware: Polish cabinet knobs and pulls.
- ☐ Under Sink: Organize and clean..

EXTERIOR

- ☐ Lawn: Mow and edge.
- ☐ Plants: Tidy and add mulch.
- ☐ Front Door: Clean or paint.
- ☐ Porch: Sweep and add a fresh mat & plant
- ☐ Windows: Clean.
- ☐ Siding: Clean or power wash.
- ☐ Driveway/Walkways: Clean and repair.
- ☐ Lighting: Ensure all lights work.
- ☐ Deck/Patio: Clean and stage.
- ☐ Gutters: Clean.
- ☐ Fences: Repair if needed.
- ☐ House Number: Visible and in good condition.
- ☐ Mailbox: Clean and repair.

LIVING & DINING ROOM

- ☐ Declutter: Remove excess furniture and items.
- ☐ Surfaces: Dust and clean all surfaces.
- ☐ Fireplace: Clean and ensure it works.
- ☐ Windows: Clean windows and treatments.
- ☐ Floors: Vacuum or clean.
- ☐ Lighting: Ensure good lighting in both areas.
- ☐ Walls: Touch up paint.
- ☐ Electronics: Hide cords and cables.
- ☐ Artwork: Tasteful pieces to enhance the space.
- ☐ Mirrors: Make the room feel bigger.

BEDROOMS

- ☐ Declutter: Clear away excess items.
- ☐ Bed: Make it neatly.
- ☐ Closets: Organize and tidy.
- ☐ Nightstands: Clear off the clutter.
- ☐ Surfaces: Dust everything.
- ☐ Windows: Clean windows and treatments.
- ☐ Floors: Vacuum or clean.
- ☐ Lighting: Ensure good lighting.
- ☐ Walls: Touch up paint.
- ☐ Dresser: Clear and organize.
- ☐ Mirrors: Clean and sparkling.

BATHROOMS

- ☐ Surfaces: Deep clean everything
- ☐ Declutter: Remove personal items.
- ☐ Towels: Fresh and neatly hung.
- ☐ Mirrors: Sparkling clean.
- ☐ Shower Curtain/Door: Clean or replace.
- ☐ Floors: Clean and mop.
- ☐ Grout & Caulk: Clean or repair.
- ☐ Toiletries: Minimize what's visible.
- ☐ Trash: Empty all cans.
- ☐ Air Freshener: Subtle scent.
- ☐ Ventilation: Ensure good airflow.
- ☐ Toilet Paper: Restock!
- ☐ Lighting: Brighten up!
- ☐ Rugs: Clean or replace.
- ☐ Hardware: Polish fixtures.

STAGED
TO SELL
&
STYLED
TO CAPTIVATE

STAGING THAT *ATTRACTS*

THE IMPORTANCE OF STAGING



① Why Stage?

Faster Sale: Staged homes sell faster.

Higher Price: Staging can increase your home's selling price.

Better First Impression: A well-staged makes a lasting impression on buyers.

Easier Visualization: Staging helps buyers envision themselves living in your home.

Cost-Effective: The investment is often less than the price reduction.

② What is Staging?

Decluttering and Depersonalizing: Removing excess furniture, personal items, and clutter.

Neutralizing: Creating a neutral palette that appeals to a wider range of buyers.

Furniture Arrangement: Arranging furniture to optimize flow and create inviting spaces.

Highlighting Features: Showcasing your home's best features.

Creating Ambiance: Adding the final personal touches to make your home look inviting.

② Pros & Cons:

Pros: Staging offers a multitude of benefits for sellers. It can lead to a faster sale, a higher selling price, and increased buyer interest. Staged homes present better online, attracting more potential buyers. Ultimately, staging helps you sell your home more efficiently, potentially saving you time and money.

Cons: While staging offers many advantages, there are a few potential drawbacks to consider. It requires an upfront investment, although this is often recouped through a higher selling price. Staging may also involve some inconvenience as you declutter. Finally, staging requires an objective perspective, which can be difficult for those who are emotionally attached to their belongings and décor.

83%

83% of buyers' agents believe staging a home helps buyers visualize it as their future home.

NATIONAL ASSOCIATION OF REALTORS® - 2019
PROFILE OF HOME STAGING

73%

Professionally staged homes sell 73% faster than unstaged homes.

REAL ESTATE STAGING ASSOCIATION 2019

40%

40% of buyers prefer to visit a home they saw online if it's staged.

NATIONAL ASSOCIATION OF REALTORS® - 2021 PROFILE
OF HOME STAGING

17%

Staged homes sell for an average of 17% more than unstaged homes.

REAL ESTATE STAGING ASSOCIATION - 2020

PHOTOSHOOT PREPARATION

A CHECKLIST TO PREPARE FOR PHOTOS



General

- ☐ **Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- ☐ **Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- ☐ **Depersonalize:** Put away family photos and personal items.
- ☐ **Neutralize:** Aim for a neutral and universally appealing look.

Kitchen

- ☐ **Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- ☐ **Sink:** Make sure it's empty and sparkling clean.
- ☐ **Cabinets:** No magnets or clutter on the outside.
- ☐ **Table:** Clear it off or set it simply with minimal place settings.

Bathrooms

- ☐ **Counters:** Clear of toiletries.
- ☐ **Toilet:** Lid down!
- ☐ **Towels:** Fresh, matching towels neatly hung.
- ☐ **Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms

- ☐ **Furniture:** Arrange to maximize space and flow.
- ☐ **Cushions:** Fluff pillows and fold throws neatly.
- ☐ **Mantle:** Simple and stylish décor only.
- ☐ **Dining Table:** Consider a simple centerpiece.

Bedrooms

- ☐ **Beds:** Made perfectly with clean, wrinkle-free linens.
- ☐ **Nightstands:** Clear, except for maybe a lamp and a book.
- ☐ **Closets:** Tidy and organized (buyers will peek!).

Exterior

- ☐ **Lawn:** Mow and edge.
- ☐ **Landscaping:** Tidy and add fresh mulch.
- ☐ **Cars:** Move cars out of the driveway.
- ☐ **Trash Cans:** Hide them away.
- ☐ **Hose/Gardening Tools:** Put them away neatly.

Final Touches

- ☐ **Lights:** Turn on all lights.
- ☐ **Blinds/Curtains:** Open for natural light.
- ☐ **Doors:** Open interior doors for flow.
- ☐ **Pets:** Keep them out of the way during the shoot.

A dimly lit living room with a fireplace, a wooden cabinet, and a sofa. The text is overlaid on the image.

PRE-MARKETING *STRATEGY*

We know homes get the most attention when they launch on Thursday, capturing weekend buyers.

So, we'll work backwards working towards that, creating a pre-marketing plan to maximize that impact.

MARKETING YOUR HOME

A CUSTOMIZED APPROACH

Forget one-size-fits-all strategies; each home and marketing plan should be unique. In today's digital age, a strong mix of print and digital marketing is essential to attract the right buyers. With a targeted marketing plan designed just for your home, I'll leverage my expertise and data to get you the best results.

ALL THE TOOLS WE OFFER TO SHOWCASE YOUR HOME

PRINT & TRADITIONAL MARKETING

➤ Signage & Visibility

- ❑ YARD SIGN ON PROPERTY
- ❑ PUBLIC OPEN HOUSE
- ❑ COMMUNITY SHOWCASE EVENT

➤ Print Collateral

- ❑ PRINT ADVERTISING
- ❑ NEIGHBORHOOD FLYERS

Networking

- ❑ NETWORK ANNOUNCEMENT
- ❑ ANNOUNCEMENT AT BROKERAGES

DIGITAL & MODERN MARKETING

➤ Photography & Video

- ❑ PROFESSIONAL PHOTOGRAPHY
- ❑ PROFESSIONAL VIDEO
- ❑ VIRTUAL OR PHYSICAL STAGING
- ❑ VIRTUAL HOME TOUR

➤ Online Presence

- ❑ BROKERAGE WEBSITE FEATURE

➤ Listing Launch

- ❑ MLS LISTING LAUNCH
- ❑ ONLINE LISTING SYNDICATION

➤ Social Media

- ❑ SOCIAL MEDIA PROMOTION
- ❑ INSTAGRAM/TIKTOK/FACEBOOK

➤ Email Marketing/ Outreach

- ❑ AGENT OUTREACH
- ❑ EMAIL MARKETING CAMPAIGN

➤ Pre-Marketing

- ❑ "COMING SOON" PRE-MARKETING

MARKETING SCHEDULE

COMING SOON:

Listed online as "coming soon," and signage will be placed. This creates anticipation and early buzz, allowing potential buyers to plan ahead and generating immediate local interest.

DECLUTTER, DEPERSONALIZE, DEEP CLEAN:

Removing 30% of items, including personal photos, creates a blank canvas. Enhance with rugs and greenery. This allows buyers to visualize their own lives in the space, and a clean home shows pride of ownership.

PROFESSIONAL PHOTOSHOP & IMAGERY:

High-resolution photos and video will be professionally edited to ensure optimal presentation. This enhances the visual appeal and highlights the home's best features.

SOCIAL MEDIA CAMPAIGN:

Engaging posts and targeted ads will be launched across various platforms. This generates online visibility, drives traffic to the listing, and fosters interaction with potential buyers.

LISTING LIVE ON THURSDAY:

To capture the most weekend buyer interest, the listing will go live. This timing maximizes exposure and creates a sense of urgency.

OPEN HOUSE OPENING WEEKEND:

Schedule open houses for the first weekend to generate immediate showings. This provides a personal touch and allows potential buyers to experience the home firsthand.



TIME FOR *SHOWINGS*

Showings are essential in the home selling process, allowing potential buyers to imagine living in your property. Keeping your home clean, inviting, and clutter-free enhances the showing experience and boosts the chances of a successful sale. Here's how to maximize their impact:

MUST-DOS BEFORE EVERY SHOWING:

To ensure your home is always ready to make a fantastic impression, please remember these essential steps before each scheduled showing:

- Give Space:**

Buyers feel more comfortable and can better visualize themselves in the space when the current occupants are not present.

- Take Your Pets (and Their Evidence):**

While buyers may love animals, not everyone does. Removing pets ensures no allergies or fears interfere. Don't forget to take pet food bowls, toys, and clean up any pet hair or accidents.

- Hide Medications and Personal Items:**

For privacy and security, ensure all medications and sensitive personal items are out of sight.

- Quick Clutter Control:**

If time is short, grab a laundry basket and quickly place any visible clutter into it. If you have time, take the basket with you during the showing. This instantly creates a tidier appearance.

SHOW-READY IN MINUTES: A TIME-BASED TIDY GUIDE

1 HOUR NOTICE

- TARGET HIGH-IMPACT ZONES:**

Living room, kitchen, bathrooms.

- SURFACE SHINE:**

Wipe counters and sinks for a fresh look.

- AERATE & ILLUMINATE:**

Open windows (weather permitting) and turn on all lights. Consider subtle scents.

- FINAL TOUCH-UP:**

Straighten pillows, fold blankets, and do a quick clutter sweep.

30 MIN. NOTICE

- PRIORITIZE KEY SPACES:**

Living room, kitchen, and the primary bathroom.

- CLEAR & CLEAN:**

Remove clutter from visible surfaces (tables, counters, vanities).

- MAKE BEDS:**

Ensure all beds are neatly made.

- QUICK TIDY & LIGHT:**

Straighten visible items, stow shoes/coats, and turn on main lights.

10 MIN. NOTICE

- CLUTTER CONTROL:**

Use a "grab-and-go" basket for immediate clutter removal.

- SPOT CLEAN:**

Quickly wipe away any visible spills or marks.

- LIGHTING CHECK:**

Ensure main lights are on.

- FINAL SCAN:**

Take a quick look for any glaring issues.

THE *IMPACT* OF AN OPEN HOUSE:

While it's true that the majority of homes aren't directly sold during an open house, dismissing them entirely would be a missed opportunity. In today's digital age, the open house remains a valuable tool for showcasing your property and generating crucial interest.

Why It Is Worth Your Time?

BOOSTING ONLINE VISIBILITY:

An open house significantly boosts your home's exposure on third-party real estate websites. Homes with scheduled open houses are often featured more prominently, appearing closer to the top of search results. This increased visibility translates to more online views and potential buyers.

CREATING A BUZZ:

An open house generates immediate local buzz. It signals that your property is available and actively being marketed, attracting attention from neighbors, potential buyers, and even other real estate professionals. This buzz can translate into online activity, with increased views and shares of your listing.

GATHERING VALUABLE INSIGHTS:

Open houses provide valuable feedback from potential buyers. You can gauge their reactions, identify any concerns, and gain insights into how your property is perceived. This feedback can be used to make adjustments to your pricing or staging.

OFFERS & NEGOTIATIONS

SECURING THE *BEST* TERMS

Receiving an offer on your home is exciting! But it's rarely the end of the process. Negotiation is often the next step to reach an agreement that works for both you and the buyer. Here's what to expect:



When you get an offer on your home, it usually includes the price, closing date, things that need to happen for the sale to go through (like getting a loan), what's included in the sale (like appliances), and a deposit from the buyer. To decide if it's a good offer, think about if the price is fair, if the conditions are reasonable, and if the closing date works for you.

AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer

- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you, the seller, offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer

- Decline the counter-offer

- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

3

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

FROM *OFFER* TO *CLOSING*

1. ACCEPTANCE & CONTRACT:

BUYER MAKES AN OFFER:

SELLER REVIEWS, ACCEPTS, CREATING A LEGALLY BINDING CONTRACT *(1-3 DAYS)*

2. CONTINGENCIES (CHECKS & BALANCES):

HOME INSPECTION: BUYER CHECKS FOR PROBLEMS *(5-10 DAYS)*

FINANCING: BUYER SECURES A LOAN *(3-5 WEEKS)*

APPRAISAL: LENDER CONFIRMS PROPERTY VALUE *(1-2 WEEKS)*

TERMITE/MOISTURE INSPECTION: CHECKS FOR PEST DAMAGE *(1-3 DAYS)*

3. PREPARATION FOR CLOSING:

SELLER COMPLETES AGREED-UPON REPAIRS *(VARIABLE)*

TITLE COMPANY VERIFIES OWNERSHIP *(1-2 WEEKS)*

BUYER'S FINAL WALKTHROUGH *(1 DAY)*

HOA DOCS (IF APPLICABLE) *(3-7 DAYS)*

4. CLOSING:

SIGN ALL PAPERWORK

FUNDS ARE TRANSFERRED

KEYS ARE EXCHANGED

(1-2 DAYS)

OVERALL TIMELINE:

TYPICALLY 30-60 DAYS (CAN VARY)

FACTORS IMPACTING TIME:

FINANCING, APPRAISALS, REPAIRS, TITLE ISSUES, SCHEDULING

NAVIGATING APPRAISALS

The appraisal process is crucial in real estate transactions, particularly with financing. It includes an independent evaluation of a property's market value by a licensed appraiser, ordered by the lender to confirm the loan amount aligns with the property's worth.

WHAT TO EXPECT DURING AN APPRAISAL:

- Appraiser conducts a thorough inspection evaluating:
 - Square footage and layout
 - Condition of the structure, roof, and foundation
 - Quality of finishes and upgrades
 - Recent renovations or improvements
- Appraisers use recent sales of similar nearby homes ("comps") to determine your home's fair market value
- The appraiser creates a comprehensive report and submit it to the lender

POTENTIAL OUTCOMES & CONSIDERATIONS:

APPRAISAL MATCHES OFFER:

If the appraised value matches or exceeds the agreed-upon purchase price, the transaction typically proceeds smoothly.

APPRAISAL BELOW OFFER:

If the appraised value is lower than the offer, it can create challenges.

OPTIONS INCLUDE:

Renegotiating the purchase price

The buyer paying the difference

The seller challenging the appraisal with additional comps

The deal falling through

Timeline: Appraisals typically take 1-2 weeks to complete.

Factors like appraiser availability and property complexity can influence the timeline.

HOME *INSPECTIONS*

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

Typically, 10-14 days after signing a contract, with negotiations usually occurring within a 5 day timeframe.

COSTS

No cost to the seller; the buyer selects and pays for the inspection by their chosen inspector.

POSSIBLE OUTCOMES:

Inspections and potential repairs are usually one of the top reasons a sale does not lead to a closing.

COMMON PROBLEMS COULD BE:

Foundation, electrical, plumbing, pests, structural, mold, radon

UPON COMPLETION:

•BUYER CAN ACCEPT AS IS

•BUYER CAN OFFER TO RENEGOTIATE

•BUYER CAN CANCEL CONTRACT

CLOSING THE SALE

WHAT TO EXPECT

Closing is the process in which funds and documents are transferred to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by all parties, prepare documents for closing, perform the closing, make sure all payoffs are completed, that the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

- Mortgage balance & penalties: *If applicable*
- Any claims against the property:
Including but not limited to liens or judgments.
- Unpaid assessments:
For HOA or other property associations.
- Real estate agent commissions:
As agreed upon in the listing agreement.
- Title insurance policy:
To protect the buyer's ownership rights.
- Home warranty:
Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN

Before you leave, ensure your home is clean. Thoroughly clean the cabinets, refrigerator, and appliances inside and out. Don't forget to clean the garage. Arrange for trash pickup before closing day. Leave your home in the condition you would want as a buyer.

INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS

Vacuum and sweep floors one more time

LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

PAYMENT OPTIONS: *AGENT COMPENSATION*

SELLER'S AGENT COMPENSATION

- **Percentage of Final Sale Price:** The most common scenario is an agreed percentage of the final sale price. This percentage covers the listing agent's services.

POSSIBLE PAYMENT SCENARIOS FOR BUYER'S AGENT:

- **Seller Paid Compensation:** Buyer may ask seller to cover the buyer's agent compensation.
- **Seller Pays a Portion Compensation:** Buyer may ask seller to cover a portion of buyer's agent compensation. The seller may cover part of the compensation, and buyer would be responsible for the remaining amount agreed with their agent.
- **Buyer Paid Compensation:** If buyer does not ask or the seller does not agree to cover buyer's agent compensation, the buyer would be responsible for their agent's compensation

TRANSPARENCY IS KEY:

We will clearly discuss the compensation structure with you upfront, outlining all possibilities in a written agreement. This ensures that both parties are aligned from the start.





YOUR QUESTIONS MATTER

I understand that selling your home is a significant decision!
I want you to feel assured about our strategy.

I am confident that we can reach your objectives together.
I'm excited to partner with you and will ensure you get the service you deserve!

IF YOU ARE READY, LET'S TAKE THE NEXT STEPS

1. Sign the Listing Agreement:

We'll review the paperwork and officially start working together.

2. Schedule Professional Photography:

We'll arrange for a photographer to take pictures of your home.

3. Prepare for Photos:

I'll give you a checklist to help you get your home ready for the photoshoot.

4. "For Sale" Sign Installation:

I'll put a "For Sale" sign in your yard.

5. Choose Your Listing Date:

We'll decide when to officially list your home for sale.

6. Final Review:

We'll meet to go over everything before your home is listed.

THANK YOU

Thank you for the opportunity to present my services in your home-selling journey!

My mission is simple:

I aim to help you sell your home at the best possible price, within your desired timeframe, and with as little stress as possible. Your successful sale is within reach, and I'm here to ensure the process is smooth and rewarding. Let's embark on this exciting journey together! By getting started today, we can tailor the selling strategy to your needs and soon transform that 'For Sale' sign into a 'Sold' one, marking the next chapter in your life.



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REAL BROKERAGE

