



SELLER'S GUIDE

FOR HOMEOWNERS

Your Guide to Selling a *Home*

A clear, step-by-step look at preparing,
pricing, marketing and selling your home.



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Prepare to make an *impression*

Buyers form opinions quickly. A clean, neutral, well-kept home helps them picture their own life there — and a clear plan helps you sell with confidence.

LISTING STRATEGY

Position it *right*

- 1 Your goals and timing**
What matters most to you
- 2 Market analysis (CMA)**
Recent nearby sales
- 3 A competitive list price**
To attract serious buyers
- 4 A preparation plan**
Repairs, staging, photography

Curb *appeal*

- ✓ Wash or paint the exterior — or at least the trim
- ✓ Refresh the front door with paint
- ✓ Update exterior light fixtures
- ✓ Trim the yard, clear the lawn, weed and mulch beds
- ✓ Clean windows inside and out
- ✓ Paint or stain wooden fences

Inside the *home*

- ✓ Remove personal items, extra décor and furniture
- ✓ Declutter and organize closets
- ✓ Deep clean; clean or replace carpets
- ✓ Fresh paint on walls, trim and ceilings
- ✓ Clean or update dated light fixtures; replace bulbs
- ✓ Make needed repairs; keep pet areas minimal and clean

Marketing your *home*

Most buyers begin their search online, so your listing is built to be seen where they look — and by the agents who represent them.

Professional photography

Professional photos, with drone and video where they suit the home.

MLS & listing websites

Your home on the local MLS, shared to listing sites and on our website.

Social media

Promotion on platforms such as Facebook, Instagram, LinkedIn and YouTube.

Agent network

Many sales involve a cooperating buyer's agent, so I share your listing with local agents and buyers.

Signage

A yard sign, plus directional and open house signs at the right times.

Open houses

Scheduled to bring serious buyers through the door.

Your selling *roadmap*

You'll always know where things stand. I'll guide each stage, explain your options and keep you informed along the way.

LISTING YOUR HOME

Steps 1 – 5



UNDER CONTRACT

Steps 6 – 10



Ready for *showings*

- ✓ Be as flexible as you can with showing times
- ✓ Let everyone at home know when a showing is booked
- ✓ Tidy daily; wipe kitchen and bath counters
- ✓ Avoid strong cooking odors; empty trash nightly
- ✓ Clean pet areas; put away food bowls and litter
- ✓ Open blinds; leave lights on
- ✓ Keep a comfortable temperature
- ✓ Step out so buyers can take their time

Keep it *safe*

- ✓ A secure lockbox gives licensed agents access
- ✓ Put away valuables, medications and mail
- ✓ Showings by appointment only – refer drop-in visitors to me
- ✓ Keep doors and windows locked when you're out

From offer to *closing*

Once you accept an offer, you're in escrow. These are the milestones ahead.

01

Review offers

Each offer is presented to you; we weigh price, terms, benefits and risks.

02

Negotiate

Accept, counter or decline. Expect some back-and-forth before and after inspections.

03

Inspection & appraisal

The buyer orders both; I coordinate access and timing with their agent.

04

Repairs

Small repairs are common; I can share recommended vendors.

05

Closing day

After the buyer's final walk-through, you sign and hand over the keys.

Before you hand over the *keys*

- ✓ Cancel insurance once title transfers
- ✓ Move out completely; check every drawer
- ✓ Leave manuals, warranties and receipts
- ✓ Close or transfer utilities
- ✓ Leave the home clean, garage included
- ✓ Keep your closing documents safe
- ✓ File a change of address
- ✓ Leave keys and remotes in a kitchen drawer
- ✓ Close the blinds and lock up

THINKING OF SELLING?

Let's plan your *move*.

Every home and timeline is different. Let's review a comparative market analysis of your home and build a plan around your goals — clear advice, no pressure.

Raised in the Central Valley and fluent in English and Spanish, I've guided clients through more than \$20M in sales.



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