

SELLER GUIDE



SELLING YOUR HOUSE DOESN'T HAVE TO BE STRESSFUL



MARVA *Shi* PACE

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MARVA SHI PACE

Real estate agent

Marva is a Los Angeles native who loved growing up in the City of Angels and all it entailed from diverse food, people, perspectives, to weather, social events, the arts, and architecture. Her interest in real estate was realized at young age when searching for a house to buy with her aunt. They would spend weekends going to open houses and touring model homes hoping to find the perfect one- which sparked an interest in Marva that never went away.



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Marva is a member of the National Association of REALTORS, California Association of REALTORS, Greater Los Angeles Association of REALTORS and has held the REALTOR designation since beginning her career in 2017. She is an Agent of Real Broker, a national real estate brokerage with a technology focus and a large network of over 2000 agents. She uses technology to her advantage and relies heavily on analytics to determine just how to navigate microclimates in California's ever changing real estate market.

She believes everyone deserves a qualified REALTOR to objectively guide and advise while optimistically helping them reach their goals. When you work with Marva, she promises to advocate for you with sincerity and integrity.

The Team



Jason Lopez is a second generation, licensed broker in California and Washington with over 20 years of experience. Jason has one goal: To serve his clients and agents at the highest level possible so they can meet their goals. Over the past two decades, Jason has built two independent real estate companies each with a national footprint. Jason is proud to serve his industry as a Director with the Pacific Southwest Association of Realtors, the CA Association of Realtors, and on the operations committee with CRMLS, the largest MLS in the country.



Transaction Coordinator

Every deal will be done with the services of a transaction coordinator whose sole job is to keep track of legal obligations, disclosure, and deadlines.



Administrative Assistant

The admin will manage all paperwork while complying with legal paperwork procedures, schedule appointments and act as a liaison for all involved stakeholders to provide excellent customer service.

SELLER questionnaire

NAME

PHONE

EMAIL

SELLER #2

PHONE

EMAIL

MOTIVATORS

What are your reasons for selling?

When do you want to move?

How long have you owned your house?

FINANCES

Are you current on your mortgage payments?

What features do you like the most?

Bedrooms

Bathrooms

Approximate Sq. Ft

Best Features

Upgrades Since Purchase



Scan to complete an Online form

HOUSE SELLING **PROCESS**

Interview Listing Agents

The process of finding the right agent can include asking friends, family and coworkers for referrals, reviewing agent websites, and sitting down for an interview with top picks.

01



02

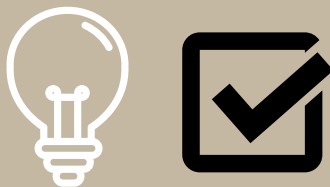
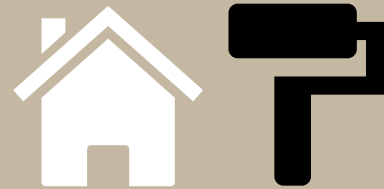
Pick a Competitive Listing Price

Being able to sell your home quickly is a matter of competitive pricing. There is a fine line between pricing low enough to sell, versus pricing just above market value.

Devise a Marketing Plan

A good listing agent should. present to you a concise marketing strategy, such as listing on the MLS, hosting open houses, and sending out targeted campaigns

03



04

Property Makeover

Although you may love your property the way it is, new buyers will be looking for a fresh face. Spend time preparing your home for sale by conducting a deep cleaning, and refresh its appearance by providing a fresh coat of paint..

Prepare for Open Houses

Work with your listing agent to prepare for upcoming open houses.

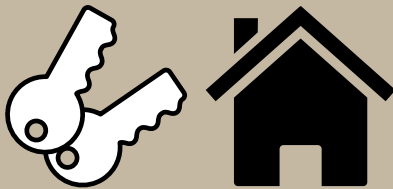
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HOUSE SELLING **PROCESS**

Negotiation Time

The great thing about selling a home in a seller's market is that there is often room for negotiation. Work with your agent to negotiate on your behalf to make and accept the best possible counter-offer.

06



07

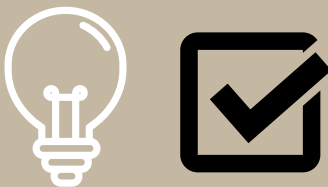
Wait Out the Escrow Period

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date, as well as addressing duties such as ordering a title report, scheduling an appraisal, and conducting a property inspection.

Meet with the Property Appraiser

The buyer's prospective lender will typically require a property appraisal, to make sure that the negotiated purchase price was fair and paralleled to the actual property value. Be sure to keep your property clean and organized prior to the appraisal appointment.

08



09

Property Inspection

If the property inspector discovers a serious underlying issue, which can range from anything between cracks in the foundation to plumbing that needs replacement, the buyer reserves the right to back out of the deal if they are not comfortable with the results. Once all contingencies are met, be sure to ask the buyer to lift contingencies in writing.

Prepare for Closing

Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, the property has officially been sold.

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BEFORE YOU LIST

Tips



- **Start spreading the word.** Just because your house isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available. Some realtors will provide you with a "coming soon" sign that you can post up in your front yard, but even if yours doesn't, you can take the initiative and start letting people know on your social channels.
- **Toss out, recycle, or donate what you don't need anymore.** You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Buyers want to be able to see themselves in the house. Having a bunch of the previous owner's things lying around can really mess with that vision.
- **Start staging.** Staging is the art of designing your house to highlight its best features. Even if decorating isn't your strong suit, it's a part of the house selling process you can't really ignore—49% of buyers' agents state that house staging has a positive effect on how buyers view a house, according to the National Association of Realtors' 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a house and decreases the time it sits on the market.
- **Figure out a plan for kids and/or pets.** If you have little ones at home, make sure that you have a plan in place for showings. It is best if everyone is out of the house during showings.
- **Set expectations with your realtor.** The first couple of weeks that a house is listed for sale tend to be pretty busy in terms of market activity. Talk to your realtor now, in the week before you go live, about expectations you have about how things should go so that you know exactly what to anticipate.
- **Boost your curb appeal.** In addition to staging inside your house, you also want to put some effort into making the exterior of your house look as inviting as possible. After all, while the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, and tidy up as necessary. Consider planting colorful flowers and hanging wreath.
- **Find another place for personal items.** A fundamental part of selling your house quickly and in as stress-free a manner as possible is depersonalizing it. **Renting a storage unit is highly recommended to store extra items!** Or, pack them away in boxes and store them in the garage.
- **Deep clean.** Part of the stress that comes with living in a for sale house is having to keep it museum-levels of clean all of the time. Hire a professional to come in and deep clean.

HOUSE SELLER

Common Mistakes

UNDERESTIMATING THE COSTS OF SELLING

The total cost to sell a house can amount to much more than the 5-6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and other concessions to the buyer, the costs of selling can be closer to 10% of the sale price.

SETTING AN UNREALISTIC PRICE

The price you want and what the market will pay can be two very different things. For the seller, it's the sweet spot between asking too much or too little. If you can't hit the sweet spot, you risk leaving money on the table or having your house sit on the market for a longer period of time, which can have consequences.

IGNORING MAJOR REPAIRS AND MAKING COSTLY RENOVATIONS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your house. More importantly, buyers expect the condition of your house to match the description. Consider prioritizing the most glaring issues, particularly those that are likely to turn up during a home inspection—buyers will require an inspection before closing.

LIMITING SHOWINGS

Once you've put your house on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinner-time for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is to accommodate as many buyers as possible, even if their timing is inconvenient.

NOT CONSIDERING YOUR BROADER FINANCIAL SITUATION

Many sellers don't have a clear picture of their financial situation before selling. This can lead to painful surprises. Before you make the decision to sell, it may be helpful to assess your income, debt, and any upcoming expenses during your move.

ENHANCING YOUR *House*

EXTERIOR



Clean the exterior.

Houses can become dirty over time, and not cleaning before selling can be a mistake. This is especially true in houses with automatic sprinklers, which can kick up mud around the base of the house near the garden beds. Use a pressure washer or wipe down your siding to really make your house shine.

Touch up paint.

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce these concerns, while also greatly boosting your curb appeal.

Make the lawn healthy.

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the house.



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ENHANCING YOUR *House*

I N T E R I O R



Lighten up dark spaces.

Countering a design weakness can involve a simple fix. If you have a dark room with a low ceiling, for example, adding a large white area rug or a white chair can instantly add brightness. Installing white window treatments or hanging artwork featuring bright, light images does the trick, too.

Update lighting

Modernizing your house with warm lighting and stylish light fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps. If you can afford to splurge, it's worth replacing outdated ceiling fixtures with contemporary ones.

Freshen up paint.

One of the simplest, most cost-effective improvements of all is paint! Freshly painted rooms look clean and updated and that spells value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people, therefore making your house more desirable.



PREP YOUR HOUSE for photographs



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BEDROOMS

- Make the beds
- Remove all personal items
- Remove all clutter from top of dresser
- Store away any cords/ chargers
- Put away toys and declutter

BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Remove shampoo, soap, etc. from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/ cleaning items

KITCHEN

- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/ dish towels/ pot holders

EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/ walkup
- Remove cars from driveway

GENERAL

- Remove pet bowls, toys, accessories
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs
- Open blinds/ curtains for natural light

PRE LISTING *checklist*



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real estate agent

CLEAN

- ☐ Dust shelving and wall art
- ☐ Dust and clean all lighting
- ☐ Dust and wash vent covers and air returns
- ☐ Wash refrigerator and freezer (in and out)
- ☐ Wash oven and range hood
- ☐ Clean kitchen cabinets
- ☐ Clean interior doors
- ☐ Wash all windows (in and out)
- ☐ Wash walls and doorknobs
- ☐ Clean switch plate
- ☐ Magic erase baseboards
- ☐ Clean window ledges
- ☐ Wash bed sheets and linens
- ☐ Wash curtains
- ☐ Have carpets professionally cleaned
- ☐ Clean vents above stove

PAINT AND CAULK

- ☐ Touch up ceiling
- ☐ Touch up interior doors
- ☐ Re-caulk baseboards and touch up paint
- ☐ Remove nails/screws in walls, patch & paint
- ☐ Re-caulk cabinetry
- ☐ Re-caulk showers

DECLUTTER

- ☐ Organize pantry, fridge and freezer
- ☐ Drawers in kitchen
- ☐ Playroom
- ☐ Bookcases
- ☐ Closets
- ☐ Storage areas
- ☐ Linen closets
- ☐ Surfaces, counters, desktops
- ☐ Floor space

TASKS

- ☐ Replace lightbulbs
- ☐ Replace air filters
- ☐ Remove personal items and photos
- ☐ Hang mirrors in dark/ small spaces
- ☐ Add lamps in bedrooms

EXTERIOR

- ☐ Clean windows wells/ wash windows
- ☐ Pressure wash deck/patio
- ☐ Paint front door
- ☐ Add fresh doormat
- ☐ Weed and add fresh mulch
- ☐ Add fresh flowers to planters

SELLER *etiquette*



MEGAN
ROBERTS
REALTY

Before a home showing here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips.

Completely leave the site when prospective buyers are viewing your house.

You want perspective buyers to imagine themselves in your house and they can't do that with you there.

Take your pets with you.

In addition to allergies, a barking dog doesn't really set the tone for potential buyers as they tour your house.

Move your car.

Make it easy for visitors to park and view your house.

Lay out important details.

It's good seller etiquette to lay out the home inspection, appraisal, home warranty, gas bill, etc. for potential buyers to view when touring your house.

Prep your house for your guests.

This means, bringing in light by opening all the blinds, turning on lights, and bumping down the thermostat.

A clean house is a happy house.

Make sure your house is tidy before having potential customers view it.

Put away personal items.

You want potential buyers to imagine themselves in your house and it may be hard with lots of your family photos and personal items around. stash away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves there.

HOME *Inspection*



A home inspection is a visual assessment of a house's physical structure and mechanical systems, including the roof, ceilings, walls, floors, windows and doors. The inspector will check that major appliances are functional, scrutinize the heating and air-conditioning system, examine the plumbing and electrical systems and may even poke around in the attic and basement.

The goal of a home inspection is to uncover issues with the house itself.

An inspection is not a pass-fail exam. No fixes are mandatory after a home inspection, though it may uncover issues that prompt *further negotiations.



HOME *Appraisal*



A home appraisal is a licensed or certified appraiser's opinion of a home's value. The appraisal is based on research of recent sales of comparable homes in the area, an analysis of the property and the appraiser's judgment. The mortgage lender requires an appraisal to help gauge risk of making a loan. The property serves as collateral in case the borrower defaults, so the lender wants to make sure the loan isn't too big, compared with the property's value.

An appraisal is an assessment of home value. The appraiser considers the home's condition as part of the analysis of how much the property is worth, as well as other factors, such as the local housing market. The appraiser doesn't make recommendations for repairs.





WHAT TO EXPECT *at Closing*

The closing is an important day for you as a home seller. You will transfer the property to the buyer, fully pay off any mortgages, and receive your sales proceeds. If you are using the proceeds for a new home purchase on the same day or shortly thereafter, it is particularly important that your closing runs smoothly.

Unlike the buyer, who may have to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the seller, may or may not need to attend.

After a completed closing, you are no longer the owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the house by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances. You are expected to have completely moved your household and your possessions out by this time as well, and left the place broom-clean, at a minimum. Absent an agreement with the buyer that allows you to stay longer, you can be evicted, or the buyer may sue you for damages caused by your breach of the sales contract.

SELLER *Costs*

THE BREAKDOWN

Below is a list of common fees you'll

- Staging and prep fees (anywhere from a couple hundred to a couple of thousand dollars)
- Real estate agent commissions (6% national average)
- Inspections and repairs (varies approx. \$400 ea.)
- Closing fees (1% – 3% of the sale price)
- Title fees
- Transfer or excise taxes
- Escrow fees
- Reconveyance fee
- Recording fees
- Prorated property taxes
- Seller concessions (2% – 6%)
- Overlap costs (1% – 2%)
- Moving and relocation costs (varies)
- Mortgage payoff (varies)



CUSTOMER *Testimonials*



Marva Pace was professional, and detail oriented. She did a wonderful job helping to get my home ready to sell. From Start to finish, she kept me informed on the progress of the sale. I highly recommend her if you are truly interested in seelling your home.

LAURIE G. BURBANK, CA



I had an amazing experince working with Marva while I was purchasing my first home. It being my first time, I had so many questions and d she was so helpful. She isextremely knowledgeable, and protective of me as the buyer. She asked the seller so many questions I would have never thought to ask. She gave me so many options and she travelled with me event to cities that were2-3 hours away. I am so happy with my home now and so grateful to have worked with Marva through my purchase.

KATIE L. BURBANK CA

REAL ESTATE *Terms*

APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.

CLOSING COSTS

All settlement or transaction charges that home buyers need to pay at the close of escrow when the property is transferred.

APPRECIATION

Increase in the value or worth of an asset or piece of property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

MLS

A computer-based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most houses currently on the market. The public can now access much of this kind of information through websites like

ASSESSED VALUE

This is the dollar value that a public tax assessor assigns to your house for the purpose of city/state taxes. This value is separate from an appraisal value or market value..

CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the closing.

ESCROW

The holding of funds or documents by a neutral third party prior to closing the sale. This is typically done by a title company.

HOME INSPECTION

An examination of the condition of a real estate property. A home inspector assesses the condition of a property, including its heating / cooling systems, plumbing, electrical work, water and sewage, as well as some fire and safety issues.

TITLE

Ownership of real estate or personal property. With real estate, title is evidenced by a deed (or other document) recorded in the county land records office.

Courtesy of

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