

# Fall 2024

## SELLER'S GUIDE

**SOLD**

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Deciding whether it's the right time to sell your home is a very personal decision. There are numerous important questions to consider, both financial and lifestyle-based, before putting your home on the market. . . . Your future plans and goals should be a significant part of the equation . . .

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# 01 SHOULD I SELL THIS FALL?

With recent changes in the housing market, you might be wondering if it's the right time to sell your home. Currently, the number of homes for sale is low, creating a seller's market. More buyers than available homes mean your property will attract more attention. Although inventory has slightly increased, home prices continue to rise in many areas, and experts predict this trend will continue, albeit at a slower pace. So, with home values on the rise, you can feel confident about selling your house this fall.

While mortgage rates and home prices are important factors, it's essential to focus on your personal reasons for wanting to move. Major life events, such as a new job, a baby, a divorce, or other significant changes, can drive the decision to sell. Reflect on your own reasons, as they may justify your choice to move.

## **Relocation**

Various factors can serve as motivation for a move to a new area. These may include a change in employment, a desire to be nearer to friends and family, the aspiration to reside in your dream location, or simply seeking a change in scenery.

## **Upgrading**

A significant number of homeowners opt to sell when transitioning to a larger home. This often occurs when there's a requirement for additional space, whether it's for entertaining, establishing a home office or gym, or accommodating a growing number of family members with extra bedrooms.

## **Downsizing**

Another reason homeowners may choose to sell is when there's more space than needed, perhaps due to someone moving out recently. It could also be prompted by recent retirement or a general readiness for a change in living arrangements.

## **Health Concerns**

In cases where a homeowner experiences mobility challenges or health issues necessitating specific living arrangements or modifications, selling their current house to find one better suited to their needs becomes a viable option.

## **Ultimately**

If you're considering selling your house to find a new one that better aligns with your needs, I'd be happy to assist. Let's connect, and I can guide you through the process, helping you find a home that suits your preferences and requirements.

## 02 PREPARE YOUR HOME

A successful sale of your home begins long before you put it on the market. Proper preparation can increase the value of your home and make it more attractive to potential buyers. It will also facilitate the closing process once you find a buyer.

First, make sure to set aside money to prepare your home. From storage units to cleaning services, selling your home may cost you in the short term, but you will recover it in the end. Here are some things you can do to make the sale easier and get the best possible price for your home.

### ***Storage***

Start by organizing your space. A clean and tidy home feels larger and more inviting. Remove unnecessary items and consider using a storage unit for belongings you don't need on a daily basis. This will help create an open atmosphere where buyers can imagine themselves living in your space.

### ***Cleaning***

A deep clean is essential. Focus on key areas such as the kitchen and bathrooms, which often leave the greatest impression. If cleaning feels overwhelming, hiring a professional service can ensure that every corner shines and that you present your home in the best light.

- **Carpet Cleaning:** If you don't have a carpet cleaner, you can rent one at many grocery stores or hire professionals.
- **Dusting:** Don't forget to dust places like ceiling fans, shelves, and blinds.
- **Dishwasher:** Run an empty cycle with a cleaner to eliminate odors and wipe down the exterior surfaces.

### ***Small Repairs***

Make small repairs that can make a big difference. Fixing visible issues, such as leaking faucets or cracked walls, not only improves the appearance of your home but also shows buyers that you have taken good care of it.

## 03 SET THE RIGHT PRICE

This is where the expertise of a real estate agent can be invaluable. Agents have a deep understanding of the local market and can set a price that reflects what buyers are currently willing to pay, ensuring your home makes a splash from the get-go. Setting the right sale price is one of the most important decisions you'll make when selling your home. A well-established price will not only attract more potential buyers but can also speed up the selling process and maximize your profits. Here are some key steps and considerations to help you determine the right price:

### **Request a Comparative Market Analysis (CMA)**

Before setting a price, it's essential to understand the current market. A Comparative Market Analysis (CMA) is a tool your real estate agent will use to evaluate similar properties in your area that have recently sold. This analysis takes into account factors such as:

- **Location:** The area where your home is located can influence its value. Properties in desirable neighborhoods tend to have higher prices.
- **Property Features:** Compare your home with others in terms of size, number of bedrooms, special features (like a pool or finished basement), and overall condition.
- **Recent Sale Prices:** Check the prices at which similar homes have sold. This will give you a clear idea of what buyers are willing to pay in the current market.

### **Consider Market Trends**

The real estate market can fluctuate, and current conditions may affect the price. If the market is on the rise and there is high demand, you might set a higher price. On the other hand, if there is excess inventory and low demand, you may need to lower your price to attract buyers.

#### **Be Prepared to Adjust the Price if Necessary**

Once your home is on the market, it's important to be open to adjusting the price if you don't receive the interest you expected. If, after a few weeks or months, you haven't had enough showings or received offers, it could be a sign that the price is too high. Listening to feedback from buyers and your agent will help you make informed decisions.

## 04 STRATEGIC MARKETING

When selling your home, it is essential to hire a real estate agent who is not only an experienced negotiator but also has a solid marketing team. This comprehensive approach maximizes the exposure of your property and improves your chances of getting a good price.

The visual presentation of your home is crucial in the selling process. Working with professional photographers and videographers allows you to capture high-quality images and videos that highlight the unique features of your house. Good photography not only attracts potential buyers but also helps them envision themselves in the space. Virtual tours are a powerful tool that provides an immersive experience, making it easy for buyers to explore your home from the comfort of theirs.

In addition to listing on popular real estate portals like Zillow, Realtor.com, and Redfin, it is important to use social media in your marketing strategy. Platforms like Facebook, Instagram, TikTok, Google and YouTube are ideal for posting engaging content that showcases your home. By combining organic posts with paid ads, your agent will expand your reach and attract more interested buyers. This multi-channel strategy is particularly effective for reaching local buyers and those from other areas.

Finally, it is important to work with an agent who stays updated on new marketing trends. The real estate market is constantly evolving, and adapting to these trends is essential for maintaining competitiveness. Utilizing innovative digital tools and understanding consumer behavior can make your home stand out from the crowd, ensuring it attracts the right attention.

In summary, having a professional agent who combines negotiation skills with a comprehensive marketing approach is vital for the successful sale of your home.

# 05 PREPARE FOR THE OPEN HOUSE

## **Checklist to Prepare Your Home for an Open House**

### **Deep Cleaning**

- Perform a thorough cleaning throughout the house.
- Deep clean the kitchen and bathrooms.
- Dust ceiling fans, shelves, and surfaces.
- Wash floors and carpets.
- Clean windows to maximize natural light.

### **Clear the Space**

- Get rid of clutter on surfaces and in rooms.
- Organize closets and cabinets.
- Remove family photos and personal memorabilia.

### **Improve Curb Appeal**

- Mow the lawn and trim shrubs.
- Add plants and flowers at the entrance.
- Clean the entryway and ensure the front door is in good condition.

### **Create a Welcoming Atmosphere**

- Open curtains and blinds to let in natural light.
- Turn on lights in each room.
- Bake cookies or use candles with gentle fragrances.
- Maintain a comfortable temperature in the home.

### **Prepare for Showings**

- Confirm the schedule for the open house with everyone in the home.
- Keep the house tidy during the event.
- Prepare a space for children and pets to stay occupied.
- Be ready to answer questions from buyers.

## 06 NEGOCIACION DE OFERTAS

Receiving offers on your home can be an exciting experience, but it's essential not to focus solely on the price. The right offer is about more than just numbers; there are several important factors to consider that can influence your final decision and the overall selling process.

**Financing Conditions:** Start by checking how the buyer plans to finance the purchase. Cash offers can be particularly attractive as they eliminate the uncertainty of loan approval and speed up the closing process. On the other hand, offers that involve financing may introduce contingencies related to loan approval, which could lead to delays if issues arise. Understanding the buyer's financial situation helps you gauge the reliability of the offer.

**Closing Time:** Different buyers may have varying preferences; some might want to close quickly, which can be beneficial if you need to move soon, while others may require more time to coordinate their relocation. Knowing your own timeline and preferences will help you evaluate each offer more effectively.

**Contingencies:** Common contingencies include those for home inspections or the sale of the buyer's current property. Generally, fewer contingencies make an offer stronger, as they indicate a more straightforward transaction with less room for complications. However, be sure to consider what contingencies are included; some may be reasonable and necessary for the buyer.

**Price:** While the offer price is a key factor, it is crucial to assess other terms as well. Sometimes, a lower offer might come with more favorable conditions, such as fewer contingencies or a quicker closing timeline, which could ultimately work better for your situation. It's essential to look at the full picture to make the best decision.

A skilled agent will act as an intermediary, ensuring that your wishes and preferences are clearly communicated to potential buyers and will negotiate terms that benefit you. This includes not only securing a favorable price but also ensuring that other aspects of the offer align with your needs. They can provide insights and strategies that you might not have considered, making the negotiation smoother and more successful.

In summary, negotiating offers involves evaluating not just the price but also other factors that may affect your decision. Working with an experienced agent can help you navigate this complex process and find the offer that best suits your needs and personal goals.

## 06 PREPARATION FOR CLOSING

As you approach the closing date, there are several important steps you need to follow:

### **Document Review**

Before closing, review all important documents related to the sale, including the escrow statement and any disclosures you need to sign.

### **Review Closing Costs**

Familiarize yourself with the closing costs, which may include escrow agent fees, taxes, agent commissions, and other expenses associated with the sale of the property. Make sure you understand who is responsible for each cost.

### **Cleaning and Preparation of the Property**

Ensure that your home is clean and ready for the buyer on closing day. This may include making minor repairs and ensuring that all unwanted belongings have been removed.

### **Final Inspection**

The buyer will typically conduct a finawalk-thru of the property before closing. Make sure everything is in order and that any previously agreed-upon issues have been resolved.

### **Signing Documents**

On closing day, you will need to sign several legal documents. The escrow agent will guide you through this process and ensure you understand each document.

### **Transfer of Funds**

Once all documents are signed and the conditions of the contract are met, the escrow agent will release the funds to the seller and transfer the title of the property to the buyer.

### **Conclusion**

The process of opening escrow and preparing for closing may seem complicated, but with the right guidance and the help of an experienced real estate agent, you can navigate these stages with confidence. If you have more questions about what happens during escrow or how to prepare for closing, please don't hesitate to contact me! I'm here to assist you every step of the way.

Selling your home can be a smooth and straightforward process when you have the right team by your side. For many individuals, the decision to sell is often motivated by various factors: the need for a larger home to accommodate a growing family, the desire for a smaller, more manageable space, or a change in circumstances that requires relocating. Life sometimes guides us to move closer to family or pursue new job opportunities, making the sale of your home an important step forward. Regardless of your reasons for selling, it's crucial to recognize that this journey should not be taken alone. Partnering with an experienced real estate agent can significantly enhance your selling experience. A skilled agent provides guidance and support throughout each stage of the process and collaborates with a specialized marketing team to ensure your home is presented effectively, attracting the right buyers. Keep in mind that selling your home is a journey. Having the right support will empower you to make informed decisions and navigate the process with confidence. If you're ready to take this step, I'm here to assist you every step of the way, ensuring that your selling experience is both positive and successful. Let's discuss how we can embark on this new chapter together!

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