



SELLER'S  
*guide*

Valerie Gross

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[SacAreaHomes.com](http://SacAreaHomes.com)

DRE# 02077326



*a little  
about me...*

HELLO, I'M  
Valerie

I am deeply committed to consistent communication with clients and is constantly growing and learning in the industry. I understand the importance of listening to my clients, being responsive, and keeping them informed throughout the buying or selling process.

With my strong values of striving for greatness, building and maintaining trust, developing relationships, sharing knowledge, delivering results, and constantly growing and learning, I am the real estate agent you want by your side.

*contact info*



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**HOMESMART.**  
ICARE REALTY *Elite*

# we're here to help



*Valerie Gross*  
REALTOR®

With my team in place, I am able to focus my efforts on making sure all of your questions are answered and your needs are met. My goal is to provide you with an elevated experience that exceeds your expectations.



*Felicia Whiteside*  
TRANSACTION COORDINATOR

Once we're in contract, Felicia handles all the details of our transaction. She makes sure we get everything signed and keeps us on track and on time.



*Jonha Ignacio*  
ASSISTANT

Johna is my full time assistant who helps me tackle tasks behind the scenes. She's also my marketing guru. Be sure to follow me on Instagram for some great posts! (@vpgrealestate)



*Garrett Perry*  
ESCROW OFFICER

I partner with professionals who value relationships, communication and putting our client's needs first. Garrett is a valued member of my team who helps make every transaction run smoothly.



# VALERIE GROSS

REALTOR®



## About Me

I am a dedicated, full-time real estate professional who takes great care of my clients and pride in the work I do. I consider it an honor to help each client through the process of buying or selling a home, sharing my knowledge as I guide them through their transaction. As a result of my years of experience, I have a seasoned perspective on how to innovatively solve problems, communicate effectively and negotiate tenaciously.

## Contact



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## Professional Profile

REALTOR®, HomeSmart ICARE Realty

- Conduct market research/analysis to determine property values and competitive prices
- Manage listings and perform comparative market analyses to ensure accurate pricing
- Develop and execute marketing plans
- Provide guidance and support to clients throughout the home buying or selling process
- Expertly handle negotiations between buyers and sellers
- Manage the transaction from contract to close

MENTORSHIP DIRECTOR, HomeSmart ICARE Realty

Dec 2022 - Present

- Designed the Mentorship program, curriculum and recruited mentors
- Manage and coach a team of 19 mentors responsible for training all new agents
- Ensure all mentors are equipped with resources and tools for effective training
- Identify areas of improvement through tracking and feedback, and implement changes
- Promote continuous development to enhance teaching and industry knowledge

EDUCATION MANAGER, HomeSmart ICARE Realty

Dec 2020 - Aug 2023

- Designed and delivered effective training programs for 400 agents weekly
- Hosted workshops, round table discussions, and guest speaker events
- Founded and ran the HomeSmart Book Club

## Education + Credentials

Arizona State University

Bachelor of Interdisciplinary Studies

- Double Major in Business + Urban Planning

Certifications

- e-PRO®
- Pricing Strategy Advisor
- Certified Buffini Mentor

## Awards

- 2021, 2022, 2023 Masters Club - Placer County Association of REALTORS®
- 2021, 2023 Diamond Club - HomeSmart International.
- 2021 Lifetime Elite Group Member - HomeSmart ICARE Realty
- 2021, 2022, 2023 Best Real Estate Agent in Roseville - Expertise.com
- 2022, 2023 Top 20 Agents in Roseville, Citrus Heights, Folsom - Fast Expert

- 1st Degree Black Belt - Tae Kwan Do (UWTA)



# HOME SELLER'S *Roadmap*

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!



A decorative photograph on the left side of the page shows a white round table with a vase of white flowers and a square clock. The background is a light, neutral color.

# 10 STEPS TO *selling a home*

- 01** FIND A GREAT AGENT
- 02** ESTABLISH A PRICE
- 03** PREPARE YOUR HOME
- 04** MARKETING
- 05** LISTING
- 06** SHOWINGS
- 07** OFFERS & NEGOTIATIONS
- 08** UNDER CONTRACT
- 09** FINAL DETAILS
- 10** CLOSING

# 01 *Find a great agent*

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

I will be working with your best interests in mind and can help guide you through all the stages of selling your home.



## CONNECT YOUR HOME WITH QUALIFIED BUYERS

I have access to information about homes going on the market before the public. I can expose your home to the largest potential audience.

## GET YOU MORE MONEY

I will be able to help you negotiate top dollar for your home. With my expertise, I will negotiate the best possible terms for your sale.

## ATTENTION TO DETAIL

The process of selling a home requires a good deal of paperwork. My team and I will help you fill out all documents and get them submitted properly.

## PROFESSIONAL NEGOTIATOR

I deal with any difficult conversations that need to happen. I will also help you consider offers, strategize and negotiate with the buyer on your behalf. Negotiations don't end with the offer - there are many times throughout a transaction when you'll rely on my negotiation skills.

## EXPERT GUIDE

I am here to help you with any questions you have along the way. I offer an objective opinion and can give you a much needed online presence.

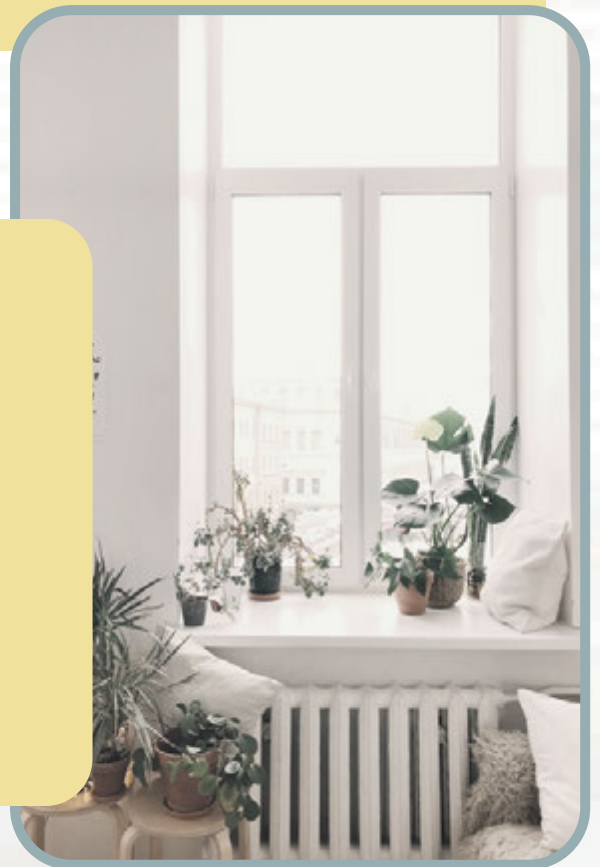
# 02 Establish a Price

*Pricing your home competitively...*

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to drastically reduce the price or let the property languish on the market. I am an expert in pricing homes in your area. Lean on me to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

*What determines the price?*

Remember that your home is only worth what buyers are willing to pay. I will prepare a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.





# 03 Prepare your home

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.

When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

## Home Staging tips...

- There are many levels of home staging to choose from based on your needs and the value of staging in your area. Whether you choose to DIY or have a professional help you, do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- Have a daily tidy-up checklist to ensure that your home is "show ready" at a moment's notice. If you stay on top of the list, it's less overwhelming, and you'll be able to accommodate a last minute showing.

# pre-listing CHECKLIST

## INTERIOR

### clean

- Dust Shelving & Wall Art
- Dust & Clean All Lighting
- Dust and Wash All Vent Covers & Air Returns
- Deep Clean Bathrooms & Kitchen
- Clean Refrigerator & Freezer Inside & Out
- Wash Oven & Range Hood
- Deep Clean Bathrooms & Kitchen
- Clean Kitchen Cabinets
- Clean Interior Doors
- Wash All Windows Inside & Out
- Wash Walls and Doorknobs
- Clean Switch Plates
- Magic Erase Baseboards
- Clean Window Ledges
- Wash Bed Sheets and Linens
- Wash Curtains
- Have Carpets Professionally Cleaned

### paint & caulk

- Touch Up Ceiling
- Touch Up Interior Doors
- Re-caulk Baseboards & Touch Up Paint
- Remove Nails/Screws in Walls, Patch & Paint
- Re-caulk Cabinetry (if needed)
- Re-caulk Showers

### declutter

- Organize Pantry, Fridge & Freezer
- Drawers In Kitchen
- Playroom
- Bookcases
- Closets
- Storage Areas Furnace Room
- Linen Closet
- Surfaces, Counters, Dressers, Shelves
- Floor Space

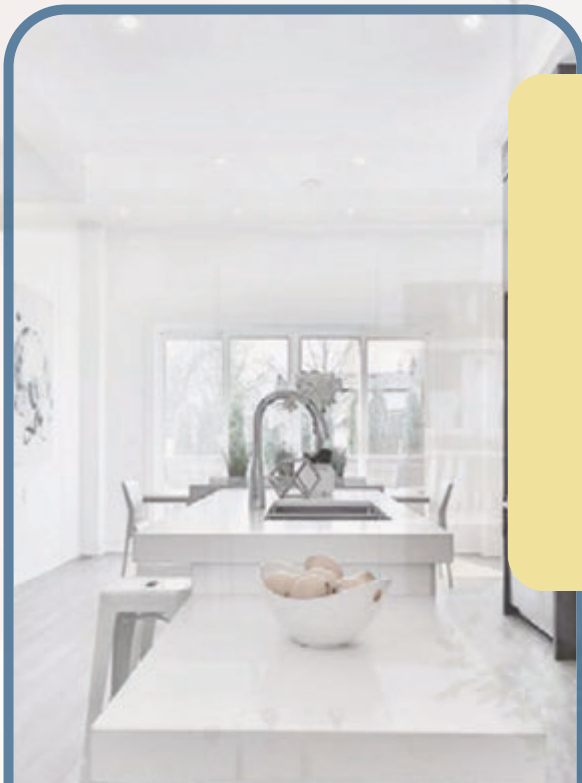
### tasks

- Replace Lightbulbs
- Replace Air Filters
- Remove Personal Portraits On Walls
- Hang Mirrors In Dark Corners or Long Halls
- Add Lamps In Bedrooms

## EXTERIOR

- Clean Windows Wells & Wash Windows
- Pressure Wash Deck/Patio
- Pressure Wash Garage
- Paint Front Door
- Fresh Doormat
- Weed & Add Fresh Mulch
- Fresh Flowers In Planters

# 04 Marketing



Once your home is ready to sell, my goal is to get it in front of as many qualified buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

## Marketing

- Advertise across multiple channels
- Craft an enticing listing description
- Pre-market within HomeSmart
- Connect with real estate agents who have buyers for the home
- Target out-of-area buyers
- Leverage online and social media marketing with video and trending audio clips

# 05 Going Live

Your home is officially on the market - congratulations!

I will now use my connections to get the word out about your home to other agents and qualified buyers.

A sign will be put in your front yard and all of my marketing tools we discussed will be implemented.

Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.



# 06 Showings

The most important thing to keep in mind while showing your home is flexibility.

I will arrange private showings as well as an Open House to get as many potential qualified buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.



# Showing Checklist

...if you have ten minutes


- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes in dishwasher
- Put out your nice towels
- Pick up all toys and personal items
- Turn on all lights

...if you have an hour

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies




# 07 Offers & Negotiations



Depending on the market we may receive multiple offers if your home is priced right. I will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.



Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

# 08 Under Contract



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... inspections, title search and a final walk-through by the buyer within 5 days of the closing.



# 09 Final Details



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

# 10 Closing

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!