



# SELLER'S GUIDE

SELLING YOUR HOME IN THE 2024 MARKET

**DC** | DANNY CASSESE  
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**exp**<sup>TM</sup>  
REALTY

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Thank you for taking the time to contact me regarding your interest in selling your property. This seller guide is designed to outline the process from pre-listing to sold and what you can expect. It will also provide background on my experience and qualifications to market and sell your property.

# Roadmap to

# *Sold*

## 1.

### FIND AN AGENT

Finding and choosing to work with an agent you will be comfortable with will set you up for success from the start

## 2.

### THE LISTING PROCESS

This is a detailed and lengthy look at your home and best strategies which I will lay out over the next few pages

- Prior to 1st appointment
- Listing appointment
- Second appointment and pricing
- Signing paperwork
- Photography
- Staging and prep
- MLS

## 3.

### SHOWINGS

Keeping your schedule flexible to accommodate showings

## 4.

### OFFERS & NEGOTIATIONS

Reviewing and negotiating the best terms and price

## 5.

### UNDER CONTRACT

We now have a legal and binding contract

## 6.

### INSPECTIONS

Buyers typically include in the purchase contract a time period to inspect the property. Once they've done this we will respond and negotiate the requested repairs

## 7.

### FINAL DETAILS

The title company or attorney will collect information for finalizing paperwork and closing documents

## 8.

### CLOSING

Buyers will conduct their final walk through in the 24 hours prior to closing. Make sure the house is ready for the new owners, bring keys to hand over, and let's go to the closing table!

1.

# Hi! I'm Danny...



I first entered into the real estate space in 2004 with my first investment property, and I was instantly hooked. After 15 years of service to the citizens of Los Angeles County as a Deputy Sheriff, I decided to run my real estate business full-time in 2021, and haven't looked back.

My experience as a trained crisis negotiator and former member of the LASD Crisis Negotiation Team gives you a massive, unique edge in the market - Whether you're a seller who wants to end up with as much money as possible from your sale, or a buyer who needs to keep as much in your bank account as possible after your home purchase.

I believe there should be no guesswork when it comes to buying or selling a home. Every individual situation is different - that's why I take the time to listen to my clients, educate and guide them through every step of the process, and work as hard as I can to help them reach their goals.

Providing VIP service is my standard - from even before the start of a transaction, through the finish, and beyond. My aim is to take such good care of you that you can't wait to tell all your friends and family about it.

When I'm not busy helping clients, I enjoy sports, music, experiencing the outdoors, and traveling with my family.

# 2.

# PRIOR TO FIRST APPOINTMENT

MY WORK BEGINS BEFORE THE FIRST VISIT TO YOUR HOME

Before meeting, I will do some basic research on your property including:

Researching information from the assessment data

Search of deed and/or certificate of title

Deed restrictions

Easements

Estimated property boundaries

Subdivision & HOA information

A general search of recent sales will be undertaken which will be refined after our 1st appointment

Begin drafting a Competitive Market Analysis (CMA) of your home



# FIRST APPOINTMENT

ASIDE FROM GETTING TO KNOW ONE ANOTHER AND HAVING A FORMAL INTRODUCTION, THE FIRST APPOINTMENT WILL INCLUDE:

A complete tour of your home together where you point out details, items of interest, updates, and features.

A consultation to get to know your goals and expectations for a sale.

A discussion of the current market trends and what to expect.

I will take as long as necessary to answer your questions and gather sufficient information to prepare a detailed opinion of value that will be presented at the 2nd appointment.

## AFTER 1ST APPOINTMENT AND PRIOR TO 2ND APPOINTMENT

I'll draft a Comparative Market Analysis (CMA), and the field of comparable sales will be narrowed down to those most similar to your property.

In my detailed CMA, some sales may require adjustments to account for differences between your home and the sold property. I will lay each adjustment out which will allow us to arrive at a price that is best for your home.



# SECOND APPOINTMENT

I will present my price opinion based on the price and data in the Competitive Market Analysis, market trends, and local knowledge.

We will discuss the marketing plan for your home and any questions you have.

At this time we will also discuss what items will impact the sale and what specific to your situation you can do to prepare your home for the market and photography.

Lastly, we will review the necessary paperwork required by our state or local association such as disclosures, listing agreement, etc.



# PRICING

Especially today, your asking price sends a message to potential buyers. Pricing your house right takes expertise to ensure you can get the most out of your sale. We look specifically at the value of the homes in your neighborhood, the condition of your house, current market trends, and buyer demand to decide on a recommended list price.

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## UNDERPRICED

Decreases future buying power

May leave money on the table by undervaluing your home

Buyers may assume something is wrong

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## MARKET VALUE (or JUST under)

Better chances of a bidding war

More likely to get an offer at or above list price

Likely to sell quickly

Better to list a little low than a little high

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## OVERPRICED

May need a price drop which can raise red flags

Likely to sit on the market longer

High price tag may deter buyers

## CONSIDERATIONS FOR DETERMINING PRICE

Home  
Condition

+

Comparable  
Sales

+

Market &  
Local  
Trends

+

Buyer  
Demand

# LISTING PAPERWORK

Lastly, before putting your home on the market, we will review and complete the necessary paperwork required by our state or local requirements, these include but are not limited to:

## *Listing Agreement*

The listing agreement is essentially a contract between you and your agent, as well as other brokers and agents who will be showing your house to potential buyers. It lists all the terms of the agreement, including the price, commission to be paid, how the property will be shown, if there will be a lockbox and signage, and more!

## *Disclosures*

The property disclosure is a vital piece of real estate paperwork for any buyer or seller. For buyers, it provides a clearer picture of the home's condition and history, as well as potential defects that may not be obvious. For sellers, the Seller's Disclosure statement can protect them from being sued by the buyers after the sale is complete.

## *Other documents that are not required but helpful to have:*

Certificates of compliance with building and zoning codes  
Tax records  
Preliminary title report  
Property survey  
CC&Rs for properties with HOAs

# TIPS FOR PREPARING

## *Your Home for Sale*

By showing your home as clean and well-maintained, you can optimize your chances of selling quickly. You'll also want to declutter and depersonalize so the future buyers can visualize it as their home too!

### CLEAN, DECLUTTER, AND MAKE IT INVITING

- Organize closets to create empty space
- Minimize items on counters
- Reduce the amount of wall art if distracting
- Store, sell, or donate any items or knickknacks you no longer need
- Deep clean all bathrooms and tile grout
- Put clothing and laundry out of sight
- Eliminate odors to leave your home smelling fresh and clean
- Arrange furnishings to make rooms appear larger and more open

### SHOW IT'S CARED FOR

- Clean your windows inside and out
- Repair and touchup scuffs on the walls
- Check and replace lightbulbs
- Clean debris from roof and gutters
- Fix leaky faucets and loose toilets
- Ensure windows and doors open, close, and latch properly

### BOOST CURB APPEAL

- Give the mailbox an update if needed
- Remove clutter from the yard
- Mulch around flowerbeds and trees
- Sweep patios, decks, and walkways
- Create an inviting front porch
- Keep the yard freshly mowed, edged, and fertilized

# STAGING

Staging a home for sale is the process of making sure that your property looks its absolute best and presents itself in the most attractive way possible.

This can be done with simple changes like adding décor, moving furniture around, or replacing old items with new ones. Staging a home for sale can also include additional work like repainting walls, replacing carpets, or even rearranging rooms entirely.



## BENEFITS OF STAGING:

- Highlight the best features of a home
- Less time on the market
- Makes a home look more "move-in ready"
- Prospective buyers can visualize easier
- Increase the perceived value
- Takes little time to create
- It's cost-efficient

A recent survey from the International Association of Home Staging Professionals shows that staging helps sell homes three to 30 times faster than nonstaged competition. Further, staging can help increase the sale price by up to 20% on average.

# PHOTOGRAPHY

Usually, a buyer's first impression of your home is through viewing photos online. Only if they like what they see will they schedule a showing. That's why it's important to work with a real estate agent who hires professionals to photograph your property before putting it on the market.

## TYPES OF PHOTOGRAPHY OFFERED:

Professional Photography

Videography

Drone Photography

Virtual Tours

Virtually Staged Photos



# LIVE ON MLS!

*You have officially listed  
your home for sale!*

Your home will appear on the Multiple Listing Service (MLS), putting all other agents in the area on notice that your home is for sale. Once on the MLS, your home will be sent to all home search websites such as Zillow, Redfin, Realtor.com, etc. It's important to make sure your home is ready to show in case a buyer is interested in seeing it right away.



# MARKETING

It's not enough to simply list a house on the MLS and wait if you want the BEST buyer for your home. Here are some of the ways I set your listing apart from the rest of the pack:

- Launch a social media ad campaign to touch potential buyers even when they're taking a break from searching
- Create a *professional* website just for your home, and drive traffic to it via the social media ad campaign, as well as direct mail
- Market the property directly to the numerous potential buyers in my own database
- If you wish, I will hold an open house to attract potential buyers, as well as neighbors who may have someone in mind for it



# 3.

## HOME SHOWINGS

### KEEPING EVERYONE IN THE LOOP

I use a unique system for scheduling showings that notifies you via text when showings are requested, and allows you to confirm or decline them with one touch. It's important that everyone who lives in the house knows when showings are scheduled so they can keep their spaces tidy and avoid any mix-ups when a buyer's agent and client arrive.

### KEEP A FLEXIBLE SCHEDULE

If you're still living in your home, be ready to break daily routines if showings are requested. Making your home easily accessible gives more opportunities to snag buyers on tight schedules. You may find that some buyers and their agents arrive early, some arrive late, some stay for a long time, and some are in and out in a few minutes.

### VACATE YOUR HOME

When a buyer is viewing your home, it's always helpful to vacate. This allows the buyer to feel more comfortable in the space while they're there, and it prevents you from being a distraction. If you're home, I always suggest going for a walk until they're gone, running an errand, or hanging tight at a neighbor's. And NEVER engage the buyers in conversation if your paths do cross.

### SECURE VALUABLES & PERSONAL ITEMS

If you have a safe or secure cabinet you can lock, please lock up expensive items such as jewelry. Medications should be kept locked away as well, as theft of prescription drugs is CAN (rarely) occur during showings. Consider keeping confidential documents with private information in your possession, rather than leaving them at home.

### PETS AND FURRY FRIENDS

It is also a great idea to take your pets with you when you vacate the home during showings. Seeing or smelling any evidence of a pet in the home can be a turn-off to many potential buyers. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter if possible. Consider giving your dog baths regularly to make sure they're smelling fresh and clean.

### CLEAN DAILY OR KEEP TIDY

To prevent any unwanted odors, regularly empty trash cans in every room and make sure you're not cooking foods that leave a lasting smell. Buyers can also have a difficult time looking past clutter and a dirty home. Be vigilant about cleaning up daily messes, wiping the counter after every meal, residues in bathrooms, and keeping the floors spotless!

# 4.

## OFFERS AND NEGOTIATIONS

The “best offer” can vary based on your needs, the terms of the sale, the right timing, and of course, the right price. Understanding the different components of an offer will help you choose or negotiate the offer that makes the most sense for you.

### CONTINGENCIES

Contingencies are benchmarks buyers set that need to be met for the transaction to continue moving forward. From a seller's point of view, the fewer chances the buyer has to exit the transaction, the better.

### EARNEST MONEY DEPOSIT

A sizable earnest money deposit, also known as a good-faith deposit is paid by the buyer to prove they are serious about purchasing the home.

### CLOSING TIMELINE

The closing date is typically 30-45 days after a purchase agreement has been executed, but can vary depending on the method your buyer chooses to finance the home purchase. Make sure you choose an offer or negotiate a closing date that fits your needs.

### CLOSING COSTS

Seller closing costs are often deducted from the proceeds of the home sale. Buyers typically pay their costs out of pocket which they may ask you to pay a percentage of at closing.

### INSPECTION TIME PERIODS

An inspection (or due diligence contingency) gives the buyer the right to have the home inspected by a set date or in a time period. Some offers will also include a 'resolution period' to negotiate the repairs requested.

### OFFER PRICE

In evaluating an offer, remember the offer price is just a starting point. A high offer price might outweigh the other variables mentioned above, or it might not. It's important to evaluate the impact of all contingencies.

### FINANCING - LOAN TYPE

There are multiple types of mortgages, and some are easier to deal with than others. Appraisal contingencies also come with financing, lenders want to be sure the amount their lending is in line with the value of the home.

### CASH

A buyer may use a cash offer as an incentive to pay less for your home because they are removing contingencies and permitting a faster sale. Ultimately, you'll need to determine whether the discount on price is worth the time saved.

# 5. YOU'RE UNDER CONTRACT!



Congratulations, you've accepted an offer! The next steps of your unique home sale may vary some but here's a quick overview of what's next:

1. Earnest money must be deposited by the buyer
2. Buyers lender documents must be submitted and processed
3. The buyer must order the home appraisal
4. The title must be reviewed and cleared
5. The home inspection will be scheduled and conducted
6. Negotiated repairs must be made
7. The buyer must take out a home insurance policy

Closing will be here before you know it!

# 6. INSPECTIONS & REPAIRS

The home inspection is one of the most crucial stages of the process, and one of the most likely to end the deal after the offer has been accepted.

Typical home inspection  
timeframe:

## 7-14 Days

*What you need to do as a seller:*

Prepare your home so both the buyer and inspector can view and access various points in the house such as crawl space, attic, furnace, & electrical panels.

After the buyer completes their inspection, they can:

1. Accept the property as-is
2. Terminate the contract and we go back on the market
3. Send a repair proposal for defective or marginal items to be repaired

There are many strategies to help negotiate with the buyer after a home inspection, like getting repair quotes, knowing the market, or prioritizing certain repairs.

*What is an reasonable repair request?*

- Major health and safety concerns (like mold, water damage, or fire hazards)
- Structural issues (like foundation or roof problems)
- Some building code violations (like improperly functioning electrical or HVAC systems)

*What is a unreasonable repair request?*

- Cosmetic repairs (like paint colors, landscaping, or trim work)
- Normal wear and tear (like driveway issues or floor scuffs)
- Inexpensive repairs (like holes in walls from pictures or loose fixtures)

# 7. FINAL DETAILS

*....So close to closing now!*

In the time between negotiating repairs and closing you will be busy with the following:

Completing the agreed upon repairs, if any.

If the buyers need an appraisal for their loan, you will need to provide access to the home for the appraiser at a scheduled time

Schedule movers and ensure you're making the necessary change of address updates

Scheduling a time for closing with the title company/escrow office and providing them with information regarding the home sale such as mortgage status, HOA contact, marital status, and more.



# 8. CLOSING

The Buyers will typically complete a final walk through of your home within 5 days of closing escrow to ensure repairs have been made and the home is in the same or better condition. Keep receipts from repairs on hand to provide these.

Make sure you've removed all personal belongings from the property and have reviewed the closing disclosures that the lender/escrow company will send out a few days early.

A day or two prior to closing escrow, the buyers will fund the purchase with either cash, their loan, or both. The final step is recording the deed under the new owners' name with the county, which is handled by the title/escrow company. Once the deed is recorded with the county, you will receive your funds, and escrow will be officially closed!

# BEST PRACTICES FOR SELLING IN 2023

Last year, the housing market slowed down in response to higher mortgage rates, and that had an impact on home prices. The market is still tricky, but a lack of available homes for sale is keeping buyer competition high. Things can change quickly, so if you're thinking of selling your house soon, that means you MAY need to adjust your expectations according to what the market does, sometimes on the fly!

## AVOID OVERPRICING YOUR HOME

Especially today, your asking price sends a message to potential buyers. An experienced real estate agent can help determine what your ideal asking price should be.

## KEEP YOUR EMOTIONS OUT OF YOUR HOME SALE

For some homeowners, it's difficult to separate the emotional value of the house from the fair market price. By knowing how emotions affect your decision-making, you can make the best choice for your family during the sale process.

## DO THE PREP WORK BEFORE GOING ON THE MARKET

It's so important to make sure you focus on your home's first impression so it appeals to as many buyers as possible. That's why you need to put the effort, in the beginning, to make it inviting, show it's cared for, and boost curb appeal.

# HOW I CAN HELP YOU

With today's housing market changing as quickly as it is, working with a real estate professional is more essential than ever. Here are 5 reasons you'll want to use a local pro when selling your home:

## I KNOW WHAT BUYERS WANT TO SEE

Before you decide which projects and repairs to take on, connect with me for advice on your specific situation. I have first-hand knowledge and can provide a perspective of what today's buyers expect.

## I CAN HELP MAXIMIZE YOUR BUYER POOL

As a full-time real estate professional, I have an assortment of tools at my disposal, such as social media strategies, modern marketing tools and methods, agency resources, Multiple Listing Services (MLS), and more to ensure your house is viewed by the most amount of buyers.

## I UNDERSTAND THE FINE PRINT

Disclosures and regulations are mandatory when selling a home. I know exactly what needs to happen, what all the paperwork means, and how to work through it efficiently. I'll help you review documents and avoid any costly missteps if you were to handle them on your own.

## I'M A TRAINED AND EXPERIENCED NEGOTIATOR!

Instead of going toe-to-toe with buyers, buyer agents, inspection companies, and appraisers on your own... lean on an expert. I'll know what levers to pull, how to address all concerns, and when to get a second opinion.

## I KNOW HOW TO SET THE RIGHT PRICE FOR YOUR HOUSE

Allow me to prepare a detailed Comparative Market Analysis (CMA) for the most accurate and competitive price. I'll compare your home to recently sold homes in your area and assess the current condition to make sure it's priced to sell quickly while getting you the highest price possible.

# CLIENT TESTIMONIALS



*Danny went above and beyond making sure everything was handled efficiently throughout the whole process of selling our first home. I highly recommend him for his great communication, promptness, kindness and making sure we were truly taken care of. You will be glad to have chose such an AMAZING realtor!*

*Alex & Ryan U.*

*Danny exceeded my expectations. He was able to sell my property and help me purchase another property quickly, making it extremely easy. Always answered any questions I had. I will recommend him to everyone I know and definitely use him again in the future.*

*- Mikey L.*

*Because of Danny's experience, expertise, and marketing tools, we were able to sell our home within days of listing it. Danny guided us through every step of the selling process which resulted in a smooth transaction. With Danny's help, we were able to make a profit that exceeded our expectations.*

*- Joy & Peter S.*



*Put my passion and knowledge to work for you!*

