

sold.

shauna hernandez

FROM START TO SOLD - ALL THE DETAILS
YOU NEED TO SUCCESSFULLY LIST + SELL
YOUR HOME







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welcome

Hi, I'm Shauna and I believe in home.

HOME IS MORE THAN JUST A PHYSICAL SPACE. IT'S WHERE YOU'VE CREATED COUNTLESS MEMORIES, SHARED MOMENTS WITH LOVED ONES, AND WHERE YOU FEEL MOST COMFORTABLE.

WHEN IT COMES TIME TO SELL YOUR HOME AND BEGIN A NEW CHAPTER, THE PROCESS CAN OFTENTIMES FEEL OVERWHELMING. SELLING A HOME CAN BE AN EMOTIONAL JOURNEY, AND IT'S UNDERSTANDABLE TO FEEL APPREHENSIVE.

REST ASSURED THAT TOGETHER, WE CAN HELP YOU NAVIGATE THE PROCESS WITH EASE. WE'LL OUTLINE THE PROCESS AND CREATE A PLAN TOGETHER, SO YOU DON'T HAVE TO DO ANY OF THE HEAVY LIFTING.

FROM STAGING YOUR HOME, TO FINDING THE RIGHT BUYERS, NEGOTIATING THE BEST TERMS FOR YOU + CREATING A SMOOTH CLOSE, THIS BOOKLET WILL BE YOUR GUIDE.

Shauna Hernandez





a little about me

CALIFORNIA REALTOR® + MARKETING SPECIALIST

AS A REAL ESTATE AGENT, I GET TO DO TWO THINGS THAT I LOVE THE MOST- **MARKETING AND SERVING PEOPLE**. WITH OVER 15 YEARS OF DESIGN AND MARKETING EXPERIENCE, I UNDERSTAND THE IMPORTANCE OF CLEAR COMMUNICATION AND EYE-CATCHING DESIGN WHEN IT COMES TO ADVERTISING YOUR LISTING. I CAN ALSO SAY WITH CONFIDENCE THAT SERVING PEOPLE IS MY GREATEST CALLING AND MY CLIENTS' NEEDS WILL ALWAYS BE MY MOTIVATION TO WORK HARD ON THEIR BEHALF.



how does a real estate transaction work?



SUCCESSFUL selling process



I KNOW THAT SELLING YOUR HOUSE
CAN BE STRESSFUL.

BUT IT DOESN'T HAVE TO BE.
INSTEAD IT CAN BE THE GLORIOUS
START TO A NEW CHAPTER.
THE RELIVING OF WONDERFUL
MEMORIES + THE ANTICIPATION OF
A NEW FAMILY LOVING YOUR HOME
WITH FRESH EYES.

WITH A MODERN APPROACH TO
MARKETING AND A STREAMLINED
SYSTEM FOR PAPERWORK, I TAKE
THE STRESS OUT OF SOLD.



LISTING CONSULTATION

THIS IS WHERE WE MAKE A PLAN TOGETHER. AS YOUR AGENT, I'M GOING TO BE ASKING YOU QUESTIONS ABOUT YOUR GOALS FOR SELLING YOUR HOME AND ANY QUESTIONS OR CONCERNS YOU MAY HAVE RELATED TO YOUR SALE. PLEASE TAKE A MOMENT TO THINK ABOUT THOSE THINGS BEFORE OUR CONSULTATION SO THAT WE CAN ENSURE WE MAKE THE BEST USE OF OUR TIME TOGETHER AND ADDRESS THE MOST IMPORTANT ISSUES.

I'LL ALSO BE PREPARING MATERIALS FOR YOUR REVIEW, INCLUDING AN OVERVIEW OF OUR MARKETING CAMPAIGN, AN EXPLANATION OF SOCIAL STRATEGY AND A COMPARATIVE MARKET ANALYSIS TO SHOW YOU WHAT IS SELLING (AND NOT SELLING) IN YOUR MARKET AREA.



A few things to think about before we meet:

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Shauna



SETTING THE RIGHT PRICE

DO YOU KNOW WHAT HAPPENS WHEN YOU OVERPRICE YOUR HOUSE? NOTHING. NOTHING HAPPENS. NO SHOWINGS GET SCHEDULED AND NO OFFERS COME IN.

PRICING IS A SCIENCE AND THE SINGLE MOST IMPORTANT STRATEGY YOU'LL EMPLOY WHEN GOING TO MARKET. DURING YOUR LISTING CONSULTATION, WE'LL MAKE SURE YOUR GOALS ALIGN WITH MARKET CONDITIONS AND MAKE A PLAN TOGETHER.

NOTES



AGENT COMPENSATION

INSIDE REAL ESTATE TRANSACTIONS THERE ARE TYPICALLY TWO AGENTS INVOLVED. ONE AGENT REPRESENTS THE **SELLER**. THE OTHER AGENT REPRESENTS THE **BUYER**. EACH AGENT WORKS TO CREATE CIRCUMSTANCES THAT ARE AGREEABLE TO THEIR CLIENTS.

TYPICALLY, SELLERS OFFER ANYWHERE FROM 5-7% OF THE PURCHASE PRICE TO THEIR AGENT'S BROKERAGE. THE SELLER'S BROKER THEN OFFERS A PORTION OF THAT COMMISSION TO THE BUYER'S BROKER AS A CO-BROKE. THE NEW NATIONAL ASSOCIATION OF REALTORS REGULATIONS PROHIBIT US FROM OFFERING A BUYER CO-BROKE **INSIDE THE MLS**.



BUT IT IS STILL RECOMMENDED THAT SELLERS OFFER A CO-BROKE TO A BUYER'S AGENT. HERE'S WHY →





IT MAKES YOUR LISTING MORE APPEALING

WHEN YOUR LISTING OFFERS A BUYER'S CO-BROKE, AGENTS ARE MOTIVATED TO GET THEIR CLIENTS INTO YOUR HOME.

IT CREATES A SMOOTHER TRANSACTION

A REPRESENTED BUYER IS A BUYER THAT IS EDUCATED WITH AN AGENT WORKING TO MAKE SURE WE GET EVERYONE TO THE CLOSING TABLE.

IT OPENS UP YOUR LISTING TO MORE BUYERS

YOU ARE NOT REQUIRED TO OFFER A BUYER'S CO-BROKE. HOWEVER, WHEN YOU ALLOW THE BUYER TO ROLL THEIR AGENT'S COMMISSION INTO THE PURCHASE PRICE OF THE HOME, IT GREATLY REDUCES THE AMOUNT OF CASH THEY ARE REQUIRED TO BRING TO THE TABLE.

A BUYER'S CO-BROKE HAS ALWAYS BEEN A PRE-NEGOTIATED SELLER CONCESSION, BUT NOW THE CHOICE IS YOURS IN HOW YOU CHOOSE TO HANDLE THEIR COMPENSATION. TALK WITH YOUR LENDER AND OTHER TRUSTED FINANCIAL ADVISORS TO FIND THE BEST SOLUTION FOR YOU.



prepping the home

CLEANING + PREPPING YOUR HOME TO SELL
CAN INCREASE ITS VALUE BY 3-5%

01 *Kitchen*

- CLEAR OFF ALL COUNTERS. EVERYTHING FROM PLANTS, PAPER TOWELS + TOASTERS
- REMOVE ALL PERSONAL ACCESSORIES
- TIDY PANTRY

02 *Family Room*

- REMOVE ALL PERSONAL ACCESSORIES
- DECLUTTER, INCLUDING FURNITURE IF NEEDED
- KEEP DECOR NEUTRAL

03 *Bedrooms*

- REMOVE 30% OF ITEMS IN CLOSETS
- REMOVE ALL PERSONAL ACCESSORIES
- REPLACE BRIGHT BEDDING WITH NEUTRAL TONES IF POSSIBLE

04 *Bathrooms*

- CLEAR ALL COUNTERS OF PRODUCTS
- REMOVE ALL PERSONAL ACCESSORIES
- REPLACE BRIGHT TOWELS + RUGS WITH WHITE ONES

05 *Backyard*

- TIDY ALL TOYS. PACK AWAY AS MANY AS YOU CAN
- TRIM ALL BUSHES + MOW ANY LAWNS
- RAKE ANY GRAVEL

06 *Front Entry*

- SWEEP FRONT PORCH + ADD FRESH WELCOME MAT
- PLANT POTTED FLOWERS
- TRIM + MOW REGULARLY

07 *Throughout*

- WIPE DOWN ALL BLINDS
- TOUCH UP ANY DRYWALL OR PAINT

08 *Final Clean*

PRIOR TO PHOTOS AND VIDEOS ITS IMPORTANT TO GIVE THE HOME A GOOD DEEP CLEAN. THIS COMMUNICATES THAT THE HOME HAS BEEN WELL CARED FOR AND INCREASES THE HOME'S VALUE TO BUYERS.

PRE-LIST to-do list

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS





PROFESSIONAL PHOTOS

WHEN IT COMES TO REAL ESTATE PHOTOGRAPHY AND VIDEO, THE FIRST IMPRESSION IS NOT JUST ABOUT THE HOME—IT'S ABOUT THE POTENTIAL BUYERS' INITIAL PERCEPTION OF HOW THEY WOULD FEEL LIVING IN THAT HOME.



HOMES LISTED WITH PROFESSIONAL PHOTOGRAPHY SELL 32% FASTER.



THE AVERAGE ROI ON PROFESSIONAL REAL ESTATE PHOTOGRAPHY IS 826%.



68% OF CONSUMERS SAY THAT GREAT PHOTOS MADE THEM WANT TO VISIT THE HOME.



GO-TO-MARKET TIMELINE

BEFORE WE JUMP IN, IT IS IMPORTANT TO NOTE THAT EVERY HOME AND EVERY SELLER-SCENARIO IS DIFFERENT. THIS MEANS THAT SOMETIMES WE HAVE TO WORK WITH A "LESS THAN IDEAL" TIMELINE - AND THAT IS OK! WHEN IT COMES TO MARKETING, WE CAN EASILY MAKE ADJUSTMENTS ACCORDINGLY.

HOMES PERFORM BEST WHEN THEY GO TO MARKET ON THURSDAY. IN ORDER FOR YOUR HOME TO GO TO MARKET ON THURSDAY, TYPICALLY CLEANING AND PHOTOS SHOULD BE DONE 1-2 WEEKS PRIOR.

ON PHOTO DAY, WE'LL DO A WALK-THROUGH OF THE HOME AND DO ANY LAST MINUTE STAGING AND CLEANING. FROM START TO FINISH, PHOTOS COULD TAKE UP TO 3-4 HOURS. I RECOMMEND THAT YOU PLAN AN ACTIVITY OUTSIDE THE HOME FOR THIS BLOCK OF TIME IN ORDER FOR THINGS TO MOVE QUICKLY AND EFFICIENTLY.



Photos and videos are typically used for:

Your home only website

Neighborhood direct mail pieces

Social media posts + ads

Open house materials



3-step marketing process

WHEN TAKING A HOME TO MARKET, IT'S IMPERATIVE TO HAVE AN IMMERSIVE MARKETING STRATEGY. THIS MEANS YOUR IDEAL BUYER IS SEEING YOUR HOME MULTIPLE TIMES IN MULTIPLE MEDIUMS. THIS 3-STEP APPROACH ALLOWS FOR BUYERS ACROSS ALL GENERATIONS TO SEE THE DETAILS OF YOUR HOME.



THE DETAILS

01

MAILERS: THIS IS WHERE WE LET ALL THE NEIGHBORS KNOW ABOUT YOUR HOME. IN MOST CASES, MAILERS CAN BE AN EFFECTIVE WAY TO GET YOUR HOME IN FRONT OF THOSE WHO AREN'T ACTIVELY LOOKING ON THE INTERNET.

02

SOCIAL MEDIA: THEY SEE A POSTCARD IN THE MAIL AND THEN A REEL POPS UP TALKING ABOUT THE SAME HOUSE. THEN A FACEBOOK AD...FINALLY, BUYERS ARE CLICKING ON THE LINK TO YOUR PERSONAL WEBSITE, WHERE THEY CAN TAKE A FULL DIGITAL TOUR.

03

OPEN HOUSE: MAILERS, SOCIAL MEDIA AND THE WEBSITE WILL ALL INVITE BUYERS TO THE OPEN HOUSE SO THEY CAN SEE WHAT YOU HAVE TO OFFER IN REAL LIFE. AT THIS POINT YOU KNOW THAT THIS BUYER IS TRULY INVESTED!

marketing timeline

COMING SOON

- SIGN IS PLACED IN YARD
- NO SHOWINGS UNTIL OPEN HOUSE
- GENERATES INTEREST

CLEAN + PREP

- BEGIN PACKING. REMOVE 30% OF ITEMS IN CLOSETS
- REMOVE ALL CLUTTER + PERSONAL PHOTOS

POSTCARD CAMPAIGN

- POSTCARDS DESIGNED
- INVITING THE NEIGHBORS TO THE OPEN HOUSE

PHOTO + VIDEO

- CONTENT SHOOT DAY
- PHOTOS OF HOME
- DRONE FOOTAGE
- FULL IMMERSIVE VIDEO

SOCIAL MEDIA DEPLOYED

- ALL SOCIAL MEDIA PIECES CREATED
- LONG FORM VIDEO, 3-4 REELS AND DESIGNER STYLE PHOTOS

CUSTOM WEBSITE BUILT

- EXCLUSIVE WEBSITE BUILT FOR YOUR LISTING
- TRACKS ALL VISITOR ACTIVITY

OPEN HOUSE

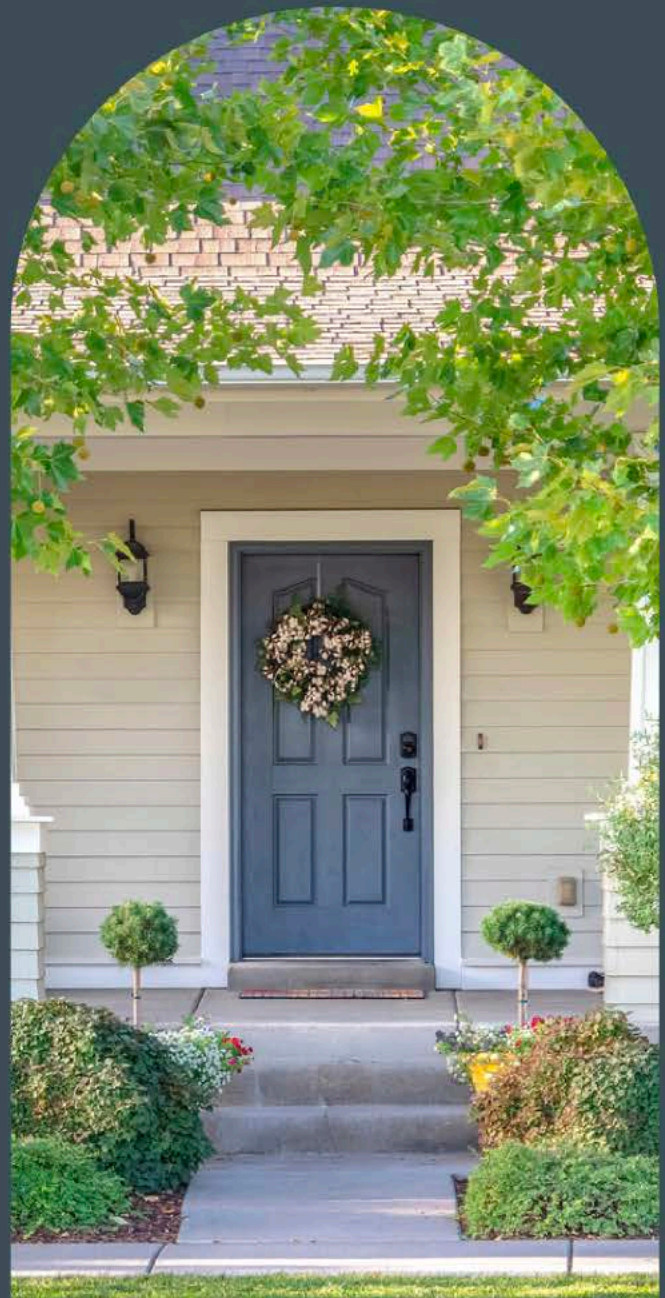
- OPENING WEEKEND. NO SHOWINGS PRIOR
- OPEN HOUSE ON FRIDAY, SATURDAY + SUNDAY

ONLINE DEBUT: LISTED TO SELL

IT'S NO SECRET THAT THE HOUSING INDUSTRY HAS CHANGED OVER THE YEARS. GONE ARE THE DAYS OF NEWSPAPER LISTINGS AND WORD-OF-MOUTH LEAD GENERATION—NOW, MOST PEOPLE TURN TO THE INTERNET WHEN LOOKING FOR NEW HOMES. WITH 95% OF HOME BUYERS USING IT, THE INTERNET IS AN ESSENTIAL TOOL IN THE HOME SEARCH PROCESS. IN FACT, 54% OF BUYERS SAY THAT USING THE INTERNET IS THEIR VERY FIRST STEP IN FINDING A NEW HOME.

THE AVERAGE HOME BUYER SPENDS 10 WEEKS SEARCHING FOR A HOME AND PREVIEWS 12 PROPERTIES BEFORE DECIDING ON THEIR PURCHASE.

SO OF COURSE, I ENSURE YOUR LISTING IS PUBLISHED ON THE MLS (MULTIPLE LISTING SERVICE), SYNDICATE WITH MAJOR REAL ESTATE PLATFORMS LIKE ZILLOW, TRULIA, AND REALTOR.COM, AND CLAIM THOSE LISTINGS TO FOLLOW STATISTICS.



I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers.





open house

OPEN HOUSES ARE ESSENTIAL WHEN SELLING A PROPERTY. WHEN YOU HOLD AN OPEN HOUSE, YOU'RE EXPOSING YOUR LISTING TO THE WORLD, ESPECIALLY IF YOU DO IT REGULARLY. THAT MEANS THAT EACH OF THOSE EVENTS WILL GIVE YOUR PROPERTY RENEWED ATTENTION ON ALL OF THE ONLINE PORTALS AND MAKE YOUR LISTING POP UP IN FRONT OF MORE POTENTIAL BUYERS. AND BECAUSE THIS IS PHYSICAL REAL ESTATE WE'RE TALKING ABOUT, AN OPEN HOUSE ALSO GIVES THEM A CHANCE TO EXPERIENCE YOUR HOME IN PERSON!

offer presentation

OFFER PRESENTATIONS HAPPEN ANY TIME WE RECEIVE AN OFFER OR OFFERS. WE'LL GET TOGETHER AS A TEAM TO REVIEW THE OFFERS SIDE-BY-SIDE SO WE CAN COMPARE THEM AND DECIDE ON WHICH ONE TO ACCEPT OR COUNTEROFFER. IN A MULTIPLE OFFER SITUATION, WE'LL REVIEW THEM ALL AT ONCE. THIS STRATEGY IS IDEAL BECAUSE IT ALLOWS US TO COMPARE OFFERS FROM DIFFERENT BUYERS AT ONCE, RATHER THAN RECEIVING THEM ONE BY ONE OVER TIME.





contingency period

IN REAL ESTATE, A "CONTINGENCY" REFERS TO A CONDITION OF THE AGREEMENT OF SALE THAT NEEDS TO OCCUR IN ORDER FOR THE TRANSACTION TO KEEP MOVING FORWARD. THERE ARE MANY CONTINGENCIES THE BUYER CAN CHOOSE TO INCLUDE IN YOUR CONTRACT.

BY WORKING CLOSELY WITH ME AND OTHER INDUSTRY EXPERTS, YOU'LL BE BETTER ABLE TO UNDERSTAND WHAT CONTINGENCIES ARE ALL ABOUT, WHEN THEY'RE MOST LIKELY TO BE NECESSARY, AND WHAT YOU CAN DO TO MAKE SURE YOU'RE IN THE BEST POSITION POSSIBLE FOR DEALING WITH CONTINGENCIES WHEN THEY ARISE.



INSPECTION

EVERY CONTRACT HAS A 17-DAY INSPECTION CONTINGENCY. THIS IS WHERE THE BUYER IS ABLE TO DO THEIR DUE-DILIGENCE ON THE PROPERTY WITH A PROFESSIONAL INSPECTION.

FINANCING

MOST CONTRACTS ARE ALSO CONTINGENT ON THE BUYER'S FINANCING. WE DON'T ACCEPT OFFERS UNLESS WE HAVE THE BUYER'S PRE-APPROVAL FROM A LENDER.

APPRAISAL

INSIDE THE BUYER'S FINANCING THEIR IS OFTEN AN APPRAISAL CONTINGENCY. THIS MEANS THE BUYER'S FINANCING IS CONTINGENT UPON THE HOME APPRAISING FOR THEIR PURCHASE PRICE.

HOME SALE

SOME CONTRACTS ARE ALSO CONTINGENT UPON THE BUYER SELLING AND CLOSING ON THEIR CURRENT HOME. THERE WILL BE ADDITIONAL PAPERWORK AND DATES WE ABIDE BY WITH THIS TYPE OF CONTINGENCY.



closing day

THIS IS IT! THE BIG DAY! YOU'LL BE SIGNING A LOT OF PAPERWORK TODAY. MOST OF IT PRETTY DULL. ALL OF IT IMPORTANT. THE GOOD NEWS IS, IT'S ALL PAPERWORK WE'LL HAVE ALREADY REVIEWED. AFTER YOU SIGN EVERYTHING, THE DEAL IS CLOSED ONCE THE FOLLOWING IS DONE:

01 THE DEED ISN'T A LEGAL DOCUMENT UNTIL IT HAS BEEN RECORDED BY THE COUNTY RECORDER'S OFFICE. ONCE EACH PARTY HAS SIGNED, THE TITLE COMPANY WILL SEND IT TO RECORD. THIS CAN TAKE A FEW HOURS.

02 DEPENDING ON WHEN THE DEED RECORDS, **FUNDING** WILL FOLLOW. SOME LOANS FUND THE SAME DAY, SOME TAKE UP TO 48 HRS AFTER RECORDING. THE HOME IS OFFICIALLY CLOSED ONCE IT IS RECORDED. DON'T STRESS ABOUT THE FUNDING BEING IMMEDIATE. THE FUNDS ARE THERE. IT'S JUST A PROCESS TO TRANSFER THEM INTO YOUR ACCOUNT.

ONCE THE DEED RECORDS, WE'LL RELEASE KEYS TO THE NEW HOMEOWNER.



After working with a few REALTORS and finding Shauna, we knew she was the one for us. To have someone who makes you feel like they won't give up on you is such a big help being a first-time home-buyer. She gave us daily communication through the whole process. She really did whatever it took to find us a home that we can call our own.

*-Ashley
First-Time Home-Buyer*





MY PROMISE TO YOU

I KNOW THIS IS ABOUT MORE THAN
SELLING HIGH AND BUYING LOW AND
I CAN PROMISE YOU THAT WHILE
THERE WILL BE SOME BUMPS IN THE
PROCESS, I'LL BE DOING MY BEST TO
HELP YOU AVOID ANY DELAYS OR
ROADBLOCKS. YOU CAN EXPECT
WEEKLY PHONE CALLS WITH
HONESTY AND CREATIVE PROBLEM
SOLVING TO GET YOU WHERE YOU
WANT TO GO.

Shauna



READY TO LIST? LET'S CHAT!

shauna hernandez

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