



ALL ELITE
HOMES

Home Sellers Guide



Introduction



How to Sell Your Home with Confidence in Fresno & Clovis

Selling your home can be a daunting task, especially if it's been a while since you've navigated the real estate market. The industry has evolved, with technology playing a significant role in marketing and managing transactions. At All Elite Homes, we're here to guide you through every step, blending modern tools with deep roots in the Fresno community to ensure your experience is seamless and rewarding.

1. Find an Experienced Local Agent

Your agent can make or break your home-selling journey. While many homes can sell themselves with the right price, having an experienced consultant by your side can elevate the process. At All Elite Homes, we focus on finding the best solution for you, not just the quickest sale for us. Here's what to consider:



Questions to Ask When Hiring an Agent:

- Are they full-time professionals with local expertise?
- Do they provide comprehensive services, and what are their fees?
- Can they offer candid advice, even if it's not what you want to hear?

Pro Tip: Look for agents with recent experience in Fresno's diverse neighborhoods, whether it's the historic charm of the Tower District or the suburban appeal of Clovis.

Avoid Obligatory Hires: While it's tempting to work with a friend or family member who's an agent, ensure they're qualified and professional. Selling a home is a significant financial decision, and your choice of agent should reflect that.



2. Leverage Technology

Maximize Exposure

The real estate market is more tech-driven than ever. Here's how we use technology to give your home the spotlight it deserves:

- **Professional Photography & Virtual Tours:** Over 90% of buyers begin their search online. High-quality visuals can make or break their first impression.
- **Multiple Listing Service (MLS):** Your home will be showcased on platforms like Zillow, Trulia, and Realtor.com, ensuring maximum exposure.
- **Social Media Marketing:** We use tailored campaigns to reach potential buyers in Fresno and beyond.

Did You Know? Homes listed with professional photography and virtual tours sell 32% faster on average.



3. Understand the Costs Involved



Selling a home comes with expenses, but planning ahead can help you maximize your profit. Understanding commission structures and related costs is essential.

Key Information Regarding Commissions:

- **Negotiable Listing Agent Commissions:** The commission paid to the listing agent and broker is outlined in the listing agreement and is fully negotiable.
- **Buyer Agent Commissions:** While not automatically included, buyer agent commissions may be requested when offers are received. This aspect of the transaction can also be negotiated.
- **Market Practices:** Total commissions for a transaction can range from 5% to 7% of the sale price. Listing agreements typically focus on the listing agent's and broker's compensation, while buyer agent commissions, if applicable, are addressed during negotiations.

Other Common Costs:

- **Closing Costs:** Transfer taxes, conveyancing, and other fees can total 1-3% of the sale price.
- **Repairs & Updates:** Minor fixes and cosmetic improvements, like fresh paint or landscaping, can significantly boost your home's appeal.

Pro Tip: Focus on upgrades that appeal to today's buyers, like energy-efficient appliances or creating a home office space.



4. Set the Right Price

Pricing your home correctly is critical. Overpricing can deter buyers, while underpricing leaves money on the table. At All Elite Homes, we'll conduct a Comparative Market Analysis (CMA) to determine your home's true market value, considering:

- Recent sales in your area
- Unique features like pools or proximity to landmarks like Woodward Park
- The condition and age of major components like the roof and HVAC

Pro Tip: Fresno's real estate market can fluctuate with the seasons. Listing at the right time, combined with an accurate price, can lead to faster sales and multiple offers.



5. Prepare Your Home for Market



Presentation matters. A well-staged home can make buyers envision themselves living there.

Checklist for Preparing Your Home:

- Declutter and deep clean
- Paint walls in neutral tones
- Enhance curb appeal with fresh landscaping
- Depersonalize spaces to appeal to a broader audience

Did You Know? Neutral tones and minimal décor allow buyers to imagine their style in the space, increasing perceived value.



LAST STEPS



6. Evaluate Offers Thoughtfully

When offers come in, it's not just about the highest price.

Consider:

- The buyer's financing (cash vs. mortgage)
- Contingencies, like home inspections or appraisals
- Closing timelines that align with your needs

Pro Tip: At All Elite Homes, we're trained in negotiation tactics to ensure you walk away with the best possible outcome.



7. Closing the Sale

Once you accept an offer, the closing process typically takes 30-60 days. During this time:

- Complete any agreed-upon repairs or certifications
- Review final closing costs
- Prepare to hand over keys once the transaction is complete

Did You Know? Fresno's average time to sell a home is around 65 days, but a well-prepared home can sell much faster.





At All Elite Homes, we pride ourselves on being more than just agents—we're your neighbors, partners, and advocates.

From leveraging the latest technology to ensuring a personal touch, we're here to make selling your home in Fresno a rewarding experience.

**Let's work together to elevate our community,
one home at a time.**

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