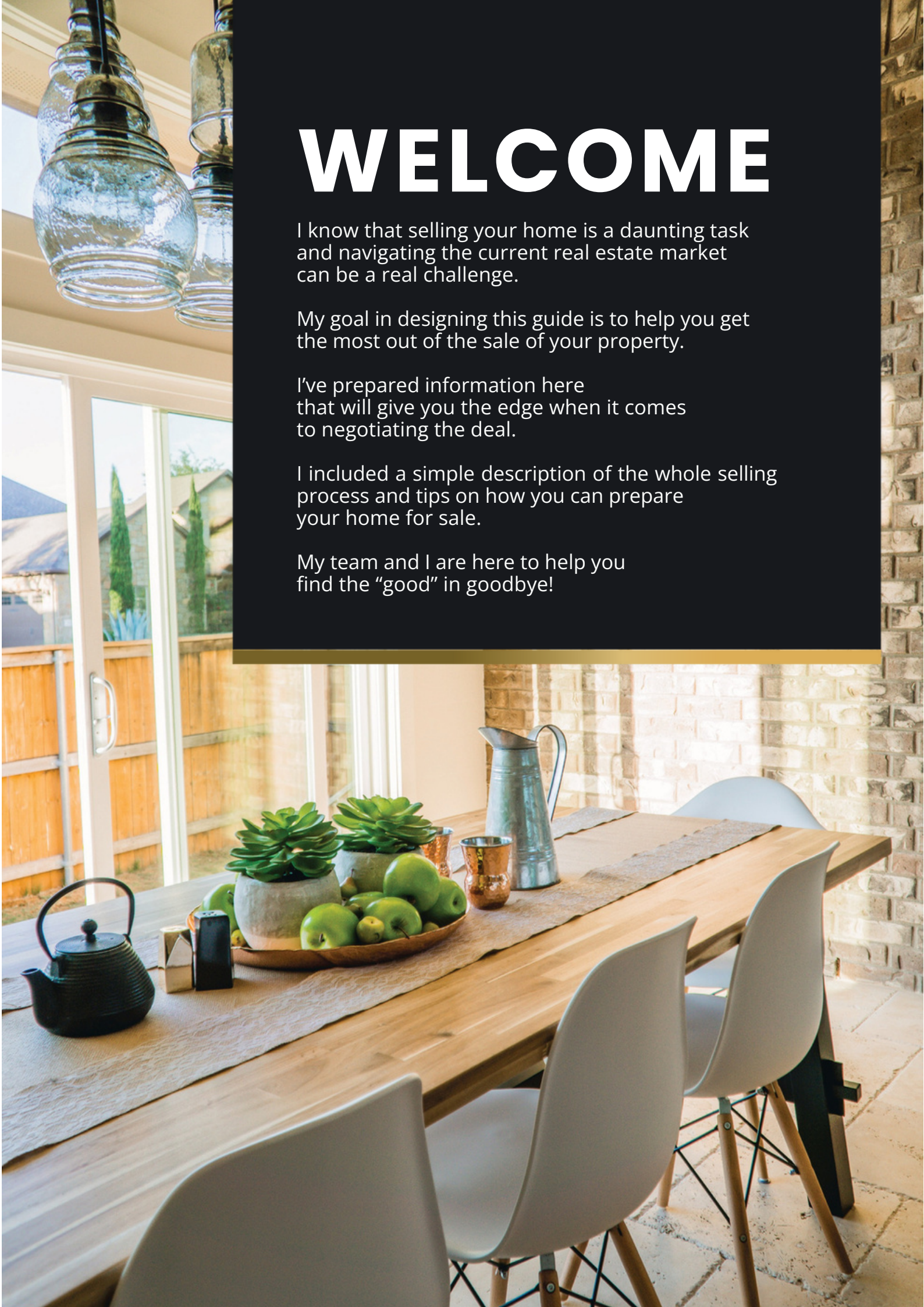
SELLER GUIDE



RE/MAX GOLD

www.DavidPowellRealEstate.com



WELCOME

I know that selling your home is a daunting task and navigating the current real estate market can be a real challenge.

My goal in designing this guide is to help you get the most out of the sale of your property.

I've prepared information here that will give you the edge when it comes to negotiating the deal.

I included a simple description of the whole selling process and tips on how you can prepare your home for sale.

My team and I are here to help you find the "good" in goodbye!

“

Real estate cannot
be lost or stolen,
nor can it be carried away.
Purchased with
common sense,
paid for in full,
and managed
with reasonable care,
it is about the safest
investment in the world.”

-Franklin D. Roosevelt





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DAVID POWELL
REAL ESTATE GROUP

ABOUT
David Powell

"As RE/MAX® agents, We are dedicated to helping our clients find the home of their dreams and build their portfolio. Whether you are buying or selling a home or just curious about the local market,

We would love to offer my support and services. We know the local community — both as an agent and a neighbor — and can help guide you through the nuances of our local market. With access to top listings, a worldwide network, exceptional marketing strategies and cutting-edge technology,

We work hard to make your real estate experience memorable and enjoyable. Our service areas include: Sacramento County to Placer County and El Dorado County

Our COMMITMENTS TO YOU:

Reliable and accurate information - We will give you my honest assessment of what your home is worth – not overvaluing it that will make it sit on the market longer than it should or undervalue it so that you don't maximize your profit.

Honesty and Integrity - We will see to it that you are informed of everything that is involved in every transaction. We believe in transparency and complete honesty.

Open and Prompt Communication - We will never leave you in the dark about what is happening in the sale of your property. You will receive regular weekly updates from me and my team.

ABOUT RE/MAX GOLD



At RE/MAX Gold
When you sell a home, it's not just about selling an asset; it's about finding a buyer that offers you and your family the best future possible.

, you're working with some of the most forward-thinking professionals that real estate has to offer. Through our national brand and network Environment, its agents collaborate with industry experts globally, so that you can know you're receiving the highest quality service.

www.HomesWithSuzi.com

REAL ESTATE
KEY TERMINOLOGY



Closing/Completion

This is when the buyer signs documents
prepared by the notary or lawyer with regards to their mortgage loan, downpayment, closing costs and purchase price.
The title and ownership gets transferred from the seller to the new buyer.

Commission

Fees you pay your real estate agent for their services.
Commission is usually split between the selling agent and the buying agent.

Contract of Purchase and Sale

Document used to make an offer on the property. Once the seller and buyers agree on a price and the terms/conditions of the sale, this document is considered as the Accepted Offer.

Counteroffer

This usually involves a change in price
and/or one or more of the terms and conditions.

Deposit

Initial payment which is a form of security for the seller. It is part of the total purchase price.



Home Inspection

This is an inspection done by a qualified home inspector to see if there are problems with the house before the purchase.
The inspector will look at the interior and exterior parts of the home.

Listing

Public advertisement of a home for sale.

Multiple Listing Service

Database of all listings for sale in a particular area.
It may include those under contract, expired, terminated, and sold.

Market Value

The price that a home buyer is willing to pay for a property.
It is based on the recent sales of properties with similar characteristics.

Possession Date

This is the date when the new homeowners can move into the property.
It is usually the day after the Completion Date but can also be any date that both parties can agree on.

Subjects

These are specific conditions in the contract of purchase and sale that need to be met to finalize the deal. Common subjects are financing, inspection, title search, strata documents, insurance, etc.

Subject Removal Date

The date when conditions have to be met.

Title Search and Report

Record issued by the land title office with information on the registered owners, legal description of the land, parcel identifier, and charges, liens, and interests registered against the title. To obtain a copy, it must be ordered for a fee.

THE LISTING PROCESS

INITIAL LISTING MEETING

The agent will meet you to review your property and determine its unique selling points and the things that need to be addressed before listing.

COMPARATIVE MARKET ANALYSIS

The agent will present to you a market analysis which includes the proposed selling price and the marketing plan.

LISTING PAPERWORK

You and the agent will sign important documents for the listing.

HOME STAGING/PHOTOGRAPHY/VIDEOGRAPHY

Your home is prepared for listing.
Professional staging companies, photographers and videographers will be in touch with you to schedule an appointment.

ACTUAL LISTING

Your property listing will go on live in the Multiple Listing Service, real estate online platforms and social media.

SHOWINGS AND OPEN HOUSES

The agent will coordinate showings and open houses for your property.
Weekly buyer feedback will be provided to you.

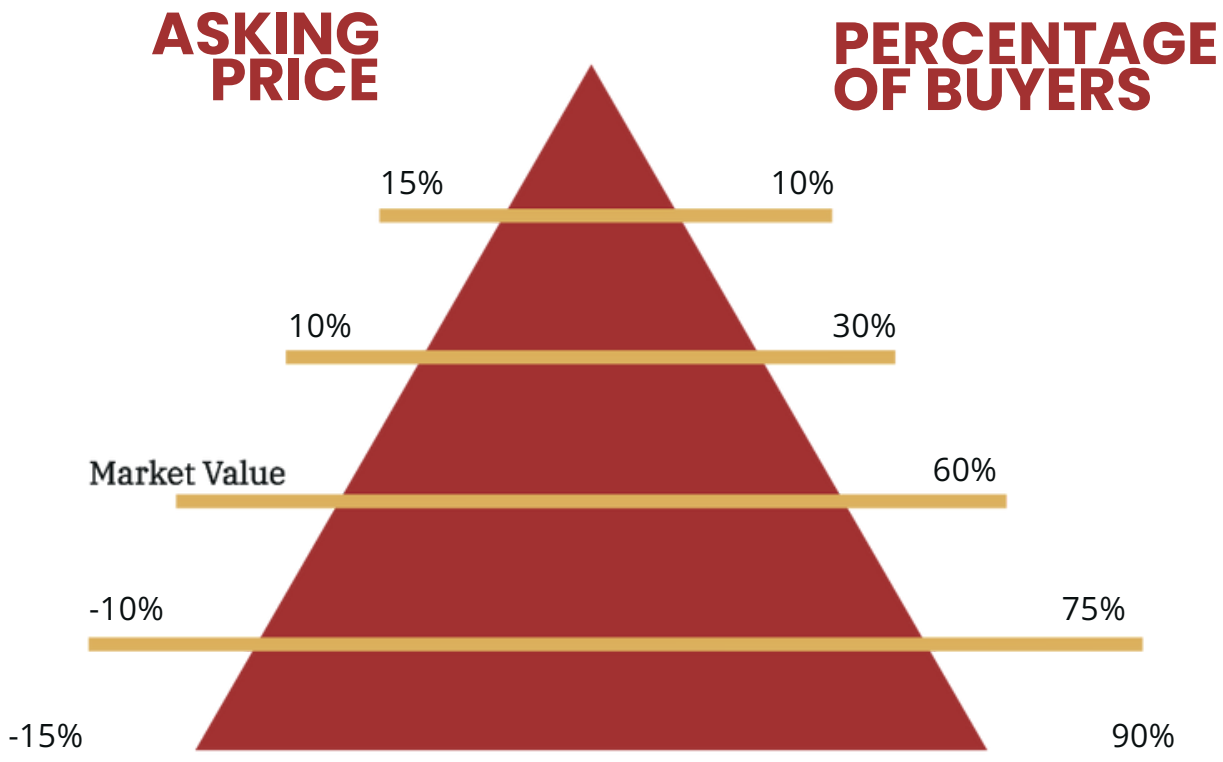
OFFER AND COUNTEROFFER

You will receive an offer and based on the agent's advice upon consultation with you, you can either accept the offer, make a counteroffer or reject the offer altogether.



THE PRICE DERIVATIVE

Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor determining this outcome.





STAGING SECRETS FROM THE PROS FOR A QUICK HOME SALE AT TOP $

The Real Estate Staging Association estimates that professionally staged properties spend 73 percent less time on the market, receive more foot traffic, and typically sell more money.

Following are 10 tips you can use to get your home "show ready" prior to hitting the market. These easy and cost-effective ideas will help your house look its best and help buyers visualize themselves living there. Even if you're not currently in the market to sell, you can use these tactics to breathe new life into your existing home decor.

#1 Remove Clutter:

Overflowing closets and clutteredKitchens and bathrooms will show better and
countertops can make your house feel small and cramped.appear larger if all items are cleared from the countertops, Pack up anything you don't use on a daily basis and store itexcept for one or two decorative pieces. off-site. Make sure any items that remain are clean and tidy.

#2 Deep Clean & Deodorize:

Having a clean (and odour-free) home is a MUST. To achieve this, you may want to invest in a professional cleaning service for your home, carpets, and upholsteries. Try to keep your house in clean, show-ready condition while it's on the market. You never know when a potential buyer will want to drop by for a viewing.

#3 Depersonalize:

Buyers will have a hard time envisioning themselves living in a house if it fells like YOUR home. Pack up any items that are personal to you and your family, such as photos, books, children's artwork, travel souvenirs, and religious items. Instead, keep your decor items minimal and generic to appeal to the largest number of buyers.

#4 Neutralize Your Colour Palette:

By incorporating a neutral colour palette throughout your home, buyers can better visualize the addition of their own furniture and decor, which may contrast with your current colour scheme. Try repainting walls in a neutral colour, and if your sofa has a bold pattern, use a slipcover. Instead, bring in tasteful pops of colour with throw pillows and accessories.
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#5 Increase Your Curb Appeal: If your mounted light fixtures are dated, replacing them with
According to a report by the National Association of Realtors, something more modern is an easy and inexpensive 44 percent of home buyers drove by a property after viewing upgrade that can have a big impact.
it online but did NOT go inside
or a walkthrough. That means if your curb appeal

#6 Freshen Kitchens and Baths:

If your cabinets are dingy or outdated, adding a fresh coat of The good news is when it comes time to move, a large portionpaint and new hardware is an easy and inexpensive way to
of your packing will be done!make them modern and bright. Purchase new bath mats
and towels to complete the look.

#7 Set the Table:

Buyers often imagine hosting family gatherings in their new home, and the dining room plays a larger role in that vision. Be sure the table is centered underneath the chandelier and on the area rug if you're using one. If your dining room is small, remove all other furniture and leave only four chairs. Dress up the table using nice tableware and cloth napkins or a table runner and centerpiece.

#8 Rearrange Your Furniture:

In your living room, use a symmetrical seating arrangement to create a cozy conversation area. If the room is small, remove some of the furniture to make it feel larger. For small bedrooms, remove all the furniture except the bed, bedside tables, and a dresser. If it's a large room, add one or two chairs and a table to create a seating area.

#9 Lighten Up:

Make sure windows are clean, and open curtains and blinds to let in the maximum amount of daylight.
Each room should have three types of lighting: ambient (general or overhead), task (such as reading lamp or under-cabinet light), and accent (such as floor or table lamp)
Make sure windows are clean, and open curtains and blinds to let in the maximum amount of daylight.
Each room should have three types of lighting: ambient (general or overhead), task (such as reading lamp or under-cabinet light), and accent (such as floor or table lamp)

#10 Highlight Your Backyard's Best Features:

Don't forget about staging your home's outdoor areas to help buyers imagine how they could utilize the space. Thoroughly clean the outside of your home and walkway. Even a small patio can become a selling feature with the Plant flowers, trim trees and hedges, and repaint your addition of a cafe table and chairs.

As local market experts, we are intimately familiar with buyer preferences in your area. We'll run a comparative market analysis to find out how your home compares to others currently on the market,
as well as those that have recently sold. Then we'll tailor a custom plan to suit your particular property, budget and needs.

7 COSTLY MISTAKES HOME SELLERS **MAKE** And how to avoid them

When you sell a home, the road to closing can be riddled with obstacles from issues

with showings to inspection surprises. But many of these complications are avoidable when you have a skilled and knowledgeable real estate agent by your side.

For example, here are seven common mistakes that many home sellers make.
These can cause anxiety, cost your time, and shrink your financial proceeds.
Fortunately, we can help you avert these missteps and set you up for a successful and low-stress selling experience.

MISTAKE #1:
Setting an Unrealistic Price
It's tempting to aim high, but overpriced homes often sit on the market with little activity, which can result in an inevitable price drop. To help you set a realistic price from the start, we will do a comparative market analysis or CMA.
This integral piece of research will help us determine an ideal listing price based on the amount that similar properties have recently sold for in your area.

MISTAKE #2:
Trying to Time the Market
Delaying your home sale until prices are at their peak may sound like a great idea. But predicting the market with certainty is impossible. And if you wait, the price of your next home could increase as well. Instead of trying to time the market, choose your ideal sales timeline. We can help you figure out the best time to sell given your individual circumstances.

MISTAKE #3:
Failing to Address Needed Repairs
Many sellers hope that buyers won't notice their leaky faucet or broken shutters during home showings. But minor issues like these can leave them worrying about more serious problems lurking out of sight. Besides, a professional inspector will flag any defects on their report. To avoid disruptions, it's important to make necessary renovations before your home hits the market. We can help you decide which repairs and updates are worth
your time and investment.

MISTAKE #4:
Neglecting to Stage Your Home
The goal of staging is to help buyers envision themselves living in your home. Some sellers opt to skip this step, but that mistake can cost them time and money in the long run. A recent survey found that, on average, staged homes sold nine days faster and for $40,000 over list price. Before your home hits the market,
we can refer you to a professional stager or offer our insights and suggestions if you prefer the do-it-yourself route.

MISTAKE #5:
Evaluating Offers on Price Alone
When reviewing offers, most sellers focus on one thing: the offer price. However, a high-priced offer is worthless if the deal never reaches the closing table. That's why it's important to also consider other factors, such as financing and buyer qualifications, contract contingencies, and closing date. We can help you asses
your goals and select an offer that works best for you.

MISTAKE #6:
Acting on Emotion
It's only natural to grow emotionally attached to your home. That's why so many sellers end up feeling hurt or offended at some point during the selling process. However, it's a huge mistake to ruin a great selling opportunity because you refuse to counter a low offer or negotiate minor repairs. We can help you weigh your decisions and provide rational advice with your best interests in mind.

MISTAKE #7:
Not Hiring an Agent
There's a good reason 90% of homeowners choose to sell with the help of a real estate agent. Homes listed by agents sold for 22% more than the average for-sale-by-owner home, according to a recent US-based study. We can navigate the ins and outs of the housing market for you and make your selling process as stress-free as possible. You may even end up with an offer for your home that's better than you expected.

BYPASS THE PITFALLS WITH A KNOWLEDGEABLE GUIDE

Your home selling journey doesn't have to be hard.
When you hire us as your listing agent, we'll develop a customized sales plan to help you get top dollar for your home without any undue risk, stress, or aggravation.
If you're thinking of buying or selling a home,
reach out today to schedule a free consultation and home value assessment.

On The Closing Date Legal Ownership Will Transfer From You To The New Owner.

What costs can you expect?

According to the Financial Services ,here are some of the items in the list:

- The commission you agreed to pay your brokerage.
- The legal fees to discharge any existing mortgage whether or not you engage your own lawyer.
- The real estate commission.
- Any prepayment penalty levied by the financial institution for early pay-out of an existing mortgage.
- Your share of the property taxes for the year if the current year's taxes have not yet been paid, plus any penalties due for late payment of unpaid taxes.

Once you've signed all necessary documents, received your money and turned over the keys, your property is sold!





MOVING CHECKLIST

3-4 Weeks Before

- [ ] Make an inventory of all things that need to be moved.
- [ ] Sort out unwanted clothing or furniture and donate.
- [ ] Choose moving company and schedule move.

2 Weeks Before

- [ ] Box items not used often, i.e. books, journals, magazines, etc. Arrange for home insurance.
- [ ] Contact service providers in new place and schedule connection of services.
- [ ] Finalize schedule of move with movers.

1 Week Before

- [ ] Start packing room by room.
- [ ] Clean home or arrange for professional cleaning.
- [ ] Clean out refrigerator and dry day before the moving.
- [ ] Notify service providers regarding move and cut-off dates.
- [ ] Place all appliance manuals, warranties in one place for the new owners.
- [ ] Secure all jewelry and valuables in a lockbox.

On the Day of Move

- [ ] Determine which boxes to load first and last.
- [ ] Make sure that all boxes are properly labeled.
- [ ] Disassemble furniture that will be moved.
- [ ] Check all cabinets, rooms, closets to make sure they are empty.
- [ ] Designate an Essentials Box to put: toilet paper, phone chargers, garbage bags, change of clothes, dish soap, towels, tool kit, cleaning supplies, plates, cutlery.
- [ ] Before leaving the house, make sure water is shut off, lights turned off, keys on kitchen top, doors and windows are locked.

After the Move, in New Place

- [ ] Unpack, flatten boxes and donate.
- [ ] Change address on driver's license, car insurance, etc.

IMPORTANT DOCUMENTS & DISCLOSURES

Residential Listing AGREEMENT

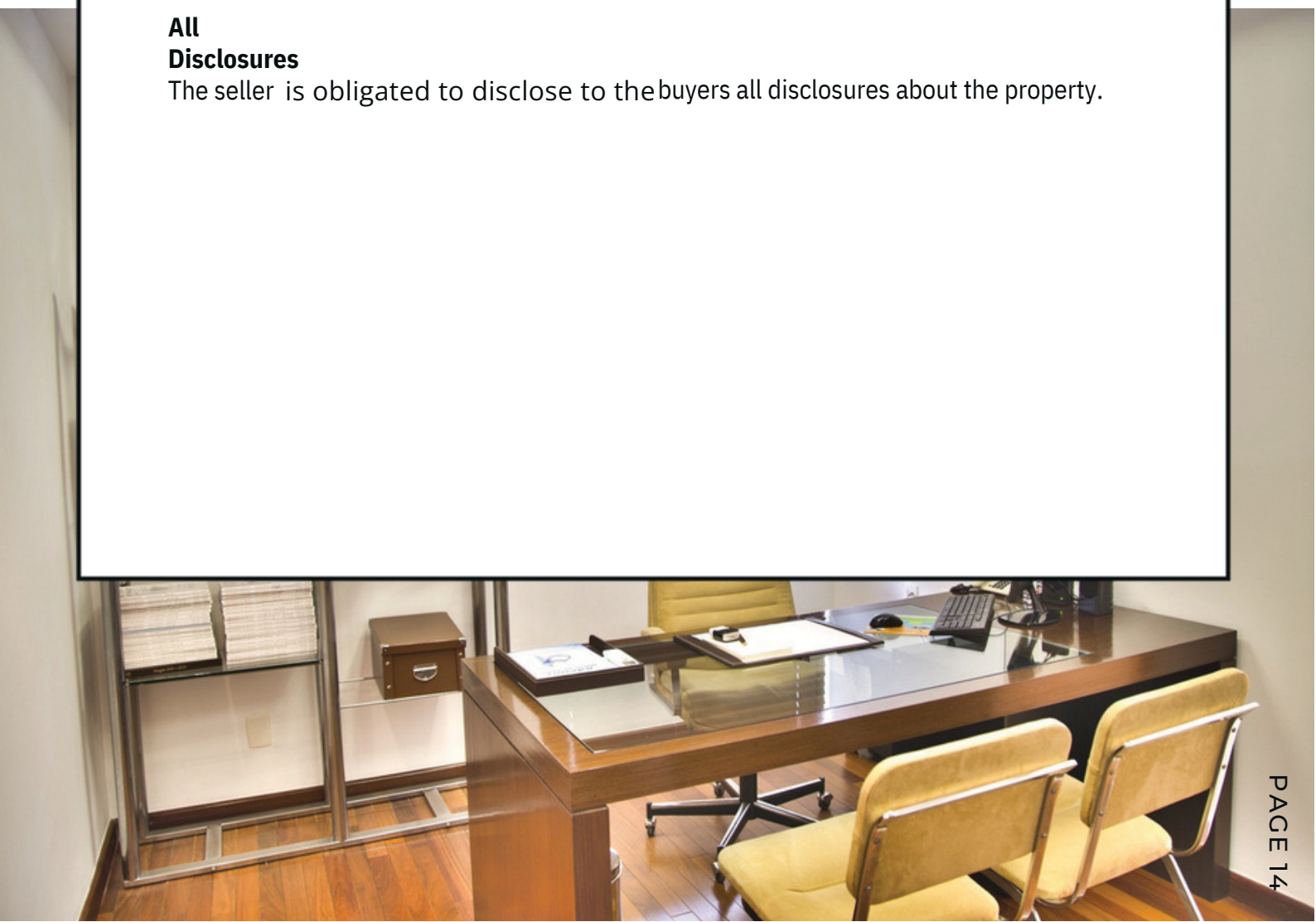
The RLA is a legal contract between the seller, the seller's realtor and the seller's realtor's brokerage. It contains the rights and responsibilities of each party as well as the terms and conditions under which the property is sold.

Disclosure of Representation

This document is used to establish the realtor's business relationship with the seller or the buyer. It has to be signed before the realtor can give you any real estate advice.

All Disclosures

The seller is obligated to disclose to the buyers all disclosures about the property.



THANK YOU!

I hope that this guide can help you in preparing your home for sale.

It is my sincere hope that you get the best price for your property in the least amount of time. With my skills, expertise and background, I would like to assist you in this process and make it as comfortable for you as possible.

Please feel free to contact me should you have any questions and I'd be happy to answer them for you!

Sincerely,
David Powell

DAVID POWELL
REAL ESTATE GROUP

David Powell

RE/MAX GOLD

David Powell RE/MAX Gold

Roseville, CA

David Powell | CA DRE# #02137790 |

408-390-5013

davidpowell05@gmail.com