



Seller's HANDBOOK

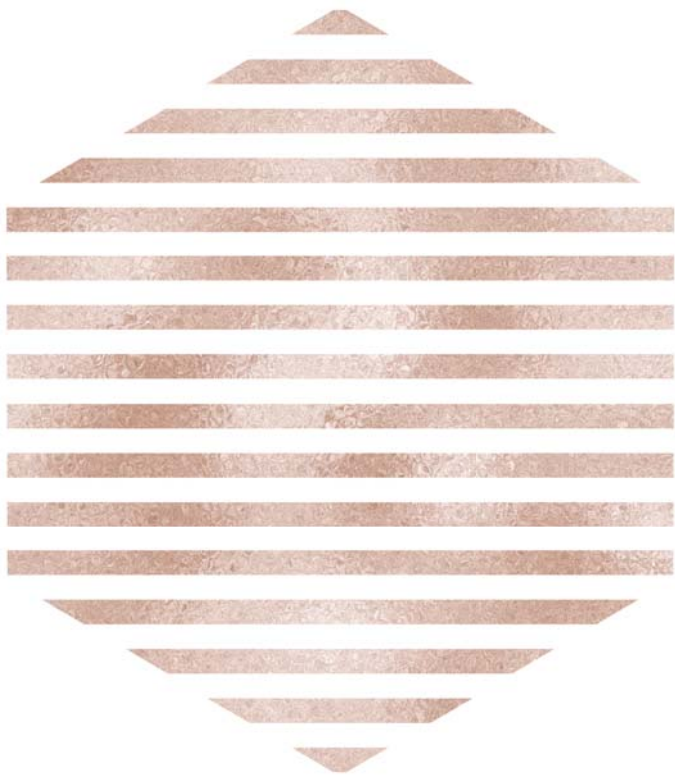
Your Guide to Preparing
Your Home for Sale



the **JAISWAL GROUP**
— REAL ESTATE —

Five Steps to

Home Selling





1 THE FIRST STEPS

- HIRE THE RIGHT AGENT
- GOALS & OBJECTIVES
- EXPECTATIONS

2 MAXIMIZE VALUE

- MAXIMIZING YOUR INVESTMENT

3 MARKETING STRATEGY

- STRATEGY
- PREPARING FOR THE PHOTOGRAPHER

4 ARE THEY THE ONE?

- ACCEPTANCE
- INSPECTION
- APPRAISAL

5 CLOSING THOUGHTS

- YOUR CLOSING CHECKLIST
- THE FINAL CLOSING PROCESS
- THE COSTS OF CLOSING

1 The First Steps

HIRE THE RIGHT AGENT

Selling a home is one of the most significant transactions in a lifetime. Can you buy or sell a home without using the services of a Realtor®? That is a good question; especially with all the talk about working with companies that don't provide an experienced agent or using a discount broker in order to receive reduced commissions. It is essential to have an experienced agent in your corner.

Hiring an inexperienced real estate agent who has no clue about marketing strategies to capitalize on your investment can cost you a lot of money and heartache as well as added stress. Let's get together to discuss my digital marketing strategies.

Selling a home is not a decision to be taken lightly and with it there can be many mixed emotions. A seller agent's fiduciary responsibility is to represent the seller and ensure that your interests are protected. How you live in your home and how you sell it are quite different. Our objective is to sell your home for the highest possible price, in the shortest amount of time and with the most favorable terms.

Getting you out the

Door

What are your goals and objectives?

What is the reason you are selling?

Are you looking to move up?

Are you looking to downsize?

Do you need to relocate for a job?

Are you moving to be closer to family?

What is your time frame for selling?

Are you moving to be in a different area or closer to a different school?

Is the sale of your home contingent on finding suitable housing?

I want to sell my home because...

The features of my home that I love the most are...





UNDERSTANDING YOUR EXPECTATIONS

By answering the following questions, you will help us to understand what is most important to you so we'll be able to serve you to the best of our ability.

Communication is Paramount

- How important is regular communication with your real estate professional?
- What information is important to you?
- How often do you want to be contacted and what is your preferred way of staying in touch?

Time Frame

- Is there a certain date by which the sale of your home needs to close?
- How flexible are you on this time frame?

Relocation Assistance

- Will you need assistance with referrals and coordination of move?

Home-Selling Decisions

- Are there any other individuals who will be involved in your property sale decision?
- May we have permission to communicate with them as well?

Price

- Do you have a specific expectation to the selling price for your home?
- Do you anticipate a certain amount of net proceeds from this sale?

Marketing

- Are there any specific activities you expect to see included in the marketing of your property?

Expectations

- What are your expectations of us as your real estate professionals?
- What specific services and support do you look forward to receiving from us?

My commitment to *You*

As your representative, we commit to the following:

To Guide You From Start to Sold

- Research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need during the selling process
- Timely presentation and response to all offers
- Keep your needs in mind as I negotiate the best price and terms on your behalf
- Assist you in making informed decisions to achieve a satisfactory sale

To Offer Professional, Reliable Service

- All representation will be enacted in good faith
- Timely response to emails, texts, and phone calls
- Follow your directions and faithfully represent your concerns
- Adhere to all deadlines and important dates

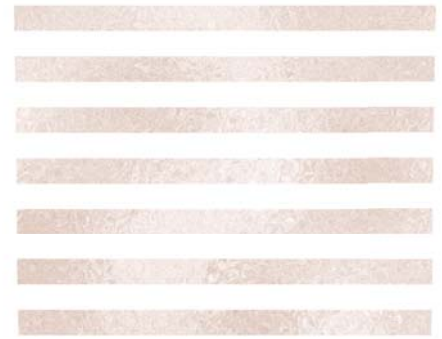
To Be Accountable

- Diligently evaluate the strength and qualifications of all prospective buyers
- Obtain and deliver all documents promptly
- Review all settlement documents with you
- Keep you on task with all contingency dates

To Prioritize You

- We will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interest will be placed above all others

Meet your *Agent*



Driven by an unwavering desire to help people, Lynnette has built a successful career in real estate through personal interaction, committed to always placing clients at the forefront by listening carefully to their needs. This has enabled her to earn her clients' confidence and trust. For Lynnette, it is an absolute privilege to guide her loyal clientele through what can sometimes be a stressful process. She loves nothing more than seeing people's property dreams become a reality and she will work tirelessly, taking every step to ensure a smooth, stress-free, buying and selling experience in San Diego, Carlsbad, and Encinitas.

Lynnette has been in the industry since 2019 and specializes in residential sales within the vibrant markets of Pacific Highlands Ranch, Carmel Valley, Del Mar, Solana Beach, 4S Ranch, Del Sur, and surrounding communities. No two days are ever the same in the real estate world and this is exactly what excites Lynnette about the industry. She has helped many families relocate both regionally and internationally. She prides herself on her effective communication and negotiation skills along with cutting-edge marketing tactics and sales strategies to guarantee her clients' properties stand out from the crowd.



Lynnette Jaiswal
REALTOR®

GRI, MCNE, SRES, ePRO, PSA, AHWD,
RENE, RCC, GUILD, CNHS, MRP,
FTBS, SFR, GREEN

2 Maximizing Value

We can't control market conditions, location or size. Our focus will be on factors we can control to get maximum value such as price, condition and marketing for maximum exposure.

We will complete a Comparative Market Analysis to review homes that have sold in the past 12 months or less. Attention will be given to compare location, size, age, bedrooms, bathrooms as well as features and finishes of the homes. This will enable us to provide a recommended range to list your home. Suggestions will be given for depersonalizing and decluttering your home. In addition, we will offer suggestions for any repairs. Recommendations for staging your home will be made and resources provided, if desired.

FIRST IMPRESSIONS MATTER

Tempt buyers to take a closer look by following this simple guide!

An Inviting Exterior

Curb appeal is crucial. Be sure to keep your lawn neat and tidy, weed-free, and water it regularly. You might also consider planting a garden if you don't have one already. But, if you do, be sure to maintain it. Also, trim shrubs and bushes so they don't become unruly.

Clean the exterior of the home; pressure wash the siding and clean out the gutters.

Inspect the exterior for damage. Complete any exterior repairs that detract from the appeal - cracked foundation, crooked gutters, uneven pathways, loose siding, missing shingles, chipped paint, peeling caulking, or crumbling steps. Remember to reseal the driveway, if needed.

Refresh your front door with a new coat of paint!

A wreath and a new mat would help make it look more inviting, too.

Replace faded house numbers on your home so it's easy to find your property when buyers visit.

Is your home listed through the winter months?

Be sure to keep your driveway and all pathways clear at all times. You never know when a potential buyer might request a showing!



A Welcoming Interior

Clean, organize and declutter every room.

Your space will appear bigger and it will help prospective buyers envision their belongings in the home. Disorganized closets and storage rooms will make it difficult for buyers to determine if the storage space will suit their needs.

Simplify and depersonalize. Stick to tasteful, neutral decor choices and store personal items.

It should sparkle! Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period. Consider hiring professional cleaners.

Inspect the interior for damage and complete repairs. Cracks, water damage, leaks, holes, damaged windows, peeling wallpaper, and stains should all be taken care of before buyers have access to view your home.

Refresh your paint! Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson as much as you do!

Neutralize any bad odors. You don't need to bake cookies before every showing, but your space shouldn't smell unwelcoming.

If your spaces are open and connected, tie them together with accent items. For example, a set of yellow throw pillows in the living room would be nicely accented by a bowl of citrus in the kitchen.



Be Show Ready Every Day

- Wipe down all surfaces in your bathroom and kitchen daily.
- All towels should match, and be clean and tidy.
- Make sure all beds are made before you leave.
- Leave all blinds and curtains open.
- Vacuum, sweep, and dust.
- Ensure there are no lingering odors — including cleaners and air fresheners.
- Leave the thermostat at a comfortable temperature.
- Leave all dining chairs pushed in, throws and pillows should be straightened and aesthetically positioned.



Marketing ³ Strategy

Great marketing begins with showing your home at its best!

A complimentary service to our clients is providing a professional photographer to photograph your home. We will also have a photographer create a virtual tour and floor plan of your home.

According to NAR, 90% of homebuyers begin their search online; 68% are searching through mobile devices. Your home will be digital ready and receive full exposure on over 30 different websites, MLS exposure, social media platforms, targeted ads and global marketing. Just because your home is in San Diego, California doesn't mean your buyer is.



Preparing for the

Photographer



Outside

- Remove all vehicles from the driveway and do not park in front of the home
- Remove toys and make sure all sprinklers, hoses and garden items are put away
- Sweep driveways, sidewalks and patios
- Spruce up your garden and lawn
- Remove all trash and recycling cans from view

Living Areas

- Remove personal items (family photos, knick knacks, etc.)
- Remove clutter, straighten up shelves and tables
- Move excess furniture out of rooms. You want the space clean, open and clutter-free
- Hide TV/Stereo remotes and clear away newspapers and magazines

Kitchen

- Clear counter tops and remove any appliances (toasters, coffee pots, knife blocks, etc.)
- Remove photos, notes, papers and magnets from the refrigerator
- Clean the major appliances - refrigerator, oven, range hood and wipe down all counters
- Remove trash cans, floor rugs and dish towels

Bedrooms

- Make sure all beds are made and free of lumps and wrinkles
- Clear all dressers and bedside tables
- Hang clothes or neatly fold and put away

Bathrooms

- Clear all counters and vanities
- Close toilet seat lids; remove all toilet cleaning and maintenance utensils
- Make sure all towels match, are clean and neatly folded
- Remove trash cans and floor rugs



Those Handy *Handbooks*

We know you kept all that paperwork for a reason! Now's your chance to dust off your manuals and receipts to have them available in case a prospective buyer asks to review them. And don't worry, it's okay if they do!

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage payoff
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance
- Home Warranty
- Real Estate Commission

But wait...are you selling a condo or townhome?

There may be restrictions or policies to govern the sale of your property, so be sure to check in with your HOA for governing CC&Rs. If you have any relevant information from your HOA, such as assessments, certifications, or covenants, be sure to include those in case your buyer requests them. As your agent we will formally be requesting copies along with a resale certificate from the HOA.

4 Are they the one?

When all the puzzle pieces fall into place, accept the offer if it feels right!
Make the deal happen and get ready for the next phase.

Here's a snapshot of the next steps in the selling process:

ACCEPTANCE

Congratulations! This is the first big step in selling your home. You're doing great! But now we begin the under contract process, so get out your date book. Over the next 14-45 days, you'll see a host of deadlines for things like inspection, appraisal, title, and more! It's important you don't miss any of these deadlines. Don't worry we will be monitoring the terms of the contract throughout the entire process.

INSPECTION

The biggest impact on your sale contract is the inspection. Your Buyer will contract a home inspector to closely review the condition of your home. You will be asked to leave for the agreed upon time for the inspection. The duration depends on the size of your home, but these can typically last for 1 to 4 hours. Following the inspection, the buyer will provide a Request for Repairs (if any) identifying repairs they would like made at the seller's expense. This is a negotiation and you may choose which issues to address by either making repairs, offering a reduction to the price, or doing nothing at all. This is at your discretion; however, any issues that affect health and safety should be considered a priority.

APPRAISAL

Separately from the inspection, the buyer will likely also need an appraisal in order to secure their home loan. Whether the result comes in at value or not, I will assist you in making the right moves if action is required. Once the appraisal process is completed, the loan conditions clearance moves you one step closer to closing.



Closing Thoughts

Your Closing Checklist

- Bring your valid, government-issued ID.
- Have a cashiers check ready for the total amount due as laid out by your HUD-1 document, if you need to bring money to the table.
- Obtain any outstanding documents required by title company or lender.

The Final Closing Process

By reviewing your contract of sale, the escrow officer will be able to determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the Buyer's title is recorded.

The Costs of Closing

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees may include:

- Escrow Fees
- Recording Fees
- Prorated Property Taxes
- Capital Gains Tax
- Unpaid fines or claims against your property
- Unpaid survey or assessment fees
- Home Warranty, if negotiated
- Real Estate Commissions





We are
licensed to

Sell



Congratulations!

Selling your home is a major undertaking. Great work on completing the sale successfully. As your real estate professionals, your best interest is at the heart of what we do. You can trust us to represent and guide you through the process so you can have the best possible experience.



Ask me about the

Market

