

COMPASS

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# Josh Hammod Home Seller's Guide

How We Sell It Fast and for More





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# Joshua Hammond

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Josh's ability to understand his clients' needs has propelled him to become one of the top agents in the South Bay. A 16-year real estate veteran, Josh is experienced in all facets of residential real estate.

Josh is passionate about educating buyers and sellers on the real estate process and is committed to being alongside his clients every step of the way. Whether it be navigating the way for first time buyers, finding a solid investment property, or transitioning homes due to life changes, he knows and has experienced it all. You can count on Josh to be knowledgeable, thorough, and focused throughout your process. He has an effective combination of small town sincerity and headstrong determination. Josh prides himself on his keen negotiating skills and tenacity

to win for his clients. Josh's business has consistently grown thanks to repeat business of happy clients and their referrals to friends, family and neighbors.

Born and raised in Chillicothe, Ohio, he attended college at the University of Ohio, and now lives with his family in Torrance, CA. He enjoys traveling, supporting Ohio State sports, and spending time with his family.

Let me show you why I am the right agent for you.



Work with Compass, the #1  
Real Estate brokerage in  
the U.S.

# Work With an Agent Who Will Do More Than *Just Sell Your Home.*

COMPASS

The difference  
between a successful  
sale and a stressful  
one starts with an  
agent you can trust.



Here's how I provide  
South Bay sellers with  
expert guidance  
throughout the  
entire transaction.

**I provide customized solutions that fit  
your personal goals.**

Whether you need to increase your property  
value or expedite your sale, working with me  
means you'll have the custom solutions that  
are just as unique as your home.

**I know how to curate a strategic first  
impression to drive buyer excitement.**

By expertly staging and strategically marketing  
your home early, I can intentionally create  
buyer interest, drive early offers, and make  
your sale as profitable as possible.

**I use live data to competitively price your  
home based on today's market.**

With access to real time market data, I  
provide sellers with a curated valuation  
strategy that drives results. Compass  
proprietary technology allows you to see how  
your home price compares to similar listings,  
so you can sell with confidence.

**Get in touch today to start the conversation  
and discover more about how I can elevate  
your selling experience.**



Compass is a real estate broker licensed by the State of California and abides by Equal  
Housing Opportunity laws. License # 01991628, 1527235, 1527365, 1356742, 1443761, 1997075,  
1935359, 1961027, 1842987, 1869607, 1866771, 1527205, 1079009, 1272467.



# The Difference

## WHAT TO EXPECT

With my unique system and marketing, what I can offer as your real estate professional is better than the competition.



1

16 years of full time experience



2

Vast knowledge of the Southbay market



3

Superior marketing plan that maximizes exposure of your home



4

Access to exclusive programs; Compass Concierge and Bridge Loans



5

Diligent in protecting your interests and exposure



6

Excellent follow through and attention to detail



7

Step by step guidance to walk you through the disclosure process



8

Personalized performance metrics and data while listing is active



9

Effective "Complete Package for Sellers" at a fair price



10

Pursuit of complete client satisfaction and future referral business



# Eight Steps to Selling Your Home

**1**

CHOOSE  
AN AGENT

**2**

INITIAL  
WALKTHROUGH

**3**

MARKETING  
PRESENTATION

**4**

REPAIRS –  
COMPASS  
CONCIERGE

**5**

ACTIVATE  
ON THE MLS

**6**

OPEN  
HOUSE

**7**

REVIEW/  
NEGOTIATE  
OFFERS

**8**

DISCLOSURE/  
CLOSING

# Eight Steps to Selling Your Home

## 1

### CHOOSING AN AGENT

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Who will you choose to represent you with the sale of your home? This may be the single most important decision you will make when choosing to sell.

#### What to look for in a Realtor:

- Are they a full time agent?
- Are they familiar with the area?
- Do they sell homes in YOUR neighborhood?
- Ask for letters of recommendation.
- Ask to see their recent sold properties.

#### Not all agents are the same:

This is a common misconception. Full time, experienced agents will have the upper hand when negotiating with the buyer's agent. Effective negotiation often gets you \$10,000 – \$20,000 more for your home.

An experienced agent will also be able to walk you through the disclosure process to limit your legal exposure.

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# Eight Steps to Selling Your Home

## 2

### INITIAL WALK THROUGH

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I will go to your home to do a quick 15 minute initial walk through of the property. I will be reviewing the property condition, layout, and curb appeal of your home.

## 4

### REPAIRS | COMPASS CONCIERGE

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Even the most well kept home is going to need repairs. This could range from touch up paint to a major bathroom renovation. Hiring an experienced agent is key. I will advise you on which repairs are priority in maximizing the value of your home.

With Compass Concierge I can help you sell your home faster for a higher price. Concierge helps you easily prepare your home for the market by advancing the funds for home improvement services. \$5,000 for interior paint? \$7,000 for new flooring? \$3,000 for new landscaping?

## 3

### MARKETING PRESENTATION

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This is where we sit down and discuss the current market, your property and our plan to market your home. This process can take 60-90 minutes. We discuss the listing price, commissions, closing costs, marketing campaign, open house schedule and any other questions you may have.

This is also where we sign the required paperwork to list your property on the MLS and you choose us as your agent.

Let us cover these costs upfront and you pay it back when your home closes, no fees or interest — ever.





# Eight Steps to Selling Your Home

## 5

### ACTIVATE ON THE MLS

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Once the property is ready to be shown, we activate it on the MLS.

## 6

### OPEN HOUSES

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The broker's open house will occur the first week active on the MLS. Each city in the South Bay has a different day of the week when broker's open houses are held.

For example, the City of Torrance has its broker's opens on Thursdays. This allows agents to view the home for their prospective buyers. I provide a full lunch to ensure a larger turnout. Broker's open houses are normally between the hours of 12:00pm and 2:00pm.

The public open house will occur the first weekend active on the MLS. The open house will typically be on a Sunday and occur between the hours of 1:00pm and 4:00pm.

## 59%

Of homebuyers attend an open house during the home shopping process\*

\*Zillow Group Consumer Housing Trends Report , 2021 survey data



# Eight Steps to Selling Your Home

## 7

### REVIEW AND NEGOTIATE OFFERS

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Offers will be reviewed after one full week on the active market. This allows all qualified buyers to view the home and have an opportunity to write an offer.

If multiple offers are received, we will counter back all buyers for their highest and best price.

Once we have agreeable terms, we will open escrow. The average escrow time frame is 30-45 days. Once escrow has been opened, we will sit down to go over the required disclosures.

The buyer will now perform their due diligence by inspecting the property and ordering an appraisal of the home. Once this is completed, we move to close.

## 8

### CLOSING

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Once the buyers have completed their due diligence, the lender will order loan documents. At this point, the seller will sit down with escrow to fill out closing documents. Once all the required documentation has been signed, the loan will fund. On the next business day, the property will record. This is when the transfer of ownership occurs.

Once the property records, we are officially closed, and escrow will release the net proceeds to the seller via wire transfer or check.



# Maximize Your Home Value

**Compass Concierge** is the hassle-free way to sell your home faster and for a higher price.

From staging to renovation, our exclusive Concierge program transforms your home with zero upfront costs and no interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

- Concierge listings sold **11% above ask**—compared
- to MLS listings which sold only 3% above ask price. (June 2021\*)
- **80% of Concierge listings sold within 3 months**—compared to only 61% of all MLS listings! (March 2021\*)

## Key Services Include:

Fresh paint	Custom closets
Strategic staging	Storage support
Updated HVAC	Roofing repair
Updated plumbing	Upgraded electric
Cosmetic renovations	Structural fencing

BEFORE



AFTER

## Greater marketing and exposure for your home

Compass gets billions of impressions. That means, when you list with Compass, you do too.

- **250M+** annual website and social\*\*
- **105B+** PR impressions in 2020\*\*\*

Plus, you get access to **industry-leading technology** to make sure the listing makes an impact and attracts the right buyer.

### INTELLIGENT DIGITAL ADVERTISING

By leveraging Compass digital advertising tools across social media, we can generate demand to sell your home faster, and meet buyers where they are, online.

### INSIGHTS

Our detailed, custom dashboard allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.



\*Based on data from the periods described in the notes above. Data is limited to include properties with a list price of \$500,000 and \$3,000,000. Data is sourced from regional MLSs and aggregated to create a comprehensive national data set. Compass makes no guarantees as to the reliability, accuracy, or up to date nature of any information from MLS sources. This information is provided for informational purposes only and is not a solicitation, recommendation, offer or promise to provide services. Compass is not offering legal, financial or other professional advice. Compass reserves the right to refuse, reject, or cancel the program for any reason at any time without liability. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Individual results may vary. Testimonials are not intended to guarantee the same or similar results. Subject to additional terms and conditions at compass.com/concierge.

\*\*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

\*\*\*Sourced via Meltwater, 11.2020–12.31.2020.

# Internet Focused Marketing

## WHERE DO OUR BUYERS COME FROM?

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The National Association of Realtors 2021 Annual Report indicated that 93% of home buyers begin their search online. When we market your home online, we market it to the world. You will not find another Realtor in The South Bay who markets online as aggressively as I do.

## MOST POPULAR WEBSITE FEATURES:

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- 84% Indicated Multiple Photos were the most important
- 82% wanted Detailed Property Information

Your home will be a "Featured" listing on Zillow and Trulia along with 100s of other real estate sites. I use professional photography to create a "WOW" factor and ensure your home makes a great first impression.

# 93%

Home buyers begin their search online\*

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# 84%

Indicated Multiple Photos were the most important

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# 82%

wanted Detailed Property Information

\*The National Association of Realtors, 2021 Annual Report



# Internet Focused Marketing

## YOUR FIRST SHOWING IS ONLINE!

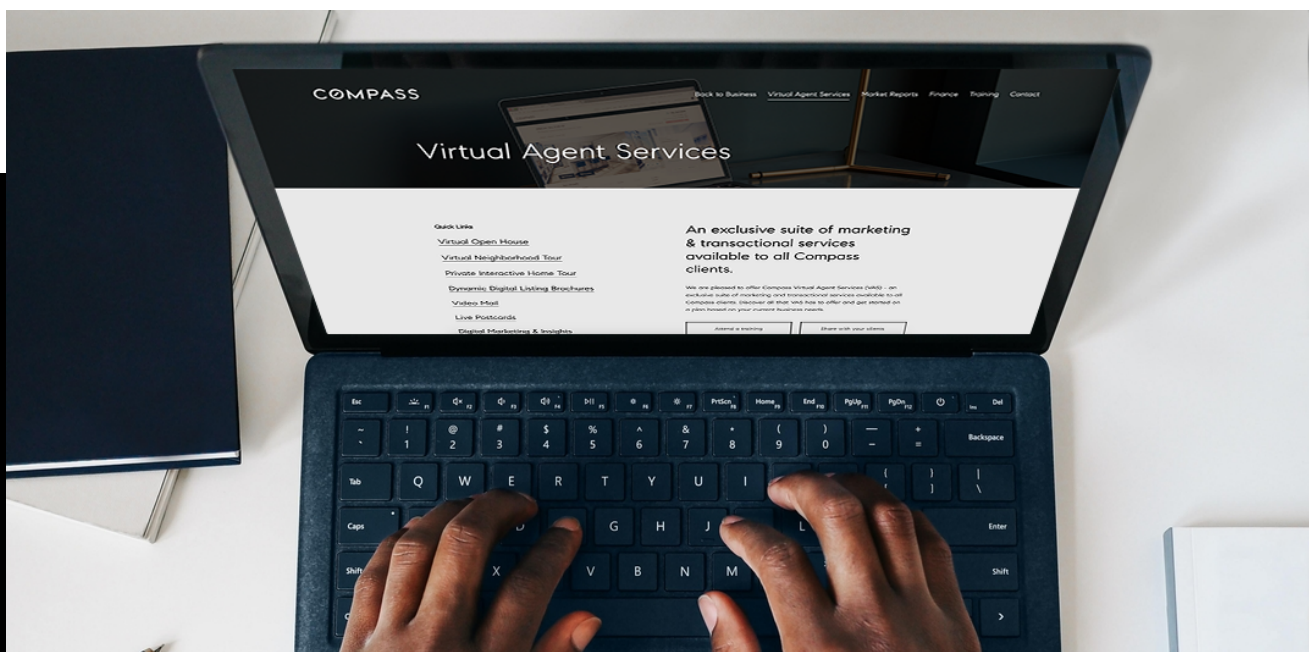
From 2007 to 2021, according to the California Association of Realtors, buyers that started their search online increased from 80% to 93%. In today's market, your first showing is on the Internet.

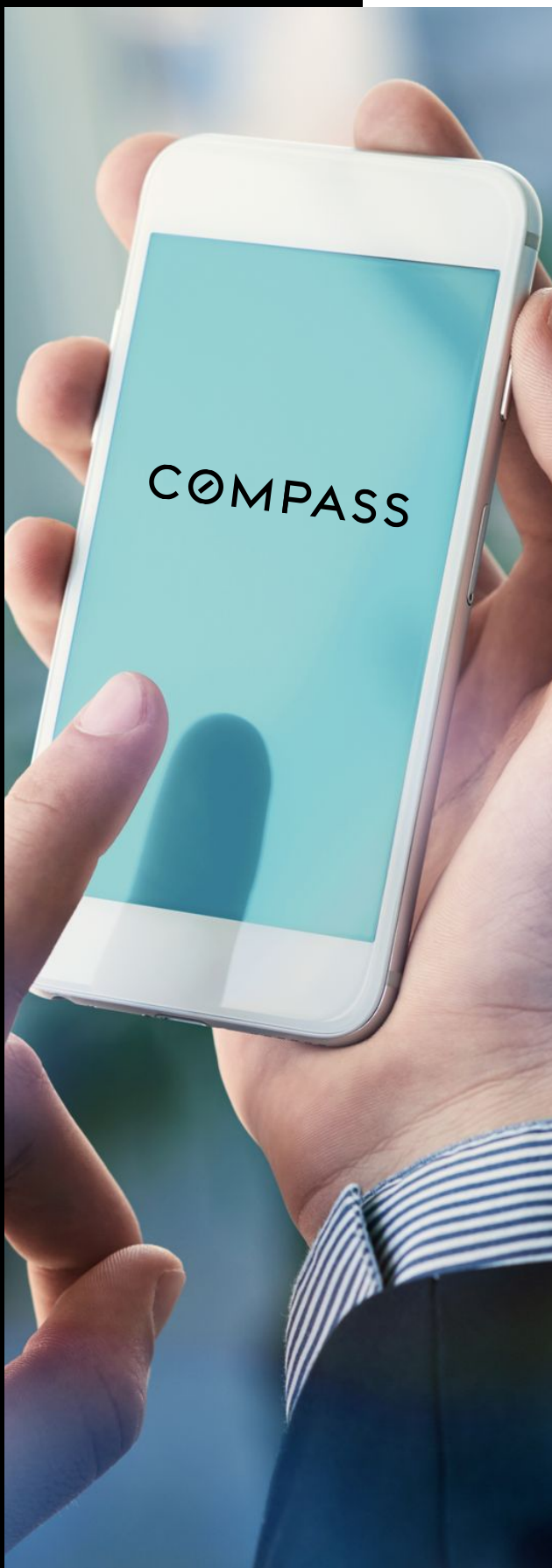
That is why having a company and agent with an Internet focused marketing system is the key. With our partnership with Realtor.com, Zillow and Trulia we offer an expansive Internet marketing campaign. This ensures that all the qualified buyers can find your home!

# 45%

Of open houses have been virtual since the launch of our virtual open house tool\*

\*Compass Livestream: Virtual Open House vs In-Person Open House. 6.1.2020–8.31.2020.





# Internet Focused Marketing

**YOUR FIRST SHOWING  
IS ONLINE!**

At the forefront of modern marketing, Compass takes a multi-pronged approach to the digital promotion of your property.

## 1.9M+

Average monthly page views on Compass.com, where your property's critical selling points are represented via an intuitive, searchable platform

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## 800+

Partner websites to which your home is automatically syndicated for maximum digital coverage

# Pricing Your Home to Sell within the Market

## WHEN WE PRICE, WE CONSIDER:

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- Homes similar to yours in size, condition, and age
- Your area competition and how many months of inventory currently exist.
- The best price to ensure maximum exposure and traffic. This can bring in multiple offers

## PRICING MISCONCEPTIONS:

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It is very important to price your property at a competitive market value. Most common pricing misconceptions include:

- What Zillow says it is worth
- What your friends think it is worth
- What you paid for it
- The amount paid for upgrades



# The Condition — 44 Things You Can Do

## THROUGHOUT THE HOUSE

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- Open the draperies, pull up the shades, and let in the sunlight.
- Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show your home brightly.
- Remove clutter from each room to visually enlarge them.
- If you have a fireplace, highlight it in your decorating.
- Keep your home dusted and vacuumed at all times.
- Replace the carpet if it does not clean up well.
- Have a family game plan to get the home in order quickly if necessary.
- Air out your home for one half-hour before showings, if possible.
- Lightly spray the house with air freshener so that it has a chance to diffuse before the buyer arrives.
- Put the family photos in storage.
- Improve traffic flow through every room by removing unnecessary furniture.
- Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
- Putty over and paint nail holes or other mishaps in walls.
- Paint all interior walls a neutral color to brighten the home and make it look bigger.
- Repair or replace any loose or damaged wallpaper.
- Clean lightbulbs and light fixtures to brighten the home.
- Wash all windows inside and out.
- Use plants in transitional areas of your home.
- Make the most of your attic's potential.
- Remove and/or hide excess extension cords and exposed wires.
- Open doors to area you want potential buyers to see such as walk-in closets, pantries, attic, etc.
- Remove all smoke and pet odors.



# The Condition — 44 Things You Can Do

## IN THE KITCHEN

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- Microwave a small dish of vanilla twenty minutes before a showing and place it in an out of the way place.
- Highlight an eat-in area in your kitchen with a table set for dinner.
- Expand your counter space by removing small appliances.

## IN THE BATHROOMS

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- Do not leave towels around and wipe down the sinks and shower areas after each use.
- Re-caulk the tub if the caulk is not sparkling white.
- Repair or replace broken tiles in the shower/tub.
- Replace shower curtains and keep them clean.
- Put out fresh towels and decorative soaps.

## IN THE BEDROOMS

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- Create a master suite effect in your decorating.
- Depersonalize the bedrooms and decorate in a neutral scheme.
- Make sure that the beds are made and the liners are clean.
- Organize your closets, remove unnecessary items, and put them in storage.

# The Condition — 44 Things You Can Do



## OUTSIDE

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- Keep the yard mowed and raked at all times.
- Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
- Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition.
- Paint all entrance doors.
- Make sure the garage door opens easily. Fix and paint the garage door if necessary.
- Clean and shine all hardware and accessories indoors and out (door knobs, knockers, lamps, mail box, address numbers, etc.)
- Trees and shrubs should be trimmed and pruned.
- Use a new doormat.
- Be sure the front doorbell is in good working order.
- Be sure the front door and screen door works perfectly.

# We let our clients do the talking.

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We recently sold our home in SE Torrance. It was a quick decision to sell our home and move out of state. When we made the choice to move, we needed to sell our home for the right price and asap. Time was critical.

Josh impressed us from the moment we met him, not with a flashy fake smile or the usual Realtor sales pitch, but with an honest grin and an intent ear. Josh was a part of every decision, he was a part of house staging choices and landscaping ideas to clean up the house to be show ready. The most important advice I can give to anyone who uses his services is follow his direction.

From deciding on your list price to minor house updates/clean up. He knows what he is doing. Trust him and follow his advice. He will not steer you wrong. We did that. Our house sold in 6 days for well over list price. If you want to sell your home, and get the service you are paying for — call Josh Hammond.

— JENNIFER & DEREK

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Josh was awesome. Our house was tenant occupied during the selling process. He provided guidance, worked with the tenant for having open houses and appointments.

His attention to detail led to a successful sale at a price that was within 90% of the original listing price. I would highly recommend his service to family and friends.

— JOHN AND ELIZABETH

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There are really not enough words to express my appreciation for your loyalty, honesty, and sincere concern for my welfare. Our combined efforts during that difficult period really was an enormous help and I sold my home. I always felt safe and not abandoned, you successfully guided me through the process and gave me hope.

I just wanted to say in addition that my life is less stressful and peaceful thanks to you and your efforts. Other clients would be wise to hire you if they need a good realtor. you completed your job and together we sold the home

— JOSEPHINE

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