

lpt realty

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# WELCOME

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 alone. 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.

Jimi Faria









This is where we make a plan together...

### LISTING CONSULTATION

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!

-Jimi

### The Real Estate Lis*t*ing Contr*a*ct

Otherwise known as the RLA, will be given to you to review before we meet in person. We will discuss this document in detail so you know exactly what it means to list your home. One of the most important words for you to know is *Agency*.

### What is Agency

In real estate, agency refers to the legal relationship between you (the seller) and your real estate agent. When you sign a listing agreement, your agent becomes your fiduciary—meaning they are legally obligated to act in your best interests throughout the selling process. This includes advising you, marketing your property, negotiating offers, and handling the transaction with loyalty and care.

#### SUCCESSFUL SELLING PROCESS

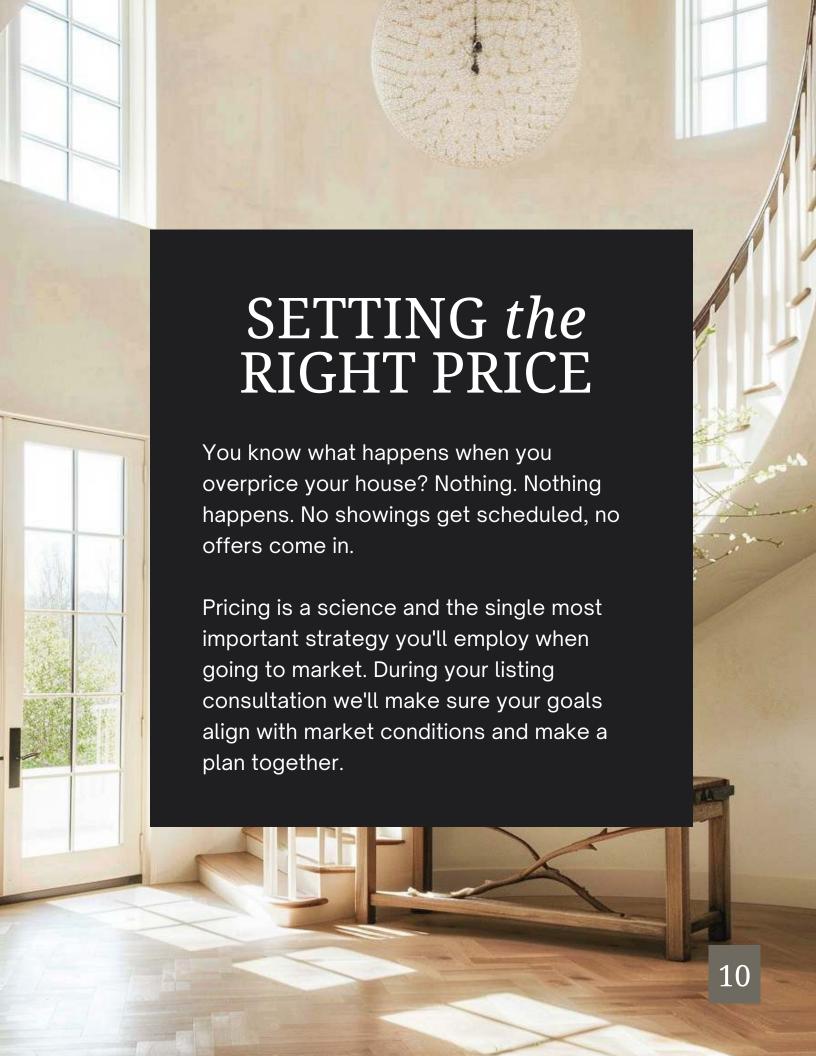
Selling your home is the start of a glorious new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING CONSULTATION SET PRICE PROFESSIONAL PHOTOS AND VIDEO OPEN HOUSE OFFER PRESENTATION CLOSE ON THE HOUSE (AND CELEBRATE)

GET THE HOME READY FOR THE MARKET ONLINE DEBUT LISTED FOR SALE CONTINGENCY REMOVAL PERIOD



# The Top Five

The 5 Essential Rules when Pricing Your Home

### Start with the Facts: Use a Comparative Market Analysis (CMA)

Look at recent sales of similar homes in your neighborhood to establish a data-driven pricing foundation. Size, condition, location, and features all matter—your price should reflect how your home stacks up against the competition.

#### Price to Be Found: Think Like a Buyer

Most buyers search online using price ranges. If your home is priced just above a common search cutoff (e.g., \$500,000 instead of \$499,000), it might not appear in their results. Strategic pricing can boost visibility and traffic.

#### Avoid Emotional Pricing

Your home may hold sentimental value, but buyers see features, not memories. Stay objective and avoid inflating your price based on personal attachment or past investments that may not add market value.

#### **Understand Market Trends**

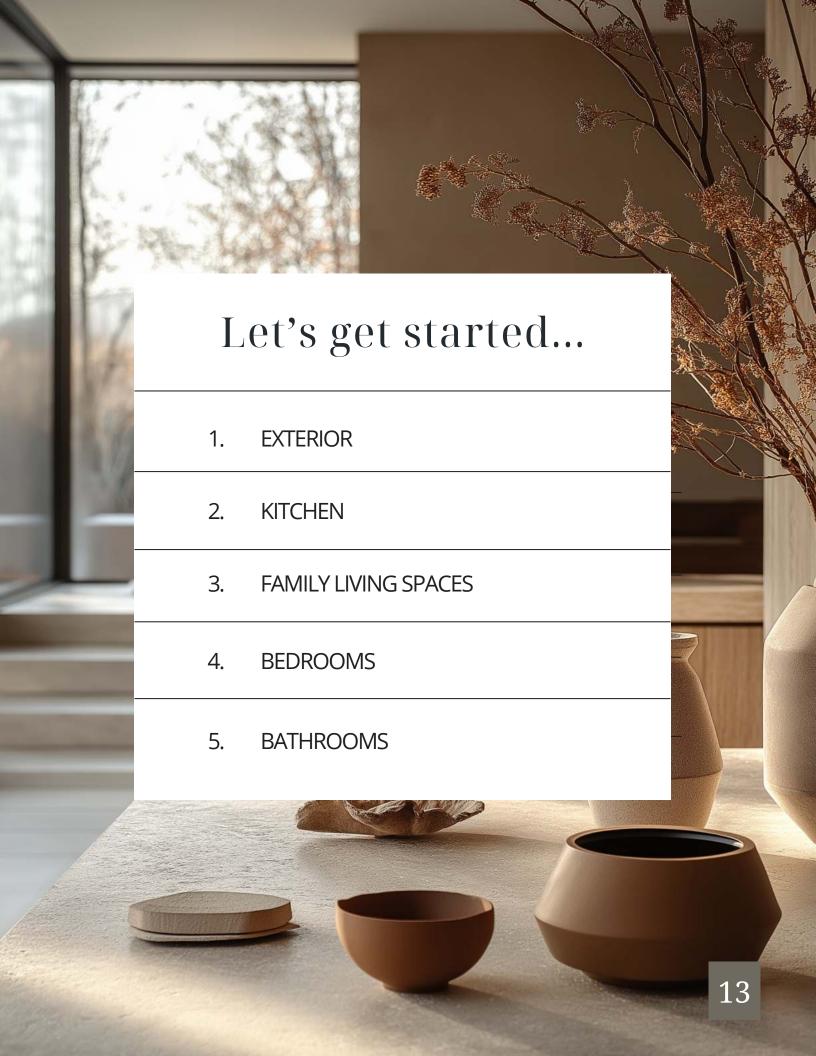
Is it a seller's or buyer's market? In a fast-moving market, pricing ahead of the trend may be smart. In a slower one, competitive pricing is key. A home priced correctly from the beginning sells faster and typically for more money than one that lingers on the market.

#### Don't "Test" the Market Too High

Overpricing can backfire. Homes that sit on the market too long become stale, leading to price cuts and lower offers. Instead, aim for a price that attracts attention and encourages offers early on —often the best offers come in the first few weeks.







# Preparing for Photos

#### **EXTERIOR FRONT & BACK**

- Remove cars from driveway
- Close all windows
- Sweep walkways
- Pick up leaves, sticks, branches
- Put toys, bicycles away
- Store seasonal décor
- Stow garden tools, supplies
- Remove all hoses
- Arrange deck furniture
- Clean pool area
- Power wash your entire housE

#### **INTERIOR MAIN AREAS**

- Remove personal items/photos
- Remove all visible clutter
- Open shades/blinds
- Replace burned out light bulbs
- Tidy up or put away all toys
- Empty waste baskets
- Hide pet dishes/toys/beds
- Vacuum carpets & floors
- Remove newspapers, mail
- Turn off televisions
- Turn on all lights
- Fluff pillows and sofa cushions

#### **INTERIOR: KITCHEN**

- Remove items from refrigerator door
- Store food in cabinets
- De-clutter counters, stove
- Stow small appliances
- Hide soaps, cleaning items

#### INTERIOR: DINING ROOM

- Straighten/push in dining chairs
- Add centerpiece
- Add a vase of flowers
- Remove any table covers/cloths

#### **INTERIOR: BEDROOMS**

- Make the beds
- Arrange decorative pillows
- Put away clothing, shoes
- Clean under the bed
- Clear surfaces of clutter

#### **INTERIOR: BATHROOMS**

- Make the bathrooms sparkle
- Hang fresh (white) towels
- New white bathroom rug
- Clear counters of toiletries
- Clean mirrors
- Clean toilet and close lid
- Remove all items from tub and shower
- Add new roll of toilet paper
- Remove shower curtain if not using that shower. Get a new white one if you are.

\*When prepping for photos, remember "less is more". Use the "1 or 3 Model". On any surface or wall, it's 1 item or a group of 3.







### NOW IT'S TIME FOR PHOTOS

- Homes listed with professional photography sell 32% faster
- The average ROI on professional real estate photography
- 68% of consumers say that great photos made them want to visit the home



## Professional Photography

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & 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.



# Launch. Ready to Go On the Market

Homes perform best when they go to market on *Thursdays*. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



### **Three 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.

01

#### **MAILERS**

I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

#### SOCIAL

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**

Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.



# Knowledgeable in all aspects of real estate.

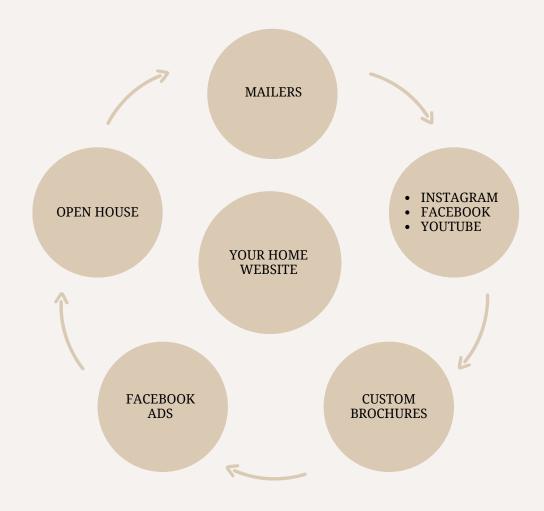
I had trusted expert guidance from Real Estate Agent, Jimi Faria for the sale of my "Streng" house in Davis.

Jimi was knowledgeable in all aspects of real eastate sales with a wonderful personal touch. Jimi Faria was the first real estate agent I interviewed and decided on the spot to obtain her service for sale of my house.

She has a wonderful personality as well as expert professional services. I really appreciate her dedicated service.

-T. Asano

# The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger.

This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

# 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
- Remove personal photos

#### **PHOTOGRAPHY**

- Content shoot day
- Full photos and video of home
- Aerial photos for country property

#### **CUSTOM WEBSITE BUILT**

- Exclusive website built for your listing
- Tracks all visitor activity

#### **POSTCARD CAMPAIGN**

 200 Postcards around your home, Just Listed, Under Contract, Sold

#### **SOCIAL DEPLOYED**

- All social pieces created
- Long form video, 3-4 reels and designer style photos
- Your listing is entered into the Multiple Listing Service

#### **OPEN HOUSE**

- Opening weekend, no showings prior
- Open House on Saturday or Sunday

# What Is the Multiple Listing Service?

The MLS (Multiple Listing Service) is a private database that real estate agents use to share homes for sale with each other. It's one of the most powerful tools we use to get your home sold. In the Sacramento Area, Metrolist is our MLS. Here's what it does for your listing:

- Gets Your Home in Front of More Buyers
- Once your home is on the MLS, it's instantly shared with thousands of local agents and their buyer clients—so more people see it, fast.
- Sends Your Listing to Top Websites
- The MLS feeds your home's info to sites like Zillow,
   Realtor.com, and Redfin, so it shows up where most buyers are already looking.
- Makes Your Home Easy for Agents to Find and Show
- Other Realtors can quickly find your home in the system and schedule showings, which helps keep buyer traffic steady.
- Helps You Get the Best Price
- More eyes on your home often means more interest—and that competition can lead to better offers, sometimes even bidding wars.
- Keeps the Process Organized and Professional
- The MLS keeps all the listing details accurate and up-to-date, so buyers and their agents have clear, trusted info from the start.





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 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent 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.

Of course, I don't forget the basics: I publish your listing 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.



"KEEP IT REAL" ATTITUDE AND EXPERT

KNOWLEDGE OF THE DAVIS MARKET.

CONNECTED WITH HER

PROCESS THAN JIMI!"

YOU CANNOT FIND A BETTER

ADVOCATE AND PARTNER IN THE



HERE'S WHY

### It's not JUST about the Open House, but everything that happens around the Open House

# FIRST

It's important to know that only 4% of houses are sold from an Open House, so why would this be worth your time?

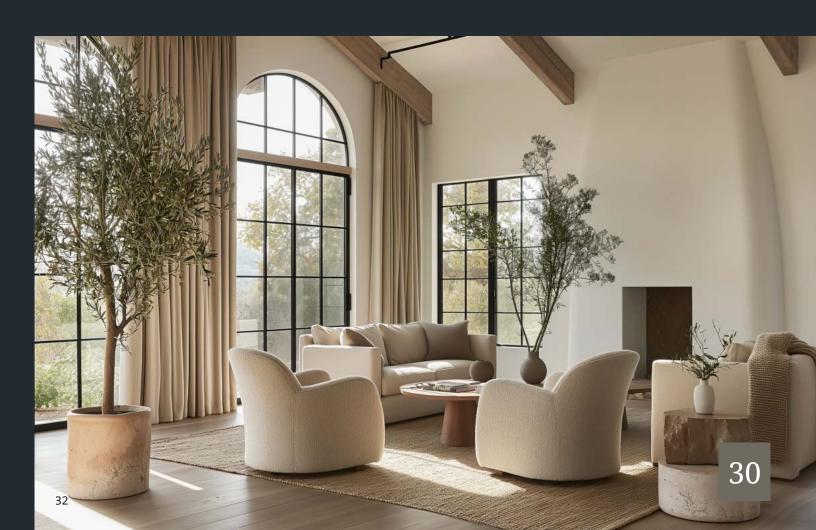
Here's the catch, when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Open Houses also allow you to connect with the neighbors who definitely want a great new neighbor BUT also want you to sell for top dollar, which is why we enlist their help and make it easy for them to show their friends. An Open House makes your house easy to see, easy to talk about and easy to show...and buyers like easy.

# OFFER PRESENTATION

Offer presentations happen any time I receive an offer or offers. We'll get together as a team to review the offers with you 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.





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. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

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.

### COMMON CONTINGENCIES

01

#### **Inspection Contingency**

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02

#### **Financing Contingency**

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.

03

#### **Appraisal Contingency**

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their loan amount.

04

#### **Home Sale Contingency**

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.

# Negotiations

### **Price and Terms**

When we receive an offer we discuss what you like and don't like about it. Then we either accept the terms, or counter back to the buyer. This can go back and forth a few times before the deal is a "win" for you.

# Repairs

After the buyers have finished their inspections they may ask for repairs based on those inspections. Repairs are negotiable. You have the right to counter any repairs and choose to do none of them, do part or all of them *or* offer the buyers a "credit in lieu". The "credit in lieu" is the most popular to save time to ensure closing on time.



# **CLOSING DAY**

#### This is it, the big day!

I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork leading up to 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 documents go back to the title company and the buyer's lender for review.

- 1. When all signed documents have been received by the title company, they send the loan documents to the lender for review. When the lender says all is good, the Escrow officer requests "funds". By this time, the buyer's down paymet will already be in the escrow account. When the loan "funds", we are ready to record the deed with the County.
- 2. Depending on when the deed records, the home is officially closed once it is recorded. Upon recordation, the Title company will disburse funds and yours will be wired into a bank account of your choice, or you can pick up a cashier's check.

Once the deed records, we'll release keys to the new homeowner.



- I will **not** recommend a listing price based on what you want, but what the market says your home is worth.
- I will **not** use Zillow estimates to set your price. Zillow does not know if you have renovated your kitchen or anything else about your house.
- I will **not** agree on price at the listing appointment. Markets change and I will give you a range. Then we review the market on the day we go live.
- I will **not** skip the research. I will throughly analyze the market data to advise you on the best pricing.

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Would definitely work with her in the future.

Jimi was fantastic!! She helped navigate the many nuances with our house and HOA with ease and helped reduce our worries and concerns. She was attentive and easy to get a hold of in time of need. She did multiple marketing approaches to get our beautiful Victorian home viewed and sold. Would definitely work with her in the future.

# What You CAN EXPECT

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 my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

~ Jimi

# READY TO SELL?

### JIMI FARIA

