



SELLER'S GUIDE

Our Guide to Selling Your Home

W E L C O M E





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WHO WE ARE

Client Focused. Results Driven.



M a r g a r e t K e n t + A m a n d a K e n t S a n d o v a l

RESIDENTIAL REAL ESTATE ADVISORS
DRE #: 00580890 + 01968969

Boasting a combined 46 years of experience in the real estate industry and deep roots in Northern California, and "Treating customers like family" is both a guiding principle and a way of life for the award-winning Kent & Sandoval Team. Comprised of mother and daughter duo Margaret Kent and Amanda Sandoval, the Kent & Sandoval Team is dedicated to listening intently and matching individuals and families with the properties, buildings, and neighborhoods that best suit their needs.

RESULTS

We love to sell and it shows.

\$15+

last 12 month in sales

500+

Number of families helped

47

Years of helping clients sell
their homes!

PREPARATION

Helping you through the process of selling your home.

TAKE STOCK

We'll take a good look around to determine where your current home needs improvement.

Some fixes are mainly cosmetic and you may be able to handle them on your own. Other problems are more significant and may require replacement and/or hiring home maintenance professionals. This is where Compass Concierge program can help!

Cover improvement costs with a 0% interest loan.



CLEAR OUT & CLEAN UP

Once we've taken stock of it all, tackle what matters most. This initial investment of time and money can help generate a faster sale at a higher price. You want home-buyers to imagine your house as their own, so clear out the clutter. You'll also want to clean everything, from the baseboards to the ceilings and every spot in between.



UPDATE & UPKEEP

Impress house-hunters with simple yet visually appealing updates. Inside, consider swapping out old light fixtures, painting dark walls lighter, and replacing dingy carpets. Outside, keep up with your yard work: trim bushes and trees, keep the grass cut or the driveway shoveled, and tend to plants and flowers. All of this will lead to a great first impression.



LET'S SELL

Your house is now in showing condition and we can proudly list it. You can take a step back while we employ our marketing system, including in-person and virtual open houses, social media, and print marketing to reach your future buyer.

THE PROCESS

So that you know what to expect.



1. CLEAN HOUSE

Declutter, repair, update and clean your home thoroughly.



2. PRICING

We will find comparable listings and determine a fair price that you can be confident in.



3. PHOTOS

Gorgeous photos attract buyers, particularly online. Our photography partners would love to work with you to showcase your home.



4. SHOWINGS

Keeping your home "showing perfect" can be difficult, but a clean, orderly home sells.



5. OFFERS

We will review all offers with you, and advise you as we negotiate.



6. CLOSING

It's finally closing day! The inspection is done, the keys will be handed over, and you will receive your cheque.

Compass Concierge

Discover how you can maximize the value of your home with Compass Concierge, the hassle-free way to sell your property for more money. From painting to flooring and everything in between, Compass Concierge helps you easily prepare your home for market by advancing the funds for home improvement services.

First, we'll work together to determine which services can increase your home's value the most, and set an estimated budget for the work. From there, I'll be by your side throughout the Concierge process so that you can make the most out of your sale.




← AFTER / BEFORE ↑

Services may include

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

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COMPASS
CONCIERGE

STAGING

Setting the stage for a successful sale.

BEFORE



AFTER

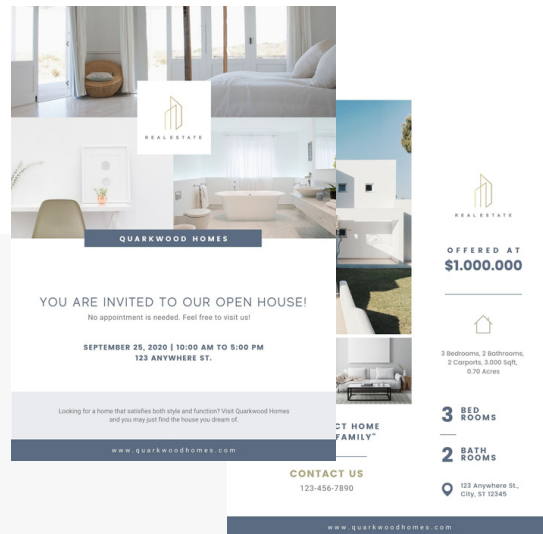


TIPS FOR SHOWING YOUR HOME

- If you've painted in neutral tones, add touches of color with accessories.
- Place fresh flowers where they'll stand out.
- Open all doors and windows beforehand to circulate fresh air.
- Pick up toys, remove all clutter, ensure beds are made, put clothes away.
- Floors should be clean, carpets and rugs vacuumed.
- Trash and recycling bins should be tidy and odor-free.
- The kitchen and bathrooms should sparkle.
- If possible, bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma.
- Ideally, pets should be unseen. Pet areas should be clean and odor-free. Not everyone may share your love of animals, and some may be allergic to them.
- Remove all cash, jewelry, and small valuables from view.

MARKETING

Getting the word out.



PHOTOS

Beautiful professional photos and video are proven to increase interest. Our photography partners will make your home look its best.

SOCIAL

Most new home searches begin on the internet, and many start with social media. Our social media presence will ensure more buyers view your home.

PRINT MARKETING

A well-crafted professional brochure can help answer questions a buyer may have. It will also highlight the home's features and any nearby amenities.

OPEN HOUSE

We will help you find the right balance between in person and virtual visits- your comfort comes first.

SELLING

We've received an offer, or multiple offers; now what?

YOU ACCEPT

If you accept the offer and it's unconditional, congratulations!

You've sold your home. If you accept the offer and it contained conditions, the buyer's real estate professional will work with their clients to satisfy and waive conditions by the condition(s) expiry date.

YOU REJECT

If you reject the offer, it's up to the buyers to decide what they want to do next – they can submit a new Offer to Purchase or look elsewhere.

YOU COUNTER

If you want to make a counter offer, discuss with your real estate professional the terms with which you were unhappy (price, possession date, inclusions, etc.). Provide a counter offer with the terms you want.

MULTIPLE OFFERS

A multiple offer situation is when multiple buyers submit an Offer to Purchase on the same property, at the same time. It's your decision how to proceed in the event of multiple offers.

We will help you to understand your options, and to advise and guide you through this.

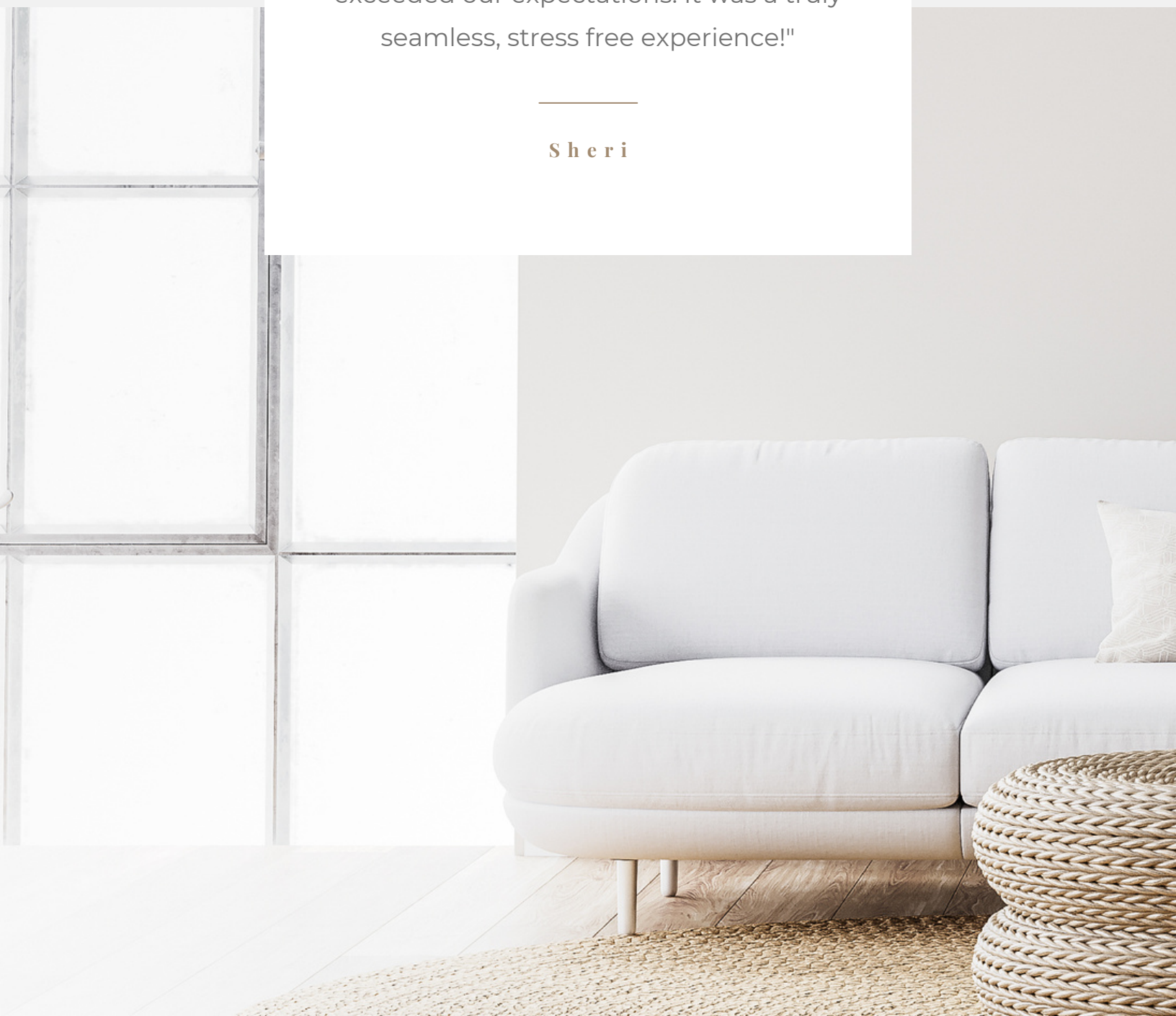
You've sold your home. So, now what?

You'll need to:

- Discuss with the title company the transfer of title, closing costs and disbursements, mortgage payout (if applicable), and have you sign the documents to transfer the property's title to the buyer after they advance the purchase funds.
- Arrange for your mail to be forwarded to your new address.
- Arrange for your utilities to be disconnected (electricity, gas, cable, etc.).
- Hire a moving company or truck (if using).
- Continue to maintain the home; cut the grass, shovel the sidewalks, and continue paying your home insurance coverage.

"From start to finish, their expertise was matched by none and their oversight and management of the whole process, in our absence, was invaluable and far exceeded our expectations. It was a truly seamless, stress free experience!"

S h e r i



"We have been blessed to have worked with Amanda and Margaret for the sale of two houses. They were the best in helping us prepare our homes to sell as well as guiding us through the process. They answered any and all of our questions and helped us make the best decision on the sale of our properties."

L a u r a & J a n



FAQS

Your questions, our answers!

How long will selling my home take?

Depending on market conditions and other factors, the process can really vary. We can generally expect an accepted offer in under 3 weeks.

What is the best time of year to sell?

A general rule of thumb is that the Spring and Summer are ideal times to sell. However, in our current market, any time is good- this market is hot!

How do I know what my home is worth?

We will provide a comprehensive Comparable Market Analysis (CMA), which is a comparison of similar properties actively listed, recently sold and those that didn't sell. The CMA makes it easier to understand market value and helps us to set a price you are comfortable with.



READY TO SELL?

Get in touch today.



KENT & SANDOVAL

**M a r g a r e t K e n t +
A m a n d a K e n t S a n d o v a l**


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