



HOME SELLING BLUEPRINT

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Your Three Goals

SELL FOR THE MOST MONEY

If you're like most sellers, your number one goal is to get the most money possible for your home. I help you do that by leveraging innovative, data driven marketing and a rock solid pricing strategy that increases your exposure and leaves buyers begging you to accept their offer.

SELL QUICKLY

The longer the property sits on the market, the more stale it becomes and the more lowball offers you will get. My job as your agent is to get the MOST traffic through your property as possible to find the buyer who is willing to pay your price, which often yields a quick sale.

SELL STRESS FREE

Moving is stressful enough. The selling process shouldn't and doesn't have to be. I believe in a consultative approach to selling homes which means my goal is to educate you at every turn so that you can make the best decision for you and your family, and then to communicate every step of the way so you're never left in the dark wondering what happens next.



SELLING PROCESS OVERVIEW

Here's a quick breakdown of the entire selling process...

PREPARATION: The homework we do before your house goes on the market will set us up for a successful sale.

FINDING OUR BUYER: My sole goal is to get you the most money possible, as quickly as possible and as stress free as possible.

CONTRACT PERIOD: Once we have the buyer, we have to keep them in the deal through the due diligence period which generally lasts about 30 days.

CLOSING: At closing, you'll receive your money, give the keys to the buyer and sign the documents to transfer title.



MARKET STATISTICS

You don't need to know every statistic and number about real estate to make an educated decision. Here are the key points to know:

LIST PRICE TO SALES PRICE RATIO

Sometimes shown as LP:SP, this is the percentage of list price that sellers are getting. The market's average is about 96%. For example, (using easy numbers) if a seller listed at \$100k, they would expect at least \$96k. My average is 99% which means you net 3% more when listing with me than the average agent.

DAYS ON MARKET

Days on market (or sometimes seen as DOM) is how many days a property is listed before it goes under contract. My average days on market is 21 days.

INTEREST RATES

Interest rates are relevant to a seller in the sense that it affects a buyer's ability to purchase your home. For every 1% interest rate increase, it's equivalent to a 10% increase for a buyer's monthly payment so interest rate increases are very, very bad for you.



DETERMINING VALUE

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In order to get top dollar, we have to understand how buyers *think* so we can get them to pay our price.

Buyers determine value by comparing the features and benefits of your home to the features and benefits of other homes that have recently sold or are currently on the market. There are three types of listings we look at when determining your home's value:

ACTIVE LISTINGS

Listings that are active on the market don't tell us what a house is worth simply because a buyer hasn't agreed to pay that amount. Just because a seller lists their house for a crazy amount, it doesn't mean they'll get it. The price and days on market of active listings tell us where the market is trending.

EXPIRED LISTINGS

These are listings whose price was rejected by the market. Buyers weren't willing to pay the price so the listing agreement with their agent expired. These give us a really good idea of what price is too high.

SOLD LISTINGS

This is the sweet spot where we know that buyers are willing to buy and sellers are willing to sell. Sold homes represent a meeting of the minds and market value.



PREPARING YOUR HOME

BEFORE PICTURES

95% of buyers are shopping for homes online and because they have so many options, we have to make sure they fall in love with your house online and *have* to see it.

To make them crave your home from the pictures online, you'll want to focus on decluttering (including nightstands, closets and counters) and highlighting natural light by changing dull lightbulbs, opening the blinds and cleaning the windows.

BEFORE SHOWINGS

Once they've fallen in love with your home online, we've got to make them love it in person too so smell is equally important.

Change your AC filters, let some fresh air in, clean cat litter, take out the trash and run citrus through the garbage disposal. Stay away from heavy sprays and plugins as buyers may be allergic to the scents.



HOW BUYERS FIND HOMES

PREPARING YOUR HOME



BEFORE WE MEET...

Do what you can but don't worry about making it perfect for our first meeting.

By understanding where buyers find homes, we can ensure that we're advertising in the right places so they find your home. In summary, buyers find homes in three ways: online, in the neighborhood and by working with agents.

ONLINE

95% of buyers start their home search online. As a result, we spend the majority of our time marketing your home *online* to targeted buyers who've already expressed an interest in buying in the area.

NEIGHBORS

Your neighbors are your most powerful asset in selling your home because they have friends and family who want to live in the area and we'll mobilize them to get to work in helping you find a buyer.

AGENTS

Serious buyers who are ready to buy now are already working with agents so we want to make it super easy to help agents sell your home to their clients.

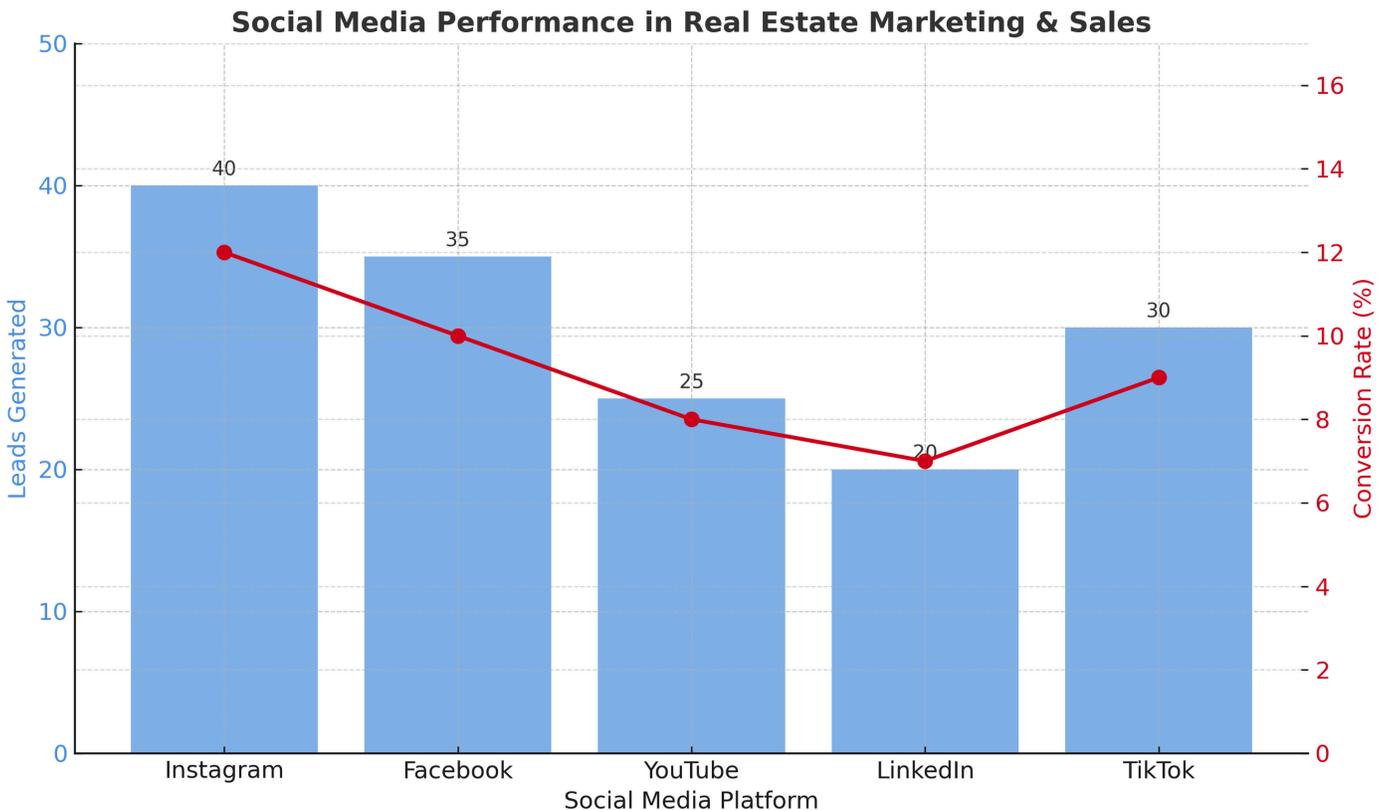
Social Media

It's more important than ever to make sure your home shows beautifully online. Here's what we do to make sure buyers are *dying* to see your house:

PROFESSIONAL PHOTOS: I hire a professional photographer at my expense to show your home in it's best light. By the time he's done, you'll be second guessing if you want to sell!

DETAILED DESCRIPTIONS ON 500+ WEBSITES: When you list with me, your home is distributed to 500+ sites with detailed descriptions that tell a story about your home and leaves the buyer begging to see it, no matter where in the world they're searching from.

TARGETED FACEBOOK ADS: By leveraging the power of targeted Facebook ads, we can get your home in front of buyers who are looking in the area. Our service team makes sure that we never miss a call and they collect information and qualify potential buyers before ever sending them into your house.



LEVERAGING YOUR NEIGHBORS

Most people spend time in the neighborhoods they want to move to and have their family and friends looking out for the perfect property to show up for them. With that in mind, Nosy neighbors are your best friend in helping you sell your house. To tap into that asset as much as we can, here's how we advertise to your neighbors:

INVITE NEIGHBORS TO YOUR OPEN HOUSE: When we have our launch open house, I'll go door knock the neighbors to invite them to come look at your house.

FOR SALE SIGN: Statistically, 40% of buyers called on real estate signs as they were driving by so having a for sale sign means more exposure and traffic into your home and more money for you.



TAPPING INTO AGENTS

Almost 90% of transactions involve two agents, so tapping into the power of other agents will help you sell your home faster and for more money.

To do that, we make it easy for them to sell your home by giving them the information they need to sell it to their clients.



NEGOTIATING THE SALE

Price is only *part* of a strong offer.

Once we start receiving offers, I will do my homework, before presenting you with the offer

to make sure that I'm only bringing qualified buyers who will actually make it to the closing table.

Here's what we're looking for when we receive offers:

BEFORE WE MEET...

Make sure you
complete the
seller's disclosure.

PRICE AND DEPOSIT

TIMELINES

FINANCING

ADDITIONAL TERMS



RECEIVING OFFERS



PRICE AND DEPOSIT

We'll always look at the price of the offer first to make sure we're getting you the most money possible as well as the deposit to make sure the buyer has some skin in the game and won't walk away.

TIMELINES

Next, we're looking at the inspection period and closing date to ensure that they work in your favor and won't leave you stuck in a contract.

FINANCING

I'll call the lender to make sure they're fully prequalified and will be able to meet the loan commitment period outlined in the contract.

ADDITIONAL TERMS

Even if everything else looks good, buyers might try to sneak in extra contingencies in this section so we always make sure there are no surprises. We're also looking for the buyer who will offer the most money above appraised value in this market.

NEGOTIATING + ACCEPTING AN OFFER

PENDING SALE

The status of your listing will go from active to pending sale on the MLS. That means you will no longer get showings and we are under contract with a buyer.

WE MISS NOTHING.

You'll get an email from our transaction coordinator, who will help us stay on top of dates and deadlines and get to closing on time.

SCHEDULE INSPECTION

Our transaction coordinator will coordinate the buyer's inspection with you and the buyer. Generally, the buyer's inspection will be within 48 hours of getting their offer accepted.

EXECUTED CONTRACT

The contract will be sent to the title company, the buyer's lender and will be returned to the buyer so that everyone has a copy of the signed contract.



PREPARING FOR INSPECTION

The buyer has the right to cancel or ask for credits during their inspection period. In most cases, they will ask for a credit for major issues like the roof, AC, plumbing, electrical and structural instead of canceling.

To minimize their ask, focus on preparing your house for a successful inspection with the homework below.

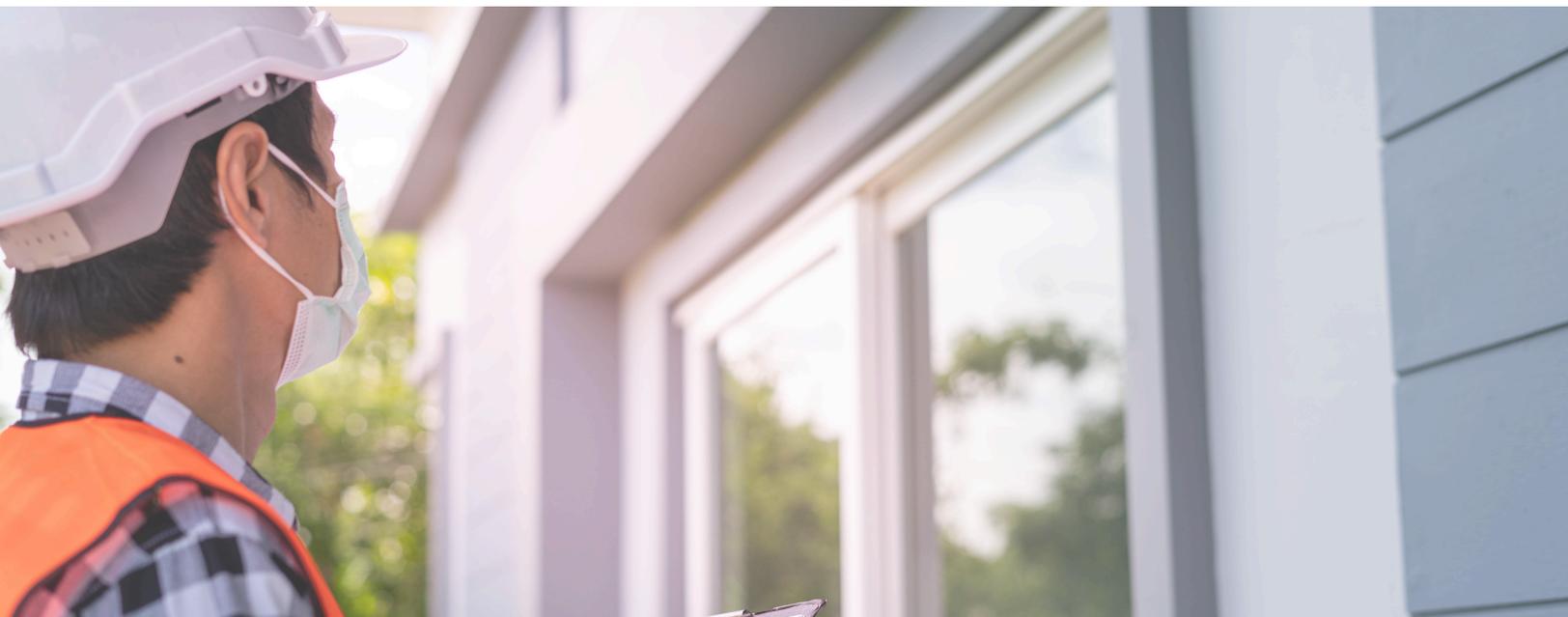
YOUR HOMEWORK

Reseal Windows Change

Lightbulbs Change AC Filter

Fill The Pool

Make Attic Accessible



THE BUYER'S DUE DILIGENCE

Once we get through the inspection, your biggest focus is on moving in time for closing day. There are a ton of moving parts going on behind the scenes to get us to the closing table on time during this process.

FINANCING

The buyer will be going through the underwriting process to secure their loan before closing day.

TITLE

The title company is pulling the title information, making sure the property changes hands smoothly and preparing the closing documents.

ASSOCIATION

If you have an association, the buyer submits the application and goes through the interview process before we can close.

APPRAISAL

The bank will require the buyer to get an appraisal which is a third party opinion of price for the property.



MAKING YOUR MOVE

Throughout this process, it's totally normal to go through mixed emotions of excitement, panic, nerves and maybe even a little bit of regret.

Don't worry! You'll start to feel like normal again once you've gotten situated in your new living arrangements.

If you're looking to buy when you move, we'll need to start the process as soon as we get your home listed on the market and we can talk more about that when we meet.



YOUR HOMEWORK

Schedule Movers

Turn Off Utilities

Change Address

Simultaneous Closing

Once we're at closing day, there are a few last things that you'll need to do:

WALKTHROUGH The buyer will do a walkthrough of the property to make sure the house is in the same condition as it was during the inspection. You don't need to be there for the walkthrough if you can't or don't want to be.

WIRE INSTRUCTIONS The title company will be in contact with you directly to get instructions for where to wire the proceeds from the sale. Once everything is signed, you'll have your money by the end of the day.

SIGN CLOSING DOCUMENTS The actual signing is fairly quick on the seller side. If you want to pre-sign the documents or sign elsewhere and have them notarized, all of that can be arranged.

GIVE KEYS TO THE BUYER Once the title company has received the funds from the buyer (or their lender), the buyer will receive keys to the house and you will have successfully sold your home.

KEEPING YOU IN THE LOOP

The biggest complaint that most people make about their realtor is that their agent doesn't communicate enough. Here's how I'll communicate with you throughout the transaction:

'HERE'S WHAT HAPPENS NEXT' EMAILS At every turn of the transaction, you're going to get an email from me that touches on what step in the process we've just crossed and will break down what will happen next so you're never left wondering how things are going or where we are in the process.

TUESDAY PHONE CALL You'll get a phone call from me every Tuesday to touch base with any showing feedback, relevant market updates and other news regarding your home. You can always reach me at any other time and you also always know that the Tuesday phone call is coming.

OUR TRANSACTION COORDINATOR & CLIENT CONCIERGE Once we go under contract, Beth is our transaction coordinator who will make sure we're on track for dates and deadlines. You'll hear from her with regular status updates as well, so there are never any surprises. She doesn't replace me as your agent, she just doubles our efficiency so it's best to reach out to her first since I'm usually showing homes!

FROM MY CLIENTS

“When we sold our home with Sasha, we received more than 10 offers! I don't know how she did it, but she got us exactly what we wanted and helped us pick the best offer. The biggest thing for us was that she didn't just sell our house, she made sure that she educated us throughout the transaction also. She was great at keeping us up to date and preparing us for every step of the transaction.”

“Sasha made selling our home simple and easy. Her expertise ensured that our home sold within hours of being on the market! Sasha's open and consistent communication, along with integrity and perseverance, with all parties involved is a breath of fresh air to the world of real estate.”



FREQUENTLY ASKED QUESTIONS

When you're selling the largest asset you own, it's totally normal to have questions. Here are the most common questions sellers ask when they're getting ready to sell their home:

CAN WE CUT THE COMMISSION?

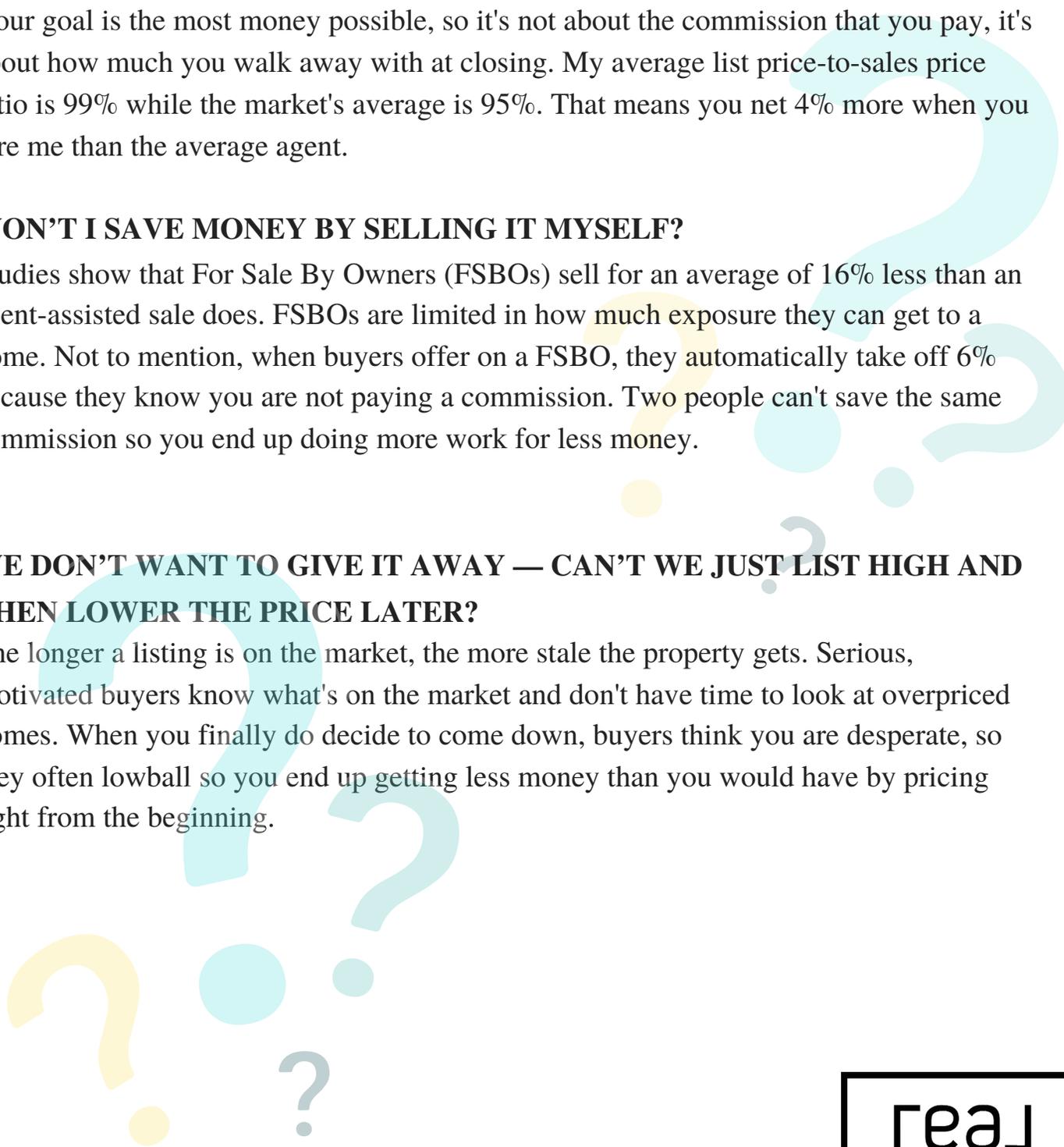
Your goal is the most money possible, so it's not about the commission that you pay, it's about how much you walk away with at closing. My average list price-to-sales price ratio is 99% while the market's average is 95%. That means you net 4% more when you hire me than the average agent.

WON'T I SAVE MONEY BY SELLING IT MYSELF?

Studies show that For Sale By Owners (FSBOs) sell for an average of 16% less than an agent-assisted sale does. FSBOs are limited in how much exposure they can get to a home. Not to mention, when buyers offer on a FSBO, they automatically take off 6% because they know you are not paying a commission. Two people can't save the same commission so you end up doing more work for less money.

WE DON'T WANT TO GIVE IT AWAY — CAN'T WE JUST LIST HIGH AND THEN LOWER THE PRICE LATER?

The longer a listing is on the market, the more stale the property gets. Serious, motivated buyers know what's on the market and don't have time to look at overpriced homes. When you finally do decide to come down, buyers think you are desperate, so they often lowball so you end up getting less money than you would have by pricing right from the beginning.



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NEXT STEPS

WHEN WE MEET

Our meeting will only last about 15-30 minutes. During our time together, we'll discuss our pricing strategy, I'll answer any questions you may have, offer any suggestions for preparing the property for sale. We'll sign the listing agreement and start planning our launch.

ONCE YOU SIGN

We will coordinate a date for your pictures (the photographer needs about 48 hours notice), schedule a date for our kick off open house and start advertising for the property launch.

READY?

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