



# SELLER'S GUIDE

Everything you need to know about selling your home.

[WWW.EFHOMES.COM](http://WWW.EFHOMES.COM)



# MEET THE TEAM

WE BELIEVE IN GOING **ABOVE AND BEYOND** TO PROVIDE TOP TIER SERVICE AND EXCEPTIONAL CLIENT EXPERIENCE.



**Erick Fernandez**

Founder | Realtor  
[Erick@efhomes.com](mailto:Erick@efhomes.com)



**Laif McClellan**

Broker Associate  
[Laif@efhomes.com](mailto:Laif@efhomes.com)



**Brittany McClellan**

Listing Manager  
[Brittany@efhomes.com](mailto:Brittany@efhomes.com)

# ABOUT ERICK



Erick Fernandez has nearly two decades of experience in both Silicon Valley and Santa Cruz County real estate. Born and raised in Santa Cruz, he began his career helping clients in the South Bay, gaining sharp insight into how buyers move between regions. That cross-market perspective gives him a unique edge today, especially when positioning Santa Cruz and mountain properties to attract Silicon Valley buyers.

As the founder of EF Homes, Erick is known for thoughtful strategy, high quality marketing, and trusted client relationships. He leads a team recognized for being hands on, forward-thinking, and community-focused, providing full service support before, during, and long after the sale. From luxury coastal homes to off grid retreats, Erick and his team tailor every plan to match both market conditions and client goals.

With a centrally located office in Capitola, Erick and EF Homes stay connected to the neighborhoods they serve, regularly hosting educational events and partnering with local nonprofits. Whether he's guiding a first time buyer or launching a global campaign for a new listing, Erick brings clarity, consistency, and care to every step. When he's not working, he enjoys time with his family, exploring the coast, and catching up with longtime clients who've become friends.

Erick Fernandez  
Coldwell Banker Realty · **Founder | Realtor**  
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Erick@EFHomes.com



# ABOUT LAIF



Laif McClellan brings a rare combination of hands-on construction experience and strategic real estate insight to every client relationship. He began his construction career at 19, working his way up from rough framing to foreman, specializing in residential remodels. Over eight years, he developed a deep understanding of project management, budgeting, and the structure of a home inside and out.

In 2005, Laif transitioned into real estate, where his family legacy and construction expertise gave him a strong foundation. By 2009, he became a partner at his brokerage and built a reputation as a steady, knowledgeable advisor known for guiding clients through shifting markets with clarity and confidence. Recently, he reunited with longtime friend and Harbor High School classmate Erick Fernandez, joining forces at EF Homes with Coldwell Banker Realty, a team and platform that reflect his collaborative, client first approach.

Today, Laif leverages his construction background and years of real estate experience to help sellers achieve top dollar and to guide buyers with trust and transparency. Known for his warm, honest style, he has built a referral based business rooted in strong relationships. Outside of work, Laif enjoys mountain biking, wakeboarding, surfing, and beach days with his family.



Laif McClellan  
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# ABOUT BRITTANY



Brittany is Erick's Listing Coordinator and trusted right hand, playing a key role in preparing homes to sell and ensuring a seamless experience for clients. Brittany earned her license at just 19 and has since built a well rounded career that includes six years in mortgage lending and experience in home staging and décor. Her combination of design expertise and industry knowledge makes her a natural fit for guiding sellers through the preparation process.

In her role with Erick, Brittany works closely with clients to assess their homes and determine any updates or improvements needed to maximize appeal. She coordinates with trusted vendors, oversees staging and inspections, and manages all the moving parts from start to finish, ensuring every listing is polished and market ready. Serving as a key extension of Erick, Brittany helps maintain a smooth, well supported experience for clients, ensuring their questions and needs are always addressed. Brittany's organizational skills, hands on approach, and attention to detail help every listing look its best while keeping the process smooth and stress free for sellers.



Brittany McClellan  
Listing Coordinator | Office Manager  
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# We're local!

510 BAY AVE, **CAPITOLA**

Welcome to Our Office at 510 Bay Ave in Capitola!

Located in the heart of Capitola, our office is more than just a workspace. It's a hub where we connect with our clients and our local community. Unlike larger real estate agencies where many agents work remotely, our team takes pride in being local and present. You will often find us here collaborating, meeting with clients, and planning community events.

Being rooted in Capitola means we not only work here; we live, shop, and engage in this vibrant coastal town. From hosting local events and supporting nearby businesses to taking part in community initiatives, we are passionate about fostering genuine connections that go beyond real estate transactions.

Our consistent presence in the office ensures that we're always accessible, ready to meet clients face to face, and are involved in every step of your home journey.

Whether you are buying or selling, our commitment to personalized service, local expertise, and authentic community involvement set us apart. We are here to make your experience seamless, rewarding, and deeply personal.

Come visit us! We would love to show you what makes EF Homes not just an office, but a dedicated part of the Capitola community.

# About Our Operations

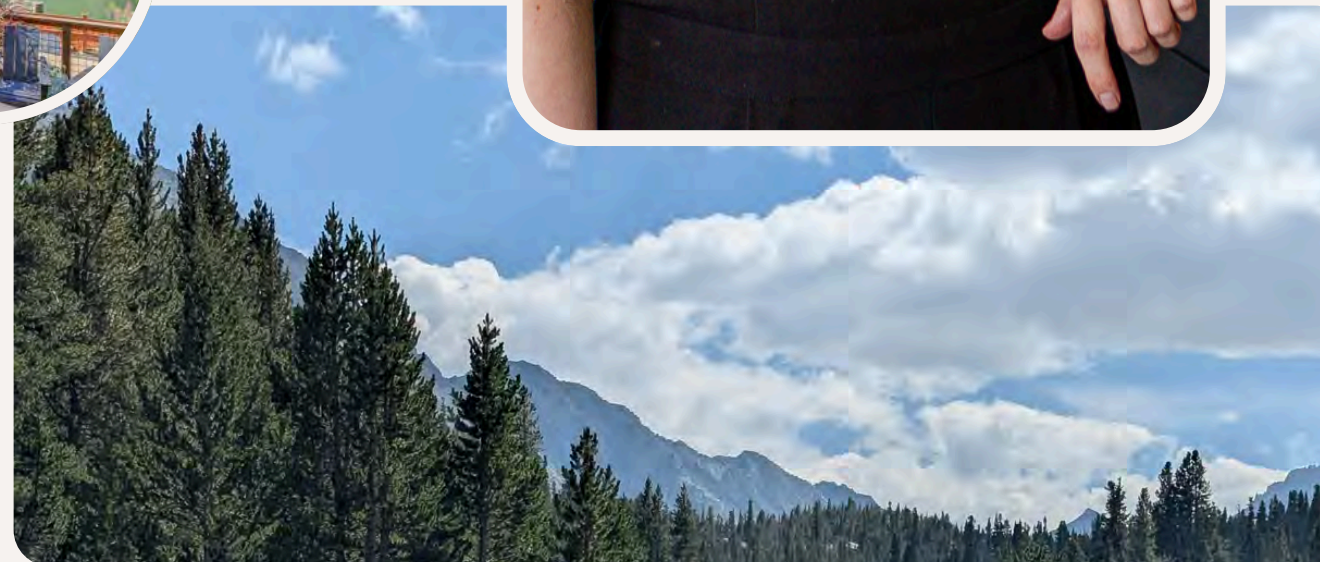


With nearly 15 years of experience and more than 7,000 transactions completed, Katie Piro brings outstanding expertise and precision to her role as EF Homes' Transaction Coordinator. A licensed TC and experienced auditor, she ensures every file is compliant, organized, and on track from contract to close. Her deep knowledge of regional forms and regulations helps keep deadlines met and clients protected throughout the entire process.

Katie Piro  
EF Homes | Coldwell Banker Realty  
**Transaction Coordinator**  
C. (650) 518-0505  
TC@EFHomes.com

Cecilia Baron is the Operations Coordinator at EF Homes, where she leads marketing, event planning, and day-to-day logistics to keep the team running smoothly and clients supported at every step. With a background in operations, insurance, and administrative support, she brings both precision and creative insight to everything from content strategy to internal systems. She thrives in the fast-paced, collaborative environment of real estate—and especially loves the challenge of turning creative vision into organized execution.

Cecilia Baron  
EF Homes | Coldwell Banker Realty  
**Operations Coordinator**  
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# WHY



## A Basic Real Estate Listing

Many listings follow the same basic approach: the agent tells you what you want to hear, takes photos, lists the home, and hopes for the best while maybe hosting a few open houses along the way. In this approach, there's often little planning or strategy involved beyond putting the home on the market. Updates, repairs, and staging may be minimal or left up to the seller, and communication can be limited. While it can work in some cases, this hands off method often leaves potential on the table and misses opportunities to make the home stand out to buyers.

## The EF Homes Difference

Our full-service concierge approach is designed to guide you through the home-selling process with confidence, taking the hassle off your plate so you can focus on your next chapter. Our team handles everything to ensure your property truly stands out. From coordinating updates, renovations, and cosmetic upgrades to professional staging and personalized storytelling videos, we make sure every detail highlights your home's best features. We also leverage a trusted network of skilled vendors and full concierge services to bring it all together. We host exclusive "early access" events, like neighborhood open houses, personally delivering invitations to neighbors and their friends for a memorable, VIP-style experience. Every home we list receives thoughtful attention, a polished presentation, and a marketing approach designed to attract the right buyers - because your home deserves more than the ordinary.

# Marketing

with  **EF HOMES**  
COLDWELL BANKER REALTY



# MARKETING

HOW  **EF HOMES** WORKS FOR YOU.  
COLDWELL BANKER REALTY

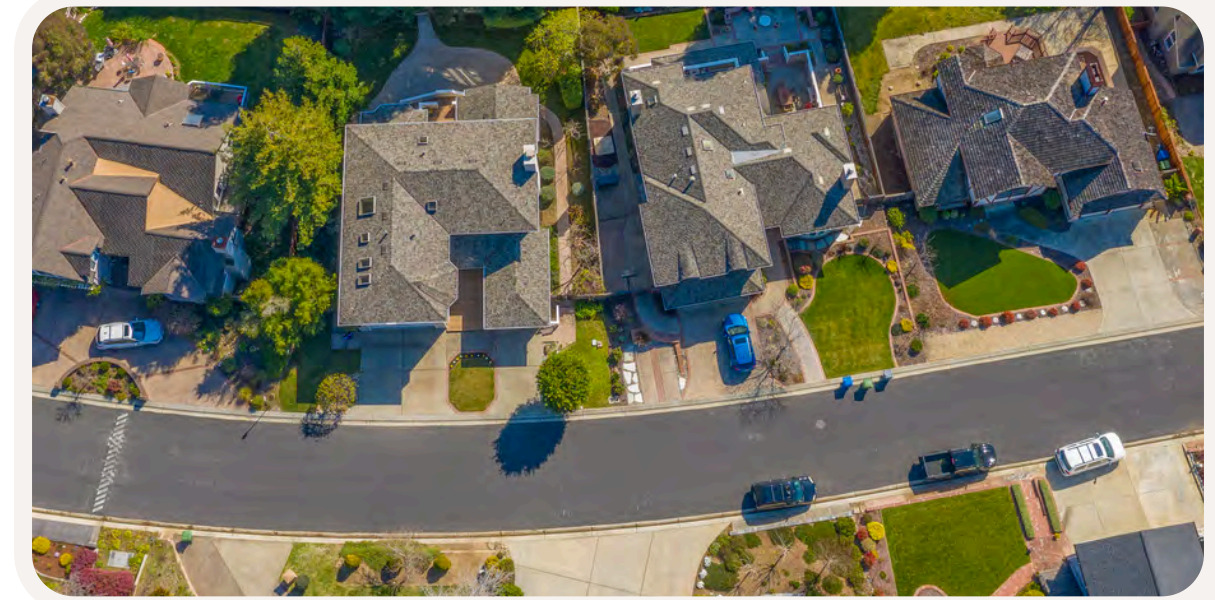


**GREAT MARKETING** ISN'T JUST ABOUT WAITING FOR A **BUYER** TO COME YOUR WAY – IT'S ACTIVE **PROMOTION** THAT **TARGETS** LIKELY BUYERS **WHERE THEY ARE**, WHETHER THAT'S ONLINE, AROUND TOWN, OR ACROSS THE COUNTRY.



High-Res Photographs  
& Drone Shots

If a picture is worth a thousand words, than beautiful high-quality images could be worth thousands of dollars when selling your home. Thanks to professional photography, your property will look its very best, encouraging buyers who are browsing online to slow down and take notice.



Aerial Photography



KNOWS PRESENTATION IS EVERYTHING.

## FLOOR PLANS

Floor plans offer buyers a clear, bird's-eye view of the home's layout. This helps them understand how rooms connect, how space flows, and how the home fits their needs. When paired with photos or 3D tours, floor plans keep buyers engaged longer and make it easier for them to picture living there.



## 3D TOURS

3D Tours are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



## DEDICATED CUSTOM PROPERTY WEBSITES

Show buyers that your home is truly worth the investment with a custom, dedicated website. Unlike standard listing sites, where your property competes for attention alongside other homes, ads, and distractions, a single property website keeps the spotlight entirely on your home. This unique site is promoted to potential buyers throughout the marketing campaign and across social media, giving your property maximum visibility and a professional, polished presentation that stands out.

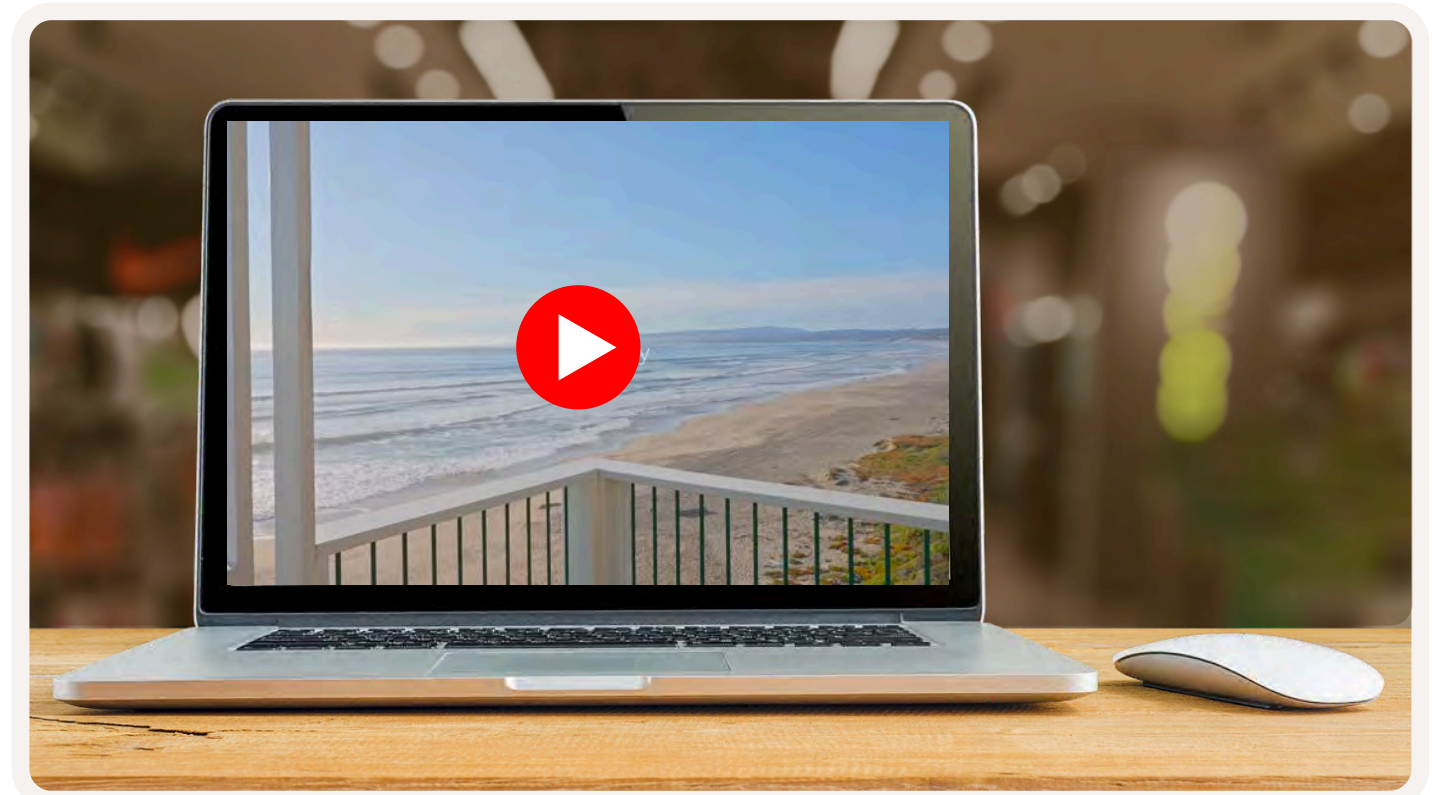
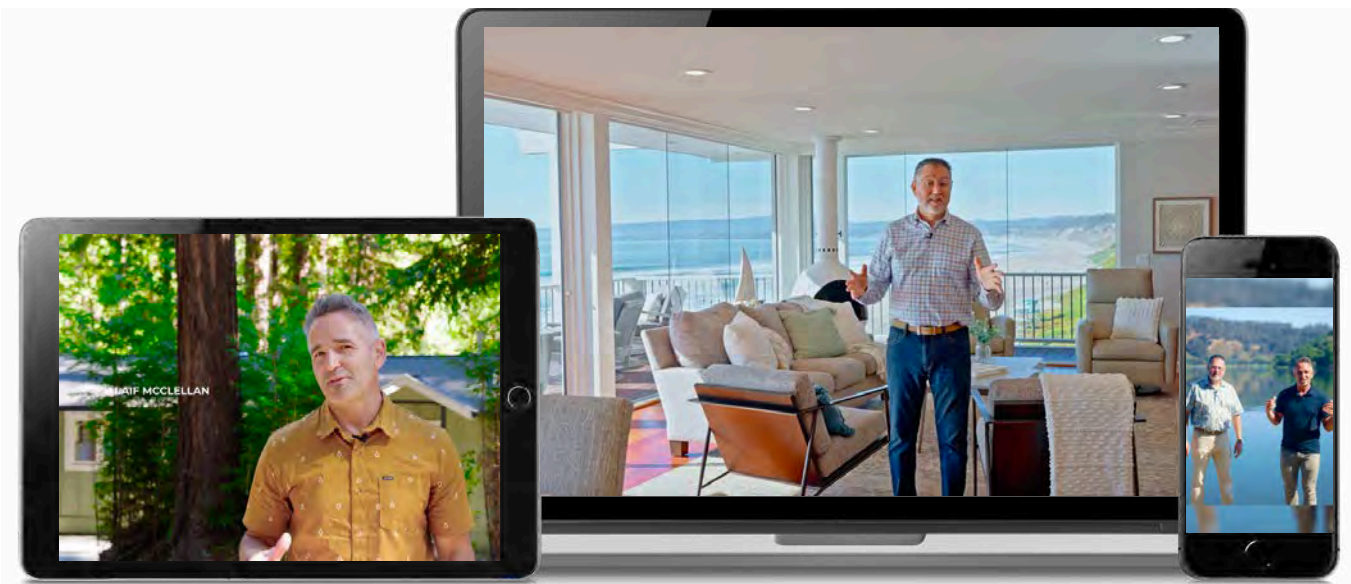


[LaSelvaBeachfront.com](http://LaSelvaBeachfront.com)





**AGENT HOSTED VIDEO TOURS &  
ENGAGING LIFE STYLE PROPERTY VIDEOS**  
AND HOW THEY HELP **YOU!**





VIDEO IS THE **NUMBER ONE** FORM OF MEDIA FOR ENGAGEMENT.

- Quality photos receive **118%** more online views.
- Professionally shot listings can sell for up to **19K more**.
- Potential buyers look at professionally shot photos **10x** longer than non-professional photos.
- Real estate listings with video receive **403%** more inquiries.
- Videos attract **300%** more traffic for nurturing leads.
- **70%** of homebuyers watch video house tours.

## EXPOSURE THROUGH **SOCIAL ADVERTISING** & WHERE WE SHARE **OUR VIDEOS**

At EF Homes, we are constantly exploring innovative ways to showcase our listings. That is why we created our Home Show Series, a dynamic video format designed to present your home in a flattering and engaging way while maximizing online visibility. This approach allows us to highlight every unique feature of your property and capture the attention of the right buyers through creative, professional storytelling.

By leveraging the massive reach and precise targeting capabilities of YouTube, the second most visited website in the world, your property receives maximum exposure through a highly focused ad campaign. This along with other social media platforms allows your listing to be shown to buyers who are most likely to be actively in the market, and interested prospects can click to learn more and immediately schedule a showing.



# WHY COLDWELL BANKER | REALTY ?

A HISTORY OF **SUCCESS** · **POSITIONING** YOUR PROPERTY · FULL **SERVICE** · PRICING **STRATEGY**

## Proven. Powerful. Personal.

Selling your home is a big deal, and the company behind it should be too. Coldwell Banker Realty was founded in San Francisco in 1906 by Colbert Coldwell and Benjamin Banker, built on a foundation of honesty, integrity, and exceptional client service. What began as a local company committed to doing right by its clients has grown into a global real estate leader with a strong presence in both residential and commercial markets.

Now entering its second century in real estate, Coldwell Banker continues to uphold its reputation for excellence, innovation, and trust. In 2024, the Coldwell Banker® network closed more than \$243 billion in sales volume, a testament to the strength and reach of this remarkable brand.

As part of this powerful network, our team is able to combine the personal touch of a boutique real estate experience with the resources of an international leader. From world-class marketing and advanced technology to an expansive network of top-performing agents, we ensure that your home receives the attention it deserves. Our partnership with Coldwell Banker allows us to offer our clients every advantage while staying true to what matters most: genuine connection, thoughtful service, and results you can feel confident about.

## Local Reach

Coldwell Banker Realty is a trusted leader in the San Francisco Bay Area, providing unmatched expertise, resources, and a powerful network of offices and affiliated agents across the region. Being part of this renowned brand allows our team to connect your home with a larger pool of qualified buyers and showcase it to the right audience.

Home buyers are not only evaluating your house, they are imagining the life they could have in your neighborhood as well. With our deep local market knowledge and relationships throughout the area, we are able to highlight not only your home but also the unique charm and lifestyle of your community, giving buyers a full picture of what it would be like to live there.

## OFFICES IN THE BAY AREA

**3,422**  
AGENTS

**\$18.01B**  
SALES VOLUME

**36**  
OFFICES



# The Coldwell Banker Advantage

## A GLOBAL STAGE WHERE THE **BEAUTY OF YOUR HOME** IS PUT ON DISPLAY

Powered by a dedicated and expert social content team, the networks under the Coldwell Banker Global Luxury banner are among the most widely used sites today, delivering an informed perspective on fine living and fine homes all over the world.

## Expansive Online Syndication

Finding the right buyer for a truly exceptional property requires creativity and expertise in today's digital landscape. The Coldwell Banker Global Luxury® program is designed to do just that, leveraging advanced digital marketing strategies to ensure your home reaches the broadest audience of qualified buyers. Properties marketed through this program gain immediate exposure on a wide range of prestigious real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com, and international platforms through Properstar, among hundreds more. This extensive exposure ensures your property captures the attention of serious, qualified buyers around the world, positioning it for the best possible results. **The Coldwell Banker® brand automatically syndicates listings to the real estate industry's most visited websites.**



**887**  
MILLION+  
MEDIA IMPRESSIONS

**2.9**  
MILLION+  
ENGAGEMENTS

**112**  
MILLION+  
VIDEO VIEWS

**1.2**  
MILLION  
FOLLOWERS ON  
COLDWELL BANKER BRAND  
SOCIAL MEDIA CHANNELS

**42**  
MILLION+  
LINK CLICKS

NATIONAL NETWORK OF  
PARTNER AGENTS



trulia

Zillow

movoto

COLDWELL BANKER

REALTOR

MLS  
MULTIPLE LISTING SERVICE

realtor.com

Homes.com

REDFIN



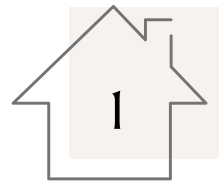
# Preparing to Sell



# OUR TIMELINE

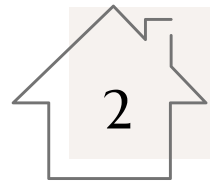
OUR **PROVEN** TIMELINE FOR SELLING YOUR HOME

## PRESALE PREP



### Interview

Choose an agent who combines local knowledge with a clear understanding of your goals to guide you from listing to closing.



### Pricing

Establish the right price from day one using a market analysis grounded in data. The right strategy draws motivated buyers and maximizes your home's value.



### Preparation

We help make your home shine with strategic improvements, repairs, and staging that appeal to buyers.



### Media

Your home is professionally photographed and captured in high quality video to showcase it on the MLS and beyond

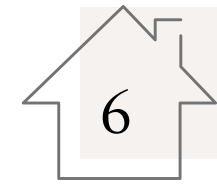


## MARKET TO CLOSE



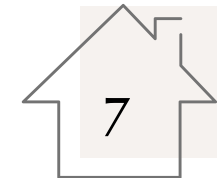
### MLS

Your listing goes live on the MLS, reaching active buyers in the market



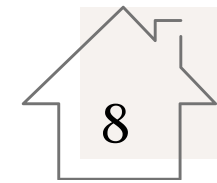
### Marketing

Your home is promoted through a targeted strategy that reaches the right buyers and maximizes exposure.



### Offers

We analyze each offer and provide clear guidance to help you make informed decisions.



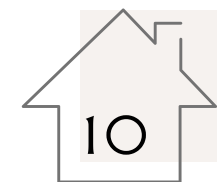
### Under Contract

The buyer has committed and all necessary steps are underway to complete the sale



### Get Ready to Move!

While you get ready to move, we handle all the paperwork, deadlines, and final steps to ensure a seamless closing.



### Closing

Hooray! Time to sign the final documents, hand over your keys and celebrate your successful sale!



## TAILORED SOLUTIONS FOR EVERY HOME AND EVERY SELLER

At EF Homes, we understand that every home and every client is unique. That's why we offer customized options to get your home ready for the market, no matter your budget or goals. From small improvements that make a big impact to full scale concierge services, we tailor our approach to your needs, ensuring your home stands out and your selling experience is seamless.

### FIX YOUR HOME WITH **NOTHING** UP FRONT

Sometimes, small changes create big results. Our RealVitalize program helps you make targeted updates that increase your home's appeal and selling price, from a fresh coat of paint to kitchen renovations. There are no hidden fees or interest, and payment is only due when your home sells, giving you a risk-free way to boost value.

### A TRULY **TAILORED** EXPERIENCE

Every service we offer is fully customizable to fit your home, your needs, and your timeline. Whether it's staging, repairs, renovations, marketing, or moving support, our goal is to make the process effortless, polished, and successful, all while maximizing your home's value and showcasing it at its absolute best.

### MOVING **CONCIERGE** SERVICES

Moving doesn't have to be stressful. Our exclusive Moving Concierge handles everything from pre-listing prep and packing to custom furniture layouts and organizational systems. Whether you're relocating locally or out of the area, we manage every detail with the same care and precision we bring to selling your home, allowing you to focus on your next chapter.

### THE **POWER** OF STAGING



## REALVITALIZE



**Take the stress out of home improvements.** Experienced Angi Project Consultants oversee everything from start to finish.



**Take the guesswork out of home improvements.** Angi's network of trusted service professionals deliver amazing results on time and on budget.



**Take the steps needed to maximize the sale price.** Our affiliated agents spot small changes that can make a difference to your sale price.

### Our Comprehensive Services Include:

- Initial Consultation
- Pre-Sale Preparation
- White Glove Moving Services
- Home Renovation
- Handyman Repairs
- Junk Removal
- Professional Inspections
- Professional Cleaning
- Professional Staging
- Enhanced Curb Appeal
- Landscaping and Hardscaping
- Exceptional Marketing and Advertising
- RealVitalize Program
- Relocation Assistance



# THE **POWER** OF PRICING Factors in Selling

The price of your home is more than just a number, it's a strategy. Setting the right list price is one of the most important decisions you'll make when selling, and it directly impacts how quickly your home sells and the offers you receive. Using a competitive market analysis and our deep understanding of local trends, we help determine the best price for your property.

Several factors come into play when setting a strategic price. Current market conditions, including supply, demand, and recent comparable sales in your neighborhood, are the most important. Other considerations include your home's location, size, condition, and unique features that add value in the eyes of buyers. Timing also matters as interest rates, seasonal trends, and overall buyer activity can all influence what buyers are willing to pay.

Today's home buyers are more informed than ever, often conducting their own research and comparisons. Homes priced intelligently attract serious buyers, generate competitive offers, and sell faster. Listing too high, even for a perfect home, can result in fewer offers, longer time on the market, and ultimately, a lower selling price. At EF Homes, we sell homes above the market average by pricing them correctly from the start, combining data, market insight, and strategy to maximize your home's value.



## IF THE ASKING PRICE IS:

10% UNDER MARKET VALUE

CURRENT MARKET VALUE

10% OVER MARKET VALUE

15% OVER MARKET VALUE

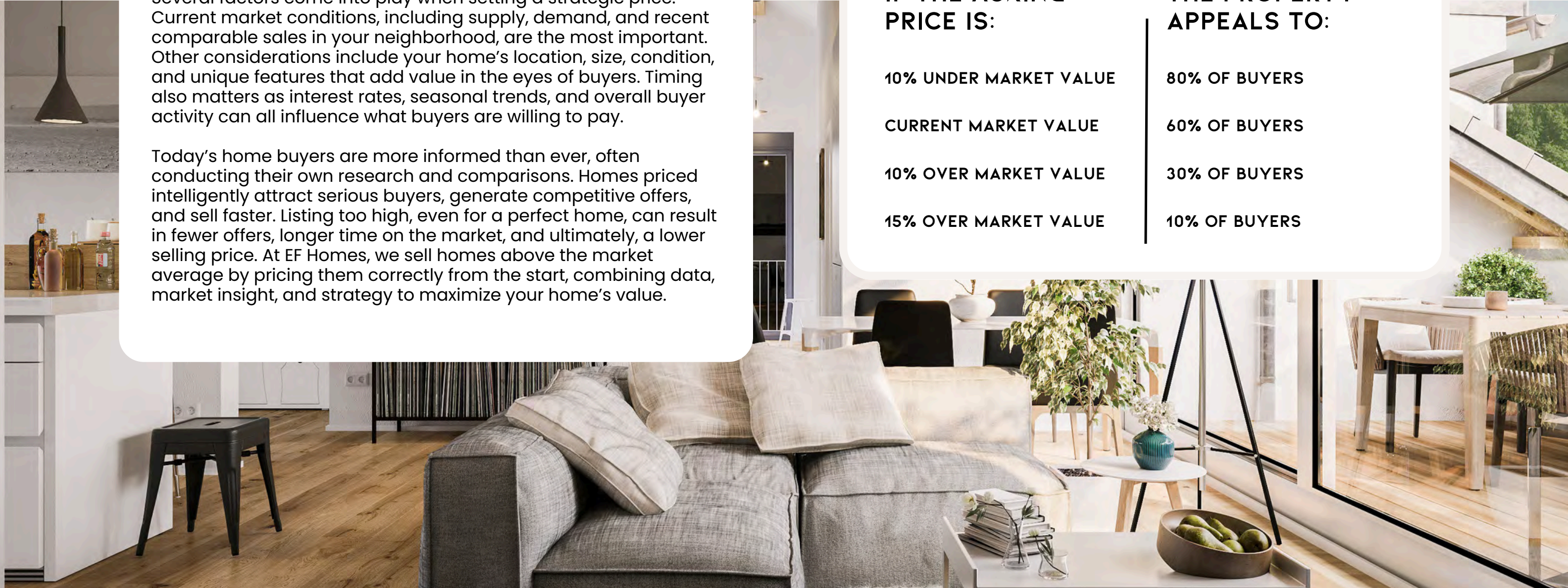
## THE PROPERTY APPEALS TO:

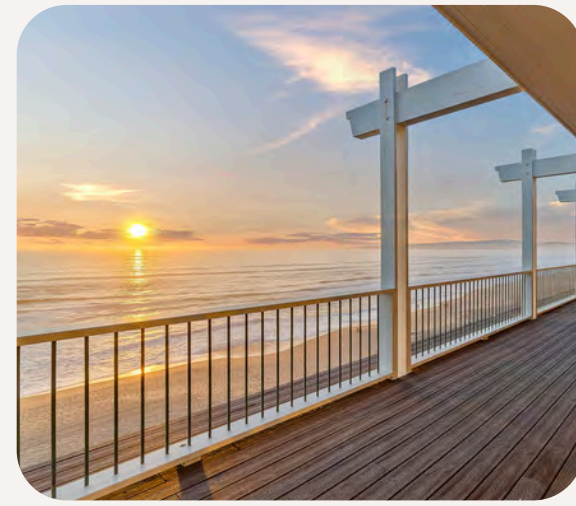
80% OF BUYERS

60% OF BUYERS

30% OF BUYERS

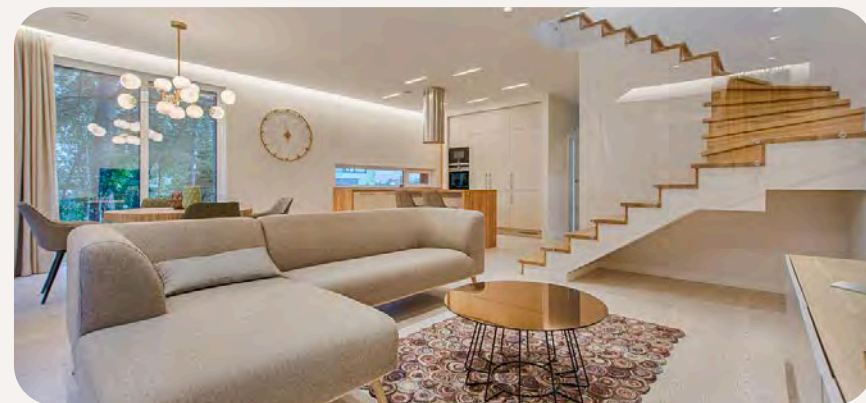
10% OF BUYERS

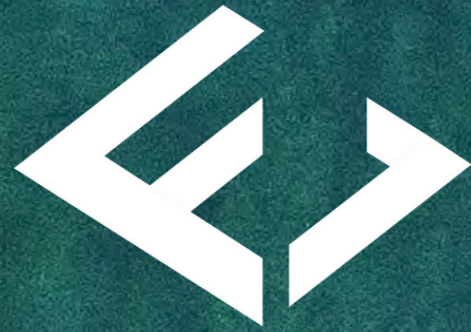





Local | Expertise | Marketing

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