

we live here.
we work here.
we know here.

SELLERS PLAYBOOK





“My happy place — morning, noon and night.”



“Our house was the first built in the neighborhood.”



“Thirty-six rose varieties in the garden.”



“My parents threw the best parties down here.”

Every home has a *story*.

Home is where the heart is. Selling a home after two or fifty years can be an emotional experience and not always an easy one. We appreciate the unique one-of-a-kind story that can only come from you — whether it’s that special kitchen counter, amazing view, or the magical spot in the garden.

We are here to make the selling experience not only profitable but a joyous occasion as well.

Exceeding expectations.

Selling a home is one of the most important decisions in your life and we are honored to have this opportunity. Our boutique family business allows us to provide a personal, hands-on experience that our sellers have benefited from for over 70 years. We look forward to working with you and showcasing your home with stellar results.



“Steady and diligent.”

Julia + Daniel



“Exceeded expectations.”

Kevin



“Our guiding light.”

Morgan + Antoni



“Stellar service.”

Kim + Robert

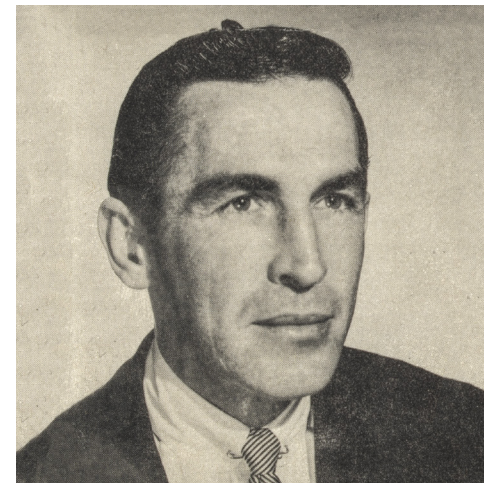
Experience counts.

Founded in 1952, Barbagelata Real Estate, now known as BarbCo, remains a family-operated business dedicated to delivering exceptional customer service and meticulous attention to detail.

Our agency has always stood for authenticity, ethics and prioritizing the needs of our clients. We are proud to have been consistently recognized as a top-ranking real estate group nationally, statewide and within the San Francisco Bay Area. We look forward to continuing to provide you with the highest level of professional service.



SERVING SAN FRANCISCO AND THE GREATER BAY AREA



AWARDS

NATIONALLY
AND STATEWIDE RECOGNIZED!

RT REALTRENDS

TOP 10 PERCENT
IN SF BAY AREA

LuxeSF

WINNER-
BEST REAL ESTATE
COMPANY!



FINALIST!



TOP 20 IN
SF BAY AREA

SAN FRANCISCO
BUSINESS TIMES



side™
ALLIANCE PARTNERS

Power in numbers.

500 COMPANIES

NETWORK WITH THOUSANDS OF TOP AGENTS

10% MARKET SHARE IN SAN FRANCISCO





bold *ideas*



better *results*



MARKET ANALYSIS

Comparable sales data and market trends

RECOMMENDATIONS

Cosmetic upgrades and repairs

BUDGET

Bids, inspections, timeline for completion

MARKETING CAMPAIGN

Plan for optimum results

DISCLOSURES

Required, mandatory forms

SCHEDULE

Showing strategy for online/public

OFFERS

As they come, or set a specific date to review

ESCROW AND CLOSING

Wrapping up the last phase

It starts *here.*

economy

location

timing

supply

market *factors*

condition

occupied
vs. vacanttax
implicationsinterest
rates

demand


realestatesf.com/checklist

Pre-Sale Checklist

TITLE, TAXES, TENANTS:

PRELIMINARY TITLE REPORT

Review of owners/trust on title

CAPITAL GAINS TAX

Understand costs and options

PROPOSITION 19

Certain sales will qualify for property tax benefits

TENANTS

Rent Board rules and requirements

THREE OR MORE UNITS

COPA notification to select nonprofits (in San Francisco only)

1031 EXCHANGE

Standard and reverse tax-deferred options

REPORTS AND INSPECTIONS:

3R REPORT

Permit history (required in SF County)

NATURAL HAZARDS REPORT

Hazard zone designation (required)

UNDERGROUND TANK INSPECTION

Oil tank removal if applicable (required in SF County)

WATER AND ENERGY INSPECTION

For all residential sales (required)

TERMITE INSPECTION

Standard for all sales (recommended)

HOME INSPECTION

Standard for all sales (recommended)

HOMEOWNERS ASSOCIATION

Condo/HOA documents if applicable (required)

winning strategy

The numbers are clear.

83%

of buyers say staging made it easier to visualize the property as their future home.



Concierge Services

We provide exclusive home improvement services and project management.

We work within your budget for the best return and can assist with minor cosmetic upgrades or a larger renovation project.

We obtain various bids for painting, flooring, staging, landscaping, plumbing, electrical, handyman services and more.

Talk to your agent to learn more about payment options (upfront vs. close of escrow).



Maximizing First Impressions



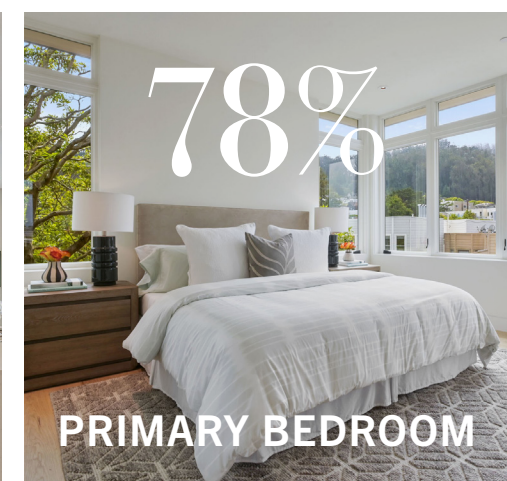
Revive: Exclusive full construction projects offered by our partner program



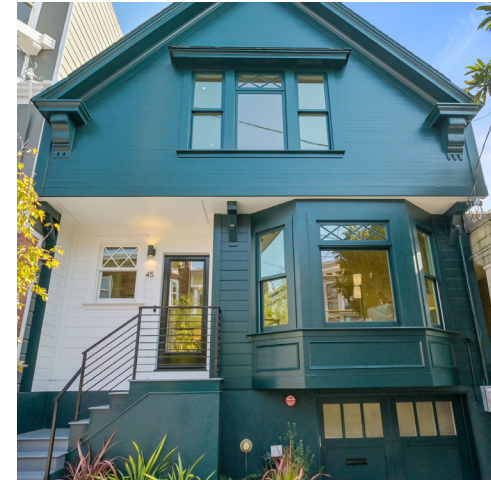
cost effective
+
big returns

THE MOST COMMONLY STAGED ROOMS WHEN SELLING

(Statistics based on data from NAR survey)



Digital Marketing with Strong Syndication



SUITE OF SERVICES CAN INCLUDE:



PROFESSIONAL PHOTOGRAPHY



FLOOR PLANS



3D MATTERPORT



SOCIAL MEDIA CAMPAIGN



PROPERTY WEBSITES



VIRTUAL STAGING



AERIAL VIDEO



BROCHURES FLYERS / SIGNAGE

New Rules for Home Sellers and Buyers

The recent NAR (National Association of Realtors) settlement, effective as of August 17, 2024, has brought several changes on how compensation is paid and negotiated, as well as defining buyer-agent relationships in a transaction.

Sellers: What You Need to Know

Listing agent compensation can still be contractually agreed upon between the seller and the listing agent as done previously.

The seller may still choose to offer compensation to the buyer's agent. This practice is permitted, but the offer cannot be shared on a multiple listing service (MLS). An MLS is a local marketplace used by both buyer brokers and listing brokers to share information about properties for sale.

Sellers can still make concessions to the buyer (or buyer's agent) in a transaction, such as offering to pay closing costs, fees, etc.

We are happy to clarify and answer any questions regarding these new rules and regulations. Ultimately, we are doing our best to navigate the home buying and selling process, working in your best interest.



Buyers: What You Need to Know

You must sign a written agreement with your agent before touring a home.

Before signing that agreement, ensure it reflects the terms you've negotiated with your agent, and understand exactly what services and value will be provided, and for how much.

The buyer agreement must include four components concerning compensation:

Specific Disclosure: The agreement must disclose the exact amount or rate of compensation the real estate agent will receive or how this amount will be determined.

Compensation Fees: Compensation should be clearly defined (e.g., a flat fee, percentage, or hourly rate) and not open-ended (e.g., "buyer broker compensation shall be whatever the seller offers to the buyer").

Prohibition on Excess Compensation: The agreement must include a term that prohibits the agent from receiving compensation for brokerage services from any source that exceeds the amount or rate agreed to with the buyer.

Negotiable Fees: A statement must be included, stating that broker fees and commissions are fully negotiable and not set by law.

Written agreements apply to both in-person and live virtual home tours.

You do not need a written agreement if you are just speaking to an agent at an open house or asking them about their services.

Seller's Closing Costs

THE SELLER CUSTOMARILY PAYS:

Real estate compensation fees paid to the listing agent. Fees paid to the buyer's agent may or may not apply (depending on the contractual agreement).

City/County transfer tax — based on the sales price and county tax rules

Payoff of all loans against the property

Prepayment penalties

Home warranty (if applicable)

Any judgments or liens

Property tax (proration as per sale date)

All homeowner's dues (condos/neighborhood associations)

Bonds or assessments

Seller notary and recording fees

Reports/inspections not previously paid*

Any outstanding home improvement invoices

* 3R Report, Natural Hazard Report, Underground Tank, Water/Energy, Termite Inspection, Home Inspection, as examples.

BarbCo Legal Risk Management Plan

Buyer/Seller Protection Plan

BarbCo Real Estate is proud to offer our clients the Buyer/Seller Protection Plan, provided by Real Estate Risk Management, Inc. This plan can provide you with peace of mind by giving you access to a team of legal professionals before, during, and after the close of escrow. Legal questions may arise at any time during your transaction. RERM's panel attorneys can assist you with a wide variety of legal questions, providing assistance should you need it for the sale of your property.

This plan provides you with the following protections and services:

TELEPHONE CONSULTATION

Telephone consultation with a real estate attorney for up to one-half hour per subject matter involving a non-dispute transactional question (there is no limit as to the number of matters eligible for consultations as long as they pertain to different legal matters).

Example: Disclosures, Bankruptcy, Deed in Lieu, Foreclosures, Title Issues, 1031 Exchange and more.

DOCUMENT REVIEW

Up to sixteen (16) pages of document review by a panel attorney.

LEGAL ADVICE is available before and one year after the close of escrow.

REDUCED HOURLY FEE

Up to 25% rate reduction on attorney fees for any additional services.

After the Close of Escrow

LIFETIME MEDIATION SERVICES

MEDIATION A Certified Mediator is provided to resolve disputes with the property between you and a third party involved in the transaction. (This benefit can satisfy the mediation clause in your real estate contract and can save you thousands of dollars.)

All of these protections, services and safeguards are yours for a very nominal one-time fee that is paid for at the successful close of escrow.



Offer Process

BID/OFFER DATE Set date for offer review, typically within one to two weeks after exposure.

PREEMPTIVE OFFER is presented prior to a pre-set offer date.

BUY IT NOW A specific price that would be acceptable, usually during the “Coming Soon” phase.

BACKUP OFFER An offer is contractually in second position and elevated to primary position if there is a cancellation of the first offer.

SUBJECT TO SALE CLAUSE The sale is subject to the successful close of escrow of the buyer’s property.

ACTIVE/CONTINUE TO SHOW Property is still actively shown to prospective buyers until conditions are removed.

PENDING Accepted offer has little or no contingencies.

Common Seller Questions

Can I keep my dining room chandelier?

Can I leave some personal property behind?

Why should I get a termite inspection and/or a home inspection?

Why is my asking price less than what I would accept?

Do I have to repair anything noted on reports?

How does a backup offer work?

What is the difference between all-cash and non-contingent financing?

If the buyer backs out, do I get their deposit?

Can I stay in my home after the sale date?

Investment Property Division

We handle investment properties from two to 20+ units. Our understanding of current rent control ordinances, Cap rates, GRM %, 1031 exchanges, and financing options has proven very helpful to our sellers for decades.



Giving Back

Charity starts in our backyard. BarbCo agents roll up their sleeves and help those who need help most. We are proud supporters of many great charities and will contribute to your favorite during our annual giving campaign.



Rental Division

Whether you are a landlord that needs help getting the right match, or your son from college is back looking for a place, we can help navigate this process. Property management referrals can be provided as well.



#1 Resources

It all begins with our strong connections and great resources. We have referrals for highly rated home-improvement vendors and a wide range of professional services, including attorneys, tax advisors, designers, appraisers and more. Contact us for a complimentary list of our preferred vendors.

Put your home...



on the map.

BARB CO

BARBAGELATA GROUP



BARB CO

BARBAGELATA GROUP

(415) 566-1112
realestatesf.com
DRE 02014153