

# *Home Seller* GUIDE



TEAM ZAMORA  
REAL ESTATE

John & Laura Zamora

# Table of

# contents

**03 - ABOUT US**

**29 - PROPERTY MARKETING**

**9 - HOME SELLER ROAD-MAP**

**30 - SHOWING YOUR PROPERTY**

**11 - REAL ESTATE TERMS**

**31 - REVIEW OFFERS**

**15 - DECIDING TO SELL**

**33 - MASTERING THE NEGOTIATIONS**

**16 - FINDING AN AGENT**

**36 - INSPECTION**

**18 - PREPARING HOME FOR SALE**

**37 - APPRAISAL**

**19 - PRICING STRATEGY**

**38 - PREPARING FOR CLOSING**

**21 - UNDERSTAND FINANCES**

**39 - FINAL WALKTHROUGH**

**22 - LISTING YOUR HOME**

**41 - CLOSING DAY**

**25 - CLEANING**

**47 - NOTES**

# ABOUT US







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## *Your Trusted Agent* Laura Zamora

# hello

Laura maintains a high standard of ethics and honesty, appreciating individuals who share a similar set of ideals. Her professional career reflects a commitment to loyalty and integrity, with a focus on real estate that provides opportunities for freedom and success. A sense of satisfaction is derived from performing the job well for others. Efficiency, effective negotiation skills, and a keen understanding of the current market enables Laura to guide clients through their real estate transactions. By furnishing accurate information, she aids clients in making informed and sound decisions. Outside of assisting families, Laura engages in barrel racing and dedicates significant time to being with her spouse, children, and family. A local and long-time resident of Contra Costa County, she graduated from Cal State Hayward. A perpetual learner with a passion for acquiring new information, she also revels in outdoor activities. However, above all, there is a deep love for the comfort of home.



## John & Laura Zamora

### *Founders of Team Zamora*

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# Welcome Message

*John and Laura have combined forces creating a dynamic team of professionals that have produced unparalleled results. Laura has been successfully facilitating transactions since 2007. John has been a landscape construction contractor since 1996. The two together are capable of handling all aspects of real estate from the heart of the home to the edge of the property line. Together they are committed to providing you with tailor-made solutions that align perfectly with your needs and objectives.*

*Beyond just facilitating transactions, they are dedicated to building lasting relationships based on trust, integrity, and mutual respect. They believe that clear and effective communication are key ensuring that you never have a question unanswered. They make it a point that you know the unknowns upfront. Your satisfaction and success are their top priorities, and they are committed to going above and beyond to make your real estate dreams a reality.*



# TEAM ZAMORA REAL ESTATE

*As you embark on your real estate journey, it's important to know who you're partnering with. At Team Zamora Real Estate, we believe that understanding our background, mission, and objectives is key to building a strong, trusting relationship with our clients.*

## *Our history*

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*When Laura, Realtor and John, Landscape Contractor collided it just made sense to join forces. Team Zamora works with the powerhouse Corcoran Icon Properties and together adds strength and resources to better support its operations and achieve strategic client real estate objectives.*

## *Our mission*

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*At Team Zamora Real Estate, our mission is to empower and guide individuals and families in their real estate endeavors with unmatched professionalism and care.*

## *The goals*

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*At Team Zamora Real Estate, our primary goal is to redefine the essence of exceptional real estate service. We are committed to ensuring every client's satisfaction by offering personalized, informed guidance throughout their real estate journey.*

# meet my team

*Selling a home can be daunting, but not with our expert team. We're here to provide a smooth, stress-free experience, backed by our deep knowledge and dedication. Let's introduce you to our remarkable team!*

*"Selling your home is not the job...Selling your home is the RESULT of us doing the job." Laura*



Laura Zamora

*Broker-Associate with Corcoran Icon Properties. "I hold a high standard of ethics and honesty and I appreciate those who value the same set of ideals." Laura has knowledge of the market and is a highly effective negotiator. She enjoys guiding her clients through the entire real estate process.*



John Zamora

*Co-Founder of Team Zamora Real Estate and Landscape Contractor providing support to all aspects of the teams landscape improvements and needs. John has grown the company and established itself above the competition due to their efficiency, communication, and superior craftsmanship. His resources add unequivocal strength to Team Zamora.*

Neomi Lopez



*As our dedicated Transaction Coordinator, Neomi plays a pivotal role in ensuring a smooth and seamless real estate transaction process for our clients. With a keen eye for detail, excellent organizational skills, and a passion for client satisfaction, Neomi is committed to managing the intricate details of your sale from start to finish.*



# *Lets Sell* YOUR HOME





# Home Seller's

## Road Map



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### **FIND A REAL ESTATE AGENT**

Research real estate agents in your area  
Explore online reviews about agent  
Make sure agent knows the market



### **RENOVATE REPAIR STAGE**

Define home repairs and fixes  
Complete repairs with high return on investment  
Ask the real estate agent about the fixes and repairs



### **DECIDE SELLING PRICE**

Research recently sold properties in your neighbor  
Ask your real estate agent about the market  
View the Comparative Market Analysis report  
Don't set a price higher than home value



### **GET PROFESSIONAL PHOTOS**

Remove all superfluous items to create more space  
Deep clean and declutter  
Remove all family photographs  
Remove all children and pet toys



### **LIST YOUR HOME**

Home go live on MLS, Zillow, Trulia etc.  
Market your home online & offline  
Prepare your home for showing day

# Home Seller's

## Road Map



### **PREPARE YOUR HOME FOR SHOWING**

Make beds, put all dishes away  
Do laundry, sweep floors/vacuum carpets  
Wipe down all countertops & sinks  
Depersonalize your home



### **REVIEW AND NEGOTIATE OFFERS**

Review all offers  
Accept it or make a counter-offer or reject the offer  
Look closely type or payment, deposit amount



### **PURCHASE AND SALE AGREEMENT**

Sure about conditions that must be met for the sale to go through  
Closing costs and who is responsible for paying  
Conditions under which the contract can be terminated



### **APPREISER AND INSPECTION**

Before these parts, ask your agent or lawyer about your rights  
Make sure you do everything in the sales agreement  
After inspection report be prepared to negotiate price



### **SIGN AND CLOSE THE SALE**

Buyer's final walkthrough  
Signing final documents  
Prep for closing  
Make the sale official



# Real Estate

## terms

### Appraisal

An evaluation of a property's value conducted by a licensed appraiser is typically for the benefit of the lender.

### Broker

A person who has pursued education beyond the agent level, as required by state laws, and has passed a broker's license exam

### Buyer's Agent

The real estate agent representing the buyer.

### Closing

The final step in executing a real estate transaction. The closing date is set during the negotiation phase, and is usually several weeks after the offer is formally accepted

### Closing Costs

These are fees paid at the closing of a real estate transaction. This point in time called the closing is when the title to the property is conveyed (transferred) to the buyer.

### Commission

The compensation given to real estate professionals for their services. It's usually a percentage of the property's selling price

### Comparative Market Analysis

A report that includes sales of homes in the area similar to yours. It is used to help determine a reasonable asking price

### Contingency

A condition that must be met in order for a real estate contract to become binding

### Counteroffer

An offer made in response to a previous offer, in which the terms of the original offer are changed

### Deed

A legal document that grants the bearer a right or privilege, providing proof of ownership of real estate property



Laura Zamora

Your Realtor



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# Real Estate terms

## Disclosure

A statement by a seller or broker about a property's known defects.

## EMD

A deposit made by a buyer towards the down payment in evidence of good faith when the purchase agreement is signed.

## Equity

The amount of the home actually "owned". It's the current market value of a home minus the outstanding mortgage balance

## Escrow

Refers to a third-party service that's usually mandatory in a home-selling process. An escrow holds onto funds and distributes them accordingly to process a close on a home

## Fair Market Value

The price that a buyer would probably pay and a seller would accept, both being willing parties.

## For Sale By Owner (FSBO)

A property that's being sold without a real estate agent. The owner handles all aspects of the sale

## Home Inspection

An examination of a real estate property's condition, usually performed by a professional home inspector.

## Home Warranty:

A policy that covers the cost of maintaining household systems or appliances

## Listing

A property listed for sale. The term "listing" also refers to the contract between the home seller and the real estate agent who will market the home.

## Listing Agent

The real estate agent representing the seller

## Mortgage

A loan to finance the purchase of a home, where the property serves as the lender's security for the loan



Laura Zamora

Your Realtor



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# Real Estate

## terms

### Multiple Listing Service

**MLS** A tool that real estate brokers use to establish contractual offers of compensation and compile property data to share with other brokers.

### Offer

The price that a buyer suggests they are willing to pay for a property.

### Open House

An event during which potential buyers can tour a house that's for sale

### Pre-approval letter

A letter from a lender indicating that a buyer qualifies for a mortgage of a specific amount

### Real Estate Agent

A professional licensed to negotiate and conduct real estate transactions

### Short Sale

A sale of real estate in which the proceeds from selling the property fall short of the balance of debts secured by liens against the property

### Staging

The act of preparing and showcasing residential or commercial property for sale

### Title Insurance

An insurance policy that protects the holder from financial loss sustained from defects in a title

### Under Contract

A term used to describe a home that has an accepted offer but the sale has not yet been completed



*Laura Zamora*

**Your Realtor**



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**TeamZamoraRealEstate.com**

let's turn your  
dreams

*Into Reality!*



# Deciding to *sell*

The decision to sell your home is a significant one, and it often involves more than just a financial transaction. It could mean saying goodbye to a place filled with memories or taking the next big step in your life's journey.

## *Timing*

Timing plays a vital role in the real estate market. While homes can be sold at any time, certain seasons may prove more favorable. For instance, the spring season often sees increased activity as buyers look to move before the start of the new school year. Furthermore, understanding broader market conditions and economic trends can help you time your sale effectively.

## *Financial Implications*

Before deciding to sell, take a comprehensive look at your financial situation. This includes understanding your equity in the home, potential selling costs, and your options for your next home. You'll need to consider agent commissions, home repairs, staging costs, and closing costs in your financial planning.

## *Future Plans*

Are you planning to buy a new home after selling? Do you need to relocate for a job? Your future plans will significantly influence your decision to sell and your timing.

## *Market Conditions*

I'll provide an in-depth analysis of the current real estate market conditions. This will include looking at comparable home sales (comps), recent sale prices, and the average length of time homes stay on the market. We will also consider broader economic factors such as interest rates, employment rates, and economic forecasts that could influence buyer behavior.



# How to find a right Agent?

## *Determine Your Needs*

Before you start searching for a real estate agent, take the time to understand what you're looking for in a home or what you want out of selling your current home. Are you looking for a quick sale, or do you have a specific location in mind for your next home? Understanding your goals will help you articulate your needs to a potential agent.

## *Ask for Recommendations*

Start by asking friends, family, and colleagues for agent recommendations. People you trust may have used an agent they loved. Be sure to ask why they liked their agent.

## *Do Your Research*

Use online resources to research real estate agents. Read reviews, and check out their professional profiles and websites. Look for agents who are active in your target neighborhood and price range.

## *Interview Potential Agents*

Once you've found several potential agents, arrange a face-to-face meeting with each. During these interviews, assess their knowledge, experience, demeanor, and understanding of your needs. A good agent will be happy to answer your questions and will ask about your preferences and goals.

## *Review their Track Record*

You want an agent who has a proven track record of success. They should be able to provide details about recent sales, including how long their listings tend to stay on the market and how close the sale price was to the listing price.



*Laura Zamora*

*Your Realtor*



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# Ask your Agent.....

*How long have you been working in real estate?*

*What's your average number of clients at a time?*

*Are you familiar with the area where I want to sell?*

*How often will we communicate, and what method?*

*Can you provide references from past clients?*

*How do you handle multiple offers?*

*What separates you from other real estate agents?*

*What is your marketing strategy for my home?*

*How do you price a home?*

*What's your strategy to get me the best price?*



# Preparing Your Home *for Sale*

## *First Impression*

First impressions are everything when selling your home. A well-presented property can be the difference between a quick sale at a good price, and your home sitting on the market for weeks or even months. Here's how you can prepare your home to attract potential buyers:

**Deep Cleaning:** A clean home is an inviting one. A deep clean not only enhances the appearance but also signals to buyers that the property has been well-maintained.

**Decluttering:** Clutter-free spaces make rooms appear larger and more appealing. Consider temporarily storing excess belongings off-site.

**Staging:** Staging involves arranging furniture and decor to showcase your home's best features. While professional staging can be worth the investment, even minor adjustments can make a significant impact.

**Neutralizing:** Consider depersonalizing your home to help potential buyers envision themselves living there. This might mean painting over brightly colored walls or removing family photos.



### **Repairs and Improvements:**

Address any necessary repairs to avoid potential buyers being deterred. Certain improvements, such as applying a fresh coat of paint, can also significantly enhance your home's appeal.

**Curb Appeal:** Don't underestimate the importance of the exterior. Landscaping, a fresh coat of paint, and clean gutters can all contribute to a positive first impression.

# Pricing Strategy



# Setting the right *Price*

One of the most critical aspects of selling your home is determining the right asking price. Pricing your home correctly from the start can make the difference between a swift, lucrative sale and a drawn-out process with multiple price reductions.



## *Understanding the Market*

The real estate market is driven by supply and demand, which varies by location, season, and economic climate. As your agent, I will help you understand the current market conditions and how they should influence your pricing strategy.

## *Comparative Market Analysis (CMA)*

A Comparative Market Analysis (CMA) examines the prices at which similar properties in the same area have recently sold. The CMA is the best indicator of what buyers are willing to pay for a home like yours.

## *Home's Unique Features*

While the CMA provides a base, we'll also consider the unique aspects of your home. Upgrades, additional features like a pool or a large garden, and the overall condition can add value.

## *Market Trends*

Broader market trends can impact your home's price. For instance, low mortgage rates can lead to increased buying power, potentially allowing for a higher asking price.

Remember, setting the right price is both an art and a science. It's about understanding the data behind recent sales while also factoring in the unique qualities of your home. As your real estate agent, my role is to guide you in setting a price that meets your objectives, backed by a deep understanding of the market.





# Understanding Seller

*When selling your home, it's crucial to fully understand the financial implications involved. Your net proceeds from the sale will be the selling price minus any outstanding mortgage balance, closing costs, and other expenses.*

**Agent Commissions:** Real estate agent commissions are typically the largest selling cost. The standard commission is usually about 5-6% of the sale price, which is split between the buyer's and seller's agents.

**Home Repairs or Improvements:** You might choose to invest in certain repairs or improvements to increase your home's appeal. These costs should be factored into your budget.

**Closing Costs:** As the seller, you're typically responsible for several closing costs, which can include a number of fees, such as transfer taxes, title insurance, escrow fees, and notary fees. Generally, you can expect these to total about 1-3% of the sale price.

# Finances



**Staging Costs:** If you decide to professionally stage your home, this will be an additional cost to consider. Staging can often help a home sell faster and for more money, but it's essential to weigh the potential return on investment.

**Capital Gains Tax:** If your home has significantly appreciated in value, you might have to pay capital gains tax on the profit from the sale. However, there are exclusions and tax breaks available for selling primary residences, so it's advisable to consult with a tax professional.

# Let's list your *Property*



# Listing your *home*

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*Listing your home effectively is a critical step in attracting the right buyers and getting the best price. Here are the key components of a successful listing:*



*High-quality photos and a virtual tour can make your home stand out online, where most buyers start their search. They showcase your home's best features and give potential buyers a sense of what it's like to live there.*

*The listing description should highlight the unique features and selling points of your home. It's not just about listing facts; it's about telling a story that makes potential buyers want to see your home in person.*

*The listing price should be competitive, based on the comparative market analysis (CMA), your home's unique features, and current market conditions.*

*Accurately list important details such as square footage, the number of bedrooms and bathrooms, lot size, location, upgrades, and unique features.*

*Once the listing is live, it's time to attract buyers. This might involve advertising on real estate websites, social media platforms, direct mail campaigns, open houses, or private showings.*

*Be prepared for inquiries and showings. Timely responses and flexibility in scheduling visits can make the difference in securing the right buyer.*



# Listing *your home*



## MLS Listing

***Getting your home listed on the MLS is essential. This platform is used by real estate agents to find homes that match their buyers' criteria and also syndicates to numerous online real estate sites.***

## Market Timing

***The timing of your listing can significantly impact your sale. Certain times of the year, or even specific days of the week, can generate more buyer interest. As your agent, I can provide advice on the best timing based on local market trends.***

## Home Inspection

***Having a pre-listing home inspection can uncover any issues that might impede a sale. It offers the chance to address necessary repairs beforehand, allowing you to present potential buyers with a home in excellent condition.***

# *Cleaning Decluttering Staging*

*These steps are essential for showcasing your home's strengths, creating a sense of spaciousness, and enabling potential buyers to envision themselves living in the space. They are crucial in distinguishing your home from the competition, potentially leading to faster sales and more competitive offers.*



# *Let's Clean*

# *Your Home*

*Cleaning: An immaculate home speaks volumes about its upkeep. Begin with a thorough deep clean, paying extra attention to high-traffic areas such as the kitchen and bathrooms, as well as often overlooked spots like baseboards and light fixtures. For a truly pristine environment, consider hiring professional cleaners. This step helps ensure that potential buyers encounter a spotless, fresh-smelling home upon their visit.*





# Decluttering your Home

A cluttered space can detract from your home's features and make rooms appear smaller. Start by removing excess items from countertops, closets, and rooms. Less is more—the aim is to create an open, inviting space where potential buyers can envision their own belongings. Consider renting a storage unit for larger items that you're not ready to part with but that don't serve a purpose during showings.



# Staging



*Staging: Staging is the art of arranging furniture and decor to highlight your home's best features and potential. Professional stagers understand buyer psychology and market trends, making them invaluable assets. If professional staging isn't feasible, there are still plenty of ways to maximize your home's appeal:*

- Arrange furniture to create a sense of space and flow in each room.*
- Use lighting to create a warm, welcoming atmosphere.*
- Add some neutral decor to make your home feel inviting without being overly personal.*

*Each of these steps plays a crucial role in presenting your home in the best possible light. A clean, clutter-free, and strategically staged home can dramatically enhance its appeal to potential buyers, leading to faster sales and better offers.*

# Property *Marketing*

Successfully selling your home involves a strategic approach to promotion, reaching potential buyers across a variety of mediums. Here's how we'll market your property:

## **Online Advertising:**

*We'll list your property on popular real estate websites and use targeted social media campaigns to capture the attention of potential buyers.*

## **Postcards and Flyers**

*We'll design and distribute attractive postcards and flyers that highlight the unique features of your home. These can be mailed directly to potential buyers or distributed at strategic locations.*



## **Open Houses and Private Showings**

*Allowing potential buyers to experience your home firsthand can be a powerful selling tool. We'll coordinate these visits to fit with your schedule.*

## **Yard Signs**

*A professional and eye-catching "For Sale" yard sign can attract passersby and spark interest in your home.*

## **Billboards**

*In certain markets, billboards can be an effective way to reach a broader audience and generate buzz around your property.*

## **Social Media Promotion**

*We'll create engaging posts and eye-catching graphics to reach potential buyers. Instagram's visually driven platform is ideal for showcasing your home's aesthetics.*



# Showing your *Property*

*Showing your home to potential buyers is a crucial part of the selling process. This is when buyers get to see and feel what it would be like to live in your home. Here's how we can make the most of this opportunity:*

***Scheduling Showings:** We'll work together to schedule showings at times that are convenient for you, while also being considerate of when potential buyers are most likely to be available. This often includes evenings and weekends.*



## **OPEN HOUSES**

*Open Houses: Open houses can be an effective way to get a large number of potential buyers through your door. We'll plan these strategically to generate maximum interest.*

## **PREPARING FOR SHOWINGS**

*Prior to each showing, we'll ensure your home is clean, tidy, and well-lit. It's often a good idea to vacate the property during showings, allowing potential buyers to comfortably explore and envision themselves living in the space.*

## **PROVIDING PROPERTY DETAILS**

*During showings and open houses, we'll provide potential buyers with a fact sheet that details your home's key features, upgrades, and selling points.*



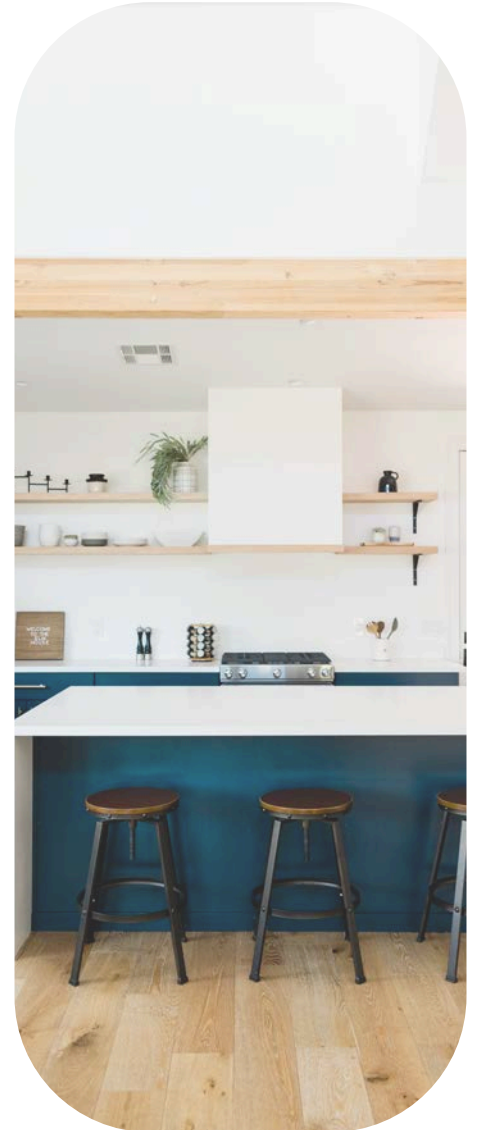
# Receive and Review

# offers

**Once we begin receiving offers on your property, it's important to carefully review each one to understand its merits and potential drawbacks. Here's what this process entails:**

***Understanding the Offer:*** Each offer will include the proposed purchase price, financing details, closing date, contingencies, and any additional requests or conditions. It's crucial to understand all these elements before deciding how to respond.

***Evaluating the Offer:*** Not all offers are created equal. A higher purchase price might be attractive, but the offer could also include contingencies or financing that is less secure. On the other hand, a slightly lower offer with fewer contingencies or a quicker closing date might be more appealing, depending on your circumstances.



# Receive and Review

# offers

Once we begin receiving offers on your property, it's important to carefully review each one to understand its merits and potential drawbacks. Here's what this process entails:

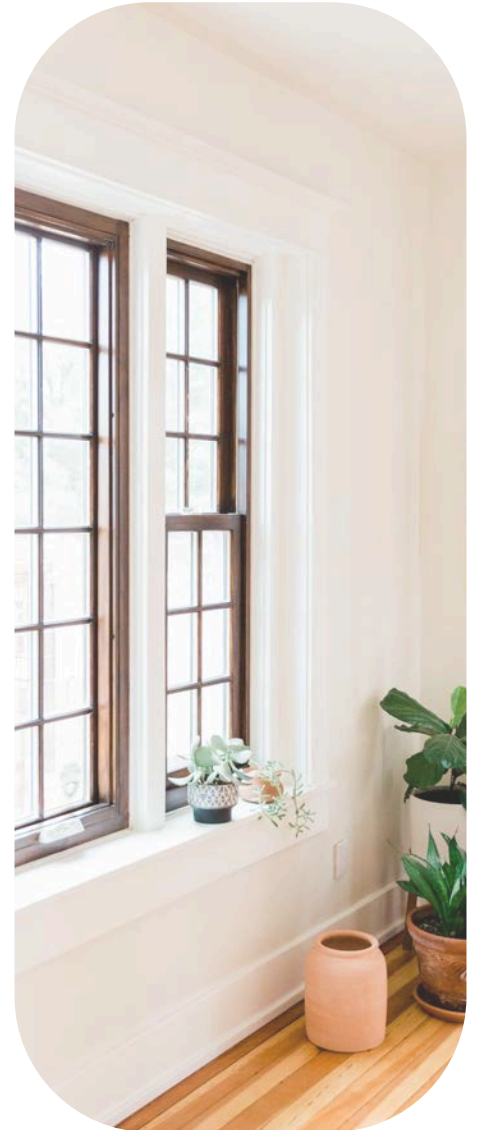
**Buyer Pre-qualification:** Consider the buyer's pre-qualification status. Buyers who have been prequalified or pre-approved for a mortgage may be more likely to secure financing quickly and close the deal.

**Reviewing Multiple Offers:** If you receive multiple offers, we'll review each one carefully. Sometimes, it can be advantageous to counteroffer multiple potential buyers to create a bidding war.

**Making Decisions:** After reviewing each offer and considering all aspects, you'll need to decide whether to accept an offer, make a counteroffer, or reject the offer outright.

**Negotiations:** If you decide to counteroffer, we'll enter into negotiations with the buyer. This is a normal part of the process where both parties work to reach agreeable terms.

Each offer represents a potential sale, so it's crucial to review them carefully. As your real estate agent, I will guide you through this process, helping you understand the nuances of each offer and advising on the best course of action to reach your selling goals.







# Art of Negotiations

# Mastering *the Negotiations*

*Negotiating the sale of your home may feel like a high-stakes poker game, but there's no need for concern. With the right strategy and maintained composure, you can navigate this stage proficiently.*

## *Understand the Dance*

***Negotiation is a two-way street. When you respond to an offer with a counteroffer, the potential buyer can accept it, counter it, or walk away. The back-and-forth can continue until you either land on agreeable terms or decide to part ways. Remember, it's a process!***

## *Know Your Non-Negotiables*

***Before negotiations begin, identify what matters most to you in the deal. Is it the sale price? A firm closing date? The removal of certain contingencies? Defining your priorities upfront will give you a roadmap to follow during negotiations.***

## *Keep Calm and Carry On*

***Selling your home can tug at your heartstrings. It's only natural - you've made memories here! But when it comes to negotiation, try to keep emotions in check and approach the process as you would any business transaction.***



# Mastering *the Negotiations*

*Strategic negotiation skills are vital in real estate for driving value, fostering positive relationships, navigating complexities, overcoming obstacles, building trust, adapting to market dynamics, and managing emotions effectively. They contribute significantly to the success of real estate professionals and their clients.*

## *Patience is a Virtue*

***Just as Rome wasn't built in a day, your negotiation likely won't conclude swiftly. Patience can be your greatest asset during this time. It helps prevent hasty decisions and enables you to wait for the best possible deal.***

## *Use Your Secret Weapon*

***Having a seasoned agent during negotiations can prove invaluable. As an experienced market insider, your agent will champion your interests and provide counsel based on extensive industry expertise.***

## *Play Nice*

***While it may seem obvious, it's crucial to maintain professionalism and respect toward potential buyers. Even if the process encounters setbacks, it's important to remember that everyone is aiming for the same outcome: a successful home sale.***





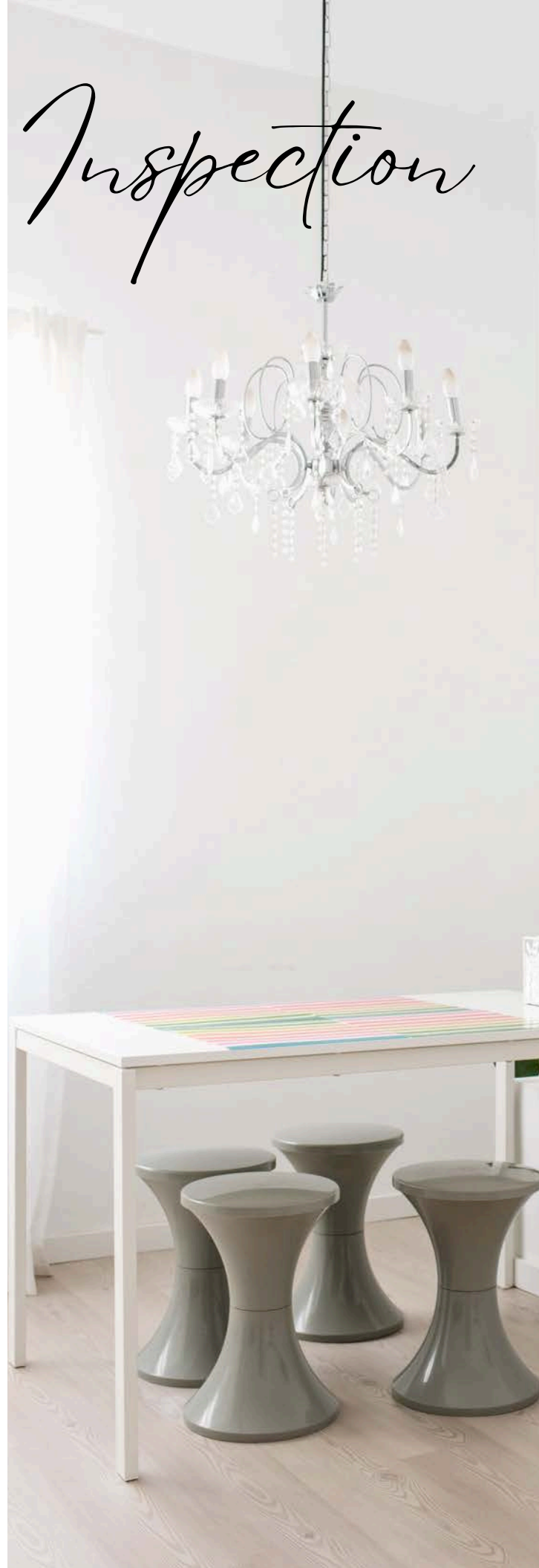
# Undergoing *the* Inspection

*After an offer on your home is accepted, it's time for one of the most critical stages in the home selling process—the home inspection. Don't worry; we've got you covered on what to expect.*

**Understand the Purpose:** *Home inspections are designed to protect the buyer from any unforeseen issues with the property. The inspector will conduct a thorough examination of your home, looking for anything from structural problems to minor maintenance issues.*

**Be Prepared:** *Ensure your home is clean and accessible for the inspection. Clear away any clutter that might hinder the inspector's access to areas like the basement, attic, and electrical panels.*

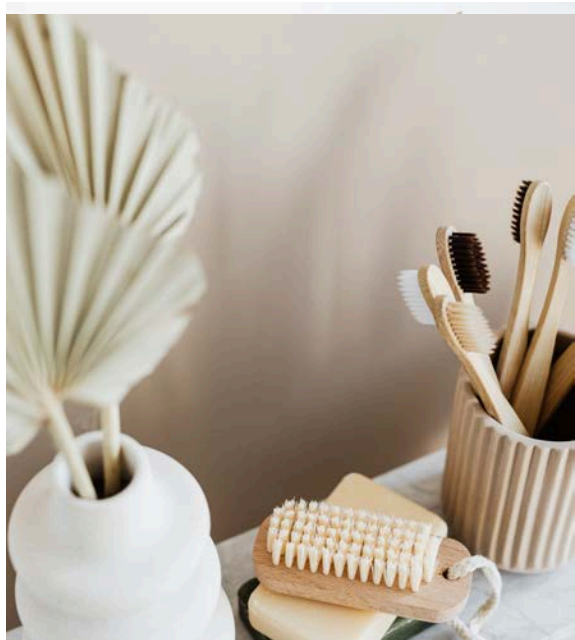
**Expect Some Findings:** *No home is perfect, and inspectors are trained to find issues. It is entirely normal if the report comes back with a few (or several) items.*



# Your Home's Value Revealed

# Appraisal

It's a moment of anticipation in the home-selling process: the appraisal! This key step provides a concrete figure for your home's value. Here's a brief rundown of what to expect:



## *The Basics*

An appraiser, hired by the buyer's lender, will evaluate your home based on a variety of factors, including size, condition, and recent comparable sales, to determine your home's current market value.

## *Preparation*

Just as you'd stage for a showing, ensure your home is clean and presentable for the appraisal. Highlight any recent upgrades or renovations you've made—they can add to your home's value.

## *The Outcome*

The appraisal report will come in one of three ways: at value, above value, or below value. If it's at or above the contract price, great! If it's below, don't panic. We can negotiate with the buyer or contest the appraisal.

## *Know Your Options*

Remember, if the appraisal comes in lower than the sale price, it's not the end of the road. You can reduce your price, or the buyer can bring more money to the table. Sometimes, a second appraisal might be an option.



# Preparing *for Closing*

## Final Countdown!

*You've made it! The journey of selling your home is nearing its end, and closing day is almost here. But before that day arrives, there are a few crucial steps to prepare for. Here's what you need to know:*



***Understand the HUD-1 Settlement Statement:*** This document outlines all the costs for both the buyer and seller related to the closing. Review it carefully. As your real estate agent, I'll help ensure everything is correct and as expected.

***Funds for Closing:*** If you owe any funds at closing, be prepared to provide these in the form required by the escrow company, typically via a cashier's check or wire transfer.

***Gather Necessary Documents:*** Bring all necessary paperwork to the closing, such as identification, copies of pertinent contract documents, and keys to the property.



# Last Look:

## Final Walkthrough

*The final walkthrough is the last milestone before the finish line in your home-selling journey. Here's what to expect:*

**Purpose:** The final walkthrough gives buyers the opportunity to verify that the home's condition remains unchanged since their last visit and to ensure that all agreed-upon repairs were completed.

**Preparation:** Ensure the home is clean and vacant, except for any items included in the sale. Documentation of completed repairs should be provided for the buyer's reference.

**Timing:** Typically, the final walkthrough occurs 24 hours before closing. This timing allows any issues to be addressed before the transaction is finalized.

**Problem-Solving:** If the buyer identifies new issues, don't panic. Solutions can range from negotiating a price reduction to addressing the issues before closing.



# Dealing with Unforeseen *Issues*

*In the home-selling journey, surprises can and do occur, but don't fret. From sudden repairs to renegotiations, your real estate agent (yours truly) is equipped to handle these bumps in the road.*



*We'll work together to address issues swiftly, keeping your sale on track. Remember, a hurdle is just another opportunity for problem-solving and growth.*

# The Grand Finale!

## Closing *day*

*Congratulations! You've made it to the end of your home-selling journey: Closing Day. This is the day when ownership of your home officially transfers to the buyer. Here's a brief rundown:*

*The Closing Table: Closing usually takes place at the office of an escrow agent, closing agent, or title company. All parties involved in the transaction will be present, and it's where you'll sign the final paperwork.*

*Bring Necessary Items: Don't forget your photo ID and any other documents relevant to the sale. Be ready to hand over keys, garage remotes, and any other devices the new owners will need.*



*Review the Documents: You'll be signing a lot of legal documents, mainly the deed of the home, which transfers ownership to the buyer, and the closing statement, which itemizes the financial transactions enacted in the process.*

*The Final Farewell: Once all the documents are signed and payments are exchanged, you've officially sold your home!*







# Testimonials

From the day Laura contacted us it was an awesome experience! She is knowledgeable in regards to all aspects of selling a home. She was in contact with us continuously thru out the whole process. I would highly recommend her.

**MALDONADO FAMILY**

Laura is an amazing realtor as well as an amazing person! We were first time home sellers and she was patient with all of our questions and walked us through all of the home selling steps. She was always responsive and very personable. Even months after our sale she was still in contact with us checking how we were doing. I would recommend Laura in a heartbeat!!

**CONNER FAMILY**

Laura helped my husband and I buy our very first home. This was a new experience for us and we didn't know what to expect. Laura guided us throughout the whole process from beginning to end. She was very patient and always accessible. She isn't the type that looks for excuses to not make something happen. She's the type that figures out how to make things happen. I would definitely recommend working with Laura. Her work ethic is impeccable.

**MERCADO FAMILY**



# Testimonials

Laura is the very best! She listened to our needs and made the entire experience wonderful. Laura is a real estate expert and she provided valuable advise and expertise to help us purchase the perfect home. I highly recommend Laura Renno since she is the best and a highly qualified and knowledgeable real estate expert.

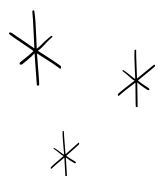
**DERRICK**

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**KELLI**

Laura, sold out house super fast and negotiated a great selling price that left us more than happy. Selling a house can be daunting and Laura was there for every step of the process, promptly addressing any question or concern with great professionalism and always with a smile on her face. We lucked out finding her and are more than pleased with her expertise and can do attitude! I would definitely recommend her to anyone that is looking to buy or sell.

**STEVEN**



LAURA ZAMORA<sup>®</sup>  
YOUR TRUSTED AGENT



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