

Seller's Guide



with

KELLY GAUER

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About me

Hello, I'm Kelly Gauer. Two decades ago, I embarked on a successful real estate journey, helping countless individuals find their ideal homes and sell their old ones. As a young agent working for Re/Max Masters I exceeded my broker's expectations and managed to list and sell over 18 homes in my first year. I owe it all to my unique marketing skills and out of the box thinking. When I welcomed my second child, I chose to prioritize my family and took a step back from the working world. Now, with both my children pursuing their dreams at college, I've reignited my passion for assisting in the sale of homes and connecting people with their dream homes. I'm excited to bring my experience and dedication back to the world of real estate, ready to assist you in finding your perfect property.

A little bit about me: I'm a La Verne native and a graduate of Romona Middle School and Bonita High School (Class of 1997). My husband and I met in 1995, holding down high school jobs at the former Union 76 gas station on the corner of Bonita and Damien. We've been happily married since 2000 and remain residents of La Verne to this day. My commitment to our children's education led me to St. Dorothy's Catholic School in Glendora, which they attended following my husband's legacy. Over the course of 12 years as a parent at St. Dorothy's I dedicated myself to volunteering. I served as many chairs of the PTO Board including President and I spearheaded numerous fundraisers, including the Oak Tree Festival, the school's golf tournament, and the endowment fund dinner dance for multiple years each. While I cherished my time volunteering, I remained determined to keep my professional skills sharp, knowing that one day, I'd return to my true passion in real estate.

Now, that days has arrived and I am eager to embark on this journey with you, ensuring your real estate dreams become a reality.

Experience

THE DIFFERENCE



When you list your home with me, not only do you get detailed attention to the selling process, I also offer marketing solutions and features to help your home stand out from the local competition. In order for your home to get top dollar, it's imperative to work with an agent that does more than stick a sign in your yard.

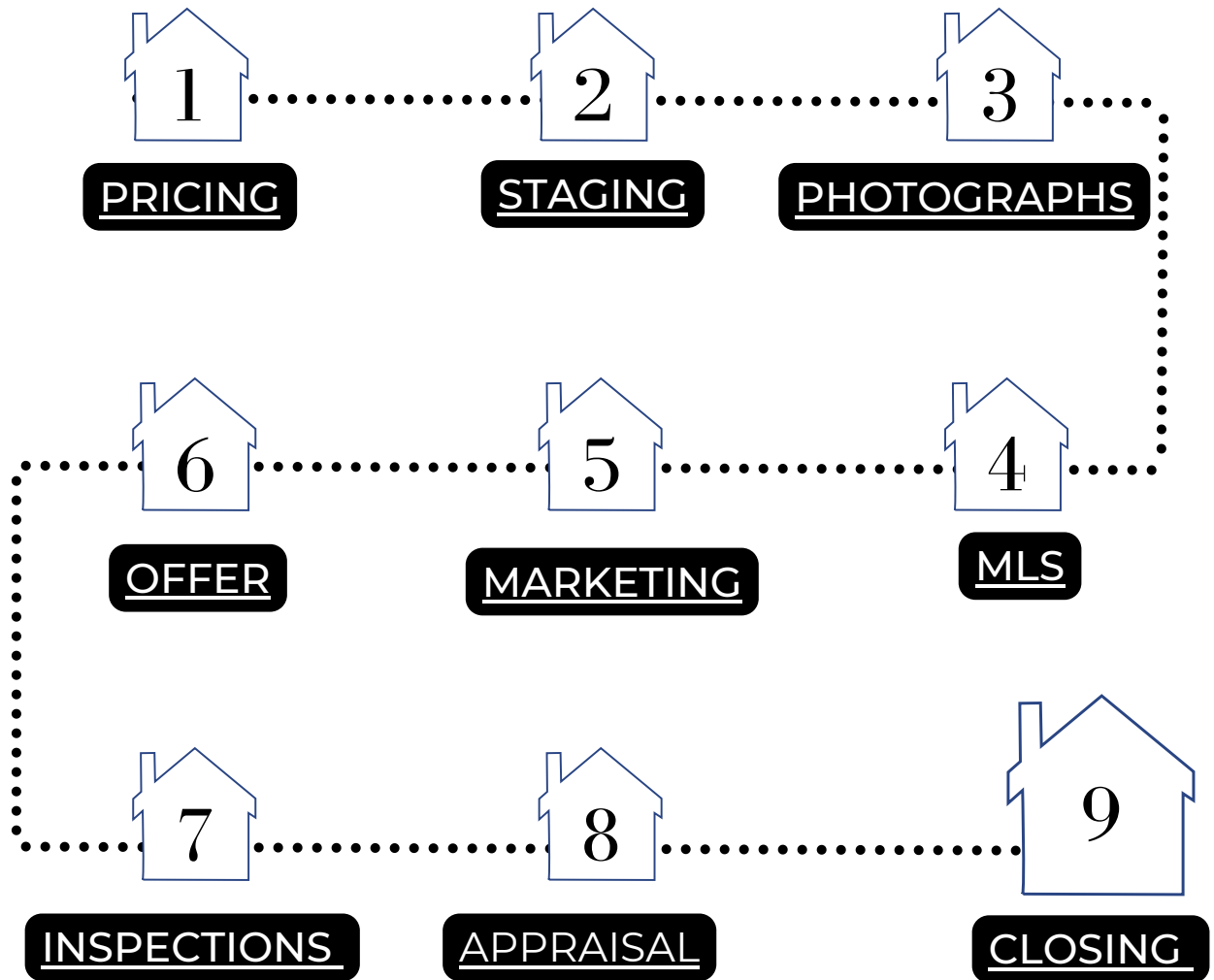
This is about more than real estate- it is about your life and your dreams.

I love helping sellers through the entire process of selling their home. That's why I work with each client individually, taking the time to understand their unique lifestyles, needs, and wishes. It is more than just a business transaction. This is about your life. And it's important to me. I will be there to walk you through every step of the process.

It is incredibly fulfilling to know I am helping my clients open a new chapter of their lives. That's why I work so hard to not only sell your home, but also handle every last detail of the purchase process, from negotiating the terms of sale to recommending any contractors or professionals along the way. I do not just help people sell houses for a living; I change lives for a living and I do that by helping my clients sell their homes and start a new chapter.

Home

SELLING ROADMAP



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HIRE A REALTOR



5 REASONS WHY YOU SHOULD HIRE A REALTOR



Paperwork. They will help with all disclosures and paperwork necessary in today's heavily regulated environment.



Experience. They are well educated in and experienced with the entire sales process.



Negotiations. They act as a "buffer" in negotiations with all parties throughout the entire transaction.



Pricing. They help you understand today's real estate values when setting the price to offer to purchase the home.



Understanding of Current Market Conditions. They simply and effectively explain today's real estate headlines and decipher what they mean to you.

DISCUSS YOUR WANTS AND NEEDS

The key to having a lower stress transaction is building good communication methods between you (the seller) and the agent.

LET'S DISCUSS:

- WHERE DO YOU WANT TO MOVE TO?
- WHY ARE YOU MOVING?
- HOW LONG DO YOU HAVE TO SELL YOUR HOME?
- WHAT IS YOUR BUDGET?

It is important to first understand your needs so we know what you are looking for at the time. As a Realtor, I will help you achieve your goals in selling your home.



DISCUSS YOUR HOME



When presenting your home to prospective buyers, first impressions are crucial. It is important to put your home in its best light and to create a buzz regarding your home. This can be achieved by improving your home to impress buyers.

EXTERIORS:

- Fix or replace anything damaged or worn
- New paint or pressure wash
- Fix doorbells
- Clean or paint front door
- Create curb appeal: freshly cut green grass, fresh flowers or plants
- Clean gutters

INTERIOR:

- Fresh new paint
- Clean carpet or refinish floors
- Kitchen appliances
- Fix light switches
- Upgrade lighting
- Fix or replace any floor tiles
- Eliminate any odor
- Fix drippy sinks and toilets
- Declutter

There are three types of improvements that will impress buyers and help sell your home:

1- Cost effective improvements

2- Upgrades and repairs

3- Reorganization and maintenance

PRICING

STEP 1

we will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home. Our goal is to attract greatest amount of buyers as soon as your home hits the market



PRICING

Our goal is to price your home correctly the first time



HOME VALUE

We will discuss what factors determine the value of your home



COMPS

Evaluate comparable homes in your neighborhood.



MARKET CONDITIONS

A comparative market analysis (CMA) is a document drawn from a local multiple listing service (MLS) database. To create a CMA, a Realtor considers the average price of recently sold, active, and expired listings that are comparable to the house currently being sold by the agent. This is known in the industry as "comps". While most often used by seller agents to determine a listing price for a home, CMAs can also be used by buyer agents when presenting an offer.

COMPARATIVE PROPERTIES YOU SHOULD INCLUDE IN YOUR CMA INCLUDE:

- Evaluate homes that have sold, expired, sales pending or are active in the last 6 months.
- Evaluate homes with the same number of bedrooms and bathrooms
- Evaluate homes within roughly 500 square feet of yours
- Evaluate homes that are in the same neighborhood
- Evaluate homes that are in the same or comparable school zones
- Evaluate homes with a similar lot size to yours
- Evaluate homes with similar amenities to yours
- Evaluate homes built roughly within 5 years of yours
- Evaluate homes that are of similar style and built to yours



MAINTENANCE AND STAGING

STEP 2

It is important to keep your home as clean and organized as possible. You never know when someone will want to come see the property, and as mentioned before, first impressions are everything!

EXTERIOR:

- Mow and rake the lawn. Trim the bushes, pick the weeds, and edge the gardens
- Clean sidewalks and driveways. Remove any litter
- Power wash the porch, deck and patio

INTERIOR:

- Clean and tidy your "money rooms". These rooms include the kitchen, master bedroom, and family room. These are the rooms buyers mainly look at and can help your room sell.
- Create space by storing all excess furniture
- Remove all odors and add air fresheners, potpourri, etc. for scent.
- Keep the house as decluttered as possible!



STAGING

Good staging is a form of visual merchandising that draws on some of the fundamentals of interior design.



Once your house has been cleaned and looks organised, it is important to stage it with furniture that goes well with the house .

Potential buyers aren't just looking for a structure to inhabit—they're also looking for a way to fulfill their dreams and improve their lifestyle. Staging can create a more emotional purchase for the buyer, which ultimately can generate more money for the seller.

PHOTOGRAPHS AND VIDEOS

STEP 3

The sooner we can get your home ready for pictures, the sooner we will be able to get it on the market and get it sold. I work with some of the best real estate photographers who will make your house look gorgeous. If you have done some of the previous things mentioned in the guide so far, there is no doubt the pictures will turn out perfect. After all, the internet is what ultimately is going to attract the people to your house, so the pictures have to stand out from the rest. I will attend the picture appointment to make sure we are highlighting the homes best features and they are standing out from the rest.

The photographer will also add on a video tour of the property as well. This will help give prospective buyers a better idea of the layout of the home prior to scheduling an appointment.



MLS

STEP 4



We will now list your house on MLS



MLS will bring more exposure to your house

The Multiple Listing Service, or MLS, was created for brokers to share information on local listings in one place, making it easier for Realtors and buyers to find what's available in the area.

When selling a house, it is extremely important to list on one of these services, as it is the main place to provide and find information on properties for sale.

Therefore, if your home is not listed on an MLS system, your chances of selling your home are greatly reduced. In fact, the MLS listing is the reason that 80% of properties sell.

MARKETING PLAN

STEP 5

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customise our marketing plan specifically for your property.



Create a professional listing flyer & in home home marketing book



Informative & engaging MLS listing description



Unique QR code and Webpage featuring your home



Strategic and targeted post card campaign



Hold open house 1-2 weeks after placing the property on the market



Promote at a realtor open house luncheon



Use high resolution, professional quality photography



Target one to one social media advertising



Door-knock the neighbourhood and pass listing flyers

OPEN HOUSE



Open Houses are a phenomenal way to generate foot traffic into your home to give potential buyers an overview of all its unique features, and give them the opportunity to fall in love with it in person.

Once the property is active we will prepare for an open house for potential buyers. I have feedback forms that allow me to capture the information of each potential buyer and gain insight into what they think of your home. I will then follow up with each visitor and see if they are ready to make an offer and we can get your home sold.

Ideally, you will not be present for the open house. It will make the buyers more comfortable making comments regarding the property. I will be there to accompany any prospective buyers. Also, pets should not be in the home either.

CONDITIONAL OFFER

STEP 6

A conditional offer is an agreement between two parties that an offer will be made if a specific condition is met. Conditional offers are most often used in real estate transactions, such as a buyer agreeing to purchase a property only if it passes a home inspection.

We will review all offers and help you understand all the terms of the contract.

RESPONSE

Accept offer as is- here you agree to all conditions and contingencies in the purchase contract, without any changes requested

Counteroffer- here you (the seller) agree to some but not all terms in the buyer's offer. Common offer points sellers frequently counter include purchase price, amount of earnest money, and length of time needed to close escrow.

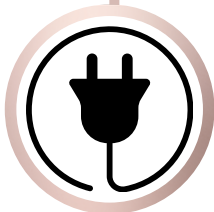
Offer rejected- a written rejection is often given when you (seller) want the buyer to try again with a better offer.

INSPECTIONS

STEP 7



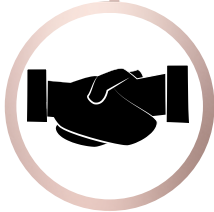
Once an offer has been accepted, the contract is contingent on a home inspection. Depending on the size of your home, this will typically take about 2-3 hours that you will be asked not to be home for.



please make sure you have the water and electric turned on, and clear all access paths to the attic, basement, HVAC system, Water Heater, etc. The inspector will need to inspect everything. It is easier to be prepared now so they will not have to come back.



Within the next few days, we will receive the report from the buyers with a list of repairs they would like fixed, an amount they would like in lieu of fixing repairs, or no repair request.



This is where we will negotiate what you are willing to fix or what you are willing to pay for the buyer to get repairs on their own. Please note that if you cannot come to an agreement, the buyer may have the option to terminate the contract so be prepared to be flexible with repairs.

APPRAISAL

STEP 8

Shortly after a ratified contract, the buyer's lender will order an appraisal of the property. This will ensure that the property is worth at least the purchase price you have agreed on with the buyer. This is why it's important to price the property right ahead of time! The appraisal will be paid for by the buyer.

I will meet the appraiser at the property on the day of the appraisal. I will make sure to have the comps that supported the price we picked, as well as a detailed list of all the upgrades, updates, and features of your specific property.

Any information on dates or receipts you can gather for things such as new appliances, new roof, new HVAC, etc. is very beneficial. If the property appraises at or above the purchase price, then everything is good and the contract can continue. If the appraisal comes in low, we can always ask to have it re-appraised, or we may have to adjust the purchase price to meet this number in order for the buyer to obtain the financing. This is a bridge we will cross if it happens!



CLOSING

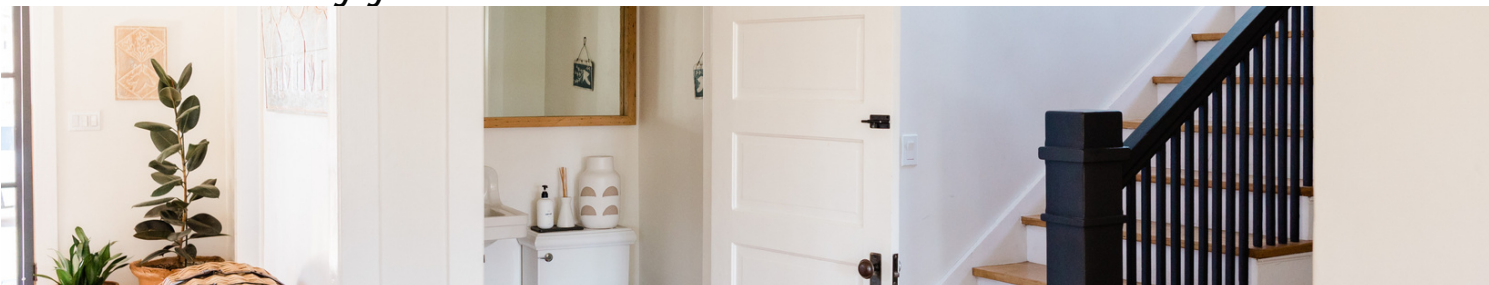
STEP 9

It is an important day for you as a home seller. You will transfer the property to the buyer, fully pay off any mortgages and receive your sale proceeds. If you are using your proceeds for a new home purchase on the same day, or shortly day after. It is particularly important that your closing runs smoothly .

Unlike the buyer, who may have to attend the closing to sign original loan documents delivered by the lender to the closing, you, as the seller, may or may not need to attend.

After a completed closing, you are no longer the owner of the property. Unless the contract or another side agreement states otherwise, you must relinquish possession of the home by giving the buyer all keys, garage door openers, and all other devices that control the home's systems and appliances.

You are expected to have completely moved your household and your possessions out by this time as well, and left the place broom-clean, at a minimum. Absent an agreement with the buyer that allows you to stay longer, you can be evicted, or the buyer may sue you for damages caused by your breach of the sales contract.





SELLER *costs*

THE BREAKDOWN



- Staging and prep fees- anywhere from a couple of hundred dollars to a thousand dollars
- Real Estate Agent Commission- 5.8% national average
- Inspection and repairs
- Closing fees- 1-3% of the sales price
- Title fees
- Transfer or excise taxes
- Escrow fees
- Mortgage pay off
- Property tax
- Seller concession - 2-6%
- Moving and relocation costs



HOUSE *safety*

LOCK BOX

We make sure to keep your home safe with a professional grade lock box. Only licensed Realtors of our association have access to these lock boxes. When a Realtor enters the property, we will be notified. In addition, you will be able to approve and deny showings once the Realtor has requested the showing online. Please try to limit the amount of showings you deny so your home will sell quick! Keep in mind to make arrangements for any pets on the property.

**IT IS RECOMMENDED
THAT YOU KEEP ANY
VALUABLES OUT OF
SIGHT.**



REAL ESTATE *Terms*

APPRAISAL

An appraisal is the estimated value of a home determined by an inspection of the property and its comparison to recently sold homes in the area to estimate the value.

CLOSING COSTS

Closing costs are fees due at the closing of a real estate transaction in addition to the property's purchase price. Both buyers and sellers may be subject to closing costs. Examples of common closing costs include fees related to the origination and underwriting of a mortgage, real estate commissions, taxes, insurance, and record filing.

APPRECIATION

Appreciation refers to your property's value or, more specifically, how much its value increases over time.

MLS

A multiple listing service (MLS) is a database established by cooperating real estate brokers to provide data about properties for sale. An MLS allows brokers to see one another's listings of properties for sale with the goal of connecting homebuyers to sellers.

ESCROW

Escrow is a legal concept describing a financial instrument whereby an asset or escrow money is held by a third party on behalf of two other parties that are in the process of completing a transaction