



# Selling

*with Confidence*



## S E L L E R S   G U I D E

*Celia J Herrera*

REALTOR®

**559-391-0815**

@celiajherrerarealtor

DRE#02073864

real

# Sell *with CC!*



It is my pleasure in joining you to test the market and get your property sold. As your local Real Estate agent, your best interest is at the heart of what I do. You can trust in my competence, communication and competitiveness to negotiate on your behalf, no matter what side of the transaction. With powerful negotiation strategies and a strong network of professionals, REAL Brokerage and I look forward to working with you in completing the sale of your property.

*Celia J Herrera*  
REALTOR®

# The Process

## THE PREP WORK

LET'S TALK SALE  
GOALS  
PREPARATIONS & AGENT  
RECOMMENDATIONS

01

## THE SET UP

MARKET STRATEGY  
MLS LISTING  
SHOWINGS  
OPEN HOUSES

02

## THE SALE

03

OFFER REVIEW/  
MARKET REPORT  
NEGOTIATIONS  
ESCROW

04

## THE FINAL PIECES

DOCUMENTATION &  
INVESTIGATIONS  
CONTINGENCIES  
SOLD

*Celia J Herrera*

REALTOR®



# SET UP

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## TO DO'S

VACATING \_\_\_\_

RECOMMENDATIONS

DIGITAL MEDIA \_\_\_\_

MEDIA CAMPAIGNS \_\_\_\_

LIST ON THE MARKET

OPEN HOUSE \_\_\_\_

MARKET REPORT \_\_\_\_

*Celia J Herrera*

REALTOR®



# THE SALE



## LISTING ON THE MLS

Once your home is listed and activated on MLS (Multiple Listing Service), the pricing, photos, and property details will be accessible to buyer agents across the country. This is the biggest element of listing your home, because it feeds into top marketing partners such as Realtor.com, Zillow, Homes.com etc. Exposure on these sites means exposure to thousands of prospective buyers, which will lead you down the path of a successful sale.

## MEDIA MAGIC

In today's day and age, digital media is an invaluable tool in marketing your home. Channels like Facebook, Instagram, Twitter, LinkedIn, YouTube and Tik Tok are powerful platforms packed with local information. With digital word of mouth, your listing will be quick to search, and easy to share!

## OPEN HOUSE

An open house is a great opportunity to allow prospective leads view your property in a no-commitment, low stress environment. It serves two purposes — finding serious prospects and receiving instant feedback about your home. Any suggestions, such as decluttering or staging alterations, can be implemented quickly for future showings. When we decide to host an open house, I will announce the open house in the MLS and buyers and agents will automatically be notified with the date and time of our open house. Additional announcements will be posted on social media and we can put an open house sign rider showing date(s) and time the open house is scheduled for.

*Celia J Herrera*  
REALTOR®

# THE FINAL PIECES

We open escrow after an offer is accepted. The buyer will deliver their deposit to escrow and start their due diligence inspections. Before closing, we must ensure all lender and contractual requirements are met before the deadline. Most commonly, buyers will make request for the Seller before closing  
Escrow.

## FINALIZING THE SALE:

- 1) The Buyer will sign their new loan documents
- 2) The Mortgage company will fund the loan
- 3) The Buyer is recorded as the new owner and receives their keys
- 4) You get the proceeds of the sale!! CONGRATULATIONS!!

*Congratulations  
on selling!*







# Celia J Herrera

REALTOR®

real

**CELIA J HERRERA**

REAL BROKER OF CALIFORNIA  
REALTOR® DRE #02073864

559-391-0815

celiajherrera@gmail.com

