GREGG PERRAH
PROPERTIES

A PRIVATE GUIDE FOR FAMILIES

What to Do With the Family Home?

You or a loved one have decisions to make.
This is often the biggest one.

A practical, no pressure guide for families navigating one of the most important financial decisions they will ever face.

PREPARED EXCLUSIVELY BY

Gregg Perrah

Over 30 Years of Local Real Estate Knowledge and Expertise

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WHERE YOU ARE RIGHT NOW

You Just Made One of the Hardest Decisions of Your Life.

“The home can wait a moment.
But it cannot wait forever.”

Your parent is settling into care. The house, the one with 30, 40, maybe 50 years of your family's life inside it, is sitting empty. You haven't had a moment to breathe. And now someone has to make a decision about the most valuable asset your parent ever owned.

This guide exists because that decision deserves more than a rushed answer or a cash offer slipped under the door. You deserve a real plan from someone who has done this before.

> *You don't need to have this figured out before you finish reading. That's exactly what this guide is here for.*

INSIDE THIS GUIDE

What You'll Find Here

Read it straight through, or jump to the section that fits where your family is right now.

1 **Why Smart Families Still Freeze**
The questions that keep families stuck

2 **Two Paths. Very Different Outcomes.**
The fast exit vs. the strategic sale

3 **The Process That Protects Your Equity**
Five steps, in order

4 **The Numbers Behind This Decision**
What is really at stake

5 **What Comes After the Sale**
The four paths families actually take

6 **When the Whole Family Is in the Room**
Siblings, distance, trusts, and estates

7 **The Home Ready Program**
Renovate now, pay nothing until closing

8 **My Background and a Real Result**
Why families trust Gregg

9 **Your Next Step**
One conversation, complete clarity

WHY THIS FEELS SO HARD

Why Smart Families Still Freeze on This Decision

It's not indecision. It's the weight of caring about too many things at once, without yet having someone who can hold all of them with you.

"Where does the money go, and who does it protect?

"What do my siblings actually want?

"What if Mom asks what happened to her home?

"What if we become landlords with no bandwidth left?

"What if we make the wrong call and can't undo it?

Sound familiar?
You are not alone. Nearly every family asks these.

These are not irrational fears. They are exactly the questions I help families work through before any decision is made, and without any pressure to move faster than you're ready to.

TWO PATHS

Two Paths. Very Different Outcomes.

Most Orange County families face the same fork in the road. One path is built for speed. The other is built to protect what your parent spent a lifetime building.

CASH OFFER · 7 TO 21 DAY CLOSE

The Fast Exit

- No repairs or prep required
- Closes in as little as two weeks
- Priced for the investor's margin, not your equity
- Can leave $150,000 to $300,000 on the table

The right tool in a true emergency. Rarely right for a longtime Orange County homeowner.

PREPARED · POSITIONED · PROTECTED

The Strategic Sale

- Targeted prep that moves the number
- Marketed to qualified buyers, not investors
- Timeline built around your family
- Maximizes what your parent walks away with

The right choice for most families whose parent has owned the home long term.

"I walk you through both sets of numbers before you commit to either path."

What That Cash Offer Is Actually Saying

Investor offers aren't predatory. They're simply priced for the investor's benefit, not yours. In Orange County, that difference is significant.

$150,000 to $300,000

The typical gap between an investor offer and a prepared strategic sale in Orange County right now.

Investors calculate their offer from the after repair value, minus renovation costs, minus their required profit margin. In a market where median home values sit above $1.1 million, that formula regularly produces offers 15 to 25% below what a prepared sale would generate.

A cash offer is the right tool in specific situations: a hard deadline, serious structural issues, or a family that can't manage the process. For most Orange County families, it isn't. And the difference is worth understanding before you sign anything.

THE PROCESS

The Process That Protects Your Family's Equity

Every family's situation is different. But the sequence that produces the best outcome is almost always the same.

01 The Conversation

We talk through the full picture: the care placement, the family dynamics, the property, and what timeline is realistic. No commitment. No pressure.

02 Property Assessment

I walk the home and give you an honest picture of its condition, what buyers expect, and which improvements actually move the number.

03 Financial Clarity

Before anything goes on the market, you see exactly what the home is worth today and what your family would net under both scenarios, side by side.

04 Coordinated Preparation

I manage the vendors: clean out, repairs, staging, and logistics. Your family doesn't have to field a single phone call if you don't want to.

05 Strategic Launch

We go to market when the home is ready, not when the calendar says so. The goal is the right buyer at the right price.

COMMON WORRIES

The Home Doesn't Have to Be Perfect. It Just Has to Be Ready.

The things families worry about most when they look at a parent's home are almost never the dealbreakers they fear.

Deferred Maintenance

Most buyers in this market expect some wear in a longtime family home. I'll tell you exactly which repairs move the number and which ones to skip entirely.

A Home Full of Belongings

Decades of furniture and memories don't have to be cleared before we talk. I coordinate the clean out: safekeeping and moving of family heirlooms, estate sales, donations, and junk removal. I handle it all so your family doesn't have to manage it alone.

No Time to Deal With Any of It

You're managing a care placement, a family, and your own life. My role is to carry the operational weight of this process so you don't have to.

“The first conversation costs nothing. What you learn from it is worth everything.”

THE MARKET TODAY

What Orange County Buyers Are Actually Responding To Right Now

Presentation is everything in this market. Here's what separates a home that sits from one that sells.

- Decluttered Interiors
- Fresh Neutral Paint
- Updated Fixtures
- Curb Appeal
- Professional Cleaning
- HVAC Documentation
- Pre Listing Inspection
- Professional Staging

> Not every home needs all of these. I'll tell you exactly which ones apply, and which ones to skip.

WHAT IS AT STAKE

The Numbers Behind This Decision Are Not Small

For families whose parent purchased their Orange County home 20 or 30 years ago, the equity inside that property is often the single largest financial asset in the estate. The path you choose determines how much of it your family actually keeps.

$1.1M+	$165,000
Orange County Median Home Value	What a Rushed Sale Can Cost You
Longtime homeowners are often sitting on $600,000 to $900,000 in equity. That is not a transaction. That is a legacy.	A 10 to 15% gap between a rushed sale and a prepared strategic sale. That's one additional year of care. That's your parent's legacy protected.

"This is why the path you choose matters more than the timeline you're under. I show you both scenarios, side by side, before you decide anything."

LOOKING AHEAD

What Comes After the Sale

Not knowing what happens next is one of the most common reasons families delay. Here are the four realistic paths Orange County families actually take.

01

Long Term Care Funding

For families where the placement is permanent, the home proceeds fund the care. This is the most common scenario, and the one where the strategic sale matters most.

02

Rental Income to Offset Care Costs

Some families hold the property and generate rental income to offset monthly care expenses. I'll help you evaluate this honestly, not just as a real estate opportunity.

03

A Family Member Takes Over

Occasionally a family member moves in or assumes ownership. This requires clear legal agreements and honest financial conversations, and I'll help you navigate both.

04

Prepare Now, Decide Later

Some families aren't ready to commit. We can prepare the home and hold it until everyone is aligned. I'll help you understand what that timeline costs, and what it protects.

FAMILY DYNAMICS

When the Whole Family Is in the Room

When more than one person is involved, clarity becomes the most valuable thing in the room. My role is to give everyone the same factual picture, so the conversation moves from opinion to information.

Multi Sibling Decisions

Siblings often arrive with different ideas about what should happen to the home. I give everyone the same numbers, the same options, and the same honest assessment, so the decision is made on facts, not feelings.

Out of State Family Members

If part of the family is managing this from a distance, I coordinate everything so no one has to fly in to get things moving. You stay informed without being overwhelmed.

Trust and Estate Situations

If the home is held in a trust or the estate hasn't been fully settled, there are additional steps. I've navigated these many times and will connect you with the right legal resources early, so nothing stalls unexpectedly.

Complex Family Situations Are Not Obstacles

They are exactly what I'm trained to work through.

This Process Moves at Your Family's Pace, Not the Market's

There is no urgency manufactured here. Every step is designed around your family's situation, your timeline, and your parent's wellbeing, not a commission calendar.

✓ Showings Scheduled Around You
Coordinated around your family's availability. Nothing happens without your knowledge and full consent.

✓ Every Vendor Call Handled
I manage contractor calls, repairs, and logistics for you.

✓ Private Showings Available
Test the market quietly before any public listing, a dignified way to understand demand.

✓ No Pressure. Ever.
If the family needs more time, we take more time. I'll tell you honestly what that costs, and what it protects.

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GREGG'S PARTNER PROGRAM

Introducing the Home Ready Program

The first solution of its kind, and it costs you nothing upfront. Before your parent's home ever hits the market, the Home Ready Program revitalizes the property, increasing its value, reducing days on market, and maximizing what your family walks away with.

No Upfront Cost

Renovation expenses are deferred until the close of escrow, or up to 90 days from project start. You pay nothing out of pocket before the sale.

What the Program Actually Does

✓ One Stop Shop
A fully in house workforce handles design, materials, cabinet and countertop manufacturing, delivery, and installation. No coordinating contractors.

✓ 20 Day Renovation Timeline
Full kitchen and bathroom renovations completed within 20 working days, so your home is market ready fast.

✓ Higher Sale Price
A newly renovated home lists at a significantly higher price than it could without improvements.

✓ Faster Sale
Renovated homes attract more buyers who don't want to renovate after purchase, reducing days on market.

✓ No Upfront Cost
Renovation costs are deferred until close of escrow, or up to 90 days from project start.

✓ Potential Tax Benefits
Renovation costs may be tax deductible after the sale of the home. Ask Gregg for details.

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HOME READY PROGRAM · CASE STUDY 1

From $2.2M to $2.85M: A $450,202 Return

A strategic renovation investment of under $200,000 produced over $450,000 in additional profit, without the homeowner paying a single dollar upfront.

$2,200,000	$199,798	$2,850,000	$450,202
AS IS PRICE	RENOVATION	FINAL SALE	PROFIT

BEFORE

AFTER

★ Scope of Work

New flooring · Interior paint · Bathroom remodel · Full kitchen remodel and expansion · New cabinetry · Countertops · Hardware · Lighting · Landscaping

More before and after photos are available upon request. Ask Gregg how this applies to your parent's property.

From $1.25M to $1.75M: A $326,543 Return

A targeted renovation investment of $173,457 produced over $326,000 in additional profit, paid at close of escrow, not upfront.

$1,250,000	$173,457	$1,750,000	$326,543
AS IS PRICE	RENOVATION	FINAL SALE	PROFIT

BEFORE

AFTER

★ Scope of Work

New flooring · Interior paint · Bathroom remodel · Full kitchen remodel and expansion · New cabinetry · Countertops · Hardware · Lighting · Landscaping

MY BACKGROUND

30+ Years in Orange County. One Advisor Who Understands It All.

Most real estate agents know how to sell a home. Very few understand all of the decisions that need to be made before and during the process: the facility, the family dynamics, the financial pressure, and the emotional weight of what is happening.

Gregg has 30 years of local real estate experience and a real talent for connecting all of the dots. He can see the finish line, and guide you to it.

30 Yrs	One Call	Local
Licensed in Orange County	A Plan From Start to Finish	Orange County Market Expert

Executive Real Estate Advisor

First Team Real Estate, Newport Beach
License #01200203

Family Home Guidance

Guiding families through every step of a move

Local Business Owner

Owner of Helping Hands CPR Company since 2001

A Real Orange County Family. A Real Result.

“45 days. *After six months of nothing*.”

One of my clients came to me after working with another agent for over six months with no results. She needed to sell her business and her real estate at the same time, a complicated and emotionally charged situation. From the first conversation, we had a plan. We were in escrow within days.

> *“I believe in God, and I am convinced that Gregg was a blessing to me.”*
>
> **VIRGINIA C. · ORANGE COUNTY CLIENT**

“What changed was not the market. What changed was having the right advisor from the very first conversation.”

YOUR NEXT STEP

One Conversation. Complete Clarity.

No commitment, no pressure, no sales pitch. Just the full picture on what your family's home is worth and what a prepared sale could produce.

What We Cover

- [ ] Your property's current market position
- [ ] What a strategic sale could realistically produce
- [ ] Which prep steps actually move the number
- [ ] Whether now is the right time

What This Is Not

- Not a listing appointment
- Not a sales pitch
- Not a commitment of any kind

GET YOUR PERSONALIZED PLAN

COMPLIMENTARY · CONFIDENTIAL · NO OBLIGATION

Or call Gregg directly: (949) 836-0333

Get your questions answered today.

GREGG PERRAH
PROPERTIES

THE HOME STILL NEEDS A PLAN

Let's Build It Together

Your parent's home holds a lifetime of memories and, very often, the largest share of the family's wealth. A complimentary consultation with Gregg costs nothing. In one conversation, we'll look at the home, talk through both paths, and map out a plan that fits your family's timeline.

CALL OR TEXT

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Gregg Perrah | Over 30 Years of Local Real Estate Knowledge and Expertise

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