



GREGG PERRAH
PROPERTIES

YOUR FREE GUIDES

Two Free Guides for *the Family Home*

Thank you for reaching out. Inside this file you'll find two separate guides, each with its own cover. Tap either guide below to jump right to it.

GUIDE 1

1

What to Do With the Family Home?

The Home Still Needs a Plan

Sell, rent or wait? A calm, step by step plan for the family home.

PAGES 2 TO 21

GUIDE 2

2

What NOT to Do

When Selling the Family Home

The costly mistakes families make, and how to avoid every one of them.

PAGES 22 TO 32

Questions? Call or text Gregg anytime.

GREGG PERRAH

Over 30 Years of Local Real Estate Knowledge and Expertise

Realtor • First Team Real Estate • DRE #01200203

949.836.0333 • GreggP@FirstTeam.com • GREGGPERRAH.COM



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

www.GREGGPERRAH.COM • (949) 836-0333



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.

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. 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 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+

Orange County Median Home Value

Longtime homeowners are often sitting on \$600,000 to \$900,000 in equity. That is not a transaction. That is a legacy.

\$165,000

What a Rushed Sale Can Cost You

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.”

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.

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.

✓ Private Showings Available

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

✓ Every Vendor Call Handled

I manage contractor calls, repairs, and logistics for you.

✓ 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.

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.

✓ Higher Sale Price

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

✓ No Upfront Cost

Renovation costs are deferred until close of escrow, or up to 90 days from project start.

✓ 20 Day Renovation Timeline

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

✓ Faster Sale

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

✓ Potential Tax Benefits

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

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 AS IS PRICE	\$199,798 RENOVATION	\$2,850,000 FINAL SALE	\$450,202 PROFIT
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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 AS IS PRICE	\$173,457 RENOVATION	\$1,750,000 FINAL SALE	\$326,543 PROFIT
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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 17 years in senior related services and unmatched experience connecting all of the dots. He can see the finish line, and guide you to it.

30 Yrs

Licensed in Orange County

Nearly 100

Residential Care Homes Sold

1,000+

Care Facilities Visited

Senior Real Estate Specialist

First Team Real Estate, Newport
Beach
License #01200203

Senior Transition Specialist

Guiding families through every step
of a move

Certified Seniors Professional

Owner of Helping Hands CPR
Company since 2001



A REAL RESULT

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.

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CRITICAL MISTAKES TO AVOID

What NOT to Do

When Selling the Family Home

The costly mistakes families make, and how to avoid every one of them.

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Why I Wrote This Guide



Gregg Perrah

Seniors Real Estate
Specialist

In over three decades of helping families buy and sell homes in Southern California, I've watched good, caring people make the same preventable mistakes over and over. Not because they weren't smart or capable, but because selling a family home is an emotional experience, and emotions cloud judgment.

When the home belongs to an aging parent, or when it needs to be sold as part of a senior transition, the stakes are even higher. The equity in that home often funds care, retirement, and the family's financial future. Leaving money on the table, or worse, making a mistake that derails the sale, can have real consequences.

This guide is my attempt to give you the insider knowledge that typically only comes from experience. Read it carefully. Share it with your family. And when you're ready to talk through your specific situation, I'm always just a phone call away.

Warmly,

Gregg Perrah

Knowledge Is Your Best Protection

The families who come in informed make better decisions, experience less stress, and almost always walk away with more money in their pocket.

What You'll Find Here

After 30+ years helping families sell their homes, Gregg has seen the same mistakes made over and over. This guide exists so your family doesn't have to learn these lessons the hard way.

1 **A Personal Note**

Why this guide was written

2 **The Most Costly Mistakes Families Make**

Mistakes 1 and 2

3 **Legal Risks and Emotional Decisions**

Mistakes 3 and 4

4 **More Mistakes That Derail Home Sales**

Mistakes 5 and 6

5 **Mistakes That Happen After Accepting an Offer**

Mistakes 7 and 8

6 **The Final Stretch, and the Biggest Mistake of All**

Mistakes 9 and 10

7 **The 10 Mistakes at a Glance**

A one page quick reference

8 **Let's Make Sure You Do Everything Right**

How to reach Gregg

The Most Costly Mistakes Families Make

Each of these mistakes has cost families thousands of dollars, and sometimes tens of thousands. Read carefully and share this with every family member involved.

1

MISTAKE 1

Pricing the Home Based on Emotion, Not the Market

This is the single most expensive mistake a seller can make. Families often have a number in their head, whether it's what they paid, what they've put into it, or what they need to fund care, and price accordingly. But the market doesn't care about any of those things. It only cares about what comparable homes have recently sold for. Overpriced homes sit on the market, become stigmatized, and ultimately sell for less than they would have if priced correctly from the start.

✓ Do This Instead

Ask Gregg for a Comparative Market Analysis (CMA) built on real sales data before settling on any number. Pricing it right the first time attracts more buyers, creates competition, and almost always results in a higher final sale price.

2

MISTAKE 2

Making Expensive Renovations Before Selling

Families often feel compelled to update the kitchen, replace the flooring, or remodel the bathrooms before listing. In most cases, these improvements do not return their cost at resale. A \$40,000 kitchen remodel might add \$25,000 in perceived value, which means you just spent \$15,000 to net less. Buyers also frequently want to choose their own finishes, so your renovation may actually turn them off.

✓ Do This Instead

Focus only on improvements that pay you back: fresh neutral paint, professional cleaning, landscaping, and addressing any obvious deferred maintenance. Gregg will walk you through exactly what to do, and what to skip, before you spend a single dollar.

Legal Risks and Emotional Decisions

Two mistakes that can derail a sale before it ever gets going.

3

MISTAKE 3

Selling the Home “As Is” Without Proper Disclosure

Some families, eager to close quickly, choose to sell “as is” and disclose nothing. This is a serious legal and financial risk in California. Sellers are legally required to disclose all known material defects. Failing to do so can result in the buyer rescinding the sale, a lawsuit after close of escrow, or both. “As is” does not mean “no disclosure.” It simply means the seller won't make repairs.

✓ Do This Instead

Work with an experienced agent who understands California disclosure requirements. Complete all required disclosure forms honestly and thoroughly. Transparency protects you legally and builds buyer confidence.

4

MISTAKE 4

Letting Emotions Drive Negotiations

When a buyer makes a low offer or requests repairs, it's easy to take it personally, especially when the home holds decades of family memories. Sellers who react emotionally often reject reasonable offers outright, counter aggressively, or dig in on terms that don't serve their financial interest. This can kill deals that would have otherwise closed successfully.

✓ Do This Instead

Remember that negotiation is a business transaction. Your agent's job is to advocate for your interests with a clear head. Let Gregg handle the back and forth so you can stay out of the emotional fray and make decisions from a position of clarity.

More Mistakes That Derail Home Sales

These mistakes are just as common, and just as preventable.

5

MISTAKE 5

Not Preparing the Home for Showings

First impressions are made in seconds, and they're nearly impossible to undo. Homes that are cluttered, odorous, poorly lit, or filled with personal photos and collections make it hard for buyers to picture themselves living there. This is especially common with longtime family homes where decades of belongings have accumulated. Every showing that leaves a buyer unimpressed is a missed opportunity.

✓ Do This Instead

Declutter thoroughly before the first showing. Depersonalize by removing family photos, collections, and anything that makes the home feel like "someone else's house." Make sure the home is spotlessly clean for every showing. Consider professional staging, which consistently yields a measurable return.

6

MISTAKE 6

Choosing the Wrong Agent, or No Agent at All

Some families choose their agent based on the highest suggested list price (a common tactic called "buying the listing") or because they're a neighbor, friend, or relative. Others try to sell on their own (FSBO) to save the commission. Data consistently shows that FSBO homes sell for significantly less than homes sold with an agent, often by more than the commission saved. The wrong agent can cost you just as much.

✓ Do This Instead

Choose an agent based on a proven track record, local market expertise, and a clear marketing plan. Ask how many homes they've sold in the past 12 months, how their sale prices compare to their list prices, and how they plan to market your specific property.

Mistakes That Happen After Accepting an Offer

Getting an offer is only the beginning. These mistakes happen in escrow, and they can be just as costly.

7

MISTAKE 7

Accepting the Highest Offer Without Reading the Terms

The highest offer is not always the best offer. A high price with a long contingency period, shaky financing, or excessive repair requests built into the contract can result in a deal that drags on for months or falls apart entirely. Meanwhile, you've taken the home off the market and lost other potential buyers.

✓ Do This Instead

Look at every offer as a whole: price, contingency periods, financing type, closing timeline, and any special requests. Gregg will help you compare all the terms side by side and identify which offer truly represents the best outcome for your family.

8

MISTAKE 8

Ignoring the Tax Implications of the Sale

Many families are surprised to learn that a significant portion of their sale proceeds may be subject to capital gains tax, especially if the home has appreciated substantially over many years. While the primary residence exclusion (\$250,000 single, \$500,000 married) protects most sellers, some situations can trigger unexpected tax liability. These include estate sales, inherited properties, and homes that were not always used as a primary residence.

✓ Do This Instead

Consult with a CPA or tax advisor before closing. Understand the tax basis of the property, any applicable exclusions, and whether the timing of the sale could affect your tax situation. We can refer you to trusted tax professionals who specialize in real estate transactions.

The Final Stretch, and the Biggest Mistake of All

We saved the most important two for last.

9

MISTAKE 9

Trading Your Home's Equity for a Fast Cash Offer

Cash investors know that, for many different reasons, sellers often need to sell quickly, and those are the sellers they target. Investors do not have your best interest at heart. They have their profits in mind. Their offers promise speed and simplicity: no repairs, no showings, and a quick close. But that convenience usually comes at a steep price, often well below what the home would sell for on the open market, typically 20% or more. Many families only realize how much they left on the table after the investor resells the home for far more. And when that money is gone, it's gone forever.

✓ Do This Instead

Reach out to Gregg so he can discuss with you the many other options available to you that put your needs first, not the profits of an investor. Before accepting any cash offer, find out what the home is truly worth. Ask Gregg to compare the cash offer side by side with a traditional sale, after repairs and costs, and never sign under a 24 or 48 hour deadline. Often your family can get a fair price and a timeline that works for everyone. Before you make any decisions, call Gregg, and he will show you several options that no investor will present to you.

10

MISTAKE 10

Trying to Navigate This Alone

Selling a family home, especially during a senior transition, involves real estate, finances, legal matters, family dynamics, and deep emotion all at once. Families who try to coordinate all of this themselves, without an experienced advisor, consistently face more stress, more mistakes, and worse outcomes. This is not the time to wing it.

✓ Do This Instead

Partner with an experienced senior real estate specialist who has navigated this exact situation hundreds of times. One call to Gregg connects you with 30+ years of expertise, a trusted network of professionals, and a calm, steady guide who has seen it all and knows exactly how to get your family through it.

The 10 Mistakes at a Glance

Keep this page handy and share it with everyone in the family who is involved in the sale.

#	THE MISTAKE	THE FIX
1	Pricing based on emotion	Get a CMA built on real sales data
2	Overdoing updates before selling	Focus on paint, cleaning, and curb appeal
3	Skipping or hiding disclosures	Disclose everything. It protects you.
4	Letting emotions drive negotiations	Let your agent handle the back and forth
5	Poor home presentation	Declutter, depersonalize, deep clean, stage
6	Wrong agent or no agent	Choose on track record, not relationship
7	Taking the highest offer blindly	Evaluate all terms, not just the price
8	Ignoring tax implications	Consult a CPA before closing
9	Trading equity for a fast cash offer	Know the home's true value before you sign
10	Going it alone	Partner with Gregg. One call changes everything.



NOW YOU KNOW WHAT NOT TO DO

Let's Make Sure You Do Everything Right

Selling the family home is one of the most significant financial events your family will navigate. Don't leave it to chance, or to the wrong hands. A complimentary consultation with Gregg costs nothing and could protect your family from the costly mistakes in this guide. In one conversation, we'll assess your situation, answer your questions, and map out a strategy designed to get you the best possible outcome.

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