

The Hurst Group Seller's Guide
"Sell Smart. Sell Strategically. Sell for More."



THE HURST GROUP SELLER'S GUIDE

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The Hurst Group Seller's Guide presents a proven playbook for selling your home in the Victor Valley — for top dollar, on your timeline.

Guiding you through the selling process — step by step, with strategy and clarity.



Let's Get Your Home Sold

Welcome! We're The Hurst Group, and we're honored to guide you through one of the most significant financial decisions of your life.

Selling your home can feel overwhelming — that's normal. With the right team, the right strategy, and the right data, it becomes an empowering experience where you walk away with the best possible outcome.

This guide is designed to simplify the process, prepare you for every stage, and make sure you never leave money on the table.

Our commitment is simple: transparency, aggressive marketing, expert negotiation, and a deep understanding of your goals every step of the way.

Meet Your Team

Why Sellers Trust The Hurst Group

- 15+ years of Victor Valley real estate expertise
- 350+ families served across the High Desert
- Expert in pricing strategy, negotiation, and complex transactions
- Specialist in probate, trust, divorce, and new construction sales
- Personally oversees every listing from consultation to close

With deep roots and boots-on-the-ground knowledge of the Victor Valley, we know the neighborhoods, price trends, and what it takes to win in this market.

As strong negotiators, we advocate fiercely for your best interests — from pricing strategy to the final signature at closing.

We specialize in complex sales including probate and divorce-related transactions — so no matter your situation, we're equipped to guide you.

Communication is everything — you'll never be left wondering what's happening or what comes next.

This isn't just about real estate. It's about helping you capture the equity you've built and move forward with confidence.

Where Your Dreams Find Their Home!

Current Market Snapshot

What's Happening in the Victor Valley Seller's Market

Victor Valley Seller Market Snapshot



The market isn't standing still — and neither are we.

Here's the deal: the Inland Empire real estate market is not what the headlines say. Every week there's a new article about a 'crash' or a 'correction,' and every week the actual data tells a different story.

Today's homeowners are sitting on **serious equity**. Victor Valley homes priced correctly are still selling — often with multiple competing offers. The market rewards sellers who are strategic about pricing, preparation, and marketing.

Victor Valley home values currently range between **\$430K–\$650K**, with well-positioned listings routinely achieving list price or better. Inventory remains constrained in key price ranges, which works in your favor as a seller.

National headlines offer broad strokes. We focus on what's actually happening in **your** neighborhood, **your** price point, and **your** opportunity window.

Let's have a real conversation about what today's market means for your home's value, your timeline, and your bottom line.

Where Your Dreams Find Their Home!

The Pricing Game

Price It Right From Day One — Or Pay the Price



Pricing is the single most important decision you'll make as a seller. Get it right and you'll attract multiple offers, create urgency, and sell at or above asking. Get it wrong and your home sits while buyers wonder what's wrong with it.

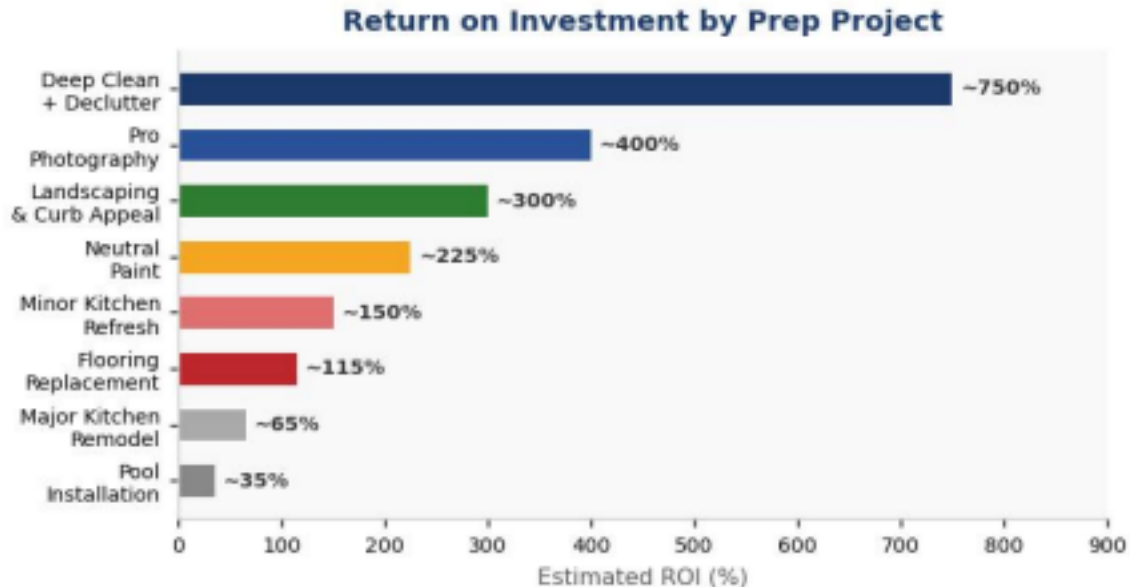
The first 10 days on market are your golden window. That's when buyer interest peaks. Price it right from day one and you capture that energy. Chase the market down with reductions and you leave money on the table.

What Goes Into Our Pricing Analysis:

- **Recent Sold Comps** — Homes similar to yours sold in the last 90 days within a 1-mile radius. This is the foundation.
- **Active Competition** — What you're competing against right now. Buyers compare, and we position you to win.
- **Expired/Withdrawn Listings** — Homes that didn't sell and why. These tell us what NOT to do.
 - **Market Trends** — Are prices trending up, flat, or softening? Timing and trajectory matter.
 - **Your Home's Condition** — Upgrades, age of systems, layout, and curb appeal — we factor every detail.
 - **Days on Market Data** — How fast similar homes are moving shapes our pricing strategy.

Prep That Pays

Where to Spend Money — and Where to Save It



Not every dollar you spend before selling comes back to you. Some upgrades deliver 3x returns. Others are money down the drain. After helping 350+ families sell their homes, we know exactly which investments move the needle.

The \$500 Rule: If a repair or cosmetic fix costs under \$500, just do it before listing. Every small issue a buyer spots becomes a negotiation chip worth 5–10x the repair cost. A \$50 leaky faucet fix prevents a \$500 credit demand at inspection.

High-Impact, Low-Cost Prep Steps:

- Deep clean every room — including windows, baseboards, and appliances. Clean is a scent.
- Declutter aggressively — rent storage if needed. Buyers need to envision their life here, not yours.
- Fresh neutral paint — one of the highest-ROI investments you can make before listing.
- Landscaping and curb appeal — first impressions happen before buyers walk through the door.
- Professional photography — your home's debut is online, and we make it count.
- Minor kitchen refresh — new hardware and updated fixtures can transform a buyer's perception.

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The Selling Process

Schedule Your Seller Consultation — Then We Get to Work

Your Timeline: Consult to Close (30-45 Days)



1. Seller Consultation

We start with a conversation. Your goals, timeline, equity, and situation come first — so we can build a smart, personalized selling strategy.

2. Pricing & CMA

We conduct a detailed Comparative Market Analysis and walk through your home to identify quick prep wins before going live.

3. Professional Marketing Launch

Photography, video tours, social media campaigns, MLS syndication, email blasts, and buyer outreach — all before your first showing.

4. Showings with Purpose

We manage all showing requests, collect feedback after each visit, and keep you informed in real time. Every showing is a step toward your offer.

5. Craft the Negotiation

When offers arrive, we evaluate every term — not just price. We negotiate firmly and strategically to maximize your net proceeds.

6. Navigate Escrow

Inspections, appraisal, title, and paperwork — our team manages every detail so nothing falls through the cracks.

7. Closing Day

Final walkthrough, signatures, funds recorded — the keys are handed over and you're ready for your next chapter.

Where Your Dreams Find Their Home!

Marketing That Moves

How We Get Your Home in Front of the Right Buyers



Putting your home on the MLS and praying isn't a marketing plan — it's a wish. At The Hurst Group, we run a multi-channel marketing operation designed to create maximum exposure, generate urgency, and drive qualified buyers to your door.

Our 8-Channel Marketing System:

- **01 — Professional Photography & Drone** — HDR photography, twilight shots, aerial drone images. Your home's first impression is online — we make it unforgettable.
- **02 — Video & Virtual Tours** — Cinematic walkthrough video, 3D Matterport tours, and social media reels that stop the scroll.
- **03 — MLS & Syndication** — Listed on MLS with exposure across 100+ sites including Zillow, Realtor.com, Redfin, and Homes.com.
- **04 — Social Media Campaigns** — Targeted ads on Facebook, Instagram, and YouTube reaching active buyers in your price range.
- **05 — Email Database Blasts** — Direct outreach to our database of active buyers and agent network — often generating showings before the sign goes up.
- **06 — AI-Optimized Content** — Your listing optimized for ChatGPT, Perplexity, and Google AI Overviews where today's buyers start their search.
- **07 — Open House Events** — Strategically timed open houses with pre-marketing, neighborhood outreach, and sign campaigns.
- **08 — Print & Direct Mail** — Luxury brochures, just-listed postcards, and targeted neighborhood mailers for maximum local awareness.

Where Your Dreams Find Their Home!

Showings to Offers

Managing Showings, Evaluating Offers & Negotiating Like a Pro

Showing Day Rules:

- Leave the home for every showing — buyers can't envision themselves in YOUR space
- All lights on, blinds open, temperature set to 72 degrees — the sweet spot • Fresh scent but not overwhelming — clean is the best fragrance
- Pets and all pet evidence removed (beds, bowls, toys, and odors)
- Personal photos and polarizing decor minimized
- Beds made, counters cleared, bathrooms spotless — every single time

How We Evaluate Offers — It's Not Just Price:

Offer Price: The headline number matters — but it's only one piece of the puzzle.

Financing Strength: Cash > conventional > FHA > VA in terms of closing certainty. Pre-approval letter quality matters enormously.

Contingencies: Fewer contingencies = stronger offer. Waived appraisal or inspection contingencies carry real weight.

Earnest Money: Higher deposits signal serious, committed buyers. We look for 2–3% minimum.

Closing Timeline: Does their timeline match yours? Flexibility here can be worth thousands of dollars.

Escalation Clauses: Reveals the buyer's ceiling. We use this strategically in counter-offers to maximize your price.

Multiple Offer Strategy:

- We notify all parties that multiple offers are in hand — creating urgency and competition.
- We request 'highest and best' by a set deadline — driving both price and terms in your favor.
- We evaluate every offer holistically — price, certainty of close, and timeline alignment.
- We counter strategically, sometimes to multiple parties simultaneously — maximizing your outcome.

Under Contract & Closing

Inspections, Appraisals & Getting to the Finish Line

You've accepted an offer — great. But here's the deal: the deal isn't done until the keys are handed over. The escrow period is full of potential landmines, and how you navigate them determines whether you close on time, on terms, and for the price you agreed to.

The Seller's Escrow Timeline:

Day 1–3: Open escrow, deliver signed disclosures, title report ordered.

Day 3–7: Buyer conducts inspections. Prepare for repair requests.

Day 7–12: Negotiate repair requests: credits, repairs, or stand firm.

Day 7–14: Appraiser visits your home. Keep it show-ready.

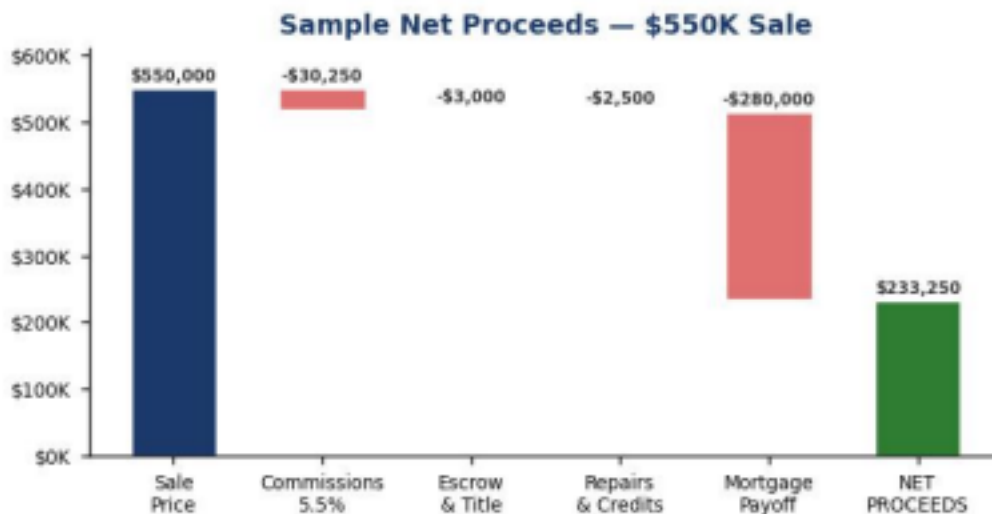
Day 14–17: Appraisal report delivered. Address any value gap if needed. **Day**

14–25: Buyer's loan in underwriting. Stay responsive to any lender requests.

Day 25–28: Buyer removes contingencies. Clear to close.

Day 28–30: Sign closing docs, buyer does final walkthrough, funds record. Keys delivered!

Your Net Proceeds — Sample Estimate:



Before we list your home, we'll prepare a detailed net proceeds estimate based on your specific mortgage balance, expected sale price, and all anticipated costs. No guessing — you'll know exactly what to expect at closing.

Avoid These Seller Pitfalls

Mistakes That Cost Sellers Thousands — And How We Prevent Them

Overpricing at Launch:

The most common mistake. Buyers today are informed and comparison-shopping. An overpriced home goes stale fast — and a price reduction signals weakness to every buyer who sees it.

Skipping Pre-Listing Prep:

Buyers negotiate hard on visible issues. A \$300 repair becomes a \$3,000 credit demand at inspection. We walk your home before listing and address problems before buyers see them.

Accepting the Highest Offer Without Reading the Terms:

A high-price offer with weak financing, excessive contingencies, or a buyer who can't close on time can cost you more than a slightly lower all-cash offer.

Being Emotionally Attached to Price:

We understand this is your home. But buyers see it as an investment. Our pricing is driven by data — not emotion — and that's what gets you to the closing table.

Choosing the Wrong Agent:

The agent who suggests the highest list price is often just telling you what you want to hear. The right agent tells you the truth, has a real marketing plan, and the track record to prove it.

Neglecting Showing Access:

Every showing is an opportunity. Making access difficult or requiring excessive notice costs you buyers and money.

Our team is here to guide, protect, and advocate for you at every step — so you never leave money on the table.

Where Your Dreams Find Their Home!

How We Work for You

Your Advocates. Your Strategists. Your Negotiators.

- **Local Market Mastery:** We know the Victor Valley inside and out — every neighborhood, school district, price trend, and growth corridor. This local advantage translates directly to your bottom line.
- **Aggressive Marketing:** We don't just list your home — we launch it. Our 8-channel marketing system creates maximum exposure and buyer urgency before you hit the market.
- **Skilled Negotiation:** We craft counter-offers that protect your interests, push back on inspection demands strategically, and navigate appraisal gaps without panic.
- **Specialized Expertise:** Our experience with probate, divorce, trust sales, and new construction means no situation catches us off guard.
- **Trusted Vendor Network:** From photographers and stagers to inspectors and contractors — we've built a vetted team to get your home show-ready fast.
- **Clear Communication:** You'll always know where we are in the process. No guessing, no silence, no surprises.

Success Stories

Real Sellers. Real Results.

The Ramirez Family: Divorce sale with a tight timeline and complex logistics. We managed every detail, negotiated firmly on their behalf, and closed in 28 days — above asking price.

David & Maria S.: Worried their home needed too much work to sell. We identified strategic repairs that generated 4 competing offers and a \$22K premium above their expectations.

Sandra T.: Inherited a probate property and had no idea where to start. Our probate expertise made a daunting process seamless — she walked away with maximum value and zero stress.

"The Hurst Group didn't just sell our home — they fought for us like we were family. The results speak for themselves." — Seller Testimonial

Your story could be next — we're ready when you are.

"Sell Smart. Sell Strategically. Sell for More."

Let's Talk Expectations

What Working With The Hurst Group Looks Like

We believe in proactive, clear communication — you'll always know where things stand.

We provide consistent updates, market feedback after showings, and clear next steps at every stage of your transaction.

We expect transparency and collaboration — your goals and timeline guide our entire strategy.

You choose your preferred communication style — text, call, or email — and we follow your lead.

Let's Get Started Checklist:

- [✓] Schedule your free Seller Strategy Session with Curtis
- [✓] Receive your personalized Comparative Market Analysis (CMA)
- [✓] Walk through your home together and identify prep priorities
- [✓] Review and sign the listing agreement
- [✓] Launch your listing with our full 8-channel marketing system

FAQ's

Still Have Questions? You're Not Alone.

How do you determine the right listing price?

We conduct a detailed Comparative Market Analysis using recent sold comps, active competition, and current market trends. Our pricing is data-driven — not guesswork.

Do I need to make repairs before listing?

Not always — it depends on your specific situation. We walk your home and identify the highest-ROI repairs. Many sellers are surprised by how little it takes to maximize their value.

How long will it take to sell my home?

Well-priced, well-marketed homes in the Victor Valley typically receive offers within 2–3 weeks. From accepted offer to close: 30–45 days on average.

What if the appraisal comes in low?

We negotiate creatively — the buyer can cover the gap, we can meet in the middle, or we

renegotiate terms. A great agent anticipates this and prices to minimize the risk from the start.

Can I sell and buy at the same time?

Yes — with careful planning and the right timing, we coordinate both transactions so you're never left without a home or carrying two mortgages.

What are your seller fees?

Agent commissions typically run 5–6% of the sale price. We'll prepare a complete net proceeds estimate before you list — no surprises at closing.

Ready to Sell?

Let's Get Your Home Sold — For More Than You Think.



- Ready to take the next step? Let's schedule your personalized Seller Strategy Session — no pressure, just expert guidance and a clear picture of what your home is worth today.
- **Call or text: (760) 780-3977**
- **Email: curtishurstrealtor@gmail.com**
- **Website: TheHurstGroupCA.com**
- **Serving: Hesperia | Victorville | Apple Valley | Oak Hills | Adelanto**

Remember: You're not just selling a house — you're capturing the equity you've built and stepping into the next chapter of your life. We're honored to help you get every dollar you deserve.

The Hurst Group at KW Mojave

Curtis Hurst | Managing Team Leader & CIO | DRE #01900005



Where Your Dreams Find Their Home!