

THE POMONA BULLETIN

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ASSISTANCE**

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Why Using A Local Pomona Agent Matters

A REAL STORY WITH REAL RESULTS

As someone who has [lived and worked in Pomona for over 25 years](#), I've seen time and time again how important it is to use a local real estate agent—especially when it comes time to sell. Our neighborhoods are unique. Our values don't always match what Zillow says. And if you trust someone who doesn't truly know Pomona, you may be leaving serious money on the table.



A [recent sale I handled](#) is a perfect example of why [local experience](#)—and the [right agent](#)—matters.

A family reached out to me about selling their tri-plex here in Pomona. Before we spoke, they had already met with several agents—none of whom were based in Pomona. Every single one told them the same thing: [“You’re looking at around \\$1 million, maybe less.”](#) These weren't bad agents, but they were out-of-the-area agents. They didn't understand the market trends in Pomona. They didn't know what buyers were looking for in this neighborhood. And they definitely didn't understand what makes our rental market so strong right now.

When I toured the property and ran the numbers, I told the sellers with full confidence:

[“I think I can get you \\$1.2 million.”](#)

You could see the hesitation in their eyes. **[“Are you sure?”](#)** they asked.

After all, every other agent they spoke with told them it couldn't be done.

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So they gave me a challenge: 30 days.

If I could sell the home in that time frame, the listing was mine.

I sold it in four.

Not only did I find the right buyer in under a week, but we closed the deal at the full \$1.2 million.

No price reductions. No long negotiations. Just **strong marketing, smart pricing,** and the **benefit of knowing how to talk to buyers who want to invest in Pomona.**



That sale wasn't just a win for my sellers—it was a **win for the community.** Every time a Pomona property sells at top dollar, it helps raise the value of other homes in the neighborhood. It sets a new comp. It sets a **new standard.** That's the kind of momentum we need in this city.



Scan the QR code



This is why I'm proud to be called:
BEST POMONA REAL ESTATE AGENT.

It's not just a title—it's a promise to **show up, fight for your equity,** and **deliver results** that other agents might not think are possible. I don't just work here—I live here, serve here, and care deeply about what happens next in Pomona.

Want more reasons why I've earned that title?

Visit www.BestPomonaRealEstateAgent.com to see how **I market, sell, and serve better than anyone else around.**



Mitchell Stein 909-255-1070

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10 REASONS TO LIST WITH MITCH STEIN

FULL-SERVICE EXPERIENCE



From listing to closing (and even after), Mitch handles the details, solves problems, and helps you transition smoothly—because he wants you to stay part of the Pomona community.

HE KNOWS POMONA

Mitch doesn't just work here—he lives here. With 25+ years in the city, he understands each neighborhood's unique vibe, history, and value.

HYPER-LOCAL PRICING STRATEGY



Mitch knows exactly what homes have sold for, and why. He combines this knowledge with decades of community connections to help sellers position their property at the sweet spot where it moves quickly and profitably.

HE CARES ABOUT YOU, NOT JUST THE SALE



Mitch treats you like a neighbor, not a number. His business is built on relationships—not transactions.

LOCAL LOYALTY EQUALS BUYER TRUST



Buyers trust agents who are invested in the community. Mitch's reputation helps buyers feel confident, which helps your home sell faster and for more.

DEEP COMMUNITY CONNECTIONS



From nonprofit boards to small business shoutouts, Mitch is rooted in the local network—meaning more buyers, more referrals, and more visibility for your listing.

STRATEGIC MARKETING THAT WORKS HERE



Mitch uses targeted social media, The Pomona Bulletin, the Pomona Rewards App, and local events to market directly to qualified buyers in the area.

CUSTOMIZED SELLING STRATEGY



No one-size-fits-all approach here. Mitch creates a game plan that works for your home, your timeline, and your goals.

CLEAR, HONEST COMMUNICATION

Mitch is a straight shooter. You'll always know where things stand—and he'll guide you through the process every step of the way.

CONCIERGE PREP SERVICES



He offers free walkthroughs and connects you to trusted Pomona-based contractors, stagers, cleaners, and photographers—people he knows and uses himself.



SCAN



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Pomona's Housing Jackpot:

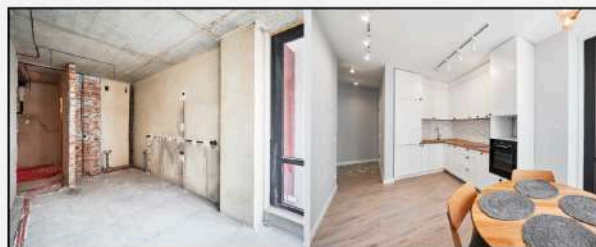
How Residents Can Unlock Big Money for Homes

If you live in Pomona, you're in one of the luckiest cities in Southern California when it comes to housing support. The City of Pomona's Housing Services Division isn't just a department—it's a lifeline for residents. From free grants to low-interest loans, from major home repairs to down-payment help for first-time buyers, Pomona has built a network of programs that few cities can match. These resources don't just keep roofs over people's heads—they transform lives, keep neighborhoods thriving, and open doors for renters to finally become homeowners. In a region where housing costs are high and maintenance can be expensive, having a city that invests so deeply in its residents' stability is a gift we shouldn't take for granted.

FOR HOMEOWNERS: REPAIR & REHAB FUNDS

Housing Improvement Grant (HIP)

Up to \$5,000 for essential health-and-safety repairs and small curb-appeal projects. This grant is especially generous because 20% is forgiven each year you live in the home—fully forgiven in five years. Think of it as the city investing in your home alongside you.



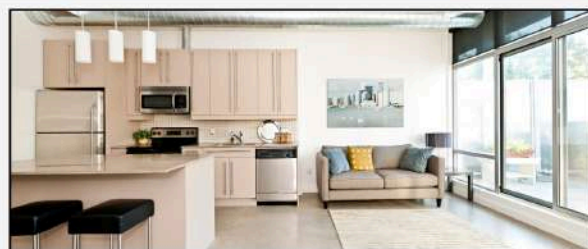
Substantial Rehabilitation Loan

For bigger projects, the city offers deferred loans up to \$75,000 at just 2% interest. Perfect for fixing major issues like roof replacements, plumbing upgrades, or outdated electrical systems. Payment is deferred until you sell or transfer the property, easing the burden for homeowners who need serious repairs but can't afford large upfront costs.



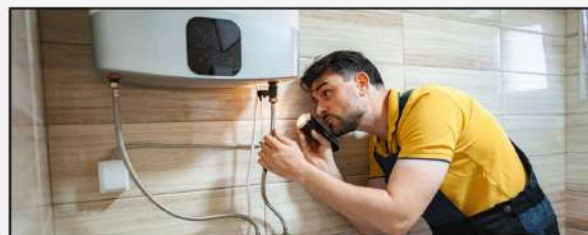
Manufactured Housing Rehab Loan

Pomona also supports mobile and manufactured home owners with up to \$25,000 for necessary repairs, helping some of our most budget-conscious residents keep their homes safe and comfortable.



Keeping Pomona Homes Healthy (KPHH)

This targeted program offers up to \$6,900 to reduce hazards like mold, carbon monoxide, or unsafe hot water heaters—especially important for households with children, seniors, or people with disabilities.



FOR HOMEBUYERS: DOWN-PAYMENT HELP

First-Time Homebuyer (FTHB/MAP)

The crown jewel for aspiring homeowners. This program offers up to \$100,000 in “silent second” assistance toward your down payment and closing costs. No monthly payments on this second loan, and income limits are designed to help moderate- and low-income buyers who might otherwise be priced out.



Pomona proudly shares success stories: “Our whole lives we’ve dreamed of being homeowners—but never thought it would be a reality,” said one resident. Another reflected, “Now I live in a beautiful home in Pomona and I am very content with it.”

HOW STEIN TEAM REALTY HELPS YOU USE THESE PROGRAMS

Living in a city with such strong housing support is a huge advantage—but only if you know how to tap into it. That’s where Stein Team Realty comes in.

- **We match you to the right program.** Whether it’s HIP, the rehab loan, or the FTHB program, we review your income, property type, and goals to find the best fit.
- **We handle the paperwork.** From gathering income documents to coordinating with city-approved lenders, we streamline the application so you don’t miss deadlines or funding windows.
- **We coordinate bids and inspections.** For repair programs, we help you secure compliant contractor estimates and keep work aligned with city guidelines.
- **We track updates.** Programs can open or close based on funding—we keep our clients informed so they can jump on opportunities before they’re gone.



Bottom line:

Pomona offers real, tangible help—\$5K grants, \$6.9K hazard-reduction assistance, \$25K manufactured-home rehab loans, \$75K major-repair loans, and \$100K down-payment support. With Stein Team Realty guiding you through each step, you can take full advantage of these programs and secure the home and future you deserve.

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Top Ways to Boost Your Pomona Home's Value Before Selling:



Selling your home in Pomona, California? With the median sold price around \$700,000, even small upgrades can yield impressive returns. Southern California buyers crave modern, move-in-ready homes with strong curb appeal. A few targeted improvements can result in faster sales and higher offers. Here are ten proven strategies—backed by market data—tailored for Pomona sellers looking to maximize their return.

1. Refresh the Kitchen

Minor Upgrades, Major Impact The kitchen is a top priority for SoCal buyers. A modest remodel—new cabinet fronts, counters, hardware, and paint—costs about \$27,000 but can yield over \$40,000 in resale value. Skip high-end upgrades that recoup only 38% and focus instead on functional, stylish updates like quartz counters, stainless appliances, and a clean backsplash. Replacing outdated lighting with modern fixtures and adding under-cabinet lights can dramatically improve ambiance and show off your surfaces. Even small updates like swapping out old faucets for modern pull-down sprayers or adding a pop of color with a tile backsplash can make a huge impression.

2. Modernize the Bathroom

Bathrooms play a key role in buyer decisions. Mid-range renovations—vanity upgrades, efficient fixtures, fresh tile, and lighting—return about 74% on investment. A clean, updated bathroom adds value and comfort. Keep it bright, neutral, and modern to appeal to a wide range of buyers. Frameless glass shower doors, dual-sink vanities, and LED mirrors all add polish. Don't forget small touches like coordinating towel bars, drawer pulls, and light switches—these details convey a well-maintained space.

3. Boost Curb Appeal with Landscaping

First impressions matter. Standard lawn care alone can return 200% of cost. Go low-maintenance with drought-tolerant plants, fresh mulch, and trimmed hedges. In hot Pomona summers, shade trees offer both comfort and value. A mature \$1,000 tree can return over \$7,000 in value and reduce cooling needs by up to 30%. A well-landscaped yard can add 7% to 19% to a home's value. Buyers love lush, green settings, and tree-lined streets sell homes faster. Invest in pathways, edging, solar lighting, and native flowers to create a welcoming approach.

4. Apply a Fresh Coat of Paint

Fresh paint is one of the cheapest, highest-return upgrades. Interior paint can yield 107% ROI. Stick to bright neutrals—grays, beiges, and whites—that make spaces feel large and inviting. Don't overlook baseboards and ceilings. For exteriors, repaint faded trim or doors to boost curb appeal and signal a well-maintained home. A red or navy-blue front door paired with bright white trim can really pop. Matte finishes on interiors hide wall imperfections while still looking contemporary.

5. Upgrade the Front Door

Replacing a dated front door with a new steel model (costing ~\$2,400) can yield a 300% ROI. It boosts aesthetics, security, and energy efficiency. Even repainting the door in a bold, modern color and updating hardware can make a big impact. Add a modern keypad lock for a smart home upgrade and increased buyer appeal. Symmetrical planters and a welcoming doormat finish the look.



6. Replace the Garage Door

A new garage door can return 194% of its cost. Choose styles that complement the home—like carriage or contemporary panels. It's a fast way to refresh the front of your home and assure buyers of quality and maintenance. Consider quiet-closing mechanisms, insulation, and decorative windows. This single update can be a dramatic facelift for your home's façade.

7. Declutter, Deep Clean, and Stage

Staging adds 1%–10% in sale price, especially in homes around \$700K. Focus on key rooms: living, kitchen, and primary bedroom. Remove clutter, add neutral decor, and deep clean everything. Buyers want a home that feels spacious, fresh, and ready to move in. Staged homes sell 88% faster and for 20% more on average. Use light furniture, mirrors to reflect light, and fresh linens. Don't forget to clean windows, scrub baseboards, and remove personal items so buyers can envision the space as theirs.



9. Update Flooring

Refinish hardwood floors (ROI: 147%) or install new ones (ROI: 118%). If you don't have hardwood, consider luxury vinyl planks or fresh, neutral carpeting. Consistency in flooring throughout the home gives a polished, cohesive look. Avoid mixing too many materials—buyers want flow, not patchwork. New flooring in living areas, kitchens, and baths provides a modern look and removes the “project” feel buyers often fear.



10. Add Livable Square Footage

More space equals more value. Garage conversions, attic finishes, and ADUs are big in SoCal. Adding 250–300 sq. ft. can add \$100K+ in value. Just be sure any additions are permitted, climate-controlled, and finished to code. ADUs can add 20%–30% to value and appeal to multigenerational families or investors. California's ADU laws now make it easier to build a rentable unit—perfect for added income or resale leverage. A studio above a garage, a backyard casita, or a finished shed can boost appeal to younger buyers looking to offset mortgage costs.

8. HVAC Upgrades

Pomona sees roughly 70–80 days per year where temperatures exceed 90°F. In this kind of climate, central HVAC isn't optional—it's expected. For many buyers, especially families or retirees, the lack of a modern HVAC system is a deal-breaker. Up to 80% of home shoppers in warm regions say they won't even consider a home without air conditioning, and in Pomona, that number is likely even higher.

If your home already has an older system, upgrading to an energy-efficient model can reduce cooling costs by 30%–40% and reassure buyers that they won't face surprise breakdowns or sky-high utility bills. While a full HVAC upgrade may not recoup 100% of the investment, national averages suggest you can expect to get back about 66%—plus, you avoid the steep negotiation buyers often push when they see an aging system.

For homes that never had central HVAC—common in many older Pomona properties—adding it can be transformative. Installation typically ranges from \$8,000 to \$20,000, depending on size and ductwork needs, but the benefits go beyond comfort. Adding HVAC can increase your home's desirability dramatically. One recent study showed homes with new HVAC sold for up to 13% more than comparable homes without it.

Bottom line: if your home doesn't have central air, you're turning away a huge portion of potential buyers before they even walk through the door. Installing or upgrading HVAC is more than just a feature—it's often a prerequisite for a full-price offer in today's Southern California market.



Final Thoughts from Mitch

Selling in Pomona is about smart investments—not over-the-top renovations. Target the areas that today's buyers value most: kitchens, bathrooms, energy efficiency, and outdoor space. With a mix of curb appeal, functional upgrades, and a clean presentation, your home will stand out in the market.

Even small enhancements—like adding solar lights along walkways, upgrading light switches to dimmers, or power washing your exterior—can build the perception of care and quality. Think of your house like a product. Buyers walk in and instantly form an opinion. With the right improvements, you control that first impression—and the sale price.

OCTOBER 18, 2025

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