

# ***A Guide To Selling*** your home



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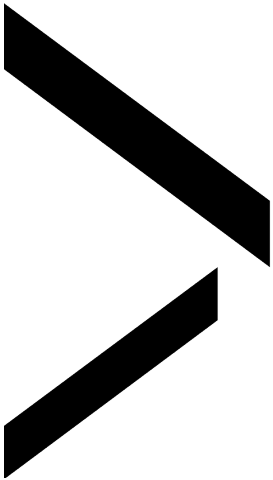


## Connection

“The energy that exists between people when they feel seen, heard, and valued: when they can give and receive without judgment; and when they derive sustenance and strength from the relationship.”

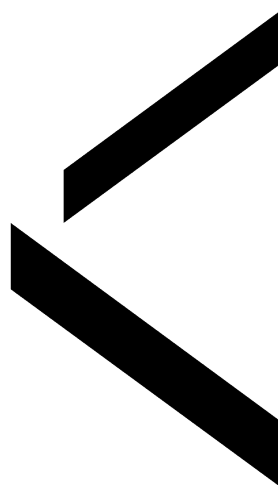
Brene Brown

**At its core, business  
is about people  
connecting with people**





# *OUR* **WHY**



# CLIENT-CENTRICITY IS A CULTURE OF PUTTING THE CLIENT AT THE CENTER OF EVERYTHING WE DO.

Thriving on collaboration and building strong connections.

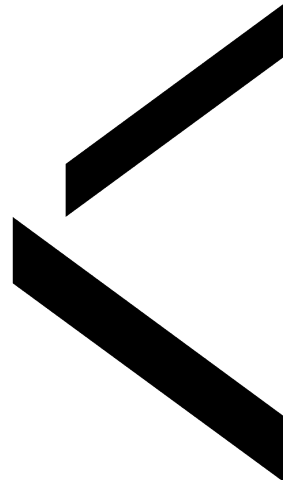
In an oversaturated industry, we often question how we can distinguish ourselves from the noise around us. It is easy to overthink your ideas and complicate your pathway to success. However, simplicity is the best starting point for gaining focus and clarity.

At Luxe Realty Group, we push for collaboration amongst all of our teammates and other industry professionals to create connections that serve as the building blocks of any successful journey. We believe that a straightforward mindset creates clarity and focus, helps promote action, and avoids analysis paralysis.

Our culture is rooted in community. The success of our company starts with ensuring that our teammates are supported to help achieve their own personal and professional goals. If our teammates are positioned to succeed, then we know that translates to the success of our clients.

At the end of the day, our business and business as a whole is about people connecting with people.

# OUR SELLING PROCESS



# Project Scope

**Selling your properties will be broken down into four phases.**

## DISCOVERY

A complete assessment of your property to develop a thoughtful strategy, a full market analysis, and a deep dive into understanding the ideal buyer.

The goal here is to be able to justify the actions of the following phases through data and logical reasoning.



## PREP WORK

The second phase of the process is where we begin preparing your home for the market.

Decluttering, depersonalizing, organizing, and cleaning the home so that we can bring in our team of professional home stagers to create a warm and welcoming atmosphere for potential buyers.



## CREATIVE

The creative phase is where we begin to create all of the visual assets that will be used for marketing and outreach, along with making the home visibly appealing for buyers.

Staging, specific types of photos, videos, graphics, and other visual assets will be created based on the home's target audience.



## OUTREACH

We've created amazing visuals and assets, but now it's time to leverage them to actually sell your home.

There is no point of creating and preparing the home if we cannot leverage all of the assets to create interest, offers, and a closing sale.

# ***Seller's Journey***

## **Step 1: Meet With A Real Estate Professional**

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.



## **Step 2: Establish A Price**

Your Realtor will provide a market analysis, which will help you set an asking price.

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



## **Step 3: Prepare Your Home**

View your home through the eyes of the buyer and ask yourself what you'd expect. Your Realtor will offer some useful and helpful suggestions. See our Home Improvement Guide for these great tips!



## **Step 4: List It For Sale**

When everything is in place your Realtor will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.



## Step 5: Offers & Negotiations

If everything goes well, a buyer (and most often the agent who represents them) will present your Realtor with an offer.

Your Realtor will present the benefits and risks of each offer. You will have the opportunity to either accept or counter based on its merits.



## Step 6: Under Contract (Escrow)

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreement.

See Escrow Timeline for more details.



## Step 7: Final Details

While under contract the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.



## Step 8: Closing

This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready to move.



# Escrow Timeline.

## STEP 1: ESTABLISH TIME FRAMES

- Agency services
- Market conditions
- Determine market price
- Agency relationship

## STEP 2: HOME REPORTS & INSPECTIONS

- Natural hazard disclosure
- Envirocheck
- Applicable inspections (home/pest/pool/etc.)

## STEP 3: OPEN ESCROW

- Coordinate opening of escrow with title agent
- Order preliminary title report

## STEP 4: DISCLOSURES

- Supplemental seller checklist
- Earthquake hazards report
- Insurance disclosure
- Statewide advisory

## STEP 5: MARKETING

- Enter on MLS
- Send out office email notice
- Schedule open house
- Put property on broker tour
- Order property flyers
- Initiate internet marketing plan

## STEP 6: REPORT/DISCLOSURE REVIEW

- Read and review all reports and disclosures to prepare for review with client
- Review reports and disclosures with client

## STEP 7: REVIEW OFFERS

- Review offers with seller
- Prepare counter offers
- Verify contingency periods
- Verify loan rates with lender

## STEP 8: INITIAL ESCROW PERIOD

- Submit contract to escrow
- Report pending sale to MLS
- Confirm that buyer has received all disclosures
- Place sale pending sign on

## STEP 9: CONTINGENCY REMOVAL

- Review repair requests
- Negotiate/confirm repairs
- Remove contingencies
- Confirm move in date with buyer's agent
- Schedule final walkthrough
- Change MLS status to DNS

## STEP 10: TRANSACTION REVIEW

- Ensure all disclosures docs are signed properly
- Ensure buyer has received all pertinent document/reports
- Confirm loan approval conditions and document delivery timelines

## STEP 11: RECORD/TRANSFER TITLE & ESCROW

- Review docs with seller
- Confirm sign off date
- Key exchange
- Sign off
- Escrow closed

**Congratulations  
on selling your  
property!**

# ***SELLER***

# ***FAQ'S***

## **QUESTION 1:**

### **How do I prepare my home before I sell it?**

Buyer's love to see homes with a lot of potential and very few repairs.

Before selling, consider doing some minor touch ups and repairs. A fresh coat of paint in the interior and a good deep clean both inside and outside can do wonders for a home.

Making the home feel bright, spacious, and airy definitely helps make it more appealing.

We suggest putting yourself in the shoes of the buyer. What would you look for when shopping for a home?

Check out our Home Improvement Guide for more helpful tips!



## **QUESTION 2:**

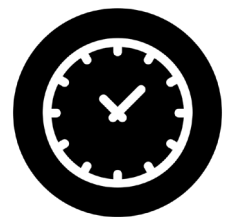
### **When is the best time to sell my home?**

The straight forward answer to this is during a "seller's market".

During these times inventory (the number of homes available for sale on the market) are low, buyer demand is high, and/or low interest rates influence a seller's market. Other economic factors play a role into this as well.

It's possible to have some areas experience a seller's market while others are going through a buyer's market.

Generally, the best way to know for sure is to speak with a Real Estate professional on the current state of the market.





### QUESTION 3:

## How long will it take to sell my home?

Typically, you can expect a home to sell within 30-60 days, depending on the market.

During a very hot market, you will see homes sell as quickly as a few days to one week.

If the market is slow or the home is overpriced, you can expect the sale time to reach upwards into the 3 digits.

The home's current condition, the market exposure your Realtor can create for the home, and negotiations are other things that can influence the sale time.

A home that's been on the market for too long can cause some discouragement, that's why proper preparation is key.

Our goal is strategize and help you prepare to help create an easy and timely transaction.



### QUESTION 4:

## How can I figure out how much my home is worth?

Your first instinct is probably to hop on the internet and start doing some market research.

You're not wrong. That's a great place to start, but internet research isn't the final determining factor of your home's value.

It will definitely give you a roundabout estimate of what the possible value is.

However, the true way getting your home's value is by getting your home professionally appraised.

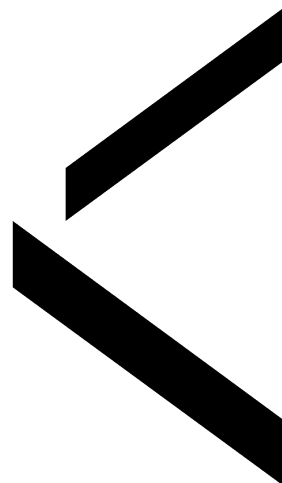
Online calculators and internet research are only rough estimations.

Real Estate professionals can help give you a closer estimate based on market research and by doing a comparable analysis.

But, a professional appraisal will give you the exact number.



# *OUR* **MARKETING**



# Tools We Use to Sell Your Home



## 1. TEAM APPROACH

## 2. PROFESSIONAL PHOTOGRAPHY

## 3. LUXURY YARD SIGN AND POST

## 4. 24/7 INFORMATION SIGN RIDER & FLYER FOR POST SIGN

## 5. DISTINCTIVE BROCHURES PROFESSIONALLY PRINTED

## 6. CUSTOM WEBSITE SPECIFIC TO THE PROPERTY

## 7. SOCIAL CAMPAIGN:

- » facebook
- » instagram

## 8. EXPOSURE ON:

- » zillow.com
- » realtor.com
- » trulia.com
- » homes.com
- » and more

## 9. VIDEO TOUR MARKETING

## 10. JUST LISTED MAILERS



**11. JUST LISTED MEGA OPEN HOUSE**

**12. TOP LOCAL AGENT PREVIEW  
E-MAIL**

**13. LOCAL BROKERAGE NETWORK**

**14. NATIONAL BROKERAGE  
NETWORK**

**15. PRE-MARKETING E-MAIL BLAST  
TO OUR DATABASE**

**16. PROSPECTING TO OUR BUYER  
DATABASE**

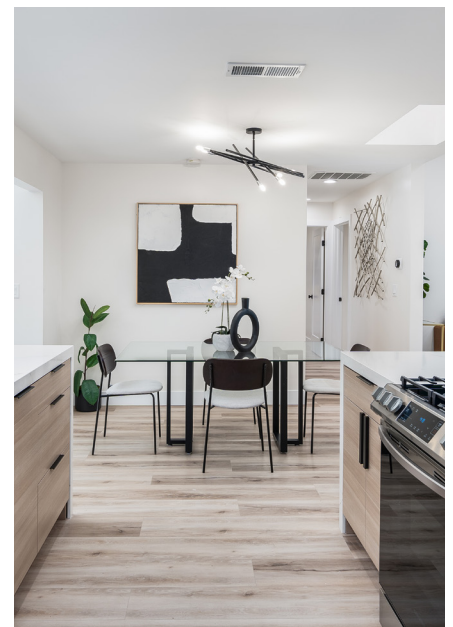
**17. STAGING FOR TOP DOLLAR**

**18. HOME WARRANTY COVERAGE  
DURING LISTING PERIOD**

**19. BROKER TOURS**

**20. ACCURATE FEEDBACK / SELLER  
PROGRESS REPORT**

**21. FOLLOW UP**





# Photography

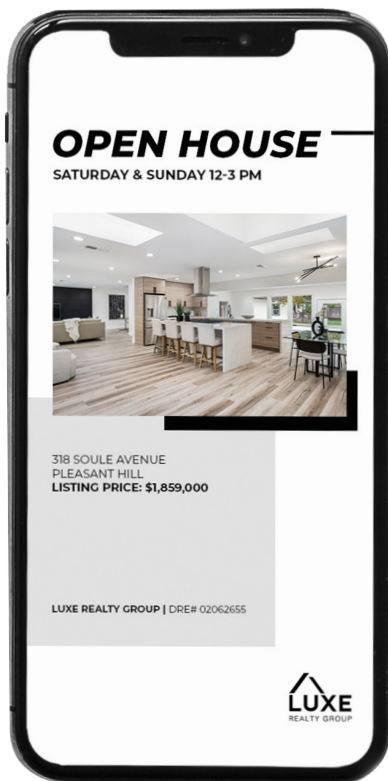






# Marketing Collateral

## Instagram Graphics:





## Door Knock Flyers:

### TWILIGHT OPEN HOUSE

EXCLUSIVE FOR  
OUR NEIGHBORS

**THURSDAY**  
NOVEMBER 10, 2022

**05 - 08**  
P M P M

318 SOULE AVE.  
PLEASANT HILL

3 BED . 2 BATH . 2650 SQFT

SEPARATE ADU  
1 BED . 1 BATH . 600 SQFT

SWIMMING POOL

FULLY UPDATED

15,246 SQFT/35 ACRE LOT



PRESENTED BY  
**LUXE REALTY GROUP**

DRE# 02062655  
WWW.LUXEGROUP.COM  
925.421.7227



## JUST LISTED!

IN YOUR NEIGHBORHOOD



318 SOULE AVENUE

4 BED | 3 BATH | 2627 SQFT

LISTING PRICE: \$1,859,000

**YOU'RE INVITED TO MY OPEN HOUSE!**

SATURDAY & SUNDAY | 12-3 PM

Would love to have you! Snacks, drinks, and great company will be provided! 🍷



LUXE REALTY GROUP  
REALTOR | DRE# 02062655

21 MASSOLO DRIVE  
PLEASANT HILL | CA  
925.421.7227

WWW.LUXEGROUP.COM



## Open House Flyers

# 318 SOULE AVENUE PLEASANT HILL

4 BEDS | 3 BATHS | 2627 SQFT

**\$1,859,000**



### HOME HIGHLIGHTS

- ✓ FULLY UPDATED - INTERIOR & EXTERIOR
- ✓ NEW STAINLESS STEEL APPLIANCES
- ✓ NEW LAMINATE FLOORING AND CABINETRY
- ✓ WATERFALL KITCHEN ISLAND & WET BAR
- ✓ EXPANSIVE BACKYARD W/ POOL PERFECT FOR ENTERTAINING
- ✓ INCLUDES A 600 SQFT DETACHED ACCESSIBLE ADAPTIVE ADU
- ✓ WALKING DISTANCE TO TOP RATED SCHOOLS, DOWNTOWN PLEASANT HILL, AND EASY FREEWAY ACCESS

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**DRE# 02062655**



21 MASSOLO DRIVE  
PLEASANT HILL



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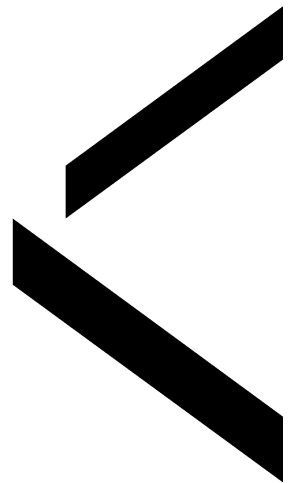


318 Soule Avenue  
Pleasant Hill, CA



237 San Jose Ave  
San Francisco, CA

*OUR*  
**HOME  
IMPROVEMENT  
GUIDE**



# ***PROFITABLE IMPROVEMENTS***

## **I N C R E A S E   Y O U R   H O M E ' S   V A L U E**

If you have been thinking about selling your home, then you're probably thinking about how you can increase the value to maximize your profits from the sale.

Home improvements can make significant increases to your home's value and is a great place to start maximizing your profits.

It's not just about what you love about your home. It's about what a potential buyer will love. Think like a buyer, and you're on your way to making smart, ROI-positive improvements.

This guide will help give you ideas for low cost and high cost improvements that will increase your return on investment and also things to avoid that will give you little to no return.

Let's get into it!





# LOW-COST IMPROVEMENTS WITH HIGH ROI

## THE EASIER THINGS TO START WITH

The big question that is probably on your mind - how can you make your home stand out without breaking the bank? It's not about spending money on a grand piano for the living room or a crystal chandelier for the foyer.

**Painting:** We can't stress this enough - a fresh coat of paint for the interiors and/or the exteriors can do wonders. Neutral colors can make your rooms look bigger and brighter. It's like a mini facelift for your home.





**New Hardware:** Switching out old cabinet knobs, door handles, and light fixtures can give your home an updated look without costing a fortune. It's like buying a new outfit for your house. One of our clients replaced their outdated brass doorknobs with sleek, modern handles and it completely transformed the look of their interior.



**Deep Cleaning & De-Cluttering:** Never underestimate the power of a clean, clutter-free home. Potential buyers can better envision their lives in the space. Think about how you feel when you walk into a tidy room versus a cluttered one.





**Landscaping:** First impressions matter. Adding some curb appeal with fresh mulch, seasonal flowers, or even a new mailbox can really make your home stand out. We had a client who fixed up their front yard with some simple landscaping and their home was the talk of the neighborhood.



**Updated Lighting:** Good lighting can transform a space, making it feel warm and inviting. Consider updating old fixtures or adding lamps in rooms with limited natural light. Bright and airy spaces evoke feelings of happiness, comfort, and relaxation. All great emotions you want buyers to feel when they walk through the space.





**Minor Kitchen & Bathroom Updates:** You don't have to do a full remodel to make a difference. Updating an old backsplash, resurfacing cabinets, or replacing an outdated vanity can give these crucial rooms a fresh look.



**New Faucets & Showerheads:** Something as simple as a shiny new faucet or a modern, water-efficient showerhead can make a bathroom or kitchen look more modern. Kitchens and bathrooms are rooms that really influence a buyer's perception of a home. It's best to spend a bit more thought on how you can make these rooms more appealing.



Remember, small changes can have a big impact. It's about making your home look cared for and inviting. That's what buyers fall in love with. And when buyers fall in love, that's when you see the ROI.



# ***HIGH-COST IMPROVEMENTS TO CONSIDER***

## THE NEXT LEVEL OF IMPROVEMENTS

Okay, we've covered the smaller stuff. Now, let's talk about the big guns. These are the projects that might require a larger investment, but can significantly boost your home's value when done right. But remember, it's all about balance and understanding your market.

**Full Kitchen Remodel:** A modern, functional kitchen is a top selling point for many buyers. This could mean new countertops, cabinets, appliances, flooring, and lighting.



**Adding A Bathroom:** If your home only has one bathroom, adding a second can significantly increase your home's value.



**Primary Bedroom Addition:** A spacious primary suite is a highly desirable feature. Consider adding a walk-in closet or an en-suite bathroom, if space allows.





**Energy-Efficient Upgrades:** Buyers are increasingly looking for energy-efficient homes. This could mean solar panels, energy-efficient windows, or a high-efficiency HVAC system.



**Finished Basement or Attic:** Adding livable square footage to your home can increase its value. Whether it's a game room, home theater, or extra bedrooms, a finished basement or attic can be a big selling point.



**Outdoor Living Space:** With people spending more time at home, outdoor living spaces have become highly desirable. This could be a deck, patio, or even an outdoor kitchen. If your home is a space for entertaining, then an outdoor living space will definitely accentuate that highlight and help make your home stand out.



**High-End Flooring:** Quality flooring can be a big investment, but it can also significantly increase your home's value.



These are bigger investments, so it's important to consider your home's overall value, the real estate market in your area, and what potential buyers are looking for. It's about creating a home that buyers can't resist, and sometimes, that means going big.



# IMPROVEMENTS WITH LOW OR NO RETURN

## THINGS TO AVOID

Okay, let's talk about the flip side of the coin. Not every home improvement project is going to yield a high return. In fact, some might not bring you any return at all. Here are a few to think twice about:

**Over-the-Top Landscaping:** While basic landscaping can improve your curb appeal, going overboard with exotic plants, intricate designs, or features like koi ponds can actually turn off buyers who see it as too much work. We once had a client who had built a full Japanese Zen garden in their backyard. While beautiful, it was often seen as high maintenance by potential buyers.

**Highly Personalized Decor:** That mural of your favorite band might be your pride and joy, but it could be a potential buyer's deal breaker.

**Luxury Upgrades in a Mid-Range Neighborhood:** Installing high-end features in an average-priced neighborhood can result in you pricing your home out of the market. We worked with a seller who installed a custom wine cellar in their basement. While impressive, it did little to increase their home's value in a neighborhood of first-time buyers.

**Swimming Pools:** While it might sound surprising, pools often don't add as much value as you'd think. They can be seen as a safety hazard or a maintenance headache.

**Garage Conversion:** While this might add some extra living space, many buyers want a garage for their cars and storage.

**Wall Removal for Open Concept:** While open concept living is popular, completely removing walls can sometimes backfire, especially if it eliminates essential rooms like bedrooms.

Before you undertake any major renovations, it's always a good idea to consult with a Real Estate professional who knows your market. What's hot in one area might be a total dud in another, and you want to make sure you're making the best choices for your home's value.

# ***PLAN YOUR WORK, NOW WORK YOUR PLAN!***

T I M E   T O   G E T   T H I N G S   M O V I N G

Alright, my friend, there you have it. The rundown on home improvements and your return on investment. The key takeaway? Every home and every market is unique. What works in one might not work in another.

The ultimate goal isn't just to sell your house. It's about maximizing your ROI, getting the most out of your investment. Home improvement projects, both big and small, can significantly impact your home's value. But, it's crucial to strategize wisely.

Remember, it's not just about what you love about your home. It's about what a potential buyer will love. Think like a buyer, and you're on your way to making smart, ROI-positive improvements.

