



SANCHEZ  
REALTY



# Seller's Guide

FROM LISTED TO SOLD!





SANCHEZ  
REALTY

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## MY MISSION TO YOU

At Sanchez Realty, our mission is to empower our clients through personalized service, expert guidance, and unwavering integrity in every real estate transaction. We are committed to exceeding expectations, fostering meaningful relationships, and achieving remarkable results. With a dedication to excellence and a passion for serving our community, we strive to be the trusted partner in fulfilling all of your real estate needs, making dreams of homeownership a reality, one client at a time.

*Lizzy Sanchez*



## What People are Saying...

"We had the pleasure of working with Lizzy and we couldn't be more impressed with the level of service and dedication she provided during the entire home buying process. Lizzy was not only extremely knowledgeable about the market and properties but also patient, understanding, and always available to address any question or concern. Her professionalism and attention to detail made the whole experience smooth and stress-free. I highly recommend Lizzy to anyone looking to buy or sell a home!"

Claudia Paniagua

"Lizzy was very good I live in Arizona I gave her the keys didn't have to worry about her selling my condo she did it all within a month she called that she was ready for closing very professional I will be using her for the last condo I own in Chicago"

Mario Villasenor

"After going through a complicated situation of losing your lifetime partner, I was really blind about what to do with the house, Lizzy came in and made the whole process totally smooth and peaceful, the BEST REALTOR EVER!!!!

Way more than what one can expect....

You want to buy or sell, there are no better hands than Lizzy's

Thank You Lizzy!!!!!"

Julio Garcia



# Selling Services

Our real estate selling services include marketing strategies designed to show your property to its fullest potential.

We offer professional video and photography services to capture high-quality images and videos, highlighting the unique features of your home. Additionally, we have a network of industry connections which help ensure that your listing reaches a wide audience, increasing chances of finding the right buyer quickly and efficiently.



## MARKETING STRATEGIES:

To increase the visibility of your property, we make use of a range of marketing strategies. To make sure the right people see your house, we design marketing strategies that incorporate email campaigns, social media promotion, internet listings, and traditional advertising.

## PROFESSIONAL VIDEO AND PHOTOGRAPHY:

To highlight the greatest aspects of your property, we offer professional video and photo services. Modern equipment is used by our skilled photographers and videographers to produce eye-catching visual content that draws in potential buyers and makes your listing stand out.



## NETWORK OF INDUSTRY CONNECTIONS:

Your property listing will reach a wider audience thanks to our well-established network of industry professionals, which includes brokers, other real estate agents, and possible buyers. By utilizing our network, we make sure your house receives the attention it needs, which raises the possibility of a speedy and profitable sale.

# Home Selling PROCESS

## **MEET WITH A REALTOR®:**

Hold a no-commitment initial meeting to identify next steps.

## **ESTABLISH A PRICE**

Your agent will provide a market analysis to help determine an asking price for your home.

## **PREPARE YOUR HOME:**

View your home through the eyes of the buyer and ask yourself what you'd expect.

## **LIST YOUR HOME:**

Your agent will put your home on the open market. Make it as easy as possible for potential buyers to view your home.

## **SHOWINGS:**

Short notice showings may occur. Try your best to accommodate these requests so you never miss a potential sale!

## **OFFER AND NEGOTIATIONS:**

The buyer's agent will present your agent with an offer.

## **CHOOSING AN OFFER:**

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter.

## **UNDER CONTRACT:**

You and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

## **FINAL DETAILS:**

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

## **INSPECTION:**

The buyer will perform a physical inspection of the home and may even ask you to make certain repairs.

## **CLOSING:**

*Funds and ownership are transferred. Pack up and prepare if the buyer is ready to move in!*

# Steps to SELL YOUR HOME

1. Meet with a Realtor®

2. Establish a Price

3. Prepare your Home

4. List your Home

5. Showings

6. Offer & Negotiations

7. Choosing an Offer

8. Under Contract

9. Inspections

10. Appraisal

11. Final Details

12. Title Work

13. Closings

# Pasos para VENDER TU CASA

1. Reunirse con un agente de bienes raíces

2. Establecer precio

3. Prepara tu casa

4. Lista para la venta

5. Proyecciones

6. Ofertas y negociaciones

7. Escoger una oferta

8. Bajo contrato

9. Inspección

10. Evaluación

11. Detalles finales

12. Título

13. Cierre



# Getting to know You

I enjoy getting to know my clients personally! These questions help me understand you better, aiming to build enduring relationships that flourish even after we meet your real estate needs.

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Address \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Address \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Email \_\_\_\_\_

## FAMILY MEMBERS

Name \_\_\_\_\_ Age \_\_\_\_\_ Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Name \_\_\_\_\_ Age \_\_\_\_\_

## A FEW FAVORITES

Food: \_\_\_\_\_ Drink: \_\_\_\_\_ Color: \_\_\_\_\_

Food: \_\_\_\_\_ Drink: \_\_\_\_\_ Color: \_\_\_\_\_

Food: \_\_\_\_\_ Drink: \_\_\_\_\_ Color: \_\_\_\_\_

Hobbies/Other Interests: \_\_\_\_\_

Top 3 Bucket List Items: \_\_\_\_\_

## LET'S CONNECT!

Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_

TikTok: \_\_\_\_\_





# Home Selling Checklist

Selling a home involves many steps. Here is a comprehensive checklist to keep you on track throughout the home selling process.

## PRE-LISTING

- ☐ **Pricing Analysis:** Setting the right price is crucial for a successful sale. Carefully review neighborhood market activity. Use our Market Compare tool to see recent sales in your area.
- ☐ **Know Your Finances:** Once you set your price, calculate your net proceeds. Expected expenses for sellers include but not limited to:
  - Commissions
  - Title Insurance Policy
  - HOA Fees: Contact your HOA to understand seller-incurred expenses.
  - Home Warranty
  - Survey (if you don't have an existing one)
  - Miscellaneous Title Fees
- ☐ **Repairs:** Complete any lingering projects or hire a handyman to ensure everything is in top shape. The buyer's inspector will scrutinize the property, so address potential issues beforehand.
- ☐ **Documents:** Gather all necessary documentation in advance, including:
  - Survey
  - Seller's Disclosure Notice
  - Warranties/Service Paperwork  
*(for recent upgrades like HVAC, water heater, roof, pest control, foundation, etc.). Showing well-maintained records reassures buyers.*
  - Additional documents if your home was built before 1978, has a septic system or well.
- ☐ **De-Clutter:** Remove any unnecessary items from the house.
- ☐ **Clean Up Inside and Out:** Assess your home critically and consider hiring a professional for deep cleaning, including carpets.

# Home Selling Checklist

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## LISTING

- ☐ Keep the House Clean and Show-Ready: Maintain a tidy home ready for viewings at all times.
- ☐ Open the Blinds: Ensure plenty of natural light. A dark home can deter buyers.
- ☐ Flexible Showings: Make showings easy with minimal prior notice. Spontaneous buyers may not return if turned away.
- ☐ Provide Information: Prepare a binder with detailed information on the house and neighborhood, including:
  - Seller's Disclosure Notice
  - Survey
  - Neighborhood info (parks, pools, trails, etc.)
  - List of upgrades
- ☐ Landscaping: Keep the yard maintained, mowed, and watered, especially in summer.
- ☐ Comfortable Temperature: Keep the A/C running in warm weather. A hot, uncomfortable house can deter buyers and leave a negative impression.





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If you're working with an agent, this is not meant as a solicitation. Sanchez Realty is an equal housing opportunity office.