

A HOME SELLER'S GUIDE



Antonio Atoche Realtor



(310) 345-1513



antonioatoche@gmail.com



facebook.com/AntonioAtocheRealEstate



@antonioatoche

ABOUT

ANTONIO ATOCHE



Antonio is your trusted real estate professional with over 36 years of experience in real estate in the Los Angeles and Southern California area. He knows the ins and outs of the industry and can help you find the perfect property for your needs.



Antonio Atoche
(310) 345-1513

antonioatoche@gmail.com

1425 W Artesia Bl # 18, Gardena
CA 90248

Whether you're a first-time home buyer, an experienced investor, or just looking for a consultation about how to make the best real estate decision, Antonio Atoche is here to help.

As an agent, broker, consultant, and entrepreneur, Antonio is committed to exceeding even the highest expectations.

KEYS TO A SUCCESSFUL SALE



PRICING

- Using my competitive market analysis tool and experience, I will suggest your home's best listing price.
- I sell homes HIGHER than the market average because I list homes at the correct price from the start.
- As a local agent, I know what pricing works in the area and what will not.

HOW THE HOME SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:



MARKETING

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

As a Los Angeles native with over a decade of experience in this market, I have a track record to help you sell your home sold faster and for more money than the competition.

Prospecting: daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

Marketing: with COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

This starts as soon as you sign with me.

LISTING STRATEGY



Best Time to Sell

Ideally, the best time to sell a home is in the Spring, through Summer. However, there are many other factors that come into play, such as the local market, tax incentives and how ready you are to sell. We will help you lay out a plan for the selling of your home.

Professional Photography

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and for top dollar.

Agent Marketing

I am part of several large agent networks online and offline, locally and globally. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as approximately 88% of residential sales involve real estate agents.

Pricing Strategy

Using a targeted market analysis in your area, we will price your home correctly the first time so that it will sell quickly. If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks. If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.

Advertising and Marketing

I am part of several large agent networks online and offline, locally and globally. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as approximately 88% of residential sales involve real estate agents.

MARKETING YOUR HOME

NETWORKING

We will position your home in front of our local, national and global networks of agents who will have buyers for your home.

SIGNAGE

A sign will be placed in your yard and open house signs will be used prior to an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will also be featured on our company website and across social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website and past clients who may know someone looking to buy or sell a home like yours. In addition, a new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These are for potential buyers to take with them to remember the key items and unique features of your home.

LOCK BOX

We use highly secure lockboxes which allow a buyer's agent to show your home once they have made a confirmed appointment. To obtain access to this system the agents have to obtain background checks. This allows your home to remain secure while having the most amount of showings possible to reach your goal of selling

OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

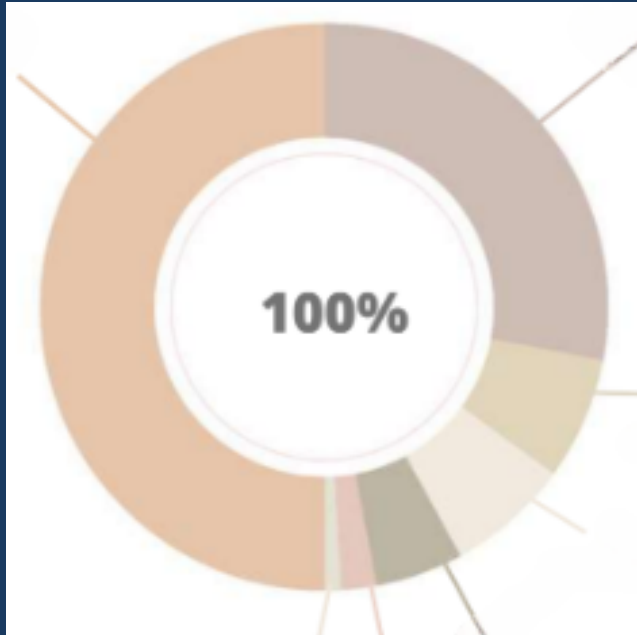
SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, Twitter and Pinterest.

WHERE DO BUYERS FIND THEIR HOME



52%
Online



29%
Real Estate
Agent

6%
Yard Sign/Open
House Sign

6%
Friend/Relative/
Neighbor

3%
Directly from
seller/knew the seller

4%
Friend/Relative/
Neighbor

<1%
Print Advertising

WHERE WILL YOUR HOMES BE SEEN

Zillow®

trulia®

realtor.com®

facebook.

twitter



Instagram



Pinterest



YouTube

LinkedIn.

SHOWINGS



FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods. Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans every morning to avoid odors and so the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.





OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter:

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan or VA loan, can cause delays but its a good path for many buyers to buy your home.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

After an offer is submitted...



WE CAN:

- ACCEPT THE OFFER
 - DECLINE THE OFFER. If the offer isn't close enough to your expectation and there is no need to further negotiate.
 - COUNTER OFFER. A counter-offer is when you offer different terms to the buyer.
- After an offer is submitted...

THE BUYER CAN THEN:

- ACCEPT THE COUNTER-OFFER
- DECLINE THE COUNTER-OFFER
- COUNTER THE OFFER

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away. For a successful negotiation, disclose everything, ask questions and be prepared to meet halfway on costs.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

NEGOTIATIONS

HOME INSPECTIONS



WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs

AFTER AN INSPECTION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENOGOTIATE

BUYER CAN CANCEL CONTRACT

FAQ

Typically 10-14 days after signing the contract. Negotiations for repairs usually happen within 5 days of the inspection.

No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

WHAT IS THE INSPECTION TIME-FRAME?

WHAT ARE THE COSTS?

WHAT ARE THE POSSIBLE OUTCOMES?

Inspections and potential repairs are usually one of the top reasons a sale does not close. Common problems include: foundation, electrical, plumbing, pests, structural, mold and radon. You can agree to make the repairs, or give the buyer a credit at closing for the cost of repairs.

HOME APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

COSTS TO EXPECT



It normally costs 7-8% of the selling price to sell your home. This includes escrow fees, transfer taxes and commissions. Please see below for the breakdown of the out of pocket and/or variable costs to prepare for.

HOA DOCUMENT FEES (\$250-\$950)

If your home is part of a Homeowners Association, escrow will be ordering HOA documents on your behalf to provide to the buyer. This often requires an upfront fee, which is determined by each individual HOA Board. You will need to be prepared to provide a check or credit card to escrow so they are able to order the documents in a timely manner.

These HOA documents often take 72 hrs - 10 days to receive once ordered, so it is important to provide your payment information right away as these documents are part of your disclosures to the buyer due within 7 days.

REPAIR FEES

Almost every transaction has a request for repairs. Repairs requested from a buyer will range from \$500 - \$5,000 depending on what is requested.

We will guide you through this process as it is a negotiation. With that said, there will be some safety items that may pop up that you will want to complete to show good faith to your buyer. We can provide you with a list of reasonable vendors who can complete the necessary repairs for you.

TERMITE REPAIRS

These fees are paid through escrow, by escrow on your behalf out of your seller proceeds. The termite report is normally available within 48 hours of the inspection appointment. The termite work will be scheduled to be completed once the buyers have removed all contingencies and before the close of escrow. Termite work can range from \$200 - \$20,000 depending on the condition of your structure and the amount of termite damage or wood rot present.

CLOSING THE SALE WHAT TO EXPECT

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.



YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

LOCK UP

Ensure all blinds are closed, and lock the windows and doors. Place any remaining house or community keys and garage openers in the kitchen.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



REVIEWS



B Tucker



Helped me find my home. Was always available for last minute showings. Did all the heavy lifting with negotiations once the inspections came back and even helped me coordinate repairs after closing was done. Will definitely be calling Antonio again when it comes time for our next purchase.

marleneduran



Antonio helped me find & purchase my home 16 years ago, and I refer all my friends to him whenever I have a chance. He is extremely knowledgeable in the real estate business and he is very helpful. We still call him today for advice and he is always willing to help us out and answer our questions.

Jennifer Villanueva



I highly recommend Antonio Atoche as your realtor. He helped my husband and I find our beautiful home in the perfect neighborhood. We got a great deal and so much for our money. We have a huge backyard with so many fruit trees and plenty of space for my raised beds where I grow my own vegetables, fruits and herbs. It's like living in paradise. He is experienced and super professional. He will get the job done. Thanks Antonio for helping us buy our dream home!