

Home Seller Guide

GALINA SHEKHTMAN
Making dreams come true

SELL-BUY-INVEST.COM



ABOUT ME

"The difference between ordinary an extraordinary is a little extra."

Jimmy Johnson

Galina is a proud mother of two and grandmother to four grandkids! She was born and raised in Ukraine. In 1989, her and her family moved to United States where they currently reside in, sunny San Diego.

Galina's Real Estate career was born out of her passion for helping people. In 2001 she took advantage of her corporate background and began working with the Commercial Real Estate broker in La Jolla managing investment transactions. She became a member of the National Association of Realtor (NAR), California Association of Realtor (CAR), San Diego California Association of Realtor (SDAR) and the San Diego County Commercial Association of Realtors (SDCCAR).



"Real Estate is more than just a job for me! I am passionately involved in the entire transaction and delighted to offer you my knowledge, energy, enthusiasm, and commitment to meet all your needs and expectations. Thank you for allowing me the opportunity to help you."

Galina Shekhtman

 Galina.Shekhtman@compass.com

 www.Sell-Buy-Invest.com

 858-717-2619

 Rancho Santa Fe, CA

Marketing Plan

When it comes to marketing your home, I have created a custom plan, tailored specifically to you and your home.

The goal is to attain maximum exposure to your ideal buyer, so we can sell your home for the highest profit and in the quickest time possible.

Digital Marketing

Online Marketing For Maximum Exposure

- Informative & engaging MLS listing description
- Create a personalized website
- Run paid Instagram promotions
- Create a virtual tour to showcase on-line

Virtual Open House and Tours

Weekly Open House Dates & Private Brokerage Tours

- Schedule once weekly Open House
- Host private tours with local real estate agents
- (All Covid Safety measures to be taken)
- Virtual Options Available

Print Marketing

Print Advertisement & Canvassing of Neighborhoods

- Create a professional listing flyer for home showings
- Strategic & targeted post card campaign
- Advertisement in Local Home Sales catalogue

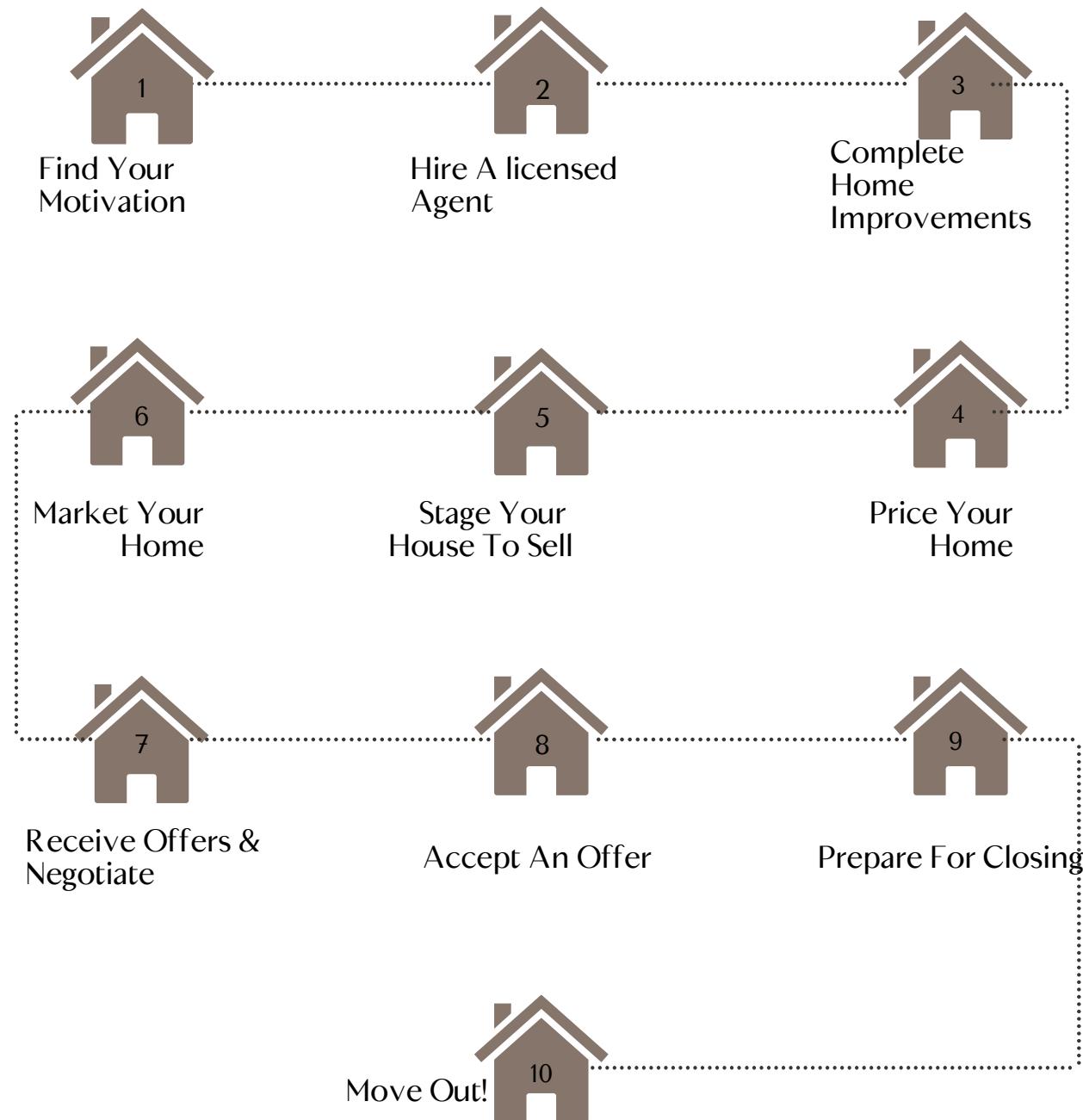
Word Of Mouth

Email and Office Announcements

- Send email campaign to all buyers in my extensive database
- Introduce your property to all agents in our agency

10 STEPS TO SELLING YOUR HOME

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.



Selling Your Home Virtually

Selling a home during Covid-19 has changed protocols a bit. Most agents and their sellers are able to work together virtually through most of the home selling process.

Here are some options to working with your agent virtually:

Virtual Consultations & Meetings

Virtual Home Tours

Virtual Open Houses

E-Signatures For All Contracts

Electronic Home Inspection Reports



FIND YOUR MOTIVATION

Selling your home is a big decision. You will most likely be leaving a place you made a home and it can be tough to let go.

Spend some time talking with your family about all the reasons you want to sell and make sure this is the right decision for you, as you do not want to get too far into the selling process and have a change of heart. It can get costly to change your mind.

Once you have made the decision to sell your home, you will want to first call your current lender provider and discuss your current finances about your home. Find out how much equity you have in your home, deduct selling expenses, and make sure to have some cash for making any necessary home improvements. Also make sure that you have enough equity to put in to your new home.

Questions To Ask Yourself When Selling

- What is your time-frame to move?
- What is your budget for pre-listing home improvements?
- What is the minimum sales price you will accept?
- Do you have a plan a & b to where you will move next?

HIRE A LICENSED AGENT

There is a lot that goes into selling a house, from marketing, to dealing with potential buyers, the tedious paperwork and closing on the home.

The process can be daunting unless you decide to hire a professional real estate agent. They have the training, resources and pull to make the home selling process significantly smoother. They may even help you get a great return on investment.

If you have decided to hire an agent to take care of all this for you, it is important to hire one that you feel will represent your home best and get it sold quickly and for top dollar.

WHAT A LISTING AGENT DOES FOR SELLERS

Price Your Home Competitively

Market Your Home Across Multiple
Mediums

Negotiate Offers & Terms

Schedule Showings

Guide You Through The Escrow
Process

Make Sure All Deadlines And
Terms Of The Agreement Are
Met

Plus so much more

COMPLETE HOME IMPROVEMENTS



Preparing to sell your home typically takes some work. Whether that's your own sweat equity with some deep cleaning and home repairs, or some professional improvements, you will need to get your home in top shape if you expect top dollar.

You want buyers to fall in love with your home, like you did when you first bought it. So spend some time getting your home move-in ready, in a way that will appeal to the broadest range of potential buyers. Like painting that deep purple wall a more neutral color.

You will also want to think about getting a home inspection before you put your home on the market. A pre-inspection can help you avoid surprise repairs or issues with the home, that may turn away buyers. Buyers will most likely hire an inspector of their own and the more issues they find, the more turned off they may be with your home and back out of the offer.

HOME IMPROVEMENT CHECKLIST

- | | | | |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | Replace single pane windows with energy efficient ones | <input type="checkbox"/> | Cut back over-grown trees |
| <input type="checkbox"/> | Paint walls neutral colors | <input type="checkbox"/> | Add some seasonal flowers in pots |
| <input type="checkbox"/> | Switch out dated kitchen hardware to more modern ones | <input type="checkbox"/> | Get rid of popcorn ceilings |
| <input type="checkbox"/> | Upgrade your appliances or replace with stainless steel | <input type="checkbox"/> | Get your home professionally cleaned |
| <input type="checkbox"/> | Get floors and carpets professionally cleaned | <input type="checkbox"/> | Organize your closets and clear out personal items |
| <input type="checkbox"/> | Power wash the driveway and porch | <input type="checkbox"/> | Get rid of any funky odors |

STAGE YOUR HOME

Staging your home to sell is an important part of the sales process. According to Forbes, for every \$100 you put in to staging, you should see a return of \$400. So if you are wanting to sell for top dollar, you might want to consider this important step.

Buyers expect to walk into a home and envision what it would be like for their family to live there. Therefore, you should do your best to make the home inviting and as neutral as possible. Highlight your home's strengths and downplay its weaknesses to appeal to the largest pool of prospective buyers.

Start with a few things that you can easily do yourself. Declutter, clean and depersonalize: Too much stuff in a room can make your home feel small, crowded and lacking in storage. And having too many personal items, like family photos, can make it hard for buyers to picture themselves living in the home.

But, home staging is more than just cleaning and getting rid of clutter. You may want to opt to hiring a professional stager if you are really looking to sell your home for top dollar.

A professional home stager has the design latent, knowledge of local trends, and resources to ensure all areas of the home are presented in a manner that showcases the greatest value and appeal.

Staging your home is about creating an inviting space that attracts a majority of potential homebuyers, which provides you with an amazing opportunity to sell your house at the best price.

Action Plan

STEPS TO ORGANIZE AND STAGE









DEADLINE:

.....

.....

.....

.....

RECEIVE OFFERS & NEGOTIATE

At this stage, your home is now on the market and potential buyers are making appointments for showings and they are ready to make an offer.

If you priced your house competitively, you should soon receive an offer, if not multiple offers. If offers are lower than your asking price, don't hesitate to make a counteroffer or ask for full price. You can also change any of the terms in the offer that better suits you. Buyers like to "test the waters" to see how you might respond, while still making room for negotiation.

Once an offer is accepted, it is signed and legally binding. It is important that your offer contain all requirements as there will be no going back to make changes.

Negotiable Contract Terms



SALES PRICE

CLOSING DATE

WHO PAYS FOR TERMITE INSPECTION

TRANSFER FEES

HOME REPAIRS

AMOUNT OF DAYS FOR INSPECTIONS

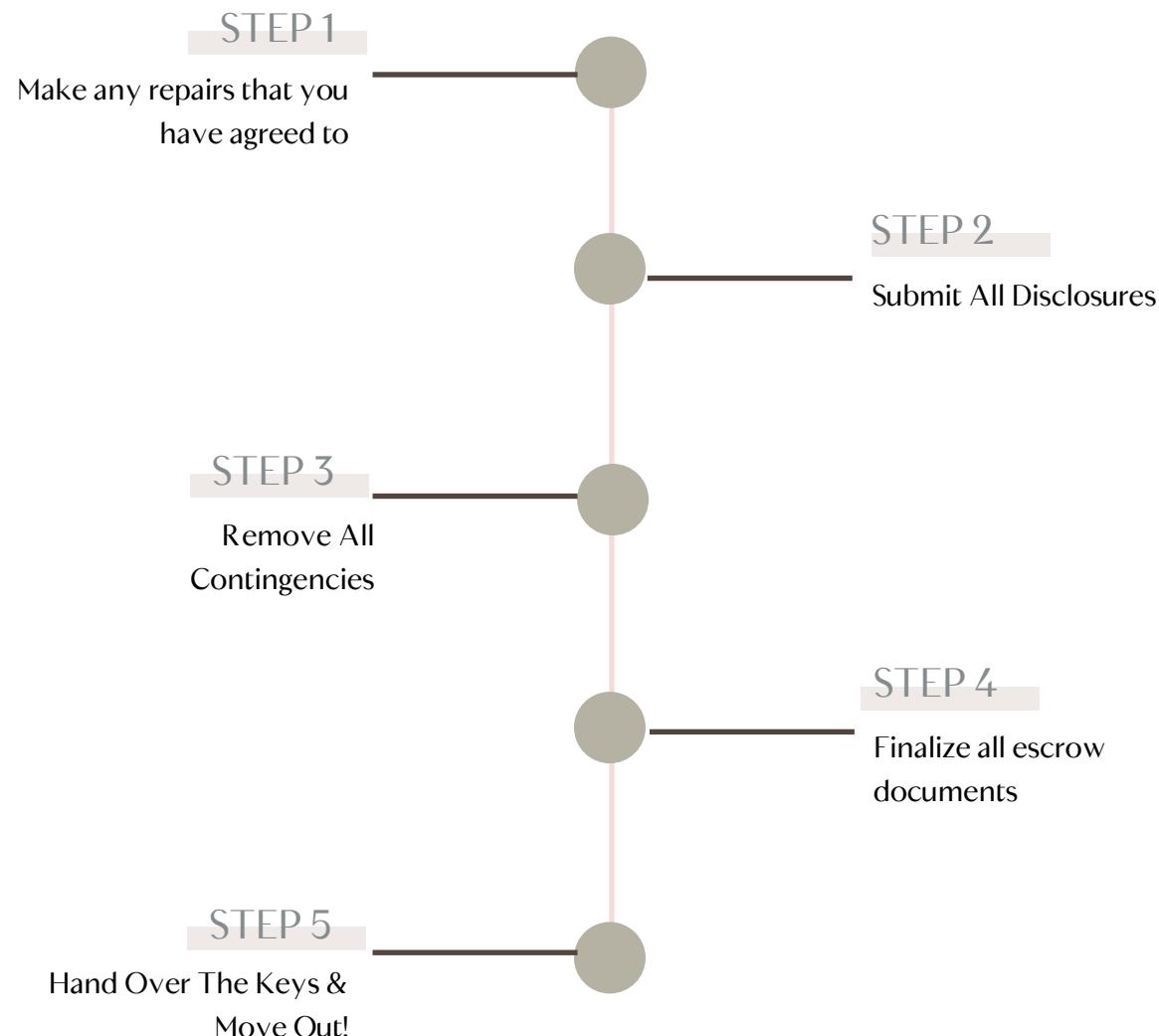
Final Steps To Close

After an offer is accepted, it's time to prepare for closing. In this step, the buyer will have the opportunity to do a home inspection, finalize their financing, and your home will be appraised if the buyer is using a lender.

Be prepared that each of these steps can come with some setbacks. The buyer might back out of the deal if something major is found during the home inspection. The buyer could also lose their financing and lastly, your home could come under value or over value during the appraisal and cause some issues.

This is why it is so important to have an agent by your side to help you avoid these hurdles and get your home sold quickly and with ease.

Below are the final steps you will need to take to close on your home:



LET'S DO THIS!

With me as your agent, you will never have to go down the long road of selling your home with doubts or confusions. I will continuously be right by your side every step of the way guiding you through it all.

Are you ready to list your home and get the most you can for it!?

Let's Do This!

"Don't wait
for the right
opportunity.
Create it."
-Unknown

858-717-2619

Galina.Shekhtman@compass.com



WWW.SELL-BUY-INVEST.COM



GALINASHEKHTMANREALTOR



GALINA_SHEKHTMAN_REALTOR



LOOKING FORWARD TO HEARING FROM YOU!