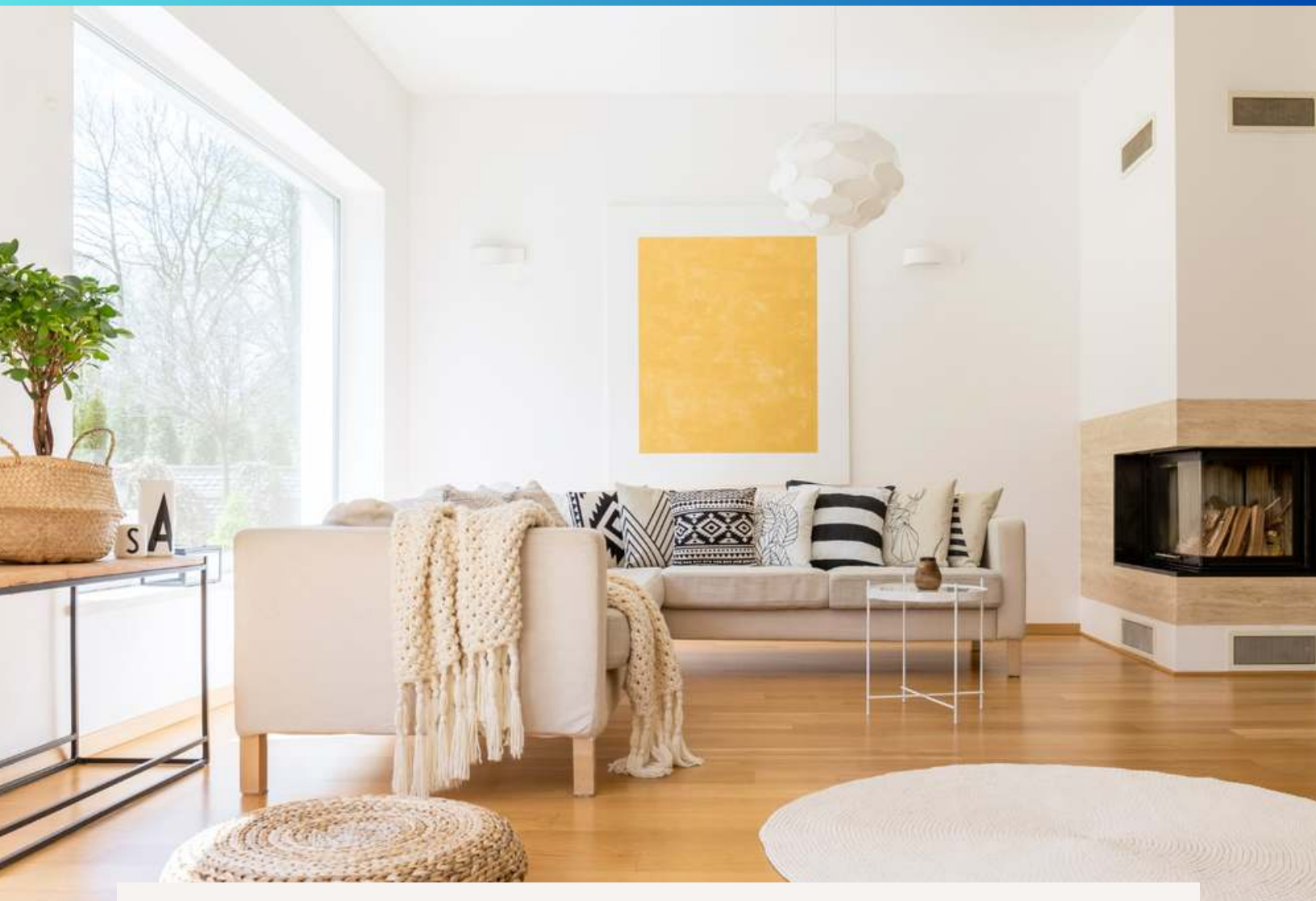
DANA SELLS CALIFORNIA

CALIFORNIA REAL ESTATE

# SELLER'S GUIDE

*Essential Guide for Selling Your Home*



Your Step-by-Step Guide to Selling Your Home with Confidence and Success

WWW.DANASELLSCALIFORNIA.COM/DANA@DANASELLSCALIFORNIA.COM

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# WELCOME

Welcome to your Home Seller Guide! Thank you for trusting me to guide you through the home selling process. Whether this is your first time selling or you've done this before, this guide is designed to make the journey clear, smooth, and as stress-free as possible. Selling a home is both a financial decision and an emotional one, and I'm here to ensure you feel informed, supported, and confident every step of the way.

Inside, you'll find everything from preparing your home for the market to understanding offers, negotiations, closing, and what happens after the sale. My goal is to help you sell your home quickly and for the best possible price—while keeping things simple and organized. If you ever have questions or need clarification, don't hesitate to reach out—I'm here for you. Let's work together to make this a successful and positive selling experience. Let's get started!

*DANA SELLS CALIFORNIA/ DANA MOODY*






# MEET YOUR AGENT

*We help you to find your dream home!*



Hi, I'm DANA, your trusted real estate professional. With 39 years of experience in the local market, I've helped many homeowners successfully navigate the selling process with confidence and clarity. My approach is hands-on, detail-oriented, and always tailored to your unique goals. I'm committed to making your experience smooth, stress-free, and successful—from listing to closing. Whether you need pricing strategy, staging advice, or negotiation support, I'm here to guide you every step of the way. I take pride in clear communication and keeping my clients informed at every stage. My goal is not just to sell your home, but to make the entire experience smooth, rewarding, and tailored to your needs.

**CUSTOMER SERVICE**

I'm committed to providing responsive, honest, and personalized support.

**MARKET KNOWLEDGE**

I know how to price and market your home to match current trends.

**SMART NEGOTIATION**

I'll help you get the best deal with smart, strategic negotiation.

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# HOME SELLING *process*

1

## FIND AN AGENT

Interview a few experienced local agents. They will serve as an advocate for you and your interests throughout the homeselling process. Pick someone familiar with the housing market and the neighborhoods.

2

## PREPARE YOUR HOME

Make improvements, stage your home, and prepare for showings. Use professional photos and create a marketing plan. Be sure to thoroughly clean before listing your home for sale.

3

## IMAGERY & MARKETING

Work with your agent to have a photographer capture marketing photos of your home. The photos, price, and property description are the three things that can persuade buyers to view your home.

4

## REVIEW AND NEGOTIATE OFFERS

Once a potential buyer submits an offer on your home, you and your agent can propose a counteroffer if you want. The counteroffer process can go back and forth until you reach an agreement.

5

## FINALIZE THE DEAL

The buyer will revisit your home for a final visual inspection a few days before closing. Your real estate agent to ensure your home is presented in the same condition as the buyer agreed to purchase it in.

6

## CLOSE

The closing process can take a couple of days or even a week.
Once the transaction is complete the buyer receives the keys and officially takes possession of the property.

# FIND AN AGENT

You have the freedom to select the real estate professional who best fits your needs and to negotiate all terms, including services provided and compensation.





## SELLER'S AGENT RESPONSIBILITIES

- Helps the seller price the home strategically
- Lists the home on the Multiple Listing Service (MLS)
- Provides professional photography and virtual tours
- Promotes the home on social media
- Schedules showings with buyers' agents
- Reviews all offers with the seller in detail
- Negotiates favorable terms for the seller
- Prepares and reviews contracts and paperwork
- Coordinates with escrow and title companies
- Keeps the seller informed with updates

# *Why choose Dana?*

### EXPERIENCE

With years of experience in real estate, I've guided clients through all types of markets and situations. You can count on me to handle every step with professionalism.

### RELEVANT CERTIFICATIONS

I hold professional certifications such as [insert examples, e.g., ABR®, SRS, or REALTOR®]. You're working with someone who's trained to protect your best interests.

### LOCAL KNOWLEDGE

I know the neighborhoods, school districts, market trends, and what makes each area unique. This local insight helps you make confident, well-informed decisions.

### AVAILABILITY & COMMITMENT

I'm responsive, dependable, and here for you when it matters most. I take pride in staying available and keeping you informed throughout the entire process.

# COMPENSATION

The seller's agent is not always paid on a flat rate. In most real estate transactions, seller agents are paid through a commission-based structure, but there are a few different ways this can work:

## FULL SERVICE (MOST POPULAR)

The seller typically agrees to pay a percentage of the final sale price—often around 5% to 6% total, which is usually split between the seller's agent and the buyer's agent. For example, if a home sells for $500,000 and the commission is 6%, that's $30,000 total—split 50/50 between the two agents.

***3% of the Purchase Price***

## LIMITED OR FLAT-FEE SERVICES

The seller pays a set amount regardless of the home's price. Flat fee listings are a good option for sellers who want to save on commission and are confident managing parts of the sale themselves. It's ideal if you're in a hot market or have prior experience selling a home.

***From $500 to $2,000***

## TIERED OR SLIDING SCALE COMMISSION

In certain cases, agents may work under a tiered system, where their commission increases if they sell the home for above a target price. For example, 5% if sold under $600K, and 6% if sold above $600K.

***$150 to $250 per hour***

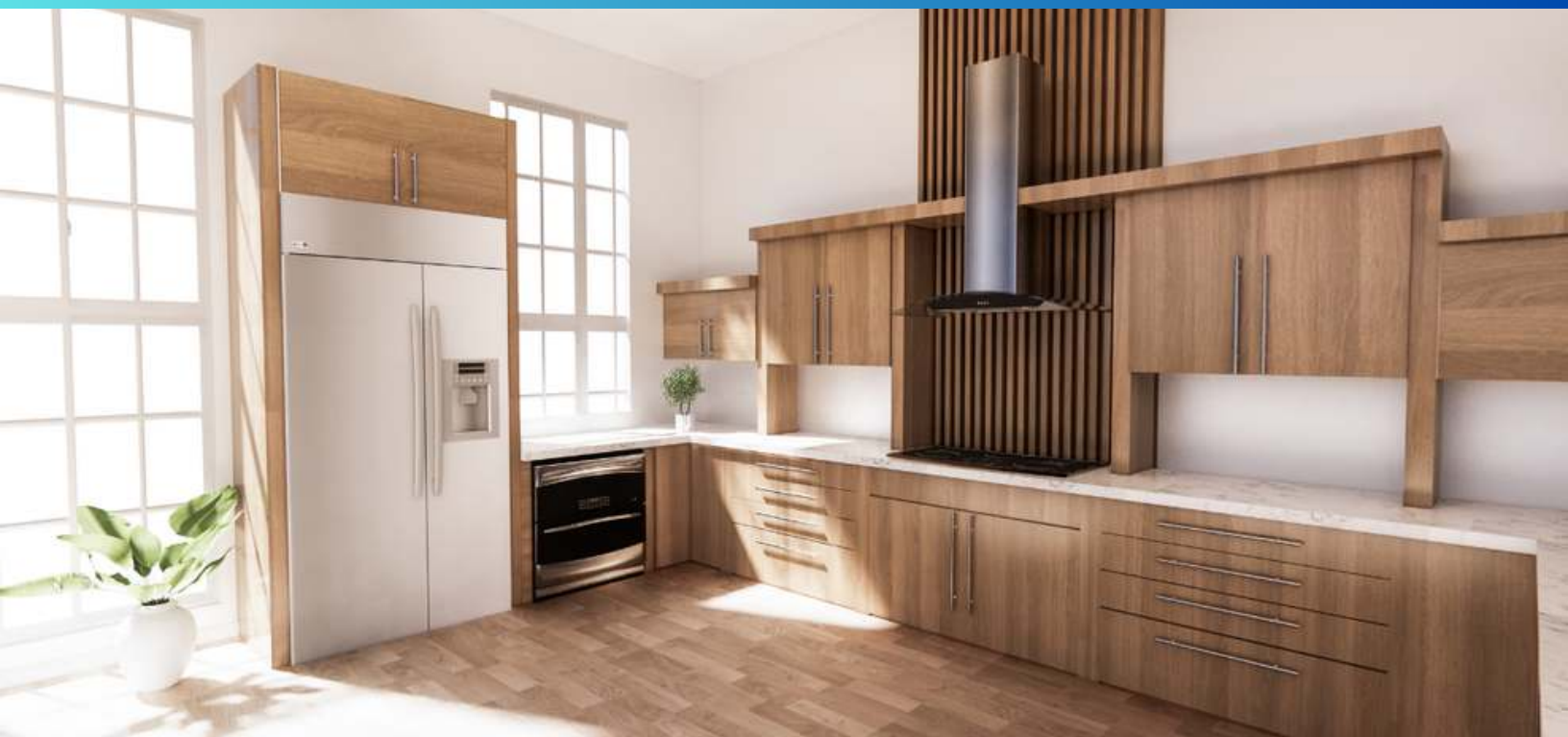
# ABOUT YOUR HOUSE

During your first meeting, it's helpful to give your agent a complete picture of the property's history, condition, and features—this helps avoid surprises later and strengthens your position in the market.

## QUESTIONS TO ANSWER

- Why are you selling the house?
- What Is Included in the Sale?
- Any problems with neighbors?
- Any hassles with the house?
- Any structural issues?
- Age of house's components?
- Any recent repairs?
- What did you like most?
- What you didn't like most?
- What is the seller's timeline?
- What are some nearby attractions and amenities?

Start by discussing the overall condition of the home, including the year it was built and any major renovations or updates you've done over the years. Next, share any unique features that might not be obvious at first glance, such as smart home technology, soundproofing, solar panels. Finally, tell your agent about your average utility costs and what it's like to live in the home.



# HOW TO SELL YOUR HOUSE FAST

*Focus on What Buyers Notice First.*

CHECK OUT OUR BLOG CHECK OUT OUR BLOG

## PRICE IT RIGHT

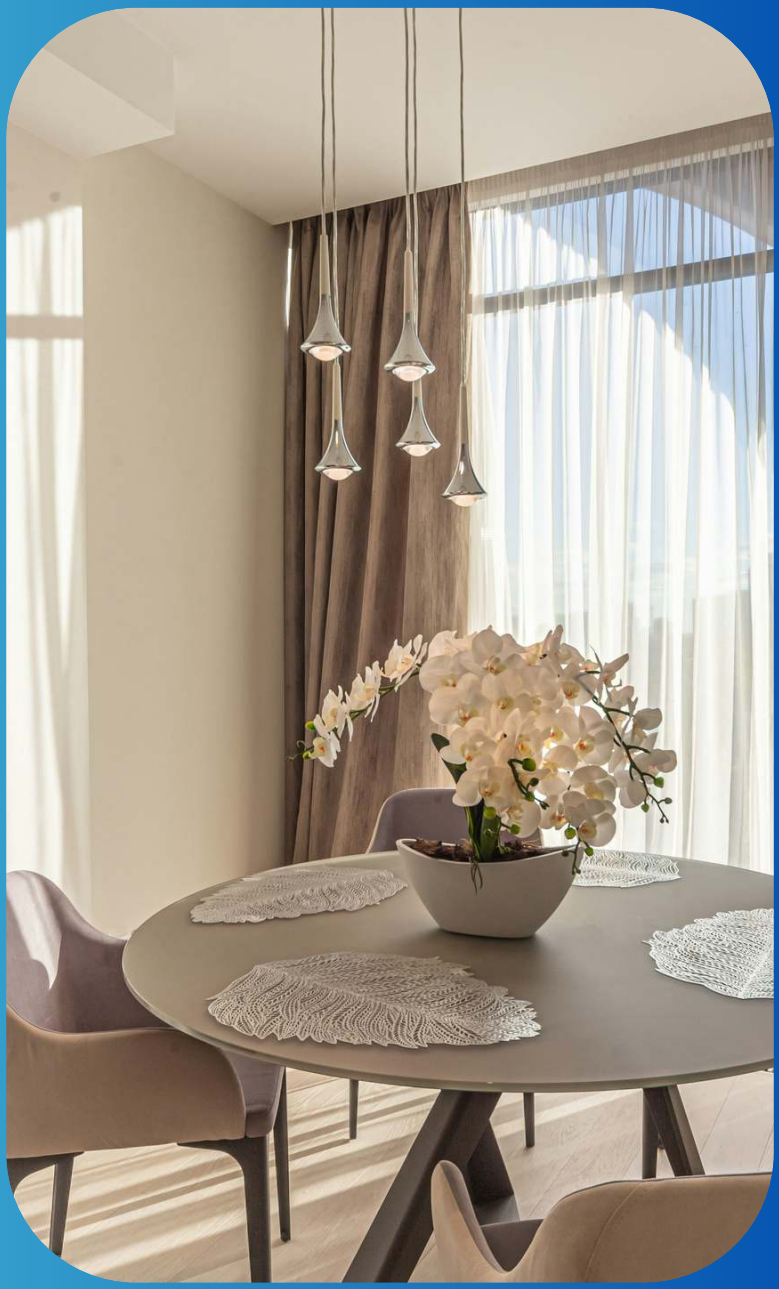
Start with a competitive price based on recent sales. Overpricing leads to fewer showings and longer time on market. A well-priced home attracts more buyers and offers quickly.

## DECLUTTER & CLEAN

Clear out personal items and deep clean the home. A neat, neutral space helps buyers picture themselves living there and makes your home feel move-in ready.

## PHOTOS & SHOWINGS

High-quality photos bring more online views and in-person visits. Make your home easy to show—be flexible with appointments to avoid missing serious buyers.





# PRICING STRATEGY

*How pricing is determined*



## PRICING IN THE FIRST 30 DAYS

The first 30 days on the market are when your home gets the most attention. Buyers and agents are actively watching for new listings, and if your home is priced right, you'll see more showings and stronger offers early on. Overpricing can cause your listing to sit, which may lead buyers to assume something is wrong or make lowball offers later.



## HOW PRICING IS DETERMINED

Pricing your home correctly is one of the most important steps in the selling process. I'll create a Comparative Market Analysis that looks at recently sold homes in your area with similar size, features, and condition. We'll also consider active listings (your current competition), pending sales, and how your home stands out in the local market.

# *Overpricing your home is risky and often backfires. Here's why:*

## YOU'LL GET FEWER SHOWINGS

Buyers search by price range. If your home is priced too high, it won't even show up in their search results—so you'll miss out on potential buyers.

## YOU MIGHT SELL FOR LESS

Overpriced homes often need price cuts. By the time you lower the price, interest has dropped, and you may get lowball offers.

## YOUR HOME WILL SIT ON THE MARKET

The longer a home stays listed, the more people think something's wrong with it. It becomes "stale" and harder to sell.

## APPRAISAL PROBLEMS

Even if a buyer agrees to your price, the bank won't. If the appraisal comes in low, the deal could fall apart unless you reduce the price.





*Bottom line: Price it right from the start. You'll get more attention, stronger offers, and a faster sale.*

# DETERMINING FACTORS



### 01. PRICING

Setting the right asking price from the beginning is crucial—overpricing can lead to fewer showings, extended time on the market, and ultimately lower offers. A well-priced home generates more interest, often leading to quicker sales and multiple offers.



### 02. LOCATION

A home's location is one of the biggest influences on its sale price, including proximity to schools, transportation, shopping, and low-crime areas. Desirable neighborhoods often command higher prices due to their convenience, safety, and lifestyle appeal.



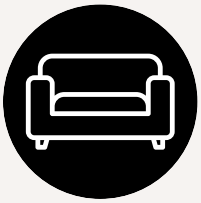
### 03. CONDITION OF THE PROPERTY

Well-maintained homes with recent upgrades and no major repair needs usually sell for more than similar homes in poor condition. Buyers are willing to pay a premium for move-in-ready properties that require little to no immediate work.



### 04. MARKET CONDITIONS:

In a seller's market, where demand exceeds supply, homes tend to sell faster and for higher prices. In contrast, a buyer's market can lead to lower offers and longer selling times due to increased competition.



### 05. SIZE AND LAYOUT

Larger homes with functional floor plans, ample bedrooms, and updated kitchens or bathrooms typically attract higher prices. Usable space, such as finished basements or open-concept living areas, adds more value.

*Ready to sell? Let's price your home right and attract serious buyers fast!*

# COST OF SELLING

## AGENT COMMISSION

The largest cost for most sellers is the real estate agent commission, typically 5% to 6% of the sale price. This amount is usually split between the listing agent and the buyer's agent.

## MOVING EXPENSES

Don't forget to budget for moving costs. This includes hiring movers, renting a truck, buying packing supplies, and possibly storing your belongings temporarily.

## REPAIR AND IMPROVEMENTS

Many sellers invest in repairs or cosmetic updates before listing. This could include painting, fixing leaks, or upgrading fixtures.

## MORTGAGE PAYOFF

If you still owe money on your mortgage, the remaining balance will be paid off at closing. This amount will be subtracted from the sale proceeds.

## BUYER CREDITS

Optional, but sometimes offered after inspection to cover requested repairs or closing costs.



## CLOSING COSTS

- Title insurance (owner's policy) – Protects the buyer from future title disputes; often paid by the seller, varies by state and home value.
- Escrow or settlement fees – Covers document handling, fund distribution, and closing coordination.
- Transfer taxes – Local government charges based on sale price; may be a flat rate or a percentage.
- Attorney fees – Required in some states or optional for contract review; usually $500–$1,500.
- HOA fees and document prep – Includes HOA resale package and transfer fees
- Property taxes – Seller pays property taxes owed up to the closing date.



# PREAPRE YOUR HOME

*From pricing strategy to closing day, I'm here to guide you every step of the way.*

DANA SELLS CALIFORNIA



Investing some time and effort upfront to prepare your house for showings will increase the likelihood of receiving offers soon after you list your home. Things like repairs, staging, and cleaning can help attract better offers, but they can also be a time-consuming and expensive process.



# *How to prepare your home for sale*

## DECLUTTER EVERY ROOM

- Remove extra furniture to make spaces appear larger.
- Clear off countertops in the kitchen and bathroom.
- Box up seasonal clothes, books, knickknacks, and personal collections.
- Organize closets and cabinets—buyers may look inside for storage space.

## DEPERSONALIZE THE SPACE

- Take down personal photos, diplomas, religious items, and kids' artwork.
- Replace them with neutral artwork or decor.
- Remove any items that could distract buyers or make it harder for them to imagine themselves living in the home.

## DEEP CLEAN TOP TO BOTTOM

- Clean windows inside and out for maximum light.
- Dust ceiling fans, vents, and baseboards, and wipe down doors and light switches.
- Scrub grout, tiles, tubs, and toilets in bathrooms.
- Shampoo carpets and mop floors thoroughly.

## MAKE MINOR REPAIRS

- Tighten loose doorknobs and handles.
- Fix dripping faucets and running toilets.
- Patch small holes in walls and touch up paint.
- Replace burned-out light bulbs with high-wattage soft white bulbs.
- Ensure all doors open, close, and lock smoothly.

## NEUTRALIZE PAINT COLORS

- Paint over bold or dark-colored walls with light, neutral tones.
- Freshen up scuffed or marked walls with a new coat of paint.
- Paint over accent walls for a more uniform and clean look.

## ENHANCE CURB APPEAL

- Mow the lawn and remove weeds. Trim hedges, trees, and overgrown plants.
- Plant fresh flowers or add potted plants near the entrance.
- Clean the front porch, sweep walkways, and power wash the exterior if needed.
- Paint or clean the front door and replace worn-out welcome mats.





# HOME STAGING

*Follow us to check out some professional photos*

Staging goes beyond cleaning or decorating—it's about using design techniques to influence how buyers understand how to use each space. Staging can also help overcome flaws. For example, if a room feels small, a stager may use lighter colors, mirrors, or the right furniture layout to make it appear more spacious. In homes with unique layouts or unused areas, staging can give purpose—turning it into a reading corner or small office.

For the primary bedroom, aim for hotel-like comfort. Use a neatly made bed with white or neutral bedding, and add two or three large pillows along with a soft throw across the foot of the bed. If you have a corner or unused wall, consider placing a single chair with a throw blanket to suggest a reading space.









In bathrooms, stagers typically remove personal items and add folded white towels, small green plants, a tray with soap and lotion, and a white or neutral shower curtain. These details give a spa-like, clean feel. Even replacing dark rugs with light-colored, low-profile mats can instantly brighten the space.

If your kitchen hardware is outdated, switching to modern brushed nickel or matte black handles is a low-cost, high-impact upgrade. A new kitchen faucet can also subtly modernize the space.

*Your home has a story—let's tell it with powerful photos and targeted promotion.*

# PHOTOGRAPHY

An excellent presentation with photos, videos, 3D tours, and floor plans are great ways to justify the sales price to potential buyers. Professional real estate photos can be used on real estate websites, real estate listings, and real estate social media pages to help engage potential buyers and generate more interest in the property. The more visibility you can get a property, the higher the likelihood of a quick sale.

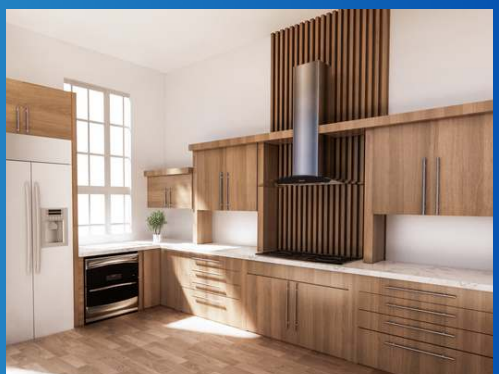
Professional photographers know that clutter does not present the picture of a perfect home that potential buyers have in their heads. They know how to declutter the rooms and arrange furniture in such a way that the buyer can already picture themselves living their best life in them.

When your real estate photographer shows up, they will walk the house and spend time searching for important aspects to highlight to potential buyers. Make the house ready when the photographer arrives because they are often on a tight schedule and don't need to spend time rearranging and tidying the rooms before the photoshoot.

*A well-prepared home can sell quicker and for more—let's get started!*







# MARKETING PLAN

*Help us understand your house*

## PROFESSIONAL PHOTOGRAPHY

I hire a professional photographer to capture bright, high-quality images—and when needed, video walkthroughs or drone footage—to showcase your home in the best light online and in print. Great visuals help your listing stand out and attract more buyers.



## ONLINE EXPOSURE

Your home will be listed on the Multiple Listing Service (MLS) and syndicated to top real estate websites like Zillow, Realtor.com, Redfin, and Homes.com. I'll also promote it through social media platforms and targeted online ads to reach active buyers searching in your area.

## PRINT & LOCAL MARKETING

In addition to digital efforts, I use proven print marketing like just listed postcards, flyers, and neighborhood letters to reach local buyers and neighbors who may know someone looking to move nearby. Sometimes a buyer is closer than you think—especially in tight-knit communities.



## AGENT-TO-AGENT NETWORKING

Sometimes the right buyer comes from another agent's network. I actively promote your listing to my connections through broker emails, private agent groups, and local real estate networks, making sure your home gets in front of agents who may have qualified buyers ready to act.

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# HOUSE SHOWING

Buyers may request showings during weekdays, evenings, or weekends, so flexibility helps maximize exposure. Buyers often form first impressions before stepping inside, so keep the front yard tidy, walkways clear, and entry area welcoming. During rainy or snowy seasons, consider placing a mat and a polite sign asking guests to remove shoes to protect your floors.

*Follow us*
*@danasellscalifornia*

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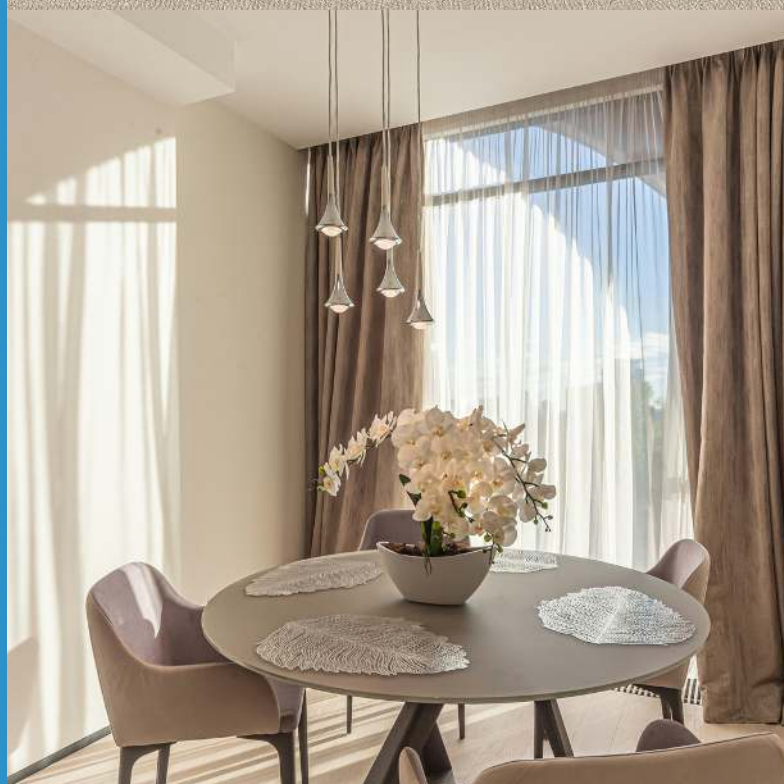


# HOME SHOWING

*We encourage our sellers to approve all showings. A missed showing is a missed opportunity, it is beneficial to try to be as flexible as possible.*



## HOW SHOWINGS ARE SCHEDULED AND HANDLED

When your home is listed for sale, your real estate agent will use a scheduling service or platform (such as ShowingTime) to manage all showing requests. Buyers' agents will request specific time slots, and you or your listing agent can approve or decline based on your availability. Most showings are scheduled at least a few hours in advance, though short-notice requests can happen—especially in a competitive market. To avoid stress, it's helpful to keep your home "show-ready" at all times: beds made, counters clear, and lights working.

Showings typically last 15 to 30 minutes. You should not be present during them, as buyers feel more comfortable freely exploring the home and expressing their thoughts to their agent. Your agent will usually provide lockbox access, so the buyer's agent can let themselves in. If you have pets, make arrangements to remove them or secure them safely in one area. After the showing, agents may leave feedback that can help you understand what buyers liked or didn't like.

# SAFETY AND PRIVACY

*With proper scheduling and a few precautions, the showing process can be smooth, safe, and productive for everyone involved.*



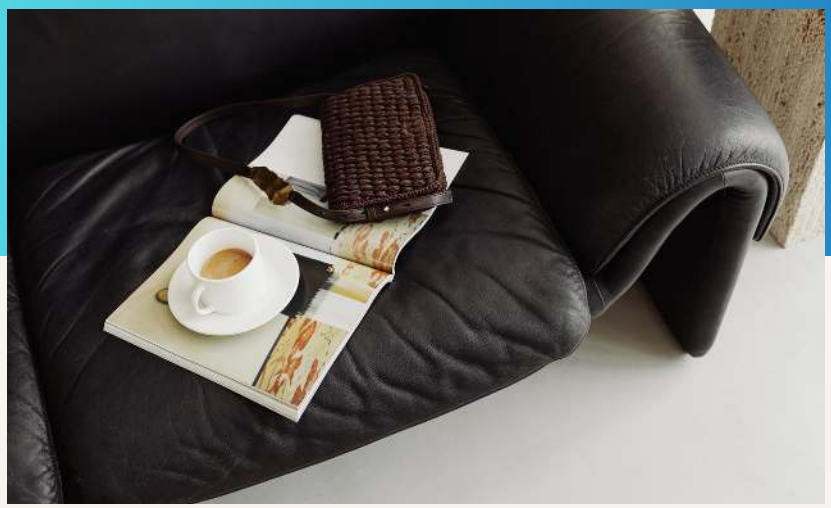

Before showings begin, secure or remove valuables such as jewelry, cash, medications, and personal documents (bank statements, passports, etc.). Also, avoid leaving out mail, bills, or anything with identifying information. While most buyers and agents are respectful, it's best to limit access to sensitive items to protect your privacy.



Avoid using indoor security cameras that record audio during showings, as that may violate state laws. However, exterior cameras or motion sensors can be useful for keeping track of visitor activity while respecting privacy. If you have smart home devices (like voice assistants or security systems), consider temporarily disabling them during showings to prevent any misunderstandings.

# REVIEW OFFERS

Reviewing offers is one of the most exciting parts of selling your home, but it's important to stay objective and focus on more than just the highest price. Take time to review each offer with your real estate agent and compare all terms, including contingencies, financing type, closing timeline, and buyer flexibility. A slightly lower offer with fewer risks or a quicker closing date might be more valuable than a higher offer with multiple contingencies.





Look closely at the buyer's financial strength. Are they pre-approved or just pre-qualified? Is the down payment solid? Cash offers typically mean fewer delays, while financed offers require appraisal and lender approval. You'll also want to examine the inspection and appraisal terms, and whether the buyer is asking for repairs or credits upfront. Some offers may include an escalation clause—meaning the buyer is willing to outbid other offers by a set amount, up to a maximum.

Lastly, consider the buyer's level of commitment. Have they included a strong earnest money deposit? Do they seem flexible or demanding? Your agent will help you weigh the pros and cons of each offer and may suggest countering to improve terms. The goal is to choose the offer that gives you the best balance of price and smoothness of transaction.



# NEGOTIATION

Negotiation is a key part of the selling process, and it begins the moment you receive an offer. As the seller, you have the right to accept, reject, or counter any offer that comes in. It's important to review each offer carefully—not just the price, but also the financing terms, contingencies, proposed closing date, and any special requests.

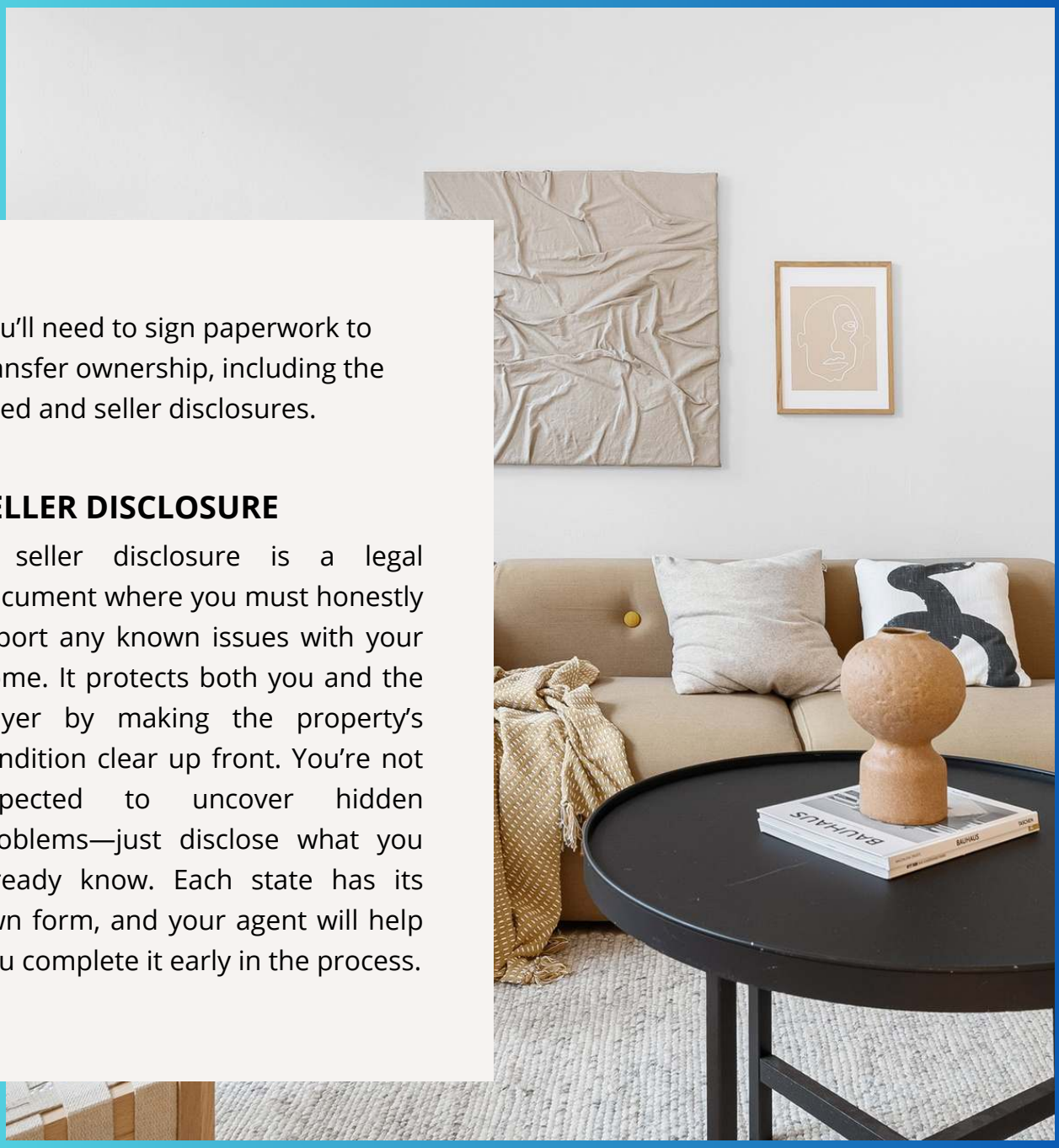


Be prepared for negotiation after the inspection, too. Many buyers request repairs or credits once they receive their inspection report. At that point, you can choose to make the repairs, offer a credit at closing, or hold firm. Your agent will help you assess which requests are reasonable and how to respond strategically. The key is to stay flexible but firm on your priorities, and remember—every part of the contract is negotiable, not just the price.

# THE CLOSING PROCESS

*What happens after accepting an offer?*

Once you accept an offer, the home goes under contract and the closing process begins. First, the buyer will schedule inspections, and you may negotiate any repair requests. Then, the home will be appraised if the buyer is financing. Meanwhile, the title company or attorney will prepare the closing documents and ensure there are no liens on the property.




You'll need to sign paperwork to transfer ownership, including the deed and seller disclosures.

## SELLER DISCLOSURE

A seller disclosure is a legal document where you must honestly report any known issues with your home. It protects both you and the buyer by making the property's condition clear up front. You're not expected to uncover hidden problems—just disclose what you already know. Each state has its own form, and your agent will help you complete it early in the process.

# BUYER'S HOME INSPECTION



After accepting an offer, the buyer typically schedules a home inspection within the first 5–10 days of the contract. This is a standard part of the process and gives the buyer a chance to evaluate the home's condition before finalizing the deal. The inspection usually covers the roof, foundation, plumbing, electrical systems, HVAC, appliances, windows, doors, and more.

Keep in mind: this is not a pass or fail test. The goal is to identify any material issues or safety concerns—not cosmetic flaws. Based on the results, the buyer may request repairs, ask for a price reduction, or request a credit at closing.

## WHAT TO EXPECT ON INSPECTION DAY

The inspection is typically scheduled by the buyer and their agent. It may last anywhere from 2 to 4 hours depending on the size and condition of the home. The inspector will arrive with tools and equipment, and the buyer may come along (often with their agent), although you as the seller should not be present.



# AFTER THE INSPECTION



## AFTER THE INSPECTION: WHAT HAPPENS NEXT?

After the inspection, the buyer will receive a detailed report outlining the inspector's findings. It's common—even in well-maintained homes—for reports to include a long list of minor issues. Don't panic. Focus on serious items that affect health, safety, or structural integrity.

The buyer may then submit a repair request or amendment. You can:

- Agree to make the requested repairs.
- Offer a credit toward closing costs instead of doing repairs.
- Decline certain repairs and negotiate accordingly.

## PREPARATION TIPS

- Replace burnt-out bulbs, change air filters, and clean gutters.
- Make sure all toilets, faucets, and appliances are functioning properly.
- If you've done repairs or maintenance, leave documentation to show the home has been well cared for.

# *Final* WALKTHROUGH

Buyers may request a final walk-through within a business day prior to the closing date. It is the one last time to make sure everything is in order.

- ◯ Clean the house and remove all your possessions. Your home should be spotless for the final walk-through.
- ◯ Confirm that all of the appliances in the home work as you'd expect. It saves you money on repair bills after closing
- ◯ Leave owner's manuals and warranties. Print physical copies and put these documents in one place.
- ◯ Inspect the backyard and outdoors of the property as closely as you inspect the home's interior.
- ◯ Give the buyer contact information for home contractors or maintenance companies you've used in the past.
- ◯ Lock up. The day before settlement, make sure to close window coverings and lock the entry doors.



# SCHEDULE YOUR MOVE

If you are in a financial situation to move before listing your home, moving before the sale is the easiest way to prepare your home for the market. Moving before you list your home allows you time to paint walls, replace any flooring, and complete any other repairs or upgrades your home requires.







## THINGS TO DO BEFORE MOVING

- Confirm that your closing is still on track
- Contact people who work for you regularly to cancel their services.
- Stop auto-delivery unless it is needed.
- Cancel the homeowner's insurance.
- Disconnect your satellite/cable TV.
- File a change-of-address notice

# CLOSING DAY

*Congratulations! You make it to closing!*



### WHAT TO BRING TO CLOSING?

- Government-issued photo ID
- All the keys, codes, and remotes
- Disclosure statement
- Proof of homeowners insurance
- Cashier's check, if your closing costs are not being deducted from the sales price

### WHAT TO EXPECT

On closing day, you'll meet (in person or electronically) to sign final documents, including the deed transfer, settlement statement, and seller disclosures. If you still have a mortgage, part of your sale proceeds will go toward paying it off, and any outstanding property taxes or agreed-upon closing costs will also be deducted.

Once the documents are signed and funds are transferred, the title company or attorney records the sale with the county, and ownership officially passes to the buyer. You'll typically receive your net proceeds (after deductions) via wire transfer or check later that day or within one business day. Your agent will confirm when everything is finalized, and you're no longer responsible for the home. Typically, closing occurs about four to six weeks after you signed a purchase and sale agreement. During this window, an escrow agent holds the buyer's purchasing funds in escrow until all contingencies, like the home inspection contingency and appraisal contingency, are met.

# CLIENT TESTIMONIAL

*Meet some of our happy clients*

### HEIDI FISHER

I recently sold a house with Dana and while this can be a very stressful process, I felt 110% confident by partnering with DaNA. SHe was candid, provided great feedback, helped explain clearly all details and managed the actual sale negotiation brilliantly. In addition, She was extremely responsive to every one of my questions, no matter how small. As I move forward to now BUY my next house, I am extremely certain DaNA will be the right partner to help me navigate this process.

### MALCOM SMITH

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### DIANA NELSON

Dana Moody is the perfect balance between tough and charming. When you're making a big financial, personal and sometimes emotional decision, you want someone who will be a good listener, a strong negotiator and who is respected his/her peers. Dana meets all expectations. We have worked with her three times between 2008 and 2022. sHe was a great coach when we were first time homebuyers and a savvy marketer when we sold that home (within 24 hours) in 2022.

*We're so grateful to work with amazing clients like you! If you enjoyed our service, we'd truly appreciate it if you left us a quick review!*







# FREQUENTLY ASKED QUESTIONS

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**Will I need to negotiate after the inspection?**

Possibly. Buyers may ask for repairs or credits based on inspection findings. You can agree, counter, or decline.

**What if my appraisal comes in low?**

You can lower the price, ask the buyer to pay the difference, or renegotiate to find a middle ground.

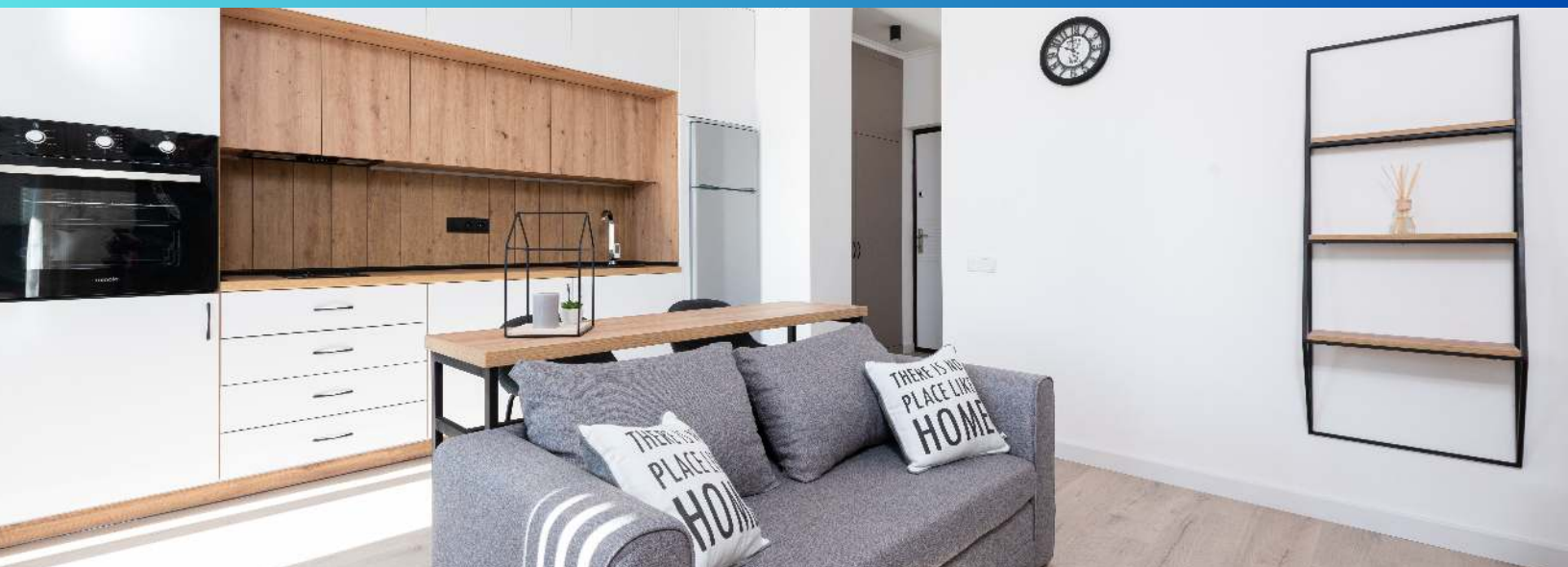
**How soon do I get paid after closing?**

Usually on the same day or the next business day once the title company records the sale and distributes funds.

**What is a contingency?**

A contingency is a condition in the contract—like financing or inspection—that must be met for the sale to close.





## What happens if the buyer backs out?

If the buyer backs out, the next steps depend on the reason and the contract terms—sometimes the earnest money is forfeited, and your agent will relist the home or contact backup buyers.

## Should I stage my home?

Yes, staging can help your home look its best, attract more interest, and sell faster for a higher price.

## What should I do if my home isn't getting any offers?

The most common reasons are overpricing, poor presentation, or limited showing availability. Review recent feedback, compare your price to similar homes, and consider making improvements like staging or updating listing photos. Your agent can help adjust the strategy to attract more buyers.

## Can I sell my home as-is?

Yes, but disclosing known issues is still required, and it may limit buyer interest or reduce your sale price.





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# THANK YOU

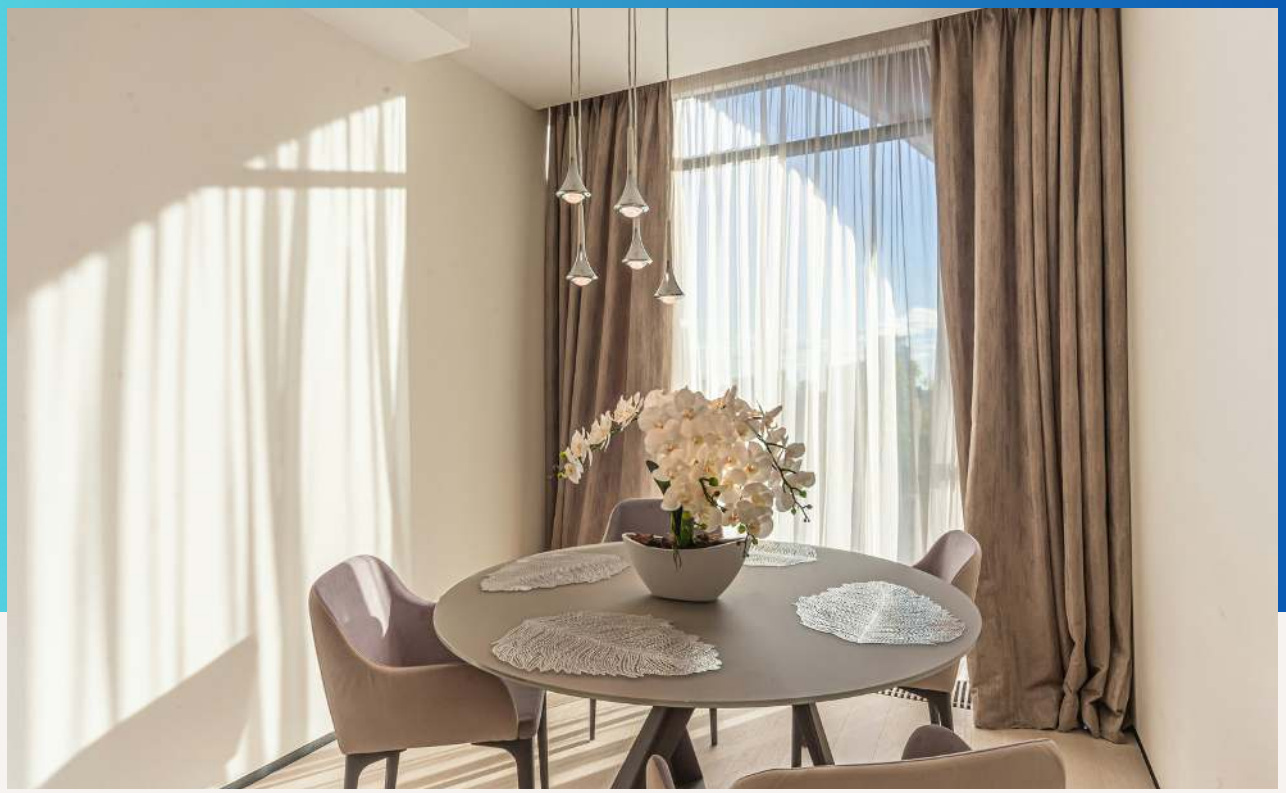
Congratulations on taking this exciting step toward selling your home! I truly appreciate the trust you've placed in me and the opportunity to be part of your journey. Whether you're moving on to your next dream home or starting a new chapter, I'm here to support you every step of the way. Thank you for allowing me to guide you through this process—I look forward to helping you achieve a successful and smooth sale! If you ever have questions in the future or need a referral in another area, don't hesitate to reach out. Wishing you all the best in your next chapter!

*Follow us @danasellscalifornia*



WWW.DANASELLSCALIFORNIA.COM/DANA@DANASELLSCALIFORNIA.COM





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