



Seller's HANDBOOK

A guide to selling your home

Thank you!

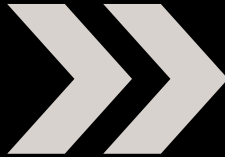
Before we get started, I want to say congrats and thank you for taking these next steps!

Selling your home can be an **emotional** ride.

Any reason to sell is a big one--and as one chapter of life closes, another opens! So, cheers to new beginnings!



**LET'S
GET STARTED!**



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Selling Timeline

1

Contact a Realtor!

2

Decide on the destination

3

Pre-listing Prep

Hit the market!

4

Review & **Accept Offer!**

5

In-Escrow Actions

6

Final Signing & Closing!!!

Contact a Realtor

Do You Need to Sell?

First things first, let's look at the big picture!

- What are your reasons for selling?
- I firmly believe in holding onto as much real estate as possible
- Is there another way to tap into your equity?
- At the end of the day, you know what is best for you. I do not believe in forcing a sale. What I do believe in is integrity and honesty with everyone!

Keeping Up With the Market

Let's review the current housing market!

- What are the trends for buyers and sellers?
- Set expectations for time on the market
- What are different success strategies?
- Interest rates and local housing supply in our price point

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Deciding the Destination

We're educated, let's gameplan

What's your next move after selling this home?

- This will affect our timeline and offer reviewing
- Are we forecasting a HELOC or bridge loan service?
- Will you still be occupying the home while on the market?
- Do you already have someone helping you on the back end? We can help connect you with some amazing partners!

Setting the Timeline

How much time do we have?

- To prepare the home
- To market and advertise
- To assess our performance on-market
- To close!!!

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Pre-listing Preparation

Let's Get Ready!

- Identify areas of improvement
- Are there any necessary repairs that need fixing?
- If you are still occupying--are you prepared to leave the home for showings with the home staged as best as possible?
- What furniture/features are staying to take into staging/media consideration?
- **Set Photography/Media Day**

Administrative Work

- Listing Agreement: Necessary to legally move forward with me selling your home
- SPDS: You will need to fill out a document disclosing as much home info to the best of your ability
- Preliminary Title: Title company will need to ensure there no liens or 3rd-party interest on the property
- Any other miscellaneous notes that need attention

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Review/Accept Offer!

We are on market and receiving offers

- If we anticipate high traction and interest, we can identify an offer review date
 - This forces all interested buyers to submit by a certain day/hour
- If we've identified the offer to pursue
 - Counteroffer: We have the ability to rebuttal the offer with any changes, big or small
 - Checking with finance: I will ensure we speak with their loan officer (or cash source) to validate that they are a strong buyer financially

We are now under mutual acceptance!

- "Escrow" opens with the title company listed in the contract
- It is absolutely **critical** to meet all follow-on timelines! Failure to do so jeopardizes contract rights!
 - Ensuring buyers receive all requested info that falls within contractual obligation
 - Home Inspection: Allow the buyers access to inspect. Expect 2-4 hours depending on the size of the home
 - Responding to title and our transaction coordinator in a timely fashion with any requested information

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Clear to Close!

Almost there...what to expect

- About a week out from closing day, we will receive a balance sheet to show what you are owed and owe (credited and debited) at closing
- Once you've reviewed and approved of a final copy, title will finalize your signing packet and set up a date for you to sign!
- On closing day, funding and official deed recording occurs
- Keep in mind: If a "rent-back" was negotiated in the contract, you may still have possession of the home until the agreed upon date

Closing Costs...What Are They?

- At closing, all funds and fees are balanced out between you and the buyer
- You are each responsible for separate fees, and any negotiated amounts, like seller's credits/concessions, will also be present here.

Fees CAN include:

- State Taxes
- Transfer Taxes
- County Taxes
- Agent Commissions
- Recording fee
- Seller's Concessions
- Settlement officer fee
- Loan Payoff
- Attorney/Notary fee

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Final Words

As you can see, there are **tons** of moving pieces to a real estate transaction, but that is okay!

That is why I'm on your side, and as a team, we will win!

If you have any questions, let's go over them. And, of course, if any other questions come up, do not hesitate to ask.



Onto new
beginnings! Let's
sell and win!



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