AGENT AMY
REAL ESTATE BROKER

SELLER'S GUIDE

Taking you from LISTED to SOLD!




I am here to guide you through the process, Every step of the way.

Contents



2
MEET AGENT AMY

3
WHY HIRE ME

4
GET READY TO SELL

4 From Listed To Sold
5 Pre-Listing Preparation
6 Fair Market Value
7 Pricing Your Home To Sell
8 Photos & Showing Prep
9 Photos & Showing Checklist
10 7 Easy Curb Appeal Tips
11 Prep Your Home To Sell Fast

12
LISTING AND MARKETING

12 Listing Your Home
13 Marketing Strategy

14
OFFERS AND NEGOTIATIONS

15 Factors To Consider

16
UNDER CONTRACT

17 Steps Before Closing

18
CLEARED TO CLOSE

19 Closing Day

20
CLOSING DAY CHECKLIST

21
CLIENT TESTIMONIALS

Meet Agent Amy



Hello! Thank you for taking the time to read through my Seller's Guide. I hope it gives you a bit of knowledge & more confidence as you prepare to go through the home selling process! Expect better, expect extraordinary and expect results because hustle and heart set me apart!

I love working with clients in all aspects of real estate & make it my top priority to educate & guide you every step of the way. I'm committed to high-level communication, innovative technology, & strategic marketing to take your house from listed to sold!

Helping people buy & sell real estate is more than just a job and business to me. I am passionate about assisting people build their life, their dreams and their wealth and legacy for future generations through real estate with the highest ethical standards and professionalism, demonstrating honesty and integrity in every decision and action. I am always humbled & grateful when people trust me to connect them to their home and their community.

When I'm not helping clients, I love spending time with my family! I enjoy watching my two grandkids in their various activities & going on fun adventures with my husband, Charlie. I also serve on a Committee at the Ronald McDonald House. It has become my passion to raise money & awareness, and a home away from home, to help families whom have children receiving medical care at Loma Linda Children's Hospital because when our children are sick, the last thing any of us want to think about is having to go home.

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Let's Connect

You can also find me on:

YouTube

Why Hire Me

How am I Different from Other Real Estate Agents?

I am dedicated to exceptional service & results. As your advocate, it's my goal to exceed your expectations. I take pride in the relationships I build with all of my clients. My persistence, communication skills, & results-oriented mentality means you will get personalized attention, efficient follow-through, & guidance every step of the way.

Experience

I have been representing sellers & buyers throughout Southern California since 2013. I am committed to truly listening to my clients' needs & utilizing my attention to detail & expert negotiating skills to ensure a successful transaction.
I work with all types of clients, from first time home buyers, people downsizing, upsizing and people relocating to or from the area through the Military, a job change or family circumstances. Whatever the reason for your move, I am here for you.

Technology

I invest heavily in strategic marketing plans that set me apart from other agents in our area. I have spent thousands of dollars to learn how to correctly and efficiently utilize the power of technology & social media so I am able to get your house massive online exposure to tens of thousands of potential buyers locally & across the country.

My Commitment to You

My commitment to you is to educate you & walk along side you throughout the entire process, ensuring that you feel secure & confident with one of the biggest decisions of your life. I assure you that your interests will be protected during the entire transaction & you will be so incredibly happy you chose to work with me that you will want to refer my services to everyone you know!

Certifications & Awards

~ Military Relocation Specialist
~ Certified Business Development Agent
~ Certified Expert Listing Agent
~ Probate & Trust Specialist
~ Certified Business Development Agent
~ Certified Real Estate Negotiator
~ Certified Expert Buyers Agent
~ Certified New Home Professional
~ Certified Listing Marketing Expert
~ Top Producer 2013 to Present

From Listed To Sold



Pre-Listing Preparation



1. Schedule a tour of your home with your agent.

2. Discuss any potential repairs, upgrades, or staging to be completed before listing your home.

3. Establish an asking price based on the current market & comparable property listings.

4. Prepare your home to be photographed & put on the market.

Fair Market Value



A home that is priced at a fair market value will attract more buyers, is more likely to get multiple offers, & sell faster.

Pricing Your Home To Sell

The market value of your home is based on a combination of factors including:

- The Current Market
- Comparable Listings
- Location
- Neighborhood
- Age of the Home
- Condition of the Home Improvements



Pricing strategy plays a key role in the home selling process, & can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, & the amount of money you have spent on it may not necessarily determine the market value.

Photos & Showing Prep



In today's market, professional photographs & videos are a requirement for every successful listing. I've put together a checklist to help get your home photo-ready & prepared to show to potential buyers.

Photos & Showing Checklist

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- [ ] Clear off all flat surfaces - less is more. Put away papers & misc. items.
- [ ] Depersonalize: take down family photos & put away personal items.
- [ ] Clear off the refrigerator: remove all magnets, photos, & papers.
- [ ] Replace burnt out light bulbs & dust all light fixtures.
- [ ] Deep clean the entire house.
- [ ] Touch up paint on walls, trim, & doors.

OUTSIDE

- [ ] Increase curb appeal: remove all yard clutter & plant colorful flowers.
- [ ] Trim bushes & clean up flower beds.
- [ ] Pressure wash walkways & driveway.
- [ ] Add a welcome mat to the front door.

PRO TIP

- [ ] Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- [ ] Clear off countertops, removing as many items as possible.
- [ ] Put away dishes, place sponges & cleaning items underneath the sink.
- [ ] Hang dish towels neatly & remove rugs, potholders, trivets, etc.

BATHROOMS

- [ ] Remove personal items from counters, showers, & tub areas.
- [ ] Move cleaning items, plungers, & trash cans out of sight.
- [ ] Close toilet lids, remove rugs, & hang towels neatly.

IN GENERAL

- [ ] House should be very clean & looking its best.
- [ ] Lawn should be freshly mowed & edged.
- [ ] Move pet dishes, toys, & kennels out of sight.
- [ ] Make beds, put away clothing, toys, & valuables.
- [ ] Turn on all lights & turn off ceiling fans.

PRO TIP

- [ ] Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

7 Easy Curb Appeal Tips

That Will Make Your Buyers Fall In Love

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio, & railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm, & welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway & walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up-to-date fixtures. Shiny new fixtures will brighten up your home at night, & look clean & polished during the day. Evaluate the front door handle & lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn & well manicured garden shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

Top 5 Ways To Prep Your Home To Sell Fast



1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold & that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. A clutter-free house lets buyers see your house & not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months & start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, & shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money & work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive & completing home repairs before listing will help selling go smoother & quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice & leave your home (taking your pets with you) before the potential buyers arrive.

Listing Your Home



MLS LISTING

Your home will be put on the Multiple Listing Service (MLS) where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow, Homes.com, & Realtor.com where potential buyers will be able to find your home.

SIGNAGE

An interactive For Sale sign will be placed in front of your home with a QR code that interested buyers can scan to be directed to your listing online.

LOCK BOX & SHOWINGS

A lock box will be put on your home once your home is on the market. It's best for sellers to not be present at the time of showings & a lock box allows agents who schedule showings to access your home with interested buyers.

VIRTUAL VIDEO TOUR

We will create a virtual video walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

Our Marketing Strategy



STRATEGIC MARKETING

I specializes in strategic digital, online, & social media marketing. In this ever-changing market, digital marketing & social media are the new forms of effective advertising.

According to the National Association of Realtors (NAR), 97% of prospective home buyers will view a property online before deciding to walk through it. I offer professional photography, floor plan renderings, drone footage, & virtual tours.

Not only do I market your home to the masses through digital marketing, but I also utilize traditional marketing such as Direct Mail & Just Listed Postcards.

trulia

Zillow

Instagram

facebook

Offers & Negotiations



Being flexible will help the offer & negotiation process go smoother, moving you one step closer to finalizing the sale of your home.

Factors To Consider

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer. Knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up such as a loan falling through or low appraisal. Consider your timeline & finances to evaluate if it is worth accepting a lower offer for a faster closing & often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

LOAN CLOSING COSTS

Loan closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections, & home sales. The terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

Under Contract



Once you & the buyer have agreed on terms, a sales agreement is signed & your home is officially under contract.

Steps Before Closing



INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract, ask for repairs or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired & what will not; or if there will be a price reduction or closing credit given in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the contract price. The appraisal takes into account factors such as similar property values, the home's age, location, size & condition to determine the current value of the property.

FINAL WALK THROUGH

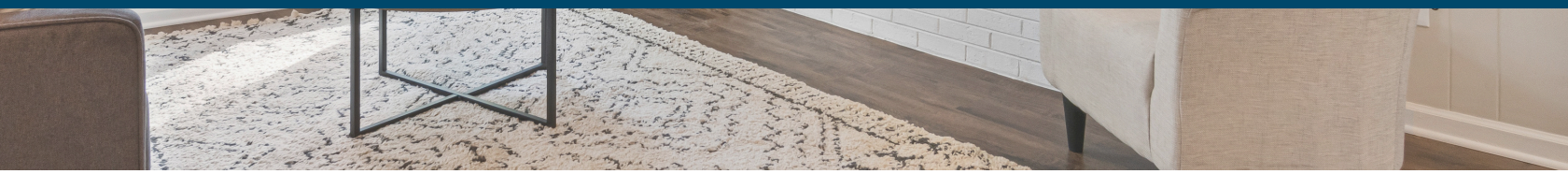
Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed & that nothing from the purchase agreement has been removed from the home.

Cleared To Close



Closing is the final step in the selling process. On the day of closing, both parties sign documents, the loan is funded, & property ownership is formally transferred to the buyer.

Closing Day





CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Recording fees & HOA transfer fees
- Property taxes
- Remaining balance on mortgage
- Any unpaid assessments, penalties, or claims against your property

ITEMS TO LEAVE AT CLOSING:

- ☑ House Keys
- ☑ Garage Remotes
- ☑ Mailbox Keys



Closing Day Checklist



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BEFORE

- [ ] Complete any repairs that were agreed upon as part of the “Request for Repairs”
- [ ] Call utility companies to cancel or transfer utilities effective on the closing date
- [ ] Gather any appliance manuals, warranties, or other documentation
- [ ] Ensure that all household remote controls & keys are left at the property
- [ ] Cancel your current homeowner's insurance policy effective after Closing
- [ ] Clear out all personal belongings- check every nook & cranny!
- [ ] Buyers will schedule a final walkthrough 3-5 days prior to closing to double-check the house is in good, clean condition with no new damage & that repairs have been completed.

ON THE DAY

- [ ] Confirm with your Realtor that you have submitted receipts or documents for any repairs you've made
- [ ] The buyer’s loan will be funded, usually by 1pm
- [ ] Property ownership will be transferred sometime between 1pm & 6pm, at which time we are officially CLOSED!

AFTER

- [ ] Confirm with utility companies that the new owners have transferred all utilities
- [ ] Keep your closing documents in a secure location
- [ ] Funds will be disbursed the next business day after closing.
- [ ] Follow up with mortgage company, water provider, & insurance company for any issued refunds (4-6 weeks post closing)

Client Testimonials



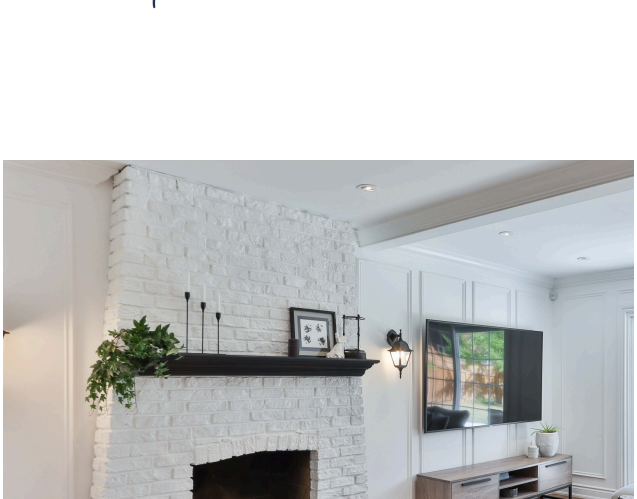
I recently purchased my first home in Highland, California. Agent Amy went above and beyond her role as my realtor to help ensure that this often stressful process was as stress-free as humanly possible. Amy is punctual, dependable, knowledgeable and assertive who always gets the job done efficiently and with a smile on her face. I would recommend Agent Amy to anyone who is in the market for a new home. Thank you Amy!

- Mapstead. ★★★★★



Amy did an incredible job selling our home. We were able to get it on the market and close quickly due to her expertise. We would highly recommend her to anyone looking to buy or sell their home.

- Eddie Arnold ★★★★★



Amy! is a consummate professional, Her attention to detail is unmatched, She will go to bat for you and In this business trust and loyalty are everything. I recommend Amy because she simply cares about your transaction of selling or buying, I must note she is extremely knowledgeable in her field and that's a virtue that not all have. Give her a call. You will not be disappointed!. Amy you're the Best!!! you rock

- Gus Lemus. ★★★★★

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Hustle and heart set me apart!