

# Sold

FROM LISTED  
TO

## A HOME SELLER'S GUIDE

*Audrey Morguessa & Cindy Lee*

310.926.6337 | 323.657.4866

AudreySellsLosAngeles@gmail.com  
CindyLeeRealEstate22@gmail.com

[www.TheAudreymorguessa.com](http://www.TheAudreymorguessa.com) | [www.RealEstateCindyLee.com](http://www.RealEstateCindyLee.com)



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ABOUT US

# Nice to meet you



## Audrey Morguess

REALTOR®



310.926.6337



[AudreySellsLosAngeles@gmail.com](mailto:AudreySellsLosAngeles@gmail.com)



[www.TheAudreyMorguess.com](http://www.TheAudreyMorguess.com)



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[www.linkedin.com/in/audreymorguessrealty/](https://www.linkedin.com/in/audreymorguessrealty/)

### Meet Audrey Morguess, MBA

Audrey Morguess is a seasoned professional with over a decade of experience assisting clients in navigating life-changing transitions, building generational wealth, and developing investment strategies.

Her extensive career began in the healthcare industry, including years at Cedars-Sinai Medical Center. In 2011, Audrey shifted her focus to the Los Angeles real estate market, obtained her California real estate license, and transitioned into real estate full-time.


Audrey is known for her fierce negotiating skills, vast network of brokers, agents, and allies, and her commitment to delivering the highest level of service to ensure client success. She functions as a property detective and deal finder, helping sellers and buyers achieve their goals.

Audrey's energetic enthusiasm, can-do mindset, and dedication to building loyalty, trust, and lasting relationships have made her a trusted liaison in the industry. Passionate about improving her clients' lives and serving the communities she works in; Audrey is the gateway to investment stability and wealth building through Southern California living.

# Nice to meet you



Cindy Lee  
REALTOR®

 323.657.4866

 [CindyLeeRealEstate22@gmail.com](mailto:CindyLeeRealEstate22@gmail.com)

 [www.RealEstateCindyLee.com](http://www.RealEstateCindyLee.com)

 [www.facebook.com/cindyleerealestate](http://www.facebook.com/cindyleerealestate)

 [www.instagram.com/cindy.lee.stories/](http://www.instagram.com/cindy.lee.stories/)

 [www.linkedin.com/in/cindy-lee-stories](http://www.linkedin.com/in/cindy-lee-stories)

Cindy Lee, MBA

“Realtor who listens to your needs.” I understand that buying or selling a home is more than just a transaction. It’s a life-changing experience. I take great pride in the relationships I build and always work relentlessly on the client’s behalf to help them achieve their real estate goals.

Cindy Lee is a dynamic real estate agent with an extensive background in technology, digital marketing, and analytics. Leveraging her analytical and problem-solving skills, Cindy excels at crafting innovative strategies to market properties effectively and negotiate the best deals for her clients. Her unique blend of tech-savvy expertise and deep industry knowledge enables her to navigate the complexities of real estate transactions, ensuring a seamless experience for both buyers and sellers. Cindy's commitment to excellence and client satisfaction makes her a trusted partner in the real estate journey.

**STRESS-FREE SELLING**

<https://www.RealEstateCindyLee.com/stress-free/>

# Meet the team



*Anthony Vulin*

Broker & REALTOR®  
Realtor of the year & President of Greater LA Realtors

(310) 569-1335  
[Anthony@TheCollectiveRealty.com](mailto:Anthony@TheCollectiveRealty.com)



*Marcial Castaneda*

Office Administrator  
[Marcial@TheCollectiveRealty.com](mailto:Marcial@TheCollectiveRealty.com)



*Kyra Washmundt*

Transaction Coordinator  
(818) 720-5807  
[Kyrawtc@gmail](mailto:Kyrawtc@gmail.com)



*Rachel Robin*

Title Officer | California Best Title  
(310) 447-8167  
[rachel.robin@calbesttitle.com](mailto:rachel.robin@calbesttitle.com)



REVIEWS

# REVIEWS



“Audrey was an absolute rock star to work with. She listened to everything we wanted and also intuitively knew what we wanted and needed. She was so patient and always on our side. As first-time home buyers, we were told by friends the home buying process was a major stressor, but having Audrey guide us every step of the way made the process a lot smoother than expected. There is no doubt she knows what she’s doing.” -Katrina P.

“A Get-It-Done Champion. I’m a mortgage broker and had the pleasure of working with Audrey Morguess on a recent purchase transaction. In this difficult market, Audrey helped my (our) clients persist through multiple purchase offers until the clients got their offer accepted. The clients couldn’t be happier. Other agents would have given up or left my clients with a hopeless feeling. In contrast, Audrey was positive, and high energy – this was the key in keeping my clients motivated and successful. I highly recommend Audrey as a caring, get-it-done real estate professional.” -David K

“Audrey was an absolute delight to work with in finding a house. She was always patient and understanding throughout the process. She took the time to understand what we were and were not looking for. We felt like we were in good hands and knew that Audrey was always taking care of us. What I loved most about Audrey was how responsive she was. She always answered the phone or responded by text almost immediately. She made us feel like we were her only clients. I would definitely work with Audrey again and would recommend her to anyone who was looking for someone who is experienced, kind, and committed to the job.” -DM Hanna

“Don’t go any further if you have met up with Audrey! You will not find someone who will work harder to help you sell your house or buy one! I mean the right one! She will get to know you and make the best match possible. Her intuition and knowledge is sharp and clear. She is trustworthy, competent, knowledgeable, intuitive, patient and will always act in your best interest! I have always felt she has served me with the utmost care.” – Phyllis Rosecrans



# REVIEWS



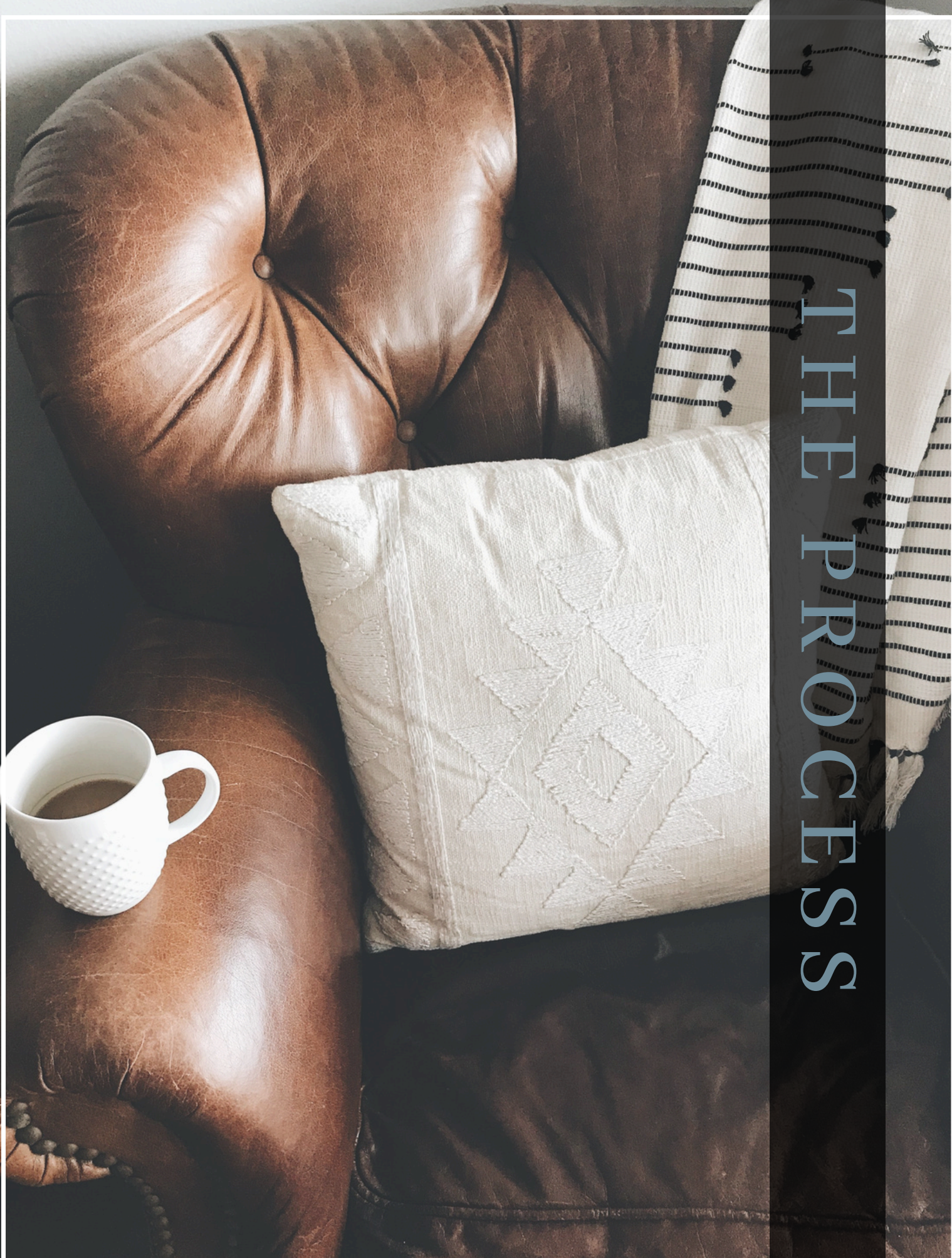
“Cindy was phenomenal at every step of the way and helped us land our dream starter home. My husband and I were really nervous about entering the market in Los Angeles with a budget under \$1M in this crazy time and Cindy was very supportive and realistic with our expectations. We did lots of research on different areas and were torn between Inglewood/South LA and Montebello/El Sereno. Cindy was a trooper and took us to both neighborhoods, some new neighborhoods, sometimes all in a single day with excellent options. She was also smart enough to show us some fixer-uppers to see just how much work we'd be willing to do.

After seeing about 15 homes a listing popped up I knew we'd fall in love with and within hours Cindy had us set up to see it. The home was turnkey and while we were still viewing the home she contacted the listing agent and got us all the info we needed to make the best offer possible. We got the home for exactly what we wanted to pay and the process was so smooth we actually closed a few days early. On a personal note she was incredibly easy to get along with, very personable, and extremely knowledgeable. She was very direct in dealing with all of the agents, brokers, and contractors involved. There was even a day when she waited at the new home while the gas company said they would be by between 9AM-5PM.

It seems like everyone knows a realtor so it's incredibly important to do your research ahead of time before hopping on board with a realtor. I hope this review is all the research you need to know that you are in the right hands with Cindy. She's a hard worker, incredibly smart, and just a lot of fun to be around. Everything you need to survive this crazy market 😊” - Chris L

“I just closed a back-to-back sale and purchase with Cindy and my experience is 10/10. This was my second time working with Cindy, she helped me purchase my first home in 2020. Cindy is well networked, with years of experience and tons of realty knowledge to help you navigate the best properties, bidding, lenders, escrow process and even general contractors! Cindy's availability, reliability, friendliness, and go getter attitude make her the best real estate agent one could ask for! Thank you, Cindy for getting us into our home!” - Garth C

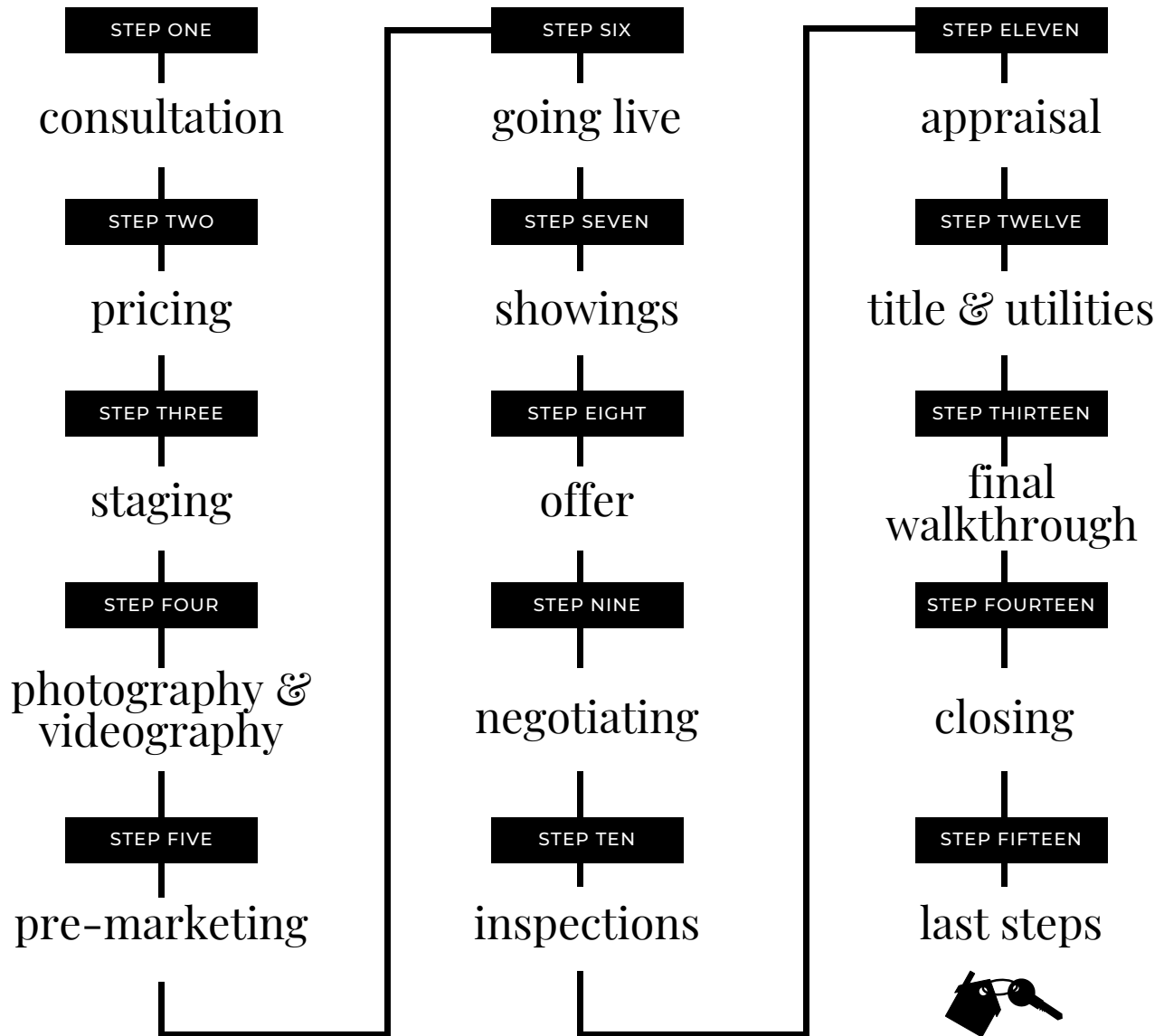
“If you want a 5 star-full service, first rate real estate agent, look no further than Cindy Lee with The Collective Realty. This agent is LA based, and I am San Diego based. That did not stop her from working with me and providing me with excellent service. From coming to SD from LA to look at any and all properties I was interested in, to meeting with contractors in SD when I was unavailable, she did it all. She is not one to leave you after the closing, either. When it looked like I might be having difficulties with my pre-move in renovations, she got in the car and made the 2.5+ hour trip down to make sure I was okay! You will not get better guidance, advice, or service anywhere! Definitely contact Cindy today for all your real estate needs!” – Carrie C



# THE PROCESS

# HOME SELLING

# Process



A photograph of a bedroom corner. On the left, a bedside table holds a lamp with a gold-colored base and a white shade with a grid of gold-colored patterns. Next to the lamp is a clear glass water bottle with a silver cap. To the right, a bed with white linens and a dark headboard is visible against a dark blue wall. The word 'FACTORS' is written vertically in a light blue font on a dark grey vertical bar on the right side of the image.

# FACTORS

# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

### FACTOR 1 *Pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, 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.

### FACTOR 2 *How it 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:

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

### FACTOR 3 *Marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

#### PROSPECTING

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

#### MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING is 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.

#### COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

## *The advantage of listing with me*

- **BOOSTED ONLINE EXPOSURE**

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

- **PROFESSIONAL PHOTOGRAPHY and VIDEOGRAPHY PROVIDED**
- **THE COLLECTIVE REALTY CONCIERGE SERVICE**



BEFORE LISTING YOUR HOME

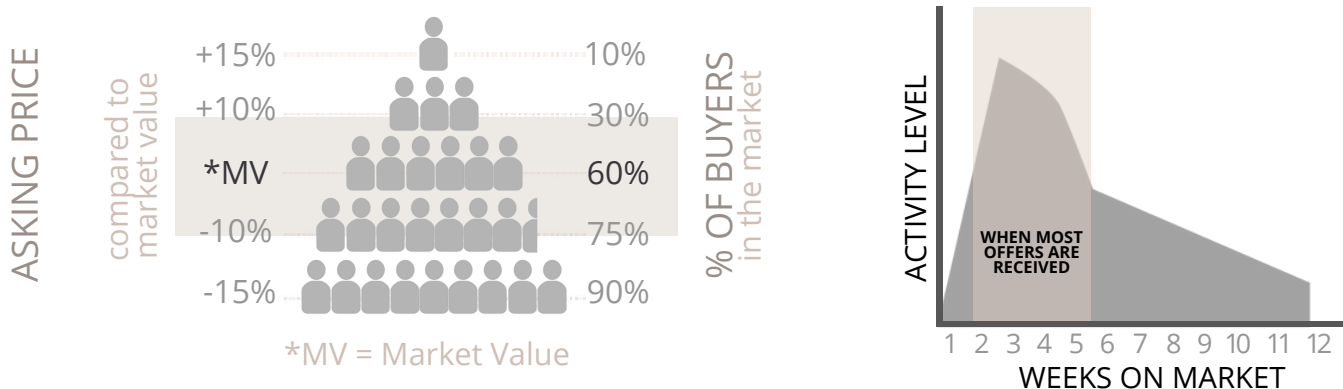
# Listing Strategy

## PRICING STRATEGY

Using a scientific 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.



## PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, we can schedule a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

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

## AGENT MARKETING

I am part of a very large agent network. 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 88% of residential sales involves real estate agents.

## ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month and increasing brand awareness.

# PREPARING TO LIST





# Preparing to List

## Maximize your home's potential

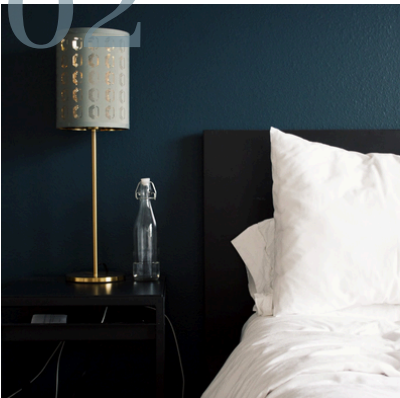
A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

### EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



### 02



### INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

### FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



# The Art of Staging

Staging a home is different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent  
**90%**  
less time on the market

staged homes increased  
sale price up to  
**5%**

## BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEALS THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOME'S FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT





A LASTING IMAGE

# Real Estate Photography



*A picture says a thousand words*

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

*interesting facts:*

quality photos enjoy  
**118%**  
more online views

professionally shot listings  
can sell for up to  
**19K MORE**

potential buyers look at  
professionally shot photos  
**10 TIMES**  
longer than non professional photos

PROFESSIONAL

# Videography

*Video is the number one form of media for engagement*



Real estate listings with video receive **403%** more inquiries

Videos attract **300%** more traffic for nurturing leads.

**70%** of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



# *aerial* PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

## *benefits* of having aerial photos:

- ✓ Provides views of the entire property & land
- ✓ The condition of the roof and other property features
- ✓ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✓ Developments or local districts that are supported by the buyer's property taxes

# VIRTUAL *Tours*

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer can experience what it is like to be somewhere they are not.

## THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would just looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



# PROPERTY Brochures



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, upgrades, and features your home has to offer.



- **Install a Wireless Camera System:** Enhance security by installing a wireless camera system to monitor your property remotely.
- **Use Timers for Lighting:** Set up timers for your lights to ensure that your property appears occupied, even when it's vacant.
- **Two-Step Verification for Showings:**

Step 1: Agents must contact us and verify their identity prior to scheduling any showings.

Step 2: We add a CBS (Call Before Showing) key for an extra layer of security.

- **Double-Checking Security:** After each showing or open house, all doors, access points, and windows are double-checked to ensure the property is secure.
- **Regular Property Visits:** We frequently visit the property to verify that everything remains secure.
- **Mail and Package Collection:** We can collect and forward any mail or packages delivered to your property to ensure nothing is left unattended.



# **PRESALE HOME PREP**

## ***RENOVATE NOW, PAY AT CLOSING***

- ✓ **Prepare your home for sale with no cash out of pocket**
- ✓ **High Impact Cosmetic Renovations**
- ✓ **Home Staging**
- ✓ **Cleaning & Decluttering**
- ✓ **Partner with our expert designers and professional, licensed vendors to make sure your house sells for top dollar, faster**

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# Presale Home Prep

the collective | CONCIERGE

## PRESALE HOME PREP

### THE PROCESS

#### Submission

Submit your project via the online portal. We will reach out to you to confirm receipt and pre-approve your client.



1-3 DAYS



1-3 DAYS

#### Vendor Platform

Our on-staff designers and local vendor partners will collaborate to obtain bids.



2-5 DAYS



7-14 DAYS



#### Project Begins

Your project will be assigned to a project coordinator. Their goal is to facilitate a seamless experience and to see that your listing is prepared and sold efficiently.

#### Consultation

Our expert designers will contact you to discuss scope, budget and time frame for your project.

#### Proposal

You will receive a professional proposal outlining all services and costs. All service fees are payable by your client at closing, interest-free.

*\*Payment is due when your listing sells or as otherwise agreed in writing.*



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LISTING YOUR HOME



# Robust Marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

## EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. 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 help potential buyers remember the key items and unique features of your home.

## LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

## 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, and Pinterest.

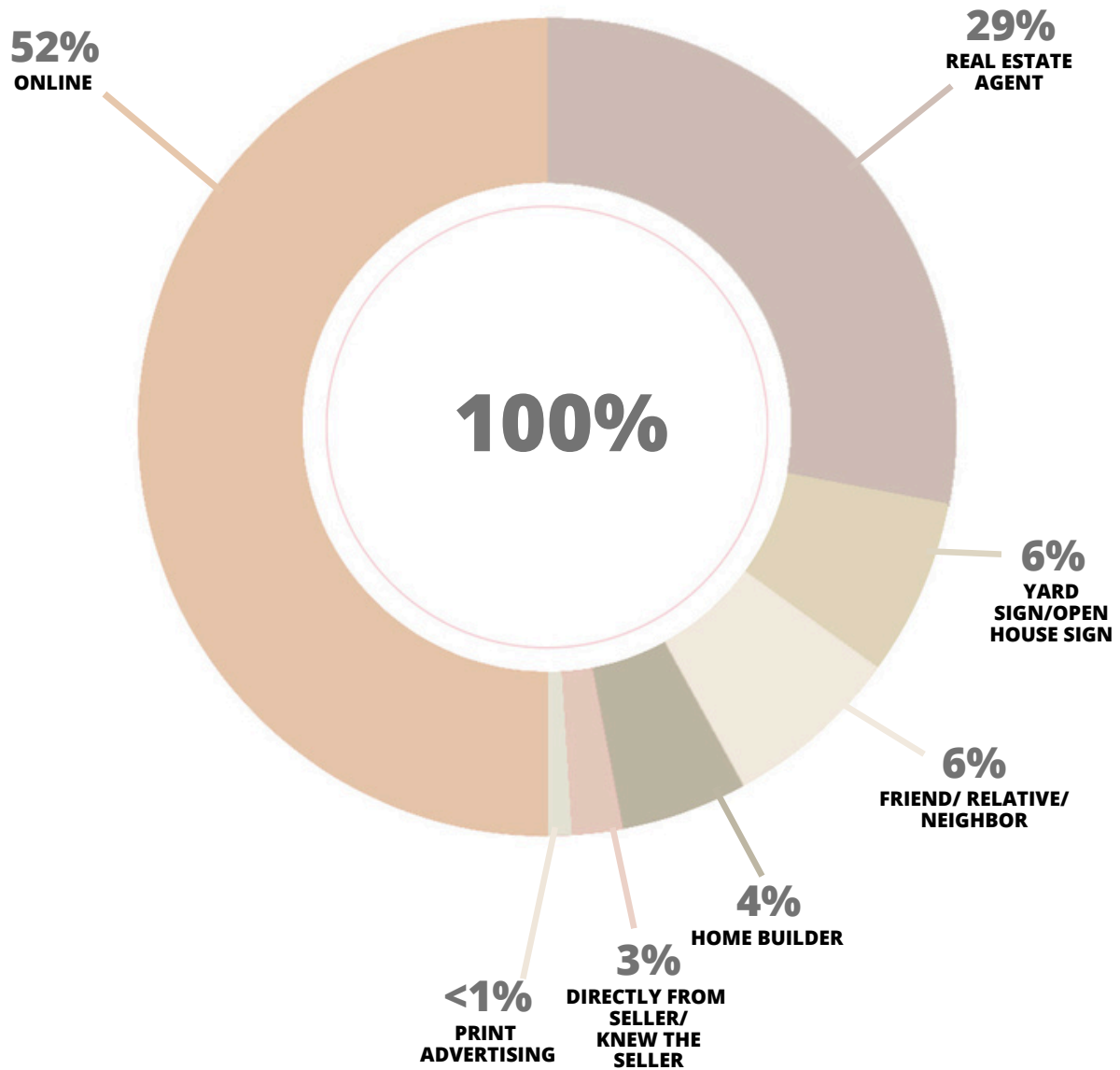
# Creative Open House

Audrey and Cindy's creative Open Houses are designed to make a lasting impression and build a strong community connection. Tailored to the location and property, these events often feature a striking pink coffee cart, offering freshly brewed coffee to guests as they explore the home. For a more festive touch, a taco stand serves delicious bites, adding a fun and casual vibe.

To ensure the neighborhood is in the loop, we personally distribute open house door tags to notify surrounding residents, complemented by eye-catching postcards that highlight the property's best features. The event doesn't just stop at the doorstep; Audrey and Cindy take the experience online with engaging social media live streams and reels, giving potential buyers a virtual tour and creating buzz beyond the local area.



# WHERE DO BUYERS *find their home*



\*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

# Maximum Exposure



Instagram



Pinterest



## GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!





AFTER LISTING YOUR HOME

# Showings

A few tips to help your home showings go as smoothly as possible

## FLEXIBLE

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

## 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 to avoid any odors. Try to empty trash cans nightly so that 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 sight and in a safe place.

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# 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



## **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 can cause delays because they require certain repairs and approvals.



## **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend the 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.



## **CLOSING COSTS**

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



## **BUYER LETTER**

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



## **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.



## **OFFER PRICE**

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

# NEGOTIATIONS

## 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.

### 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.

### 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.



CONTRACT TO CLOSING

# 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



## FAQ

### **INSPECTION TIME FRAME**

TYPICALLY 7-17 DAYS AFTER SIGNING THE CONTRACT.  
NEGOTIATIONS USUALLY HAPPEN WITHIN 10 DAYS

### **COSTS**

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

### **POSSIBLE OUTCOMES**

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

### **COMMON PROBLEMS**

COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

### **UPON COMPLETION:**

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# 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 the 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 the property
  - Consider an alternative all-cash offer

# CLOSING THE SALE

## *what to expect*

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

### 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 a 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 repairs, per sales contract

### 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the 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 commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a 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

# 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.



#### CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



#### 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.



#### DOCUMENTS

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



#### GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



#### CLEAR OUT PERSONALS

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



#### 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.



#### INCIDENTALS

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



#### FLOORS

Vacuum and sweep floors one more time



#### LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



# WHAT TO EXPECT

HONESTY & TRANSPARENCY  
INTEGRITY  
RESPECT  
TIMELY & REACHABLE  
ACTING IN YOUR BEST INTEREST

*Audrey Morguess & Cindy Lee*

310.926.6337 | 323.657.4866

AUDREYSELLSLOSANGELES@GMAIL.COM  
CINDYLEEREALESTATE22@GMAIL.COM

WWW.THEAUDREYMORGUESS.COM | WWW.REALESTATECINDYLEE.COM



the  
collective

FROM LISTED  
TO

*Audrey Morguess & Cindy Lee*

310.926.6337 | 323.657.4866

AUDREYSELLSLOSANGELES@GMAIL.COM

CINDYLEEREALESTATE22@GMAIL.COM

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