



*"Experience the Familee Difference"*

# SELLER'S GUIDE

Brought to you by:



**LAURENCE LEE**  
BROKER / REALTOR®

(510) 828-2711

[LLEE@famileerealty.com](mailto:LLEE@famileerealty.com)

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



# ABOUT



As a Realtor®, I strive to provide my clients with a 5-Star experience throughout the process of selling their home. I take the time to get to know each of them, understand their goals and create an action plan tailored to ensure all of their real estate needs are met. Developing lasting relationships with my clients is of the utmost importance. And I do that through providing a high level of service that is built on trust and reliability. I take much pride in being the person chosen to guide others through such an important transaction.

I am a California native that has spent my entire life in the Bay Area, so I know this market well. I hold a B.S. degree in Finance and have a background in Design, Sales and Marketing. My well-rounded skillset translates to the ability to prepare properties for sale, effectively market them, and negotiate the sale on the behalf of my client's best interest.



## INTANGIBLES

- **MARKETING:** By attracting the maximum amount of interested buyers, your property will sell for the highest price possible.
- **INTEGRITY:** I promise to be honest, ethical, transparent and stand-by a commitment to providing the highest quality of service.
- **SERVICE:** I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.



# THE FAMILLEE DIFFERENCE



## MORE THAN JUST YOUR AGENT

What separates me from other agents is the way I treat my clients - like family. I aim to build more than just a business relationship by taking the time to know you and your family, what your interests are, and learning ways to work together in order to help you successfully achieve your real estate goals.

I treat the client-agent relationship with great integrity, professionalism, and trust. My goal is to help each client achieve the maximum satisfaction with their real estate transaction. This is accomplished through providing a high level of service excellence and delivering the results they desire by meeting or exceeding the goals declared from the outset.

## TRANSCENDENT MARKETING AND INSIGHT

My marketing efforts utilize proven methods of attracting and piquing the interest of buyers to a property. I take high-quality photos, create customized walk-through videos and showcase them on a number of platforms such as social media, industry websites, and a network of other local real estate agents.

I also decipher industry-wide and local market data to further understand each area's characteristics and trends that relate to property profiles. This knowledge, coupled with my industry experience, creates a winning formula for success when you are looking to sell your property.

# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## CURRENT CONDITION EVALUATION



The majority of today's homebuyers prefer a home that either looks new or has been recently updated. However, there are a lot of homes on the market that are neither. Because of this, some are willing to pay a premium for a home that has this work already done. This should not deter you from listing your home if it has not been recently upgraded. There are risks involved with spending the money to make updates to your home prior to putting it up for sale. And depending on your goals, I would be able to advise you for which is the best decision in your situation.

# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## UPGRADE vs. UPDATE

If your home has not been recently upgraded with a new layout, appliances, floors or countertops, there is no need to worry. Making minor updates to your home can make a huge difference in its presentation as well. If a major upgrade is not in your budget, minor updates such as fresh paint, new curtains/blinds, de-cluttering, or even new light fixtures can provide a more attractive visual appeal. Sometimes, making a major change to your home may not be what appeals to a buyer's taste. Therefore leaving your home as-is can reduce such risk. This will allow the buyer to come in and make the home their own, as opposed to what someone else designed.



# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## PRE - INSPECTION

The home inspection is probably the number one deal-killer in a real estate transaction. Why? Typically the home inspection is done once you receive an offer on your home. This scenario can shift a lot of the negotiating power over to the buyer if the inspection report comes back with any concerns.



Pre-inspecting your home will allow for correcting any potential issues with your home prior to receiving an offer to purchase. This also reduces the possibility of any surprises during negotiations since there is transparency between all parties.



# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## STAGING

Professionally staging a home helps to define the space and show it in its best light. My professional staging partner will visit your home prior to photographing the property and discuss with you their plan for making the property stand out in photos, video, and in-person to inspire potential buyers to visualize themselves living in the space.

Although staging does help increase a home's visual appeal in order to sell faster, it is not always necessary. It is possible to utilize your existing furniture and arrange each space in a way that shows best.



# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## PRICING

Once your home is prepared and ready to present to the open market, the next and most important step is making sure your home is priced properly to attract buyers that will submit the highest possible offer.

I will recommend a selling price based on a market valuation that is local to your home by properly analyzing comparable home prices that are currently listed for sale and those that have recently sold.





# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## THE "RIGHT" PRICE



Pricing your home properly at its initial list date is critical to the success of being able to get it sold. A new home listing receives the bulk of its activity within the first two weeks of hitting the market. Therefore listing your home over market value can deter potential buyers from viewing your home. Of course you'd like to get the most money for your home,

but you also don't want to run the risk of having your home sit on the market due to over-pricing. On the flip side, under-pricing can potentially leave money on the table. The goal is to position your home on the market so that it shows as a "good-value" purchase to a buyer.

Market conditions constantly change, and the time in which your home is being listed will determine the appropriate price point. Getting this right will allow for generating the maximum exposure and increase the chances of getting an offer at the highest price possible.

# LISTING PROCESS

- PREPARATION
- PRICING
- **MARKETING**
- NEGOTIATION
- CLOSE

## MARKETING YOUR HOME

Once your home is prepared to be listed and appropriately priced, now comes the time to showcase it to buyers and other agents through as many outlets as possible.

The majority of home buyers begin their home search on the internet. Whether its online, social media, email, or printed mailers/flyers, a custom marketing plan will be created in order to guarantee the maximum exposure of your home to the open market.



# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## PHOTOS + VIDEO

Image is everything. And with only one shot to make a great first impression, capturing high-quality photography and HD video of your home will also help attract interested buyers through an enhanced visual appeal.



The video walkthrough of your home really helps buyers visualize themselves in the space in ways that a still image cannot provide. It also provides another convenient way for buyers to preview the home prior to making an open house visit.



# LISTING PROCESS




- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## CREATIVE CAMPAIGNS

Every home is unique, and each listing gets its own customized marketing campaign tailored to showcase its best features. With beautifully designed printed and digital graphics, your home will look like it's featured in a magazine.




811 EBERHARDT COURT | CLAYTON, CA  
MLS# ML1805900

**\$998,000**




**4 BEDROOMS**  
**2.5 BATHS**  
**2,079 SQFT**

A spacious oasis in one of Clayton's most serene neighborhoods. Inside boasts two living rooms with high vaulted ceilings, a kitchen with plenty of counter space for those who love to cook, a wine fridge, a formal dining room, and tons of great natural light. You'll love spending time in the newly landscaped backyard with a heated pool that you can enjoy year-round. Other great features include: owned solar system, dual pane windows, hardwood flooring throughout, electric vehicle charging station, central home vacuum, & tankless water heater. The master bedroom has two closets and the on-suite bath has dual vanities plus a custom designed tile walk-in shower. With so many great things to love about this home, it's definitely a must-see in person!



**LAURENCE LEE**  
REALTOR®

LLee@FamileeRealty.com  
510.828.2711  
CLAYTON, CA 94520



4714 BRANMAR ST | ANDREWS, CA  
MLS# ML1805900

**\$720,000**



**PROPERTY FACTS & FEATURES**

- 4 BEDROOMS
- 2.5 BATHS
- 1,800 SQFT
- 2 CAR GARAGE
- HARDWOOD FLOORING
- STAINLESS STEEL APPLIANCES
- GRANITE COUNTERTOPS
- WALK-IN CLOSET
- WALK-IN PANTRY
- LAUNDRY ROOM
- BREAKFAST ROOM
- BREAKFAST NOOK
- BREAKFAST ROOM
- BREAKFAST NOOK
- BREAKFAST ROOM
- BREAKFAST NOOK



www.FAMILEEREALTY.com

3 BR  
2 BA  
1,450 SQFT

CASTRO VALLEY, CA

QUIET NEIGHBORHOOD  
HARDWOOD FLOORS  
RENOVATED BACKYARD



4 BR  
2.5 BA  
1,899 SQFT

DANVILLE, CA

OPEN FLOORPLAN  
HARDWOOD FLOORS  
UPDATED BATHROOMS  
PRIVATE BACKYARD



# LISTING PROCESS

- PREPARATION
- PRICING
- **MARKETING**
- NEGOTIATION
- CLOSE

## OPEN HOUSES

The open house is a way to gauge how well a home has been marketed and priced. Typically you will get your most serious buyers that are interested in making an offer on your home within the first two open houses.

I will promote the open house dates and times through a variety of channels such as online & social media, my website/blog, reaching out to other agents, and by distributing flyers throughout the local neighborhood.

Most open houses are held on weekend afternoons, however sometimes I like to host one on an evening during the week for those who may have missed the weekend window.

I always offer snacks and refreshments to provide the most welcoming experience for all visitors.



# LISTING PROCESS



- PREPARATION
- PRICING
- MARKETING
- **NEGOTIATION**
- CLOSE

## HANDLING OFFERS

Negotiation skills are very important in the process of handling offers to purchase your home. My ability to negotiate in your best interest will help to ensure you remain in control and receive the most value for your home. I will be fully transparent and explain my thought process behind all interactions with other agents during the negotiations phase.



I strive to make sure that I am on the same page with my clients in regards to their goals with the sale of their home. Whether it's to sell it quickly or to obtain the most profit, I will make it happen.



# LISTING PROCESS

- PREPARATION
- PRICING
- MARKETING
- NEGOTIATION
- CLOSE

## CLOSING THE DEAL

Once we have found a suitable buyer that has presented an offer that you have come into an agreement with, I will assist you with the closing process. There are many documents and disclosures to review and sign off on, some of which can be confusing and a lot to take in at once. I will be there with you every step of the way to explain everything and provide a level of confidence that everything will go smoothly.



# TIMELINE



## SAMPLE SCHEDULE OF EVENTS

One of my greatest advantages is the ability to prepare and list your home on the market as quickly as possible. Below is a simplified outline of the sales process:

### PRE-LISTING TASKS

- Sign Listing Agreement - 1/2 Day
- Home Preparations (cleaning, decluttering, repairs, etc.) - 2-4 Days
- Inspections - 1 Day
- Capture Photography + Video - 1 Day
- Editing of images, video, graphic design, & property website - 1-2 Days

### POST-LISTING TASKS

- Marketing Campaign (Social Media, Email, Online) - 1/2 Day
- Coordinate home showing appointments - On-going
- Host Open House Weekend - 2 Days
- Review Offers - 1-2 Days
- Escrow Period/Closing - 30 Days (standard)

# LET'S GET STARTED



## ARE YOU READY TO SELL?

Choosing a REALTOR® to partner with in the sale of your home is an important decision. Choosing me as the REALTOR® to sell your home may be your BEST decision. I promise to provide you with a superior level of service and dedication to help you achieve a successful outcome after listing your home for sale.

My ability to piece all of the previously discussed elements together at a high level is what separates me from other agents. I will handle your transaction with the utmost professionalism and care as if it were my own.

I'm happy to discuss any topics that you would like to review that I may not have covered. Or, if you're ready, let's get your home listed and SOLD!

**LAURENCE LEE**  
BROKER / REALTOR®  
(510) 828-2711  
LLEE@famileerealty.com  
[www.FAMILEEREALTY.com](http://www.FAMILEEREALTY.com)

