

HOME SELLERS STRATEGY GUIDE

Selling a home is among the most significant financial decisions in your life and it's something we take very seriously. Our goal is to help prepare you and your home for sale and to guide you confidently and successfully through the process. We are trained and skilled at both being strategists in preparing and introducing your home to the market and in being your ambassador while presenting your home to the market as well as your negotiator when offers are in play, working with you through the close of escrow and beyond.

We will guide you through ideas for enhancing your property's best features, strategizing with you on the best list price to meet your timeline goals, formulating a marketing plan for exceptional exposure, properly preparing the property to provide you with a smooth and worry free transaction and providing transparency in the interest of being your trusted advisor.

We also have relationships with vetted escrow companies and title companies to provide the necessary expertise, protection, and assistance to ensure a smooth transaction and closing.





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PREPARATION

PREPARING THE HOME

The first step is the initial consultation with your agent to discuss possibilities, timing and budget. It's important to understand that when your home goes to market it should be presented in its best light.

IDEAS TO CONSIDER

- Curb appeal
- A deep cleaning
- Neutralize any strong colors
- De-personalize
- De-clutter
- Make repairs
- Consider professional staging
- Fresh coat of paint
- Consider refinishing floors or replacing old carpet
- Update light fixtures

These expenses up front will pay dividends with a faster sale and a higher price.

PROACTIVE DUE DILIGENCE

Proactive due diligence is often overlooked while preparing the home but it's just as important. It's a good idea to begin with a preliminary title report to verify all is as expected with regard to delivering a clear title to your buyer. Ordering this report upfront allows time for any corrections needed and no surprises when opening escrow. It's also a good idea to order any city required reports or inspections in advance and to prepare a seller's disclosure package. With proper preparation your agent will be able to speak intelligently on your behalf and you will be ready for offers on day one!





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GOING TO MARKET



OUTREACH

We begin creating momentum through targeted market outreach. By tapping into our extensive network of agents, qualified buyers, and media contacts, we generate early interest and gather valuable feedback. This proactive approach allows us to position your property strategically and build anticipation ahead of the official launch.

MAXIMIZED EXPOSURE AND LAUNCH PROMOTIONS

Once your listing is live, we amplify its presence through premium real estate platforms, broker caravans, and curated launch experiences including soft openings, pre-parties, and grand openings when appropriate. We combine this with comprehensive email campaigns and targeted media outreach to ensure your home reaches the right audience, both locally and globally.

DIGITAL & PRINT MARKETING

We don't stop at launch — your property remains top-of-mind through sustained digital and print marketing campaigns. Our approach includes search engine optimization (SEO), geo-fencing and geo-targeted advertising, and high-impact social media strategies. These tools help us capture the attention of potential buyers at every stage of their journey, delivering continuous visibility and strong engagement for your listing.

DIGITAL

- Social Media Marketing
- Search Engine Optimization
- Email Marketing
- Pay-Per-Click (PPC Advertising)
- Content Marketing
- Influencer Marketing

PRINT

- Brochures
- Postcards
- Magazine Ads
- Open House Flyers
- Newspaper Ads
- Direct Mail Postcards

GOING TO MARKET

Your home is on the market. You've prepared so well and now you have an offer, or multiple offers! Now the real excitement begins...

Purchase offers are often complex and it's important that sellers have a clear understanding of all contract terms in addition to the purchase price offered. Once a seller has accepted an offer, in writing, they generally do not have the unilateral ability to cancel the transaction, so it's most important to be sure all items are negotiated in a seller's best interest.

The following pages will outline the basics of the Residential Purchase Agreement as well as specialized investigations a buyer may choose to perform, additional provisions to be aware of and highlights of the escrow process. At GUIDE we also go above and beyond to help you vet buyers prior to a seller accepting or countering any offer. This includes helping you understand how you can verify a buyer's financials. We want you to find a buyer that has their funds readily available; whether paying all cash or financing.

If a buyer is obtaining financing, we will also check in with their chosen lender to be sure they are responsive and have actually verified a buyer's ability to obtain a loan. The below list of questions is an example of what can be asked of the buyer's lender in order to vet a buyer's ability to obtain financing:

- Are you a direct lender or will this loan be brokered out and if so to whom?
- Are you able to share Mr. and/or Ms. Buyer's FICO® scores and will they meet lender guidelines?
- Has the lender sourced and verified the down payment?
- Have tax returns and pay stubs been reviewed?
- Does the buyer's Debt-To-Income (DTI) meet lender guidelines?
- Please confirm that a 45 day escrow and 17 days for loan and appraisal contingencies are realistic for you.





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NEGOTIATING OFFERS

THE PURCHASE AGREEMENT

The Residential Purchase Agreement (also known as the RPA) is the contract that California Association of Realtors® has created for the purchase of residential property. It's important, as you receive offers, to carefully review each aspect of the contract and how it pertains to your sale. This is the time to ask any questions that you might have.

ACCEPTING THE RIGHT OFFER

As you can see there are a lot of terms to consider when reviewing offers; above and beyond the best price. Depending on the market you may find yourself reviewing multiple offers or waiting for an offer. In either case most sellers would, ideally, like a high price but most also are looking for a buyer who will close escrow. Offers are often imperfect and usually the beginning of a conversation so it's important to take some time with your agent, ask questions and craft a counter offer that addresses most of your wants and certainly all of your needs.

PHYSICAL INVESTIGATION, LOAN AND APPRAISAL

The contract contains contingencies that are essentially contractual protections that allow the buyer to cancel the contract based on certain conditions. Your buyer will, typically, have a time period to investigate the property, obtain financing, verify the value of the property, and also exit the contract, if needed, without penalty.





PHYSICAL INVESTIGATION CONTINGENCY

Your buyer will have the right to investigate any and all conditions and elements of the property. They will engage the services of multiple advisors and inspectors. This is usually the primary contingency where a buyer will decide whether to move forward with the transaction, and will include inspections to make sure all the home's systems and components are in good working order. If defects are discovered, or repairs are needed, the contract may need to be renegotiated.

LOAN CONTINGENCY

If your buyer is unable to secure a loan, mortgage terms and maximum interest rate as stated in the contract they may legally cancel their offer.

APPRAISAL CONTINGENCY

If the appraised value determined by your buyer's lender's appraiser is less than the agreed-upon purchase price your buyer will have the option to ask you to renegotiate or cancel the agreement. The buyer's contingencies remain in place until they are actively removed by the buyer. They do not expire. In the event a buyer is not performing in removing their contingencies, the seller may issue a notice to perform at the appropriate time. This will allow the seller to cancel the sale.



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ESCROW

WHAT IS ESCROW

Escrow is a process where a neutral third party, known as the escrow company, ensures that no funds or property change hands until all terms and conditions of a purchase contract are met. The selection of the escrow company is agreed upon by the buyer and seller. Once the contract is accepted, the escrow process begins, and the contract becomes officially active. The escrow officer reviews the contract, contacts the buyer and seller, and provides instructions for the deposit of the buyer's earnest money, typically 3% of the purchase price. The earnest money is due into escrow within three business days and is held in trust by the escrow company.

The escrow officer then prepares escrow instructions that outline the duties of the escrow company, incorporating the legal description of the property and contingency dates agreed upon in the contract. Opening packages are generated, containing documents that need to be signed, completed, and sometimes notarized. These packages should be returned to escrow within five days. The escrow officer also opens a title order, reviews the preliminary title report, and works with the seller and title company to ensure clear title transfer to the buyer upon closing. All encumbrances, liens, property taxes, and obligations against the property are addressed.

The escrow officer acts as a point of contact for all parties involved in the transaction and can provide guidance, answer questions, and address concerns. It is recommended that buyers contact the escrow officer by phone to confirm wire instructions, as wire fraud is a growing concern. This precaution ensures the safety of funds being wired.





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CLOSING



CLOSING PROCESS

The closing date (the target date to close the transaction and transfer ownership) is determined by the buyer and seller when the parties have agreed to and accepted the terms of the purchase agreement. This date may be amended by the mutual agreement.

The escrow officer confirms that all the conditions of the purchase agreement have been met, including but not limited to:

- All required documents have been reviewed and approved.
- Buyer's closing funds have been received by escrow.
- Clear title has been verified.
- Buyer's signed loan documents (if applicable) are complete.
- Seller's notarized recording documents have been delivered to escrow.
- If the buyer is getting a loan, the completed loan documents are returned to the lender by escrow, the buyer's closing funds are deposited with escrow and the buyer's loan funds.
- Estimated closing statements have been

The escrow holder will then call the title company, confirm the final details of the transaction, order the title insurance policy as called for in the purchase contract, and release the file for recording (also known as "closing") with the county recorder's office for the next business day. Close of escrow happens when the notarized grant deed that the seller has signed is recorded at the county recorder's office. This deed transfers title of the property from the seller to the new buyer.

Upon the escrow holder's confirmation from the county recorder's office that the deed has been recorded, the escrow officer will notify all parties. Keys are exchanged between agents, seller and buyer, as outlined in the RPA.

The escrow holder will then process the closing, balance the final figures of the file, disburse the funds accordingly (including any refunds to the buyer), and generate and disburse the final closing statements.

CONGRATULATIONS! YOU HAVE OFFICIALLY SOLD YOUR HOME!

KIRSHNER ELKIN PROPERTIES

Home is the place where you belong, and it is also the people who welcome you in.

At Kirshner Elkin Properties, we are honored to help our clients time and time again as they evolve and grow in their journey, calling new places and faces “home.” We care about each client’s experience as if it was our own. This commitment has paid off with happy clients and the honor of being named a Top Ten Team in West Los Angeles.

Our obsession with client success has kept relationships at the center but also driven evolution in our technology and business systems. We do things differently and keep moving forward.

\$1.5B+

TOTAL SALES VOLUME

800+

CLOSED TRANSACTIONS

96%

REFERRAL BASED BUSINESS

35+

YEARS OF EXPERIENCE

