

ANSWERED!

TOP QUESTIONS BAY AREA HOME SELLERS ASK



When homeowners decide to sell their homes, they are often filled with questions about the process. Selling a home can be a daunting task, whether it's your first time selling a home or you haven't sold a home in a long time you may be unsure how to get started.

Homeowners want to make sure they are making the best decisions possible to ensure a successful sale. From setting the right price to choosing the right real estate agent, there are many factors to consider when preparing to sell a home. In this guide, I will share some of the top questions East Bay home sellers ask when preparing to sell their home. We will provide answers to common questions that can help homeowners navigate the selling process with confidence. Whether you are looking to sell your home quickly or are willing to take your time to get the best price, understanding these key questions can help you make informed decisions every step of the way.

So, if you are getting ready to get moving, read on to find out what you need to know to sell your home successfully right here in the East Bay Area .

01

What's the first thing to do before selling my home?

Before selling your home, it's important to first come to the decision that it will happen, whether it's a need or a desire.

This can be an emotional process as a home can hold many memories, but once you've made the decision to sell, you can move on to taking practical steps.

Understanding your motivation and priorities for selling the home is the best first step.



02

How do I determine the value of my home?

The answer is NOT Zillow.

Get with a competent realtor who knows how to assess the value of your property using comps, amenity adjustments, market and neighborhood conditions, and has a strategy to achieve that sale number.

What's going to be most important to you is the net value of your home after the sale. You'll need to calculate the selling price with and subtract any closing costs, commissions, and outstanding mortgage debt on the property.

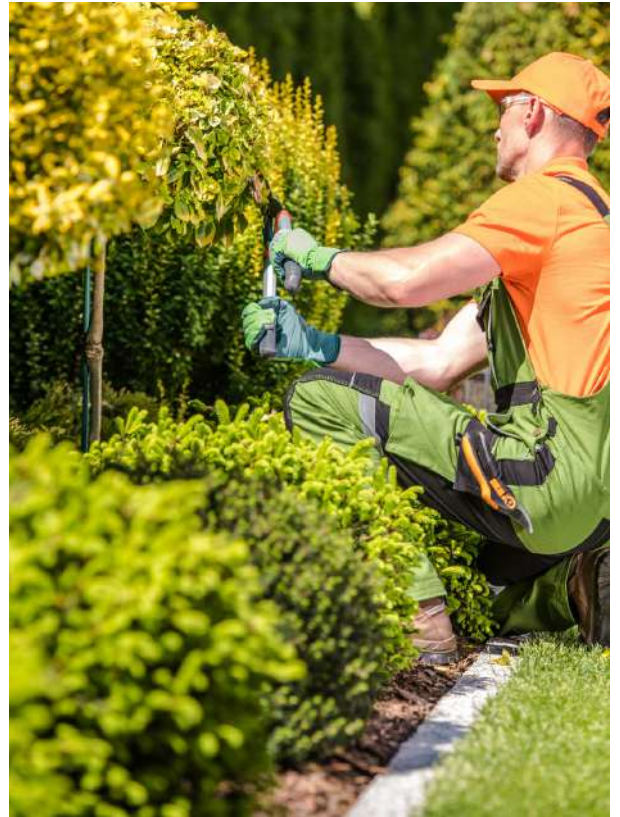
03

How can I increase the value of my home before selling it?

There are many things you can do to increase the value of your home before selling it - from major remodels to minor updates, and everything in between.

Here are some of the things you can do to get the most bang for your buck:

- A fresh coat of paint
- Landscaping
- Updating Fixtures
- Cleaning and Decluttering



04

What is the best time of year to sell my house?

The best time to sell your home depends on your specific situation and location. If you're in a hurry to sell, then now is the best time.

However, if you have flexibility, it's important to consider market conditions and discuss with your realtor to determine the optimal time to list your home.

Summer and spring tend to be more active seasons here in the East Bay, but you are also competing against more inventory on the market.

05

What is the cost of selling my house?

There are various costs associated with selling a house, some of which are negotiable, while others are not.

For instance, real estate commissions typically make up 5-6% of the sale price.

Additionally, you may need to incur expenses in preparing your home for sale and closing costs.

Your real estate agent can provide you with a comprehensive list of these costs.



06

Is it necessary to use a real estate agent when selling my house?

No, you don't.

However, the data is clear on this. Hiring a real estate agent time and again nets sellers far more money than you would pay in commission compared with doing a for sale by owner.

It is a smart choice as it helps you protect your interests with proper disclosures and alleviate the stress that comes with selling a home.

07

What happens if I need to sell my house before buying another?

This can play out in a few different scenarios. In most cases, contingency sales are the norm, where you act as both the buyer and the seller simultaneously.

Other options are requesting a rent back to stay in the home until you find another one to buy. Or temporarily renting while you find another property to buy.

You should work hand-in-hand with your realtor to determine the best path for your situation.



08

How do I determine the best price to list my home?

This all starts with assessing the proper value of your property and then formulating the appropriate strategy from there.

At its core, the listing price is a marketing tool to drive interest, showings, and offers from buyers.

This will help deliver top dollar results.

The realtor you choose to work with can have a dramatic impact on executing this process. Choose wisely.



09

How long does it take to sell a house?

The length of time it takes to sell a house here in the East Bay Area depends on various factors, such as the asking price and how aggressive your real estate agent is in marketing the property, as well as market and property condition.

With a motivated and proactive agent, selling your home becomes a numbers game, and the more people that see your home, the higher the likelihood of finding a qualified buyer - more quickly.



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Is staging my home necessary?

This is another component of selling a property where the data is clear on the impact of the result you can get.

Staging your home can increase the chances of selling it faster and at a higher price, as studies have shown.

You are helping the buyers to easily visualize what life could look like in your home. This usually results in creating a positive emotional attachment to the property and thus the desirability of owning it.

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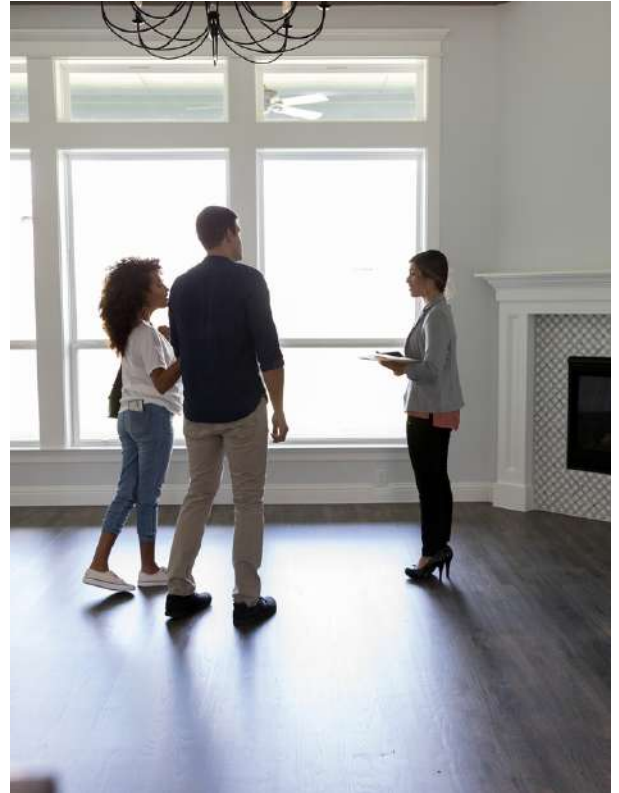
Should I be present during home viewings?

No, it is best to let your real estate agent handle home viewings on your behalf.

Being present during a viewing may lead you to say something that could compromise your negotiating position.

Instead, it is better to let your agent do the talking, and you can wait for their call or text.

This is what you are paying them for.



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What is the standard commission rate for real estate agents?

In most cases, the standard commission rate for real estate agents ranges from 5%-6% of the home's sale price, with the amount typically split between the buyer's and seller's agents.

This is absolutely a case where the old adage plays out - "You get what you pay for".

The compensation for an agent should be closely tied to the value they are bringing to your transaction and helping you to get the most money for your property.

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What is the timeframe for responding to buyers' offers?

In formal written offers, there is typically a specified deadline.

However, if there is mutual interest, some flexibility may be necessary to facilitate the deal.

It will also depend on your availability to review offers with your agent. And your agent should be communicating this to buyers' agents to set the right expectation for response times.



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Should a pre-inspection be conducted before listing a house?

Yes, it is highly recommended. Identifying any issues beforehand can prevent surprises that may negatively impact the sale price.

It is better to disclose all known issues upfront rather than risk them being discovered during a home inspection.

It minimizes the circumstances in which a renegotiation step needs to occur to rectify newly surface issues as well as the potential for a buyer to just walk away from the transaction.

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Who is responsible for choosing the title company, the buyer, or the seller?

This is negotiable between the buyer and seller. The parties reach an agreement about who will select and pay for title insurance.

In some cases, the buyer chooses the title company and pays for a lender's insurance policy, while in other cases, the seller chooses the title company and pays for an owner's title insurance policy.



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What's the best offer to accept? Is an all-cash offer always preferable to an offer with financing?

Not necessarily.

An all-cash offer may be lower because it removes contingencies and the need for a buyer to qualify for a loan. However, it is not always the best option and depends on the specific circumstances.

In most cases, the best offer is dictated by a combination of price and terms, and most importantly, what is best for you and your situation.

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Can a homeowner rent their home back from the buyer for a period of time?

Yes, it is possible to negotiate a short-term rental agreement as part of the sales transaction. This is called a seller rent-back.

This can be useful if the homeowner needs to stay in their home due to a contingency of purchasing another property.

You will want to work with your real estate agent to ensure this is part of the negotiation with any potential buyer if it something you need.



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What's the biggest mistake home sellers make?

By far the biggest mistake that sellers make is pricing the home incorrectly. And it can dramatically impact the amount you sell for.

There are excellent strategies that you can use when pricing a home to help drive interest and offers.

The best thing you can do is listen to your agent's advice and be realistic. It will serve you well when it comes down to leveraging the right pricing strategy.



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We are truly grateful to have found Adam through referral. The thought of selling a home and the works involved can be overwhelming, but our journey has been a smooth ride thanks to Adam's professionalism and genuine guidance along the way. From initial consultation to eventually accepting an exceptional offer, Adam patiently answered all our questions and helped us find solutions to many tasks and arrangements pertaining to our move. We could not have made the transition so quickly and successfully without Adam leading the way. If you want to work with someone who can understand your possible needs and concerns, who provides unbiased information based on careful research, a person you can trust, look no further.

Ming and Connie Chan
Represented as Seller

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If you have questions about selling your home right here in the East Bay Area, or about your specific scenario, please don't hesitate to reach out.

Consider me a resource you can lean on.

And if you want to learn more about my ***Concierge Method***, that I've developed to help my client sell for more money, let me know.

I look forward to connecting with you soon!

AD | **ADAM DOBRINICH**
REAL ESTATE