



# A GUIDE TO **SELLING** YOUR HOME

**COMPLIMENTS OF:**

*Shannon and Jon Yoffie*

Yoffie Real Estate Group, Keller Williams Realty

# A GUIDE TO **SELLING** YOUR HOME

## It's All About You

Our real estate business is built around one guiding principle: **It's all about you.**

## We Will Help You By ...

1. Taking time to **understand your wants, needs, and expectations**; answering your questions; returning your phone calls and emails the same day; and **being honest** with you at all times.
2. Helping you obtain the **highest possible price** for your house in the shortest amount of time.
3. Advising you on **pricing** and **staging** once we have evaluated your home thoroughly against the market.
4. Implementing a **comprehensive marketing plan to expose your house** for buyers through as many channels as possible.
5. **Coordinating the home-showing process** with your family's needs in mind.
6. Presenting all offers, and **advising you** on the terms and contingencies contained within.
7. **Negotiating** on your behalf for the best offer.
8. Scheduling and coordinating completion of **contingencies and inspections**, and monitoring the **buyer's loan process**.
9. Coordinating and supervising the preparation of all **real estate closing documents**, and guiding your through the closing process.
10. During the entire listing, from start to finish, always **representing YOUR best interests**.

**It's all about you!**

## Get Ready to List

### What will it sell for?

The market tells us how much your home is worth. **We will advise you on pricing** after my thorough analysis of your property compared to the market, and with our recommendation, **you will make the final decision.**

## Five Factors Affecting the Value of Your Property

### 1. *Price – Based on Recent Sales*

Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.

### 2. *Location*

Location is one of the most important factors in determining the value of your property.

### 3. *Condition*

The **condition of the property** affects the price and the speed of the sale.

- Prospective buyers often make purchases based on emotion, so first impressions are important.
- We'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.

### 4. *Competition*

Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.

### 5. *Timing*

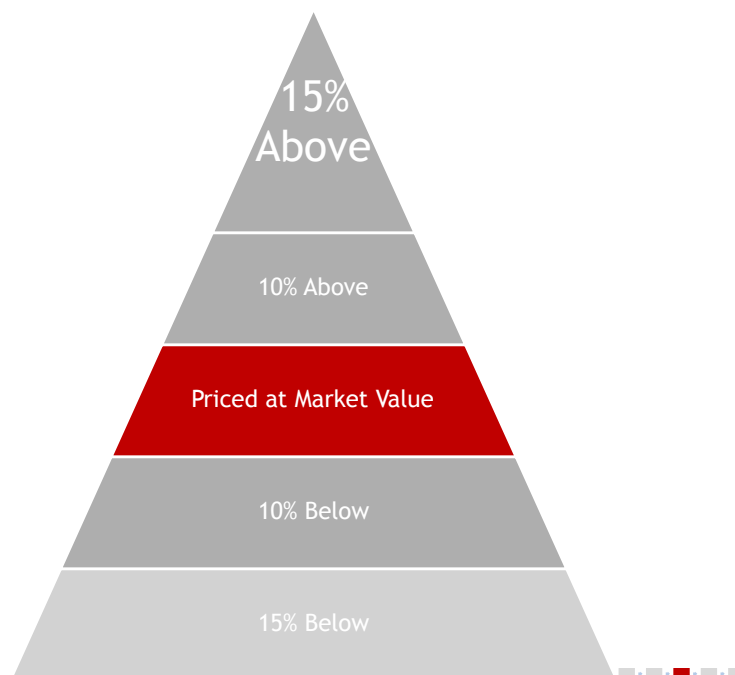
Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

**Of these five factors, you can only change two: the price and the condition.**

## Get Ready to Sell – Price

- A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers, all very quickly.
- An **underpriced home** will attract buyers and may sell quickly, yet may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective.

% of Buyers  
Looking at Your  
Property



Even though it’s true that a lower price will attract more viewings, it doesn’t ensure a sale, and may not meet your financial goal.

## Get Ready to Sell – Condition

You don't get a second chance to make a first impression.

- Most buyers make decisions about the property they see within the first 15 seconds of entering the home.
- Homes in great condition attract more interest and offers, and tend to sell for more than homes in less than great condition.

### Staging Makes the Difference

Decluttering and improving the general cleanliness and condition of the home is what we call “staging.”

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. More buyers become interested and make offers allowing you to sell faster and for more money.

### Stand Out From the Crowd

1. Start at the curb of your house, notice any maintenance or landscaping issues (chipped front door paint, poor outside lighting, dirty windows, overgrown bushes and hedges, cluttered walkway and driveway, etc.)
2. Inside the home, observe ... is it tidy, clean, and odor-free? Does the layout of furnishings allow for easy flow?
3. Throughout the house, make note of any areas that need painting or repair, and check flooring for wear and cleanliness.
4. Will the buyer be able to see themselves in the property, or will they be too reminded of your family? Make note of family photos and personal items that can be packed away.

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## Questions for You

*Your answers to these questions will guide us in how to best serve you.  
We'll discuss them when we meet.*

1. What is the most important thing you are looking for in your listing agent?

2. What prior real estate transaction experiences have you had?

3. How would you like to be communicated with?

Email      Phone      Text      Other (explain)

4. How frequently would you like an update on marketing?

Weekly      Twice a month      After each showing      Other (explain)

5. How frequently would you like an update on showings?

Weekly      a month      After each showing      Other (explain)

6. Please list what you are most concerned about in the marketing and selling process (buyer qualifications, showing procedures, open house, possession, pricing, negotiations, and other issues).

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## About Us

### *Shannon Yoffie: Relationships for Life*

#### **I love helping families buy and sell homes!**

I understand that whether you are buying or selling, your home is an investment, financially and emotionally, in your family and your future. Your decision to buy or sell is an important one and my team and I make sure that every detail is covered for you every step of the way.

As an agent who's an expert on El Dorado Hills, Serrano, and the surrounding Sacramento area and Sierra Foothill communities, I bring a wealth of knowledge and expertise about buying and selling real estate here. Every market is not the same; I'd love to help you make the right move!

### *Jon Yoffie: Marketing that Moves People*

Selling your home is all about helping buyers fall in love with the thought of their future life in your home. Cookie cutter marketing just doesn't cut it. Shannon and I work with you, our sellers, to create stories that succeed in selling your home for the most money in the shortest amount of time to a buyer who can't wait to move in! Our marketing is smart, fun, and tugs at the heart strings in ways you won't see elsewhere.

I have over three decades of sales, marketing, and media experience including 11 years serving the homebuilding industry during the housing boom of the early 2000's. While working in the corporate world, my client list represented hundreds of millions of dollars in billing from national and multinational corporations in the building supply, technology, entertainment, finance, and government service industries. I pride myself in being able to produce unique marketing solutions for every selling situation.

I look forward to working with you to sell your home to a buyer who will love your home every bit as much as you have!

## What Our Clients Say

Our experience with Shannon Yoffie was excellent in all respects. She represented us both in the sale of our property and in finding our dream home. She kept us constantly updated on what was going on, walked us through all the steps of the sale and purchase and made sure everything was covered. Her resources were key from inspectors to service people. We would recommend Shannon without hesitation, we have bought many homes over the years and Shannon was the best agent by far that we have ever worked with!"

*-Ray & Carl*

"Shannon's attention to detail, her ability to clearly explain all the requirements in the sales process, her guidance in preparation both pre and post sale and her willingness to help with whatever we needed from a seller perspective was invaluable. Nothing was too much trouble, she is very client focused!" -

*-Vic & Cheryl E.*

Shannon came highly recommended by members of my family and she treated us like part of her own family. She worked extremely hard to satisfy us and was knowledgeable, responsive and professional. I would recommend Shannon with all my heart to both family and friends! "

*-Peter & Gabrielle B.*

"Shannon was referred to us by a friend. After an introductory phone call, my wife and I felt it was a good match and found her very easy to work with. Shannon was extremely helpful through the entire home buying process. She listened carefully to what we said we wanted, asked the right questions and helped guide us into the perfect house. We changed our minds on what we wanted a few times and Shannon kept up with us and adjusted the plan as needed. Shannon is professional and gave us great advice through the entire process.

Now that the process is over, and we have moved into the home of our dreams, we consider Shannon a new friend in our new community!"

*-Lance & Lisa*

"Shannon Yoffie was more like a partner than our realtor during our house hunting experience. After writing numerous offers, she remained steadfast in her determination to find us our home. She was honest and transparent during the entire process, but did so in a professional way. She was always there, day or night, when we needed something or to ask a question. She successfully negotiated the purchase of our house and was our advocate every step of the way. We would recommend Shannon in a heartbeat!"

*-Michael & Tammy B.*

*We would be happy to provide you with references!*



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## We Hope You've Enjoyed This Free Guide!

If you have any questions about real estate, we'd be happy to answer them.

*Shannon Yoffie:*

Phone/Text: 916.337.4907

email: [shannon@yoffierealestate.com](mailto:shannon@yoffierealestate.com)

*Jon Yoffie:*

Phone/Text: 916.941.6566

email: [jon@yoffierealestate.com](mailto:jon@yoffierealestate.com)

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

