FEARLESS
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THE SELLER GUIDE

Selling Your San Diego Home

How to price it right, launch it well and walk away with the most money.

Jonathan Fisher · DRE# 02002627
(619) 754-5179 · jonathan@fearlessrealty.com · fearlessrealty.com

A LETTER FROM JONATHAN

Selling Your San Diego Home

Your home is likely your biggest asset. Selling it should be a strategy, not a guess. The difference between a well launched listing and an average one can be tens of thousands of dollars and weeks of stress.

This guide shows you the exact process our team uses for every listing: pricing, preparation, marketing, negotiation and closing. Read it, then let us build a plan around your home.

Jonathan Fisher & The Fearless Realty Team

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01

Price it right from day one

The first two weeks on the market bring the most attention. Price too high and buyers skip you, then you chase the market down. Price right and buyers compete.

- We study recent sales, active competition and pending listings near you
- We adjust for condition, upgrades, lot, views and location
- We set a launch price and a plan if the market responds differently

> Ask for a free home value report. It shows what similar homes sold for and what your home could net after costs.

02

Know your net

What you list for is not what you keep. Before you sign anything, see your estimated net.

- Payoff of your current mortgage and any other liens
- Real estate commissions, which are negotiable and set in writing
- Escrow and title fees, and county transfer tax
- Repairs or credits negotiated with the buyer
- Prorated property taxes and HOA dues, plus HOA transfer fees if any

03

Prepare the home

Buyers decide in seconds online. Small, smart fixes before photos pay off more than big remodels.

- ☐ Declutter every room and clear counters
- ☐ Deep clean, including windows and baseboards
- ☐ Fresh neutral paint where walls are worn or bold
- ☐ Fix leaks, sticky doors, burnt bulbs and loose hardware
- ☐ Refresh landscaping and the front entry
- ☐ Store personal photos and valuables
- ☐ Consider a pre listing inspection to avoid surprises

We walk your home with you and give you a short, prioritized list. We also guide you on staging, from a few key pieces to a full stage.

04

Launch with premium marketing

- Professional photography, video and floor plans
- Listing on the MLS and the major home search sites
- Social media campaigns and targeted digital ads
- Email to our buyer database and local agents
- Bilingual marketing in English and Spanish
- Open houses and private showings with feedback after each one

05

Handle offers and negotiate

When offers arrive, price is only one piece. We compare every term side by side.

- Strength of the buyer's loan and lender
- Down payment and appraisal risk
- Contingency periods and requests
- Close date and rent back options
- Earnest money deposit

> With multiple offers we can ask buyers for their highest and best. We will advise you on the cleanest path to the most money.

06

Disclosures and escrow

California requires sellers to disclose known material facts about the property. We help you complete the standard forms carefully and on time.

01 **OPEN ESCROW**
The buyer deposits earnest money and escrow begins.

02 **DISCLOSURES**
You complete the seller disclosure forms and we deliver required reports.

03 **INSPECTIONS**
The buyer inspects; we negotiate any repair requests.

04 **APPRAISAL**
The lender confirms value. If it comes in low, we have options.

05 **CONTINGENCY REMOVAL**
The buyer removes contingencies in writing.

06 **CLOSE**
You sign, the loan funds, the deed records and your proceeds are sent to you.

07

Moving out

- ☐ Schedule movers early, especially at the end of the month
- ☐ Leave keys, remotes, manuals and warranties
- ☐ Transfer or cancel utilities after closing
- ☐ Leave the home broom clean
- ☐ Update your address with the post office and your bank

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NEXT STEP

Let's talk about your move.

Every guide ends the same way: with a real conversation. Call or text us and we will build a plan around your timeline, your budget and your goals. No pressure, no obligation.

Jonathan Fisher

(619) 754-5179

jonathan@fearlessrealty.com

fearlessrealty.com · @jonathanfisher.sd

232 Third Ave, Chula Vista, CA 91910

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