HOME *selling* GUIDE

GL Realty
AND INVESTMENTS

619-436-4396 | SALES@GLREALTYSD.COM | GOODLIFEMGMT.COM

WHAT IS *inside*

ABOUT US
BIO
MEET THE TEAM

DETERMINING FACTORS FOR IF A HOME WILL SELL

WHY SELL WITH US
PERKS OF SELLING WITH GL REALTY
SELLING WHILE VACANT VS. SELLING WITH A TENANT
OUR SELLING PROCESS

BEFORE WE LIST YOUR HOME
PRICING
STAGING
PHOTOGRAPHY
MARKETING
WHERE BUYERS FIND HOMES

WHEN WE LIST YOUR HOME
NETWORKING
SIGNAGE
EMAIL MARKETING
FLYERS
SECURITY
OPEN HOUSES
ONLINE MARKETING

AFTER WE LIST YOUR HOME
SHOWINGS
OFFERS
NEGOTIATIONS

CONTRACT TO CLOSING
INSPECTIONS
APPRAISALS
CLOSING
REVIEWS

hello

GL Realty and Investments was started by Steve Welty, a Real Estate Broker and investor. Steve is a graduate from San Diego State University with a degree in Business Management. He started his career in Real Estate at Prudential California Realty in 2006 and won the Rookie of the Year award for Sales Volume. In 2013 he started Good Life Property Management and the next year started GL Realty & Investments.

LET'S CONNECT

619-436-4396

sales@glrealtysd.com

goodlifemgmt.com

Good Life Property Management

@goodlifepropertymgmt

@goodlifemgmt

linkedin.com/company/good-life-property-mgmt

Good Life Property Management

MEET THE *team*

Steve Welty

Broker

Steve graduated from San Diego State University in 2005 with a degree in business management. He started his real estate career at Prudential California Realty where he won the "Rookie of the Year" award for sales volume. In 2013 he started Good Life Property Management. GL Realty & Investments was started a couple of years later in 2015. Steve loves helping clients buy, sell, and manage their investments. The mission of his company is Life Improved. He gets energy from helping others achieve their goals and live the Good Life.

Bryce Baker

Realtor

Bryce migrated to the beaches of San Diego from the mountains of Colorado a decade ago. After graduating from the University of San Diego, he began his career in outside commercial sales, knocking on thousands of doors and earning a tough skin. In a quarter-life crisis, he pivoted into real estate by joining Good Life Property Management. Over the past three years, he has devoted himself to learning the intricacies of real estate sales, leasing, and investing. He is fired up by helping San Diego real estate investors purchase their dream home or sell their investment property for the next venture.

Natalia Vanni

Realtor

Natalia came down the coast from Northern California in 2011 and graduated from Point Loma Nazarene University. She immediately began her career in real estate after being inspired by her parents. She came from a family of investors, realtors, and interior renovation designers, which ignited her passion for homes and Investing. Since 2017, she has been dedicated to providing an amazing investor experience for our clients at Good Life. She has experience managing different types of projects, from small property upgrades to large renovations. In 2019, she achieved her goal of becoming a commercial property investor.

SALE FACTORS

3 MOST IMPORTANT FACTORS

TO CONSIDER WHEN SELLING YOUR HOME

FACTOR 1 | PRICING

Using our competitive market analysis tool we will suggest your home's best listing price. We sell homes higher than the market average because we list homes at the correct price from the start.

FACTOR 2 | HOW IT SHOWS

It is important to have your home ready for market on day one. We will help you make sure your home is ready for showings and online by:

-Handling the entire tenant move out and security deposit
-Completing repairs and updates
-Making sure the home is clean and smells fresh
-Professionally cleaning carpets

OUR LISTING ADVANTAGE

PROFESSIONAL STAGING AND PHOTOGRAPHY PROVIDED

- 85% of staged homes sold for 5-25% more
- Professional photographs help your home sell faster and sell for more. You will likely get more offers as well.

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers disregarded homes with limited photos, low quality photos, and minimal information. Rest assured, we will take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information, and quality photos/tours.

FACTOR 3 | MARKETING

We offer superior marketing techniques to help get your home sold faster and for money than the competition.

PROSPECTING

Prospecting daily for potential buyers talking with neighbors, our co-agents and past investors.

MARKETING

The second you sign with us, we will go to work on marketing your home! Sneak peak marketing, online marketing, and social media marketing are all part of the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

COMMUNICATION

We will actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with buyers agents after viewing the home, and calling frequently to discuss progress.

why

SELL WITH US

why SELL WITH US

WE ARE COMPETITIVE

We offer our Good Life clients a competitive listing fee when the home is vacant and professionally staged.

WE HANDLE EVERYTHING

We ensure everything goes smoothly between the tenant moving out and preparing the property for sale. This includes handling the tenants' deposit, providing the detailed list of repairs, coordinating the rehab process including any upgrades to increase the value, and much more all the way to the sale of the home.

EFFICIENCY

We work as a team to get your home listed, marketing and sold quickly.

WE UNDERSTAND THE MARKET

We have sold many properties throughout San Diego and very familiar with the market.

OUR COMMUNICATION WITH TENANTS

If occupied by a tenant, we have established a relationship which is beneficial throughout the sales timeline and usually limits push back.

KNOWLEDGE OF PROPERTY MAINTENANCE

Using our expertise in property maintenance, we will guide you on repairs and improvements to acquire the most value out of the sale.

why SELL WITH US

SELLING AFTER A TENANT VACATES

- Prior to the tenant vacating, we can begin preparing for the sale to limit delay
- Competitive commission
- We will handle the move out walkthrough and the tenants security deposit
- We will complete a thorough walkthrough to prepare your home for sale
- Oversee the repairs and any upgrades for the property
- Organize all items for the new buyer such as; keys, remotes, etc.
- Arrange for the signage to be place, inspections, staging, photos, etc
- Coordinating access with Agents, Buyers, Appraisers & Inspectors to enter the property
- We work as a team to get your home listed, marketing and sold quickly.
- Our Broker, Steve, has sold many properties throughout San Diego and very familiar with the market.

THINGS TO NOTE...

- Vacant and staged homes often sell quicker and at a higher price than tenant-occupied homes.
- Buyers want to see themselves in the home On average, staged homes can get up to 7-10% more on the asking price than vacant or tenant-occupied homes.
- Creating the Best First Impression: With a majority of homes first discovered online, the first impression is very important. Having a staged home that is free of clutter will attract more prospective buyers and helps you stand out.
- Rooms look smaller with furniture.

SELLING WHILE TENANT-OCCUPIED

- Working with the tenant on their preferred showing days and times. Work with a tenant to set aside two showing days / timeframes that will work for them weekly.
- Provide a cleaning service prior to the showing date to keep the home clean. Clutter and dirty homes do not show well and leave a bad first impression.
- Incentivize the tenant: Provide a rent concession for the inconvenience of showing and inspections. Remember that there will be a lot of inspections with Agents, Buyers, Appraisers & Inspectors.
- When we rent the home, we take a marketing video. If the home goes for sale while tenant occupied, we would be able to utilize our marketing video to attract a larger audience
- We have spent time building a relationship with a tenant, which really helps them trust us during the sale process.
- We handle a smooth transition to the new homeowner (such as security deposit, all documents, utilities and key transfer, etc).
- Addressing any complaints the tenants have regarding the sale process.
- Creating and serving any sale related notices or forms (such as tenant estoppel).

why SELL WITH US

OUR SELLING PROCESS

FIRST PHASE

- Send a comparable analysis to go over what the home will sell for
- Hire us & sign a listing agreement with GL Realty

PLAN FOR SALE OF THE HOME

- Determine when you will want to sell the home, & whether home will be occupied or vacant/staged
- If occupied, notify the tenant of sale
- Go over property details and disclosure forms with us
- Conduct a property inspection to prepare for repairs needed in the home and facilitate any improvements to add value to the home
- GL Realty will coordinate any maintenance and improvements needed to get your home ready for the market

LISTING THE HOME ON THE MARKET

- We will coordinate the staging of the home if vacant
- Homeowner will choose marketing package
- Photographer will take marketing listing photos
- We will add signage & lockboxes, if applicable
- Confirm listing price and list homes on all major online platforms: MLS, Zillow, realtor.com , instagram, Facebook etc.
- We will schedule open houses

OFFER PHASE

Your agent will present all offers they receive to you. Throughout this phase, your agent will guide you through the offers and negotiation process. Once you have accepted and finalized an offer, a purchase & sale agreement will need to be signed by both parties.

ESCROW

This period of time ensures that all obligations are met between the buyer and seller, such as" contingencies, inspections, financing, etc.

CLOSING DAY

Once Escrow closes, the transaction has been initiated. The seller and/or sellers agent will provide the keys, remotes, and all other included important items to the buyer. The home is now sold!

before

LISTING YOUR HOME

before LISTING

PRICING STRATEGY
Using a detailed comparative market analysis, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. This is due to the fact that the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.

PROFESSIONAL STAGING
To make sure your home is shown in its best light to buyers, we will purchase a professional staging consultation to ensure your home is ready to go on the market. Their job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY
In today's market, home buyers are searching online first. So it is imperative that the photos of your home are of the very best quality to catch the buyers attention and stand out from the competition. More eyes on your home, is the fastest way to getting it sold fast and for top dollar.

AGENT MARKETING
Being part of a very large agent network, we will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING
We know the importance of marketing a property and that is an area we heavily focus our budget on, attracting hundreds of buyers per month, and increasing brand awareness.

before WE LIST

MAXIMIZE YOUR HOME'S LOOK

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint of stain to wooden fences

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Give a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN THE PAINT & EXTERIOR FIXTURES

- A new coat of exterior paint seriously helps a homes curb appeal. It isn't a low-budget item, but if you can swing it, do it.
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door

when

LISTING YOUR HOME

when WE LIST

NETWORKING
A large percentage of real estate transactions happen with co-operating agents. We will expose your listing to this market.

SIGNAGE
A sign will be placed in your yard as well as pointers and open house signs at the appropriate times superior online exposure. Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, syndicated to dozens of other listing sites, featured on our company website, and social media.

PROPERTY FLYERS
Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home after looking at several listings.

LOCKBOX
Lockboxes are essential for the safety of all and allowing an agent to show your house whenever he or she needs to, rather than relying on the you, the owner, for a key. Occupants are also expected to vacate the property for showings so having a lockbox makes this process much easier.

SHOWINGS
When we list your home it will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, we will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES
We have discovered the perfect formula for what day is best to list a home and the perfect day for an Open House. We recommend listing on Thursday and holding open houses on the weekends between 12-3pm.

SOCIAL MEDIA MARKETING
We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, and YouTube.

MAXIMUM *exposure*

GET FEATURED

We will feature your home on the top home search sites, on social media and syndicate it to over dozens of other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

Zillow®

trulia®

realtor.com®

San Diego MLS

after

LISTING YOUR HOME

SHOWINGS

A few tips to help your home showings go smoothly as possible

after WE LIST

FLEXIBLE
Be as flexible and accommodating to the buyers' schedule as possible. We want to avoid having missed opportunities if at all possible.

KEEP PEOPLE INFORMED
Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING
Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

AVOID ODORS
Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS
Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

NATURAL LIGHT
Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH
Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE
Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONAL ITEMS
Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE
Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter

CONTINGENCIES
The fewer contingencies and the shorter the time period the better.

ALL CASH BUYER
A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about if the bank will approve the buyers loan.

PRE-APPROVAL
Assures home sellers that the buyer can get the loan they need

LOAN TYPE
A conventional loan is often the least complicated which is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE
You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS
Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

BUYER LETTER
If you care about the future of your home a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.

REPAIR REQUESTS
If the home needs some repairs, but you don't have the time or money to do them, a buyer who will do them for you might be what you need.

OFFER PRICE
Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the best offer.

after WE LIST

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**
- **Decline the offer**

  If the offer isn't close enough to meet your expectations and there is no need to further negotiate.

- **Counter-offer**

  A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter our counter-offer**

We can negotiate back and forth as many times as needed until we reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

WHAT IS INCLUDED

Roof & Components
Exterior & Siding
Basement
Foundation
Crawlspace
Structure
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Doors, Windows & Lighting
Appliances (limited)
Garages & Garage Doors
Grading, Drainage & All Stairs

FAQ

Frequently asked questions

INSPECTION TIME FRAME
TYPICALLY 10-14 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS
NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BT THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

HOW TO BE PRO-ACTIVE
WE HIGHLY RECOMMEND PERFORMING A HOME INSPECTION PRIOR TO LISTING THE HOME ON THE MARKET FOR SALE. THIS ALLOWS FOR TIME TO PROACTIVELY HANDLE REPAIR AND JUMP IN FRONT OF ANY POTENTIAL ISSUES THAT COULD DELAY THE HOME FROM SELLING.

UPON COMPLETION:

BUYER CAN ACCEPT AS-IS

BUYER CAN OFFER TO RENOGOTIATE

BUYER CAN CANCEL CONTRACT

contract
TO CLOSING TABLE

STEPS TO CLOSING THE SALE

WHAT TO EXPECT:
Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

Seller can expect to transfer these items and follow these important steps in order to close the transaction

1. TRANSFER FUNDS
The transfer of funds may include payoffs to:
- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if any there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS
The transfer of documents may include:
- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY
The transfer of property may include:
- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse

YOUR COSTS

Sellers commonly pay:
- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:
- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

GL Realty
AND INVESTMENTS

619-436-4396 | SALES@GLREALTYSD.COM | GOODLIFEMGMT.COM