

## # 1 - Get Facts & # 2 - Get Value (Seller Checklist)

- Get the Facts
  - Order a Property Evaluation, read the following information while that is sent to you.
  - Review Information on FULL Home Page and Get Facts
  - Read the Timing sub-tab
  - At a minimum... read the "Max Profit Real Estate Executive Summary" [www.mprecal.com/es](http://www.mprecal.com/es)
- Sell Now or Wait?
  - What are the Market Trends
    - Core Trends (Affordability, Price, Inventory, Market Time, etc.)
    - Government Regulation Trends
      - Fannie / Freddie Rules
      - Title Insurance Changes
      - Disclosure Liability Rules
  - What is the Current Market Value of your home?
    - Order a Full Property Analysis that will include
      - Current Market Value
      - Average Market Time (time on market) to Sell
      - Affordability Index
        - Most Recent #'s, Historical High/Lows, Current Trends
  - What is the Historical Maximum Value of homes in your neighborhood?
  - What are the other Contributing Factors in your neighborhood, city, county and region?
  - Family and Personal Motivations
    - Nearing Retirement?
    - Need use of equity in property for retirement?
    - Tax Planning Items
      - Eligible for 250,000 or 500,000 gain exemption?
    - Estate Planning Items ([click here for free estate plan analysis](#))
  - Purpose of the Property
    - Investment property?
      - What was purpose of property?
        - Appreciation?
          - Will it go higher?
          - If planning to sell... notice tenants? 1031 exchange?
          - 1031 into REIT or similar then buy back into residential market when prices drop? Or other similar strategy?

- Cash Flow?
  - Is there better cash flow opportunities for the equity in this property? Maybe out of the area?
  - 1031 into REIT or similar then buy back into 'cash flow property' market when prices drop? Or other similar strategy?
- Primary Residence?
  - Are you ok with selling, taking 250/500k tax exemption and
    - Buy a different home
    - Or... rent for a while while prices go down and availability goes up?
- Economic Outlook
  - Outlook for City, County, State and USA
    - Research and Decide which prognosticators are correct
- Bigger Picture
  - Real Estate Market turns negative not as quick as stock market but does fairly quickly.
  - Once it switches from a seller's market to a buyer's market not only do prices go down but the efforts needed (repairs, credits to buyers, etc.) to sell the property go up and property in disrepair turn into 'investor priced' deals.
  - Investors willing to pay up to 80-90% of market value go back to paying the historic rate of 50-60% of market value... almost overnight!
  - Once market starts down, Market Times will go up because most sellers over price their homes and get less than if they prepared and priced their homes appropriately in the first place.
  - Buyers are willing to overlook items they WILL be demand the seller pay for when the market slows down and multiple offers go away.
- Final Decision
  - Review; Property Facts
  - Review; Market, Economic Facts, Market Trends
  - Review; Family Personal Items
  - Review; Bigger Picture
  - Decide:
    - Do you want to regret not selling at or near the top of the market?
    - How many repair or deferred maintenance items do you have?
    - Do you have a Safe Investment to place cash from sale?
    - Set a time you **MUST** make decision by
    - Start by ordering a Free or Detailed Property Analysis

END OF THIS CHECKLIST

**# 3 - Prepare It**  
(Seller Checklist)

- Complete a professional Home Inspection
  - Repair “Deal Killer” types of items
  - Decide with real estate professional what other items should be addressed
- Decide on Upgrades or Other Pre-Listing Work
  - Do work that will pay for itself
  - Factor in how much time it will take and the cost of ‘delay to market’ it will cause
  - Septic Certification
  - Mark Boundaries of Vacant Land
- Get Paperwork in Order
  - Order a Title Report
    - Confirm name spellings are correct
    - Confirm loan amounts look correct
    - Confirm there are no other liens on property

See Website for Details on the following:

- Remove It!
- Repair It!
- Clean It!
- Replace It!
- Stage It!

END OF THIS CHECKLIST

## # 4 – Sell It (Seller Checklist)

- Property Pricing
  - Review “Sell It” tab at website
  - Review market conditions, property condition, current active, pending and solds.
  - Price Property based on Facts, not on Hopes.
- Marketing
  - Quality Photos, Appealing Description, Wide Distribution, Low or No Showing Restrictions
  - Open Houses only in certain cases (see ‘unintended consequences’ of open houses)
  - Choose best time of year and day of month and week to place property on the market
  - Use common sense... do not sell a vacation “summer house” in the winter, etc.
  - Usually Wednesday is best day to place property on the market if property is priced well and looking for a quick sale as property can be shown over the weekend to multiple buyers then offers accumulated and responded to by Tuesday or Wednesday of the next week.
- Access
  - Little or No Barriers to Showing (the more restrictions, the fewer the showings)
  - The difference between one offer and two offers is “multiple offers” and WILL mean thousands or hundreds of thousand or even millions of difference in price.
- Sale Negotiations
  - Set Expectations
    - Prepare agents to prepare their clients there will likely be multiple offers
    - Provide Buyer Party Proactive Seller’s Disclosures
    - Tell Buyer Party all you know about property (positive and any negative)
    - Expect Buyer Agent to contact appraiser and justify and fight for their offer price
    - Ask if Agent or Buyers are planning any vacations, etc.
  - Contract / Counter offer details
    - Cross Qualify with your lender the Buyer before opening escrow
    - Proof of funds before escrow opens preferred. Some high net worth / cash buyers do not want their bank statements floating around so 0 days after escrow opens is ok.
    - Source the funds: gift, stocks, line of credit, etc.
      - Confirm with lender gift funds are ok.
      - Line of credit will affect credit score, confirm with your lender
    - Get tight timelines for buyer investigation and financing contingencies
    - Make sure Pest Inspection or Termite Clearance is NOT on the contract or counter offers if this will not be completed. Otherwise bank will expect to see it and will delay or kill the deal.
    - Confirm property on septic or sewer, decide if offering a septic certification or not.
    - If vacant land; decide if offering to mark boundaries or not
    - Make sure ‘mediation / arbitration’ clause if checked for seller

- Be Real
  - The Buyer Agent or the Buyer will likely get ‘under your skin’ or ‘throw shade’ at some point so decide before hand how much b.s. you will put up with so you can have an automatic reaction ready that will either preserve or likely kill the deal.
  - Know how much bargaining leverage you REALLY have and do not push it.
  - A happy buyer makes a happy escrow that creates a Sold Home, which avoids a ‘deal fall through’ and the stigma that accompanies that (what’s wrong with the house? Why did the buyer’s not like it? Is the seller telling the truth?, etc).
- Fairness
  - Plan to respond to all offers, even the low ones because sometimes the low offers come up, way up. And more important allow you to stay in “Multiple Counter Offers” scenario.
  - It is Ok and wise to counter offer stronger buyers with a lower price and keep buyers happy by granting at least some of their demands in a ‘seller’s market’ and most of their demands in a ‘buyer’s market’.

END OF THIS CHECKLIST

## # 5 – Profit! (Seller Checklist)

- Gross Profit vs Net Profit
  - The final sale price is not always the final determination on what your long term net profit will be. The final net profit can be positively and negatively affected.
  - Disclosure for lawsuit avoidance
  - Tax Planning / Estate Planning (see checklist from “Prepare” repeated below)

### From “Prepare” Checklist:

- Family and Personal Motivations
  - Nearing Retirement?
  - Need use of equity in property for retirement?
  - Tax Planning Items
    - Eligible for 250,000 or 500,000 gain exemption?
  - Estate Planning Items ([click here for free estate plan analysis](#)). LINK TO [periscopefinancial.com](#)
- Purpose of the Property
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      - Buy a different home
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- Sale Negotiation (repeated again... so very important to understand)
  - Set Expectations
    - Prepare agents to prepare their clients there will likely be multiple offers
    - Provide Buyer Party Proactive Seller’s Disclosures
    - Tell Buyer Party all you know about property (positive and any negative)
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  - Plan to respond to all offers, even the low ones because sometimes the low offers come up, way up. And more important allow you to stay in "Multiple Counter Offers" scenario.
  - It is Ok and wise to counter offer stronger buyers with a lower price and keep buyers happy by granting at least some of their demands in a 'seller's market' and most or nearly ALL of their demands in a 'buyer's market'.
  - Choose your focus so you can prevail in your goals.
- Disclosure Done Right
  - Use Proactive Disclosures
  - California statute of limitations; (failure to disclose) is 4 years or 3 years from the date of discovery of fraud.
  - Disclosure Done Right means disclosing all the Seller (and Agents) know about the property AND ensuring the paperwork is completed correctly and fully.
- Lawsuit Avoidance
  - Constructive fraud is when the circumstances show that someone's actions by unfair means (lying or failing to tell you about defects in a house) gave them an unfair advantage.
  - Disclose all that you know.
  - Follow the "Disclosures Done Right" guidelines.
  - Encourage the buyer to visit the property.
  - Make notes of when buyer visited property.
  - Keep records of all buyer inspections and inspection reports.
    - If buyer chooses not to perform a home inspection, get a waiver, use CAR form HID.

- Tax Strategies
  - Tax Planning Items
    - Eligible for 250,000 or 500,000 Home Sale Tax Exemption gain?
    - Owned and Lived 3 out of last 5 years.
    - See “Eligibility Test” for details
    - Can be prorated with following conditions: change in employment, health reasons, or other unforeseen circumstances.
    - Nursing Home Exclusions
    - Alternative Strategies
      - Gifting part ownership to family member so you may take full exemption, then they can live in two years and take their exemption.

Eligibility Test: You have owned and lived in the residence for a total of two out of the last five years before the sale. That time does not have to be continuous, which would allow you to live in the house for the first year, rent it for three years, then live in it for the fifth year and still qualify.

- DIY (FSBO) vs Agent
  - Statistics demonstrate owners do sell on their own (FSBO) about 10% of the time but they also show that is in decline as rules, regulations, buyer qualifying and other factors become more complex.
  - In the end if the difference between you doing all the work yourself or a professional agent doing all the work is it worth the 1 to 2% of the sale price? And if an agent could actually net you MORE money than doing it on your own would you still want to FSBO?
  - Contact US and we can send you a list of questions to ask a prospective agent or broker.

Our Free Property Evaluation provides you the Max Sale information specific to your property you need to decide how to Max Sale and Max Profit. AND we provide a free phone consultation with the Max Sale Evaluation to answer any questions you may have.

- VIP Services
  - This area is for prospective clients that have decided to use our services, want evaluation priority, immediate access and quicker time to market for those planning to list their properties for sale right away.
  - Clients that have decided to use our services but do not want to fill out all the information online can also simply enter their Name, email and phone number and we will contact you or your property manager for the details. Just let us know in the 'Notes' section who you wish us to contact.
  - Click on the VIP Consultations and Services to set up your priority client setup and property consultation. Click: [www.MaxSaleRealEstate.com/VIP/EvaluationSignUp](http://www.MaxSaleRealEstate.com/VIP/EvaluationSignUp)

END OF THIS CHECKLIST