

HOME *Seller's* GUIDE



LIVE YOUR BEST LIFE

775-210-7788





SELLER'S GUIDE

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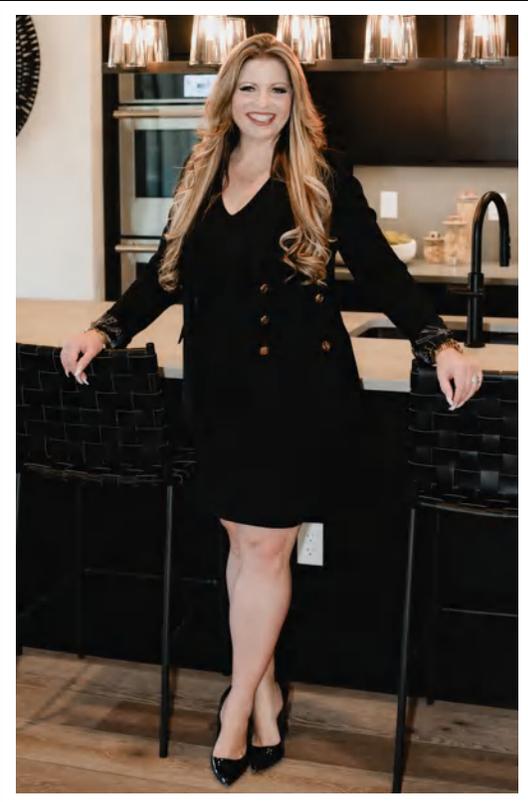
LET'S GET YOU READY

A THOUGHT FOR YOU

Selling your home is a journey filled with anticipation, preparation, and yes, a sense of achievement. It's a pivotal moment that involves several steps and considerations, from listing your property online to the moment you pass the keys to the new homeowners. As your Home Girls Team, we're dedicated to guiding you through every step of this process. We'll sit down with you, outline the selling procedure, and review all the details as many times as needed to ensure you feel confident and prepared. The path to successfully selling your home can be intricate, and our Seller's Guide is crafted to streamline it for you, addressing all the key aspects from preparation to closing. Remember, whether you're a first-time seller or have been through the process before, the market is always evolving, so staying informed through your agent is vital. We're here to support you in this journey and look forward to celebrating the successful sale of your home. Together, let's turn your goal of selling into a reality.



MEET THE TEAM LEADER / FOUNDER



REALTOR® Samantha Mendoza has a passion for real estate, and helping clients achieve their personal goals. As a REALTOR®, she has been a top-performing agent Single Agent. She was the Rookie of The Year in 2022 with only 7 months experience & in the top 1% in her brokerage. Samantha has dedicated her time to helping clients buy and sell property with her utmost Character & Training. Having Been Born & Raised in the area, she has extensive knowledge and experience in Northern Nevada.

Samantha Has 26 Years of Sales Experience running her own Business as well. As a TV Host with American Dream TV, Buying your Home with Samantha gives you an additional unparalleled opportunity to the entire Nation & Larger Networks!

In her free time, Samantha participates in her kids activities, Runs a Billiards Pool Team and enjoys Time with Her family.

*Samantha
Mendoza*

Let's Connect

YOU CAN ALSO FIND HER ON

**The HOUSE
DETECTIVE**



*Samantha
Mendoza*

REALTOR® S.0197125 & TV HOST
Mobile: 775.770.8717
Email: samantharealtor1@gmail.com
<https://www.samanthamendozaandhomegirls.com>



**RE/MAX
Professionals**

7900 Rancharrah Pkwy Ste. 210 Reno, NV 89511



THE
AMERICAN
DREAM



Scan Code To See The Latest Episodes Or Be On It!



MEET THE TEAM



Ashley Evans

REALTOR®
S.0188806

- Boy Mom
- Home School Mom
- Owns A Hot Air Balloon
- Outdoor Enthusiast
- Avid Crocheter
- Hunter



Mia Garcia

REALTOR®
S.0202524

- Bachelor Degree in Social Work
- Associates Degree in Psychology
- UNR Alumni
- Billiards Pool Player
- Awesome Auntie
- Northern Nevada Native



Elicia Torres

REALTOR®
S.0198766

- USAF Veteran
- Co-Owner Of I.S.E. Plumbing, Heating & Air Company
- Home School Mom
- Loves Pets including Her Snake Luna
- Federal Grant Reviewer

WHAT YOU CAN EXPECT FROM US



Honesty & Integrity
Loyalty & Respect
Responsive & Timely
Expert Guidance
Transparent & Straight Forward

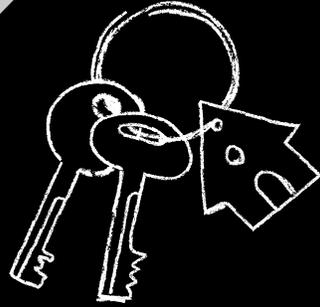
GET READY TO SELL!

We're here to guide you through the process, every step of the way.

Please don't hesitate to reach out with Any & All Questions or Concerns!



FROM LISTED TO SOLD



- MEET WITH YOUR AGENT
- DETERMINE A COMPETITIVE PRICE
- PREPARE HOME FOR SALE
- LIST & MARKET HOME
- RECEIVE OFFERS & NEGOTIATE
- INSPECTION & APPRAISAL
- CLOSING

PRE-LISTING PREPARATION

- » *Schedule* a tour of your home with your agent.
- » *Discuss* any potential repairs, upgrades or staging to be completed before listing your home.
- » *Establish* an asking price based on the current market and comparable property listings.
- » *Prepare* your home to be photographed and put on the market.



PRICING YOUR HOME TO SELL

The Market Value

OF YOUR HOME IS BASED ON A COMBINATION OF FACTORS INCLUDING:

- ✓ THE CURRENT MARKET
- ✓ COMPARABLE LISTINGS
- ✓ LOCATION
- ✓ NEIGHBORHOOD
- ✓ AGE OF THE HOME
- ✓ CONDITION OF THE HOME
- ✓ IMPROVEMENTS



Pricing Strategy

plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE

A home that is priced

AT A FAIR MARKET VALUE, IT WILL ATTRACT MORE BUYERS, & IS MORE LIKELY TO GET MULTIPLE OFFERS AND SELL FASTER.



AN ALTERNATIVE TO THE OPEN MARKET

Our Team Has Connections

WE WORK WITH MANY PEOPLE IN THE INDUSTRY
INCLUDING INVESTORS WHO CAN BUY YOUR
HOUSE FOR CASH AND AVOID EVER LISTING THE
HOME TO SAVE ON MONEY & TIME



7 EASY CURB APPEAL TIPS

THAT WILL MAKE BUYERS FALL IN LOVE

1 FRESH COAT OF PAINT ON THE FRONT DOOR
Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH
Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY
While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES
Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY
An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS
Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT
Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

In today's market, professional photographs

ARE A REQUIREMENT FOR EVERY SUCCESSFUL LISTING.

We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.



PHOTOS & SHOWINGS CHECKLIST

Things You Can Do Ahead of Time

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim and doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

Pro Tip

Don't be tempted to shove things inside closets! Curious buyers look in there too.

On the Day of Photography or Showings

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

Pro Tip

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS

TO PREP YOUR HOME TO SELL FAST

1

START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2

DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3

CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4

MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5

BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING & MARKETING

When We list your home,

YOUR LISTING WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES & LARGE NETWORKS OF PEOPLE, OUR BROKERAGE LOCALLY, NATIONALLY, INTERNATIONALLY & INCLUDING OUR AMERICAN DREAM TV NETWORK!



LISTING YOUR HOME



MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



LOCK BOX & SHOWINGS

A Branded lock box will be put on your door once your home is on the market. It's best for sellers/ tenants not to be present at the time of showings, and a lock box allows licensed agents who schedule showings to access your home with interested buyers.



OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



VIRTUAL TOUR

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.



CONSIDER A PRE-LISTING WARRANTY PACKAGE

Having a Pre-Listing Warranty Plan in Place gives Buyers peace of mind that your home is well taken care of & cared for.

OUR MARKETING STRATEGY



EMAIL MARKETING & TEAM WEBSITE

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes. You will Also be added to our Team Branded Website

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter and LinkedIn to get the word out about your listing.

AMERICAN DREAM TV EXPOSURE* & HOUSE DETECTIVES

*Not All Listings Are Featured on TV, However, ALL Listings ARE Exposed to the Network!



OFFERS & NEGOTIATIONS

Being flexible will help

THE OFFER AND NEGOTIATION PROCESS GO SMOOTHER, MOVING YOU ONE STEP CLOSER TO FINALIZING THE SALE OF YOUR HOME.



FACTORS TO CONSIDER

Accepting the highest price offer

might seem like the logical choice, but there are many factors to consider when reviewing an offer, and knowing your options allows you to come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation. Being open to different options can be a win win for both parties.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Once you and the buyer have agreed

ON TERMS, A SALES AGREEMENT IS
SIGNED AND YOUR HOME IS OFFICIALLY
UNDER CONTRACT. ESCROW BEGINS!



STEPS BEFORE CLOSING

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

Next Step - Closing!

A FEW MORE THINGS TO THINK ABOUT BEFORE CLOSING

DON'T FORGET TO DISCONNECT YOUR UTILITIES

Don't Overlook Utility Setup for Your New Home 🏠 Amid the thrill of moving into your new home, it's crucial not to forget a key step: connecting your utilities. Ensuring your electricity, water, gas, and internet services are set up before you move in can save you from unnecessary stress and discomfort. This simple yet vital task ensures that your transition into your new space is smooth, welcoming, and, most importantly, well-lit and comfortable from the moment you step in. Let's make sure your new beginning is as seamless as possible by remembering to tick this off your checklist early.

CLOSING DATE & MOVING

Selling your home is not just a transaction; it's a carefully orchestrated journey towards your next adventure. As part of this journey, it's essential to vacate your property 48 hours before closing to facilitate the buyer's final walkthrough. Remember, every buyer's timeline is unique—some may wish to move in immediately, while others might need additional time to sell their current home. Flexibility with your closing timeline can be key to selecting the right offer and successfully closing the deal. Trust the Home Girls Team to guide you through this process with confidence and ease.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation. Being open to different options can be a win win for both parties.

CONTINGENCY CLAUSES

Something to be aware of: A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

CLEARED TO CLOSE

Closing is the final step

of the selling process. On the day of closing, or prior, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.



CLOSING DAY

Closing Expenses

FOR THE SELLER INCLUDE:

- › TITLE INSURANCE POLICY
- › HOME WARRANTY
- › REAL ESTATE AGENT COMMISSIONS
- › RECORDING FEES
- › PROPERTY TAXES (SPLIT WITH BUYER)*
- › REMAINING BALANCE ON MORTGAGE
- › ANY UNPAID ASSESSMENTS, PENALTIES OR CLAIMS AGAINST YOUR PROPERTY

ITEMS TO BRING TO CLOSING:

- ✓ Government Issued Photo ID
- ✓ House Keys - Can Be Left in the Home
- ✓ Garage Openers - Can Be Left in the Home
- ✓ Mailbox Keys - Can Be Left in the Home

*Congratulations on
Selling Your House!*

SUCCESS STORIES

Samantha paid close attention to what we wanted. She is very professional but gets to know her clients. She treats them like family, she is very responsive and goes above and beyond. She worked with our schedule through the entire process and by our side the entire way. I couldn't imagine using anyone else. I will definitely recommend Samantha to anyone looking to buy or sell a house.

- *Sheri Angle*



Great experience
Samantha is a wonderful realtor who will do whatever she needs to for her clients! She'll do what is right and won't take advantage. She is super awesome!

- *Jera Miranda*



Best Agent in Reno!
If you are looking for someone who absolutely knows the market and caters to everything you are looking for in a house, then Samantha is the agent for you! She went above and beyond for us and well exceeded our expectations. We were very picky and specific in what we were looking for, but she was so determined to help us find the perfect house (which she did)!

- *Laura Botello*



SUCCESS STORIES

Thank you for helping us find our dream home!!! You were truly amazing, every step of the way. If you ever decide to jump in the market, I highly recommend Ashley.

Gregg & Regina Bussey



I cannot express enough how grateful I am for the outstanding service I received from Elicia Torres. As a first time homebuyer, the process seemed overwhelming at first, but Elicia made everything so much smoother and manageable. Elicia took the time to understand my needs budget and preference ensuring I only viewed properties that fit what I was looking for. What stood out the most was her dedication and responsiveness. Thanks to Elicia, I am now a proud homeowner and I couldn't be happier with my experience. I highly recommend Elicia Torres to anyone looking to buy or sell a home. You won't find a more dedicated, knowledgeable and caring professional.

-Jesus & Anna ★★★★★

Mia was a great help in the process of buying our first home. Reached out to her for some home buying information and ended up with a new house less than a month later. She made us feel comfortable and at ease through the process even when things got rough. Totally recommend her and her team!

-Amy Hernandez



SELL YOUR HOME WITH A POWER PLAYER™ OF REAL ESTATE



AD THE AMERICAN DREAM



Samantha Mendoza ~ REALTOR®
S.0197125

The "American Dream" is a National TV Show that started in San Diego, CA & is Now Streaming all across the Country! The show is filmed all over The United States & in All Major Cities, the Top Power Players™ are chosen to be the voice & Host of their city; showcasing the Culture, Lifestyle & Real Estate! These Power Players™ represent the top 1% of Real Estate & Mortgage Professionals in the Country and are the Most Recognized Leaders of their Real Estate Market!

Millions Engaged

10,000,000+
Monthly
Video Views

12,000,000+
Monthly Reach

300,000+
Social Media
Followers
Combined

National Real Estate TV Show

National TV Exposure | Top 1% of REALTORS® & Lenders



As Seen On:



Your Escrow Period & Appointments

Use This To Schedule Your Appointments During this Process!

SUN	MON	TUE	WED	THU	FRI	SAT

**Each Escrow is an avg 30-45 days. Each Scenario is Different.
It is VERY Important to stay on Track During Your Escrow Period!
Time is Of The Essence!**

Sell with Confidence



*Samantha Mendoza
& Home Girls*

REALTORS® & TV HOSTS
Team Number: 775.210.7788

TEAM LEAD S.0197125
Email: samantharealtor1@gmail.com

<https://www.samanthamendozaandhomegirls.com>



 **RE/MAX**
Professionals
7900 Rancharrah Pkwy Ste. 210 Reno, NV 89511



 **The HOUSE DETECTIVE**  **THE AMERICAN DREAM**

Contact Us & See How We Can Help You Today!

