



# Sacramento Real Estate PROPERTY LISTING SERVICES



## Your Local Real Estate Team Associates of RE/MAX Gold

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*Real Estate Buying and Selling Done Right!*





## *Meet Your Listing Team!*

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### **The Juarez-More Family Team**

*We treat each home as if it were our own...*

We are a family real estate team comprised of native, life-long Sacramentan's. We have in-depth knowledge of our local market and its nuanced neighborhoods. We also keep apprised of the various business and financial trends affecting the Greater Sacramento Area. When you hire us, you can rest assured that you're hiring a team of true local experts, who will give you a unique advantage.

#### **Your Transaction Manager**



#### **Shelley D. Juarez, REALTOR and Operations Manager**

**Shelley is our team leader**, directly overseeing each of our listings and acting as the main contact between our clients, the general public, and our broker community. She runs a tight ship, and knows that it takes a combination of persistence, networking and outside-the-box sales tactics to get homes sold quickly and for top dollar. Once an offer is presented she oversees negotiations to ensure the final terms of the purchase contract represent your best interests. She will help you navigate the complex world of contract terminology, home inspections, and property disclosures...all while working diligently towards the goal of a successful closing!

#### **Your Dedicated Marketing Team**



#### **Michael J. Juarez, REALTOR and Property Marketing Manager**

#### **Carissa A. More, REALTOR and Sales Development Manager**

In this era of rapidly evolving information and technology, professional marketing has become more vital than ever. That's why we provide our clients with their very own marketing team! While the operations manager is busy following up on leads, answering inquiries and managing day to day operations...you can rest assured that the promotional wheels are always in motion. **Michael and Carissa will be continually working behind the scenes to bring your listing maximum exposure and traffic!**

Sure, there is little glory being the team behind the curtain...but with our outstanding track record of driving steady buyer and agent traffic to our listings, we wouldn't have it any other way. Whether it involves creating a new advertising campaign, developing a unique promotional strategy, or forming a strategic partnership to promote our listings, you can be certain our primary goal is to get your home sold quickly and for top dollar.



## Home Sellers: Hiring Our Team is a Smart Investment!

### WHY HIRE OUR REAL ESTATE TEAM?

#### ➤ We Offer One of the Most Innovative Marketing Plans Around

Our creative marketing program is aggressive and designed to bring your listing maximum exposure. We combine the best of online and traditional marketing! In fact, we're so confident in our abilities that we encourage you to interview at least two other local agents to compare marketing plans.



#### ➤ We're a Full-Time, Trusted Family Team of Hometown Experts

This is not our hobby...it's our career! Our team is comprised of lifelong residents of the Sacramento region. We are well-networked in the community and the real estate industry. We take pride in offering our clients in-depth knowledge of the various neighborhoods, regional amenities & local market trends.



#### ➤ We Offer a Unique Team Approach to Home Selling

You'll receive attentive service from not just one, but an entire group of experienced agents with diverse talents, backgrounds, and expertise. From marketing, to negotiating, and contracts—we've got you covered!



#### ➤ We Empower Our Clients to Make Smart Decisions

Our team offers a personable, consultative approach to real estate sales. Together, we will analyze your needs in order to help you obtain your personal and financial goals. We bring a down-to-earth, no-pressure style to our clients.



#### ➤ We're Passionate for All Things Real Estate!

We love real estate, and we love Sacramento...that pride and enthusiasm shines throughout every transaction! While we're serious about selling homes, along with results we also bring a sense of lightheartedness that keeps the client referrals coming year after year.





## *Home Sellers: Hiring RE/MAX is a Smart Investment!*

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### WHY CHOOSE RE/MAX?



➤ **Your Listing Will be Backed by the Nation's Largest Real Estate Campaign**

RE/MAX is the most recognized name in real estate, and the company upholds this status by continually promoting our services, website, and listings. There's a reason we're the country's largest real estate franchise. You won't find another brokerage that offers this level of national marketing exposure.



➤ **Nobody In the World Sells More Real Estate than RE/MAX**

As the world leaders in real estate, RE/MAX associates on average outsell the competition two to one. We maintain this record by recruiting and retaining the best, brightest and most experienced agents in our industry.



➤ **Your Listing will Receive Maximum Online Exposure**

Your listing will receive big exposure on Remax.com, the nations number one most visited broker website. Your listing will also be syndicated on the top nationwide real estate websites. RE/MAX also features one of the leading mobile apps in the nation, so buyers can find your home easily on the go!



➤ **RE/MAX Gives Back to the Community**

We are proud sponsors of the Children's Miracle Network, the Susan G Komen Breast Cancer Foundation, and the Race for the Cure. By listing with RE/MAX you are helping to support these important organizations!



➤ **RE/MAX Provides Its Agents with an Unparalleled Education**

RE/MAX associates soar above the crowd because they are supported by a strong continuing education program via RE/MAX University. This keeps us ahead of the competition, and apprised of important issues facing the industry and marketplace.



## *Our Unmatched Marketing Plan Designed to Sell Your Home!*

### **We Guarantee Your Listing Will Receive Maximum Exposure!**

It's true, not all Realtors® are alike, and the one factor that separates most of us is our marketing ability. By listing with our team you can be certain that you are receiving one of the most comprehensive and aggressive marketing plans out there today.

While we still utilize many of the traditional real estate marketing approaches—such as post card campaigns, open houses, signage, and multiple listing services—you'll be impressed by the creative concepts that we have developed to bring your listing even more exposure. Our team offers the following exclusive marketing strategies:

- **Creative Pricing and Incentive Structures Designed to Attract Showings**
- **Strategic Financing Partnerships to Appeal to a Broad Range of Qualified Buyers**
- **Property Staging Evaluations, and Full-Service Staging Options (Additional Fee Applies)**
- **Comprehensive Property Photo Shoot Including Complete Digital Photo Editing Services**
- **Onsite Property "For Sale" Sign with Bonus Riders for Special Features and Promotions**
- **Active Listing on Metrolist® & the California MLS Alliance for the Duration of Agreement**
- **Aggressive Online Marketing Spanning Local and National Websites, Plus Social Media**
- **Featured Web Listing on Our Team's Popular Local Website: [www.SacCityLiving.com](http://www.SacCityLiving.com)**
- **Distribution of Targeted "Just Listed" Postcards to Reach Potential Buyer Matches**
- **Creative Open House Programs to Promote New Listings and Pricing Adjustments**
- **Inclusion in Local Agent/Broker Caravan Tours, with Invites to Top Producing Agents**
- **Targeted E-mail and Flyer Campaigns to Reach Top Local Buyer's Agents and Brokers**
- **Weekly Seller Updates; Tracking of Home Showings and Broker Feedback Reports**
- **Weekly Team Marketing Meetings to Develop Creative Sales Strategies, Incentive Programs, and Promotions that Bring Your Listing Added Exposure!**



### *Phase 1: Pre-Listing Services:*

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- Perform Client Needs Analysis and Present Recommendations
- Present Market Research and Comparative Market Analysis (CMA)
- Property Preparation and Home Staging Evaluation/Recommendations
- Develop Timeline and Sales Strategies; Finalize Contract and Pricing Strategy
- Preparation of Marketing Plan, Promotional Photographs and Sales Materials

### *Phase 2: Property Sales Services:*

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- Develop and Implement Marketing Plan (See Marketing Plans for Details)
- Add Property to Metrolist® Multiple Listing Service & the California MLS Alliance
- Arrange Home Showings (ie. Private Viewings, Open Houses and Agent Tours)
- Receive , Evaluate and Present Offers
- Negotiate Offers; Prepare and Present Counter Offers
- Finalize Contract; Advise on Terms and Conditions

### *Phase 3: Transaction & Escrow Services:*

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- Coordinate and Supervise Document Preparation; Finalize all Paperwork
- Manage the Scheduling and Timing of Transaction through Completion
- Advise on Property Repairs and Coordinate Contractor/Vendor Services
- Review Final Closing Documents Prior to Escrow Signing Appointment
- Assist with Post-Closing Matters and Services

# SELLING YOUR HOME

## RE/MAX Gold – Sacramento, California

Articles from the National Association of REALTORS®

- [The Seller Listing Agreement: What's It All About?](#)
- [Contract Negotiation: Terms and Conditions](#)
- [The Home Inspector's Coming...](#)
- [Picking the Best Offer](#)

# The Seller Listing Agreement: What's It All About?

By Marcie Geffner, Realtor.com

REALTORS® and buyers often work together without a written contract, but the opposite is true for REALTORS® and sellers. On the listing side, written contracts are overwhelmingly the rule, not the exception. A listing agreement is a binding legal contract that shouldn't be taken lightly. The necessity of reading the contract carefully and understanding what it means before you sign it can't be overstated. If you need legal advice, consult an attorney.

Listing contracts vary considerably from place to place. However, most REALTORS® use established listing agreement forms that are the de facto industry standard in their area or are dictated by their brokerage company. Everything on these preprinted forms is negotiable.

Here are some basic terms to consider:

**1. Term of the Agreement.** A longer agreement benefits the agent because it allows him or her more time to find a buyer for your home. In a weak market, that's okay, but if homes are selling quickly, you don't want to be committed to one agent for more than a few months. If the home doesn't sell within the initial period and you're satisfied with the agent's efforts, you can offer to extend the term of the agreement before it expires.

**2. Commission.** Although commissions are negotiable, most areas have a standard percentage that agents expect to receive. This amount usually is 6 percent of the sales price, but you will find agents who accept 5 percent and agents who ask for 7 percent. Whether you want to pay the percentage that's typical in your area or negotiate a lower rate is up to you. A lower commission will save you money. A higher commission will give the agent more incentive to invest in marketing your home. Other agents can find out how much commission is offered on your home through the MLS. The agent's commission technically shouldn't be renegotiated as part of the purchase agreement between the seller and the buyer, but some agents will give a little to close a price gap between the seller and buyer, consequently making the transaction viable.

**3. MLS.** A listing agreement typically authorizes your agent to post your home in the Multiple Listing Service (MLS). Unless you're selling a very exclusive property or have serious personal privacy concerns, the MLS is a no-brainer because it helps the agent market your home to the widest possible group of potential buyers. Today, most MLS databases are accessible by consumers on the Internet. The public does not have access to commission information on the listings.

**4. Lockbox.** A lockbox is a tiny key-holding safe that can be inconspicuously attached to the front of your property. Any agent who has the means of accessing the lockbox (e.g., the key or combination) can retrieve the keys to your home, unlock your door and show your home to prospective buyers even when neither you nor your agent is present. If you're concerned about strangers entering your home alone, don't authorize a lockbox. If your home is vacant, located in a low-crime area or if you've removed your valuables and are willing to take the risk, a lockbox might be reasonable. The more people who see the property, the better chance you'll have of selling it for a favorable price.

# Contract Negotiation: Terms and Conditions

By Marcie Geffner, Realtor.com

There's a lot to consider before you sign a real estate purchase agreement. If the terms and conditions of the deal aren't acceptable, you might want to pause and think twice, even if the purchase price is more than satisfactory. After all, the price will be moot if the transaction never closes.

The typical residential real estate purchase contract is complicated, densely written and packed with legal jargon, but don't use that fact as an excuse for not reading the entire contract. Take your time and read slowly. Ask questions about anything you don't understand. Be flexible and willing to negotiate. The following five points are among the many items that merit attention:

- 1. What are the cutoff dates for inspections and approvals of the inspection reports?** A typical contract provides an opportunity for the buyer to hire all manner of experts to check out the condition of the home. From the buyer's perspective, the more time that's allowed for these once-overs, the better. Sellers, on the other hand, usually want the inspections to be completed and signed off as soon as possible.
- 2. Who is responsible for making repairs, if any, as a result of the inspections?** The fact that the buyer orders one or more inspections of the home for informational purposes doesn't obligate the seller to make repairs or modifications as a result of those inspections. In practice, however, inspection reports often are used to negotiate repairs of major problems or safety or environmental hazards that may be noted. The purchase contract should provide some guidance for these negotiations.
- 3. Is the seller making any representations or warranties regarding the condition of the property?** In some contracts, the seller warrants that specified major components of the home (e.g., the roof or central heating or cooling system) are in good repair and working order at the close of escrow. Buyers should understand which components of the home are guaranteed and which are being sold "as-is."
- 4. Will a home warranty plan be purchased?** A home warranty plan is a sort of limited insurance policy covering the basic major systems and appliances in the home. It may seem like a prize for the buyers, but it's equally important for the sellers and the real estate broker representing the sellers.
- 5. When is escrow scheduled to close?** Pay attention to this date! If you're selling your home, you'll be expected to move out completely before the property changes hands. You'll want to make sure the closing date doesn't fall before you're able to move into your next residence. If you're buying a home, you'll be able to pick up the keys on the day escrow closes. You'll want to make sure you don't give up your prior residence too soon. Don't cut the dates too close. Many escrows end up closing a day or two later than the contract states--but that can happen only with the mutual agreement of the buyer and seller.

# The Home Inspector's Coming...

By Marcie Geffner, Realtor.com

Your home is in escrow, and the buyer has scheduled a home inspection. Should you be worried about what the inspector might find? The answer depends, of course, on the condition of your home and how well you've maintained its major components over the years. Regardless of what the inspector may uncover, however, you shouldn't be overly concerned about the actual home inspection. Keeping in mind that disclosure laws and customary real estate practices vary from place to place, here are six suggestions as to how you might help the home inspection process go smoothly:

**1. Leave the premises.** It's perfectly reasonable to absent yourself from your home during the home inspector's visit and turn over the duties to your real estate agent. Your agent should be familiar with the home inspection process and be able to act as your representative. In fact, many listing agents prefer that the seller not be at home during the buyer's home inspection.

**2. Be courteous.** Some sellers mistakenly assume the home inspector is an adversary. Experienced professional home inspectors aren't on a mission to find fault with every tiny aspect of your home. The home inspector's role is to offer the buyer a fair assessment of the property. Tips: Don't keep the inspector waiting on your doorstep and allow at least two hours for the inspection.

**3. Don't attempt to refute negative comments about your home during the inspection.** Inspectors don't appreciate being followed around by argumentative or defensive home sellers (or sellers' real estate agents). The time to explain and negotiate will come after you receive and review your copy of the inspector's report.

**4. Don't make statements about your home that are beyond your personal knowledge or can't be verified.** For instance, if the inspector asks you how old the roof is or when certain appliances were installed, check your records before you answer. If you have documentation, provide a copy of it. If repairs or modifications were made prior to your purchasing the home, don't guess when that work was performed. The same caution about misrepresentations applies to questions about whether permits were obtained for remodeling, the exact square footage of your home, the name of the architect who designed it and so on.

**5. Don't block access to normal living areas of your home.** If the home inspector can't enter a room or complete some other aspect of the inspection, that will be noted in his or her report and the buyer may question it.

**6. Make agreed-upon repairs promptly.** The buyer may ask the inspector to okay any repairs you agree to make as a result of the inspection. The sooner you make the repairs, the sooner the contingency can be met. Delaying the repairs until the last minute won't stop the buyer from having those items reinspected, but it could delay the closing of escrow.

# Picking the Best Offer

By Marcie Geffner, Realtor.com

In many of today's strong real estate markets, home sellers can expect to receive multiple offers for their home. Multiple offers are a classic example of economic realities because they appear when the supply of homes for sale is limited and the demand for good-condition homes is strong. Sellers love multiple offers because they push up home prices and create an opportunity to spark a bidding war. Knowing how to respond to multiple offers can help you get the best price and terms for the sale of your home.

## **How can I make sure my home will attract multiple offers?**

Hit the market at the right price and, assuming your home is in good condition, multiple offers should come in. "Sellers see [home prices] are going higher, so they want to go a little higher. Sometimes it works and sometimes it doesn't. You can end up having to wait for the market to catch up with you," says Bob Stallings, broker/owner of RE/MAX Real Estate Specialists in Long Beach, California.

**TIP:** Make sure your listing agreement states that your agent will put your home in the Multiple Listing Service (MLS) within 24 hours. Some agents will hold a home off the MLS for a day or two in hopes of selling it themselves or in-house. Putting the home in the MLS as soon as possible is in the seller's best interest because the home then will be exposed to a much larger number of potential buyers.

## **Do I have to accept the offer with the highest price?**

No. If you prefer a lower-priced offer, perhaps with a better qualified buyer or more attractive terms, you can accept that offer instead. Or you can give counteroffers to one or more of the buyers. Caution: If you reject a full-priced offer, you may owe your agent a full commission even if you don't sell your home.

Being greedy can back-fire. REALTOR® Rae Wayne of The Bizzy Blondes team with RE/MAX Westside Properties in Culver City, California, says one seller instructed her to tell all the buyers' agents that offers would not be considered until the property had been on the market for one week, unless the offer was full-price or better. One agent asked to submit an offer right away, but the sellers, who were hoping for multiple offers, insisted on waiting until the appointed time. A week later, that agent was still the only one ready to submit an offer. "The seller said to me, 'What if we plan a party and nobody comes?' I said, 'That's the risk you took when you didn't want to look at this offer four days ago,'" she says. If you delay, anything can happen, including the buyers losing interest or offering a lower price.

## **My agent says I should receive all my offers by fax, rather than having the buyers' agents present the offers. Is that okay?**

Some agents recommend the fax-only option. "Very few agents who do a lot of business will [present offers] anymore," says Carole Geronsin, a Realtor-associate with Prudential California Realty in Anaheim Hills, California. "Before, everyone would meet and the agents would tell all about their buyers, then everyone would wait while the seller made a decision." If there are multiple offers, the fax-only practice is a time-saver for you and the agents. However, the jury is still out on this practice. "I wonder [whether] the sellers are getting the full picture of the buyers, unless there are cover letters telling them about the buyers' qualifications. It's hard to really understand [the offers] and make a clear decision," says Stallings. "I'm a strong believer that it's best for both sides to have the offers presented, so the seller can ask the buyers' agents questions about the buyers."

**TIP:** You might want to receive all the offers by fax, then have the top offers presented. Either way, you, as the seller, make the rules.

## **One of the buyer's agents is from the same brokerage company as my agent. Should I give extra consideration to this "in-house" offer?**

No. All offers should be evaluated equally based on the net price and terms. "We often have offers on our own listings and the sellers don't pick ours. If my own offer is marginal and the other offer is good, the last thing I want is for my seller to be mad at me. I'm going to look for the best offer," says Judy Sheller, the other half of The Bizzy Blondes team.

**TIP:** Some brokerages give the seller a commission break for an in-house transaction. This concession is known as a "variable commission" or "listing broker advantage." It should be discussed in advance and disclosed through the MLS.

**Can I counter more than one offer?**

Yes. However, if you accidentally accept more than one offer you could be legally obligated to sell your home to two buyers. For safety's sake, use a standard counteroffer form that says the counteroffer isn't accepted until it is signed by the buyer and subsequently accepted by you.

**Can I back out of my escrow with buyer A and accept a new higher offer from buyer B that my agent just received?**

Trying to back out of an escrow is extremely unwise because an accepted purchase offer is a legal contract and the buyer can take action to enforce it. "Legally, once you have signed and agreed to the offer with buyer A, you can't get out of it. Your only hope would be that the buyer does an inspection and makes a bunch of requests. You flatly refuse everything and perhaps the buyer walks away," says Wayne.

**My home has been on the market for four weeks, but I haven't received any offers. Is this situation my agent's fault?**

If you ignored your agent's advice about pricing your home or making any repairs, it's not really reasonable to blame the agent for the dearth of offers. However, if the home is priced right and in good condition, you'll want to have a frank conversation with your agent and take corrective action. Never sign a listing agreement with a term of more than three months. As a last resort, you can ask your agent's sales manager to help resolve any complaints.