

Just as every  
client is unique,  
every home is  
unique.  
Each home has  
its own vibe,  
its own story.

# Welcome to DIGGS

## What is DIGGS?

We think we represent the coolest DIGGS in town... and that is how we got our name.

Now, you might think that all real estate companies are the same. They are not.

We believe our customers deserve a better real estate experience. They deserve expert guidance, negotiation ninjas and marketing masters. Our clients feel more in control and experience less stress while making more profit on their sale. Every single person at DIGGS is dedicated to this one mission... and it shows.



Kendyl Young  
Broker, Owner  
BRE #00973303

## Transforming The Business of Residential Real Estate.

What it used to take to sell a home... Put a sign in the yard, take some pictures, write a little copy, name a price, entertain offers. Any real estate agent could do it. Those cookie cutter days are over. Say goodbye to cliché and hello to... DIGGS.

*"I built this company with you in mind."*  
"The DIGGS client is still growing, changing and fulfilling their lives. They are intentional about their world, they contribute and they go places."  
As a result the DIGGS client is more educated, less stressed and more in control of the process. They also have more fun.

A different kind of residential Real Estate company serving Glendale, La Crescenta, La Canada Flintridge and Beyond.

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Selling a home can be a time-consuming, complex endeavor. This booklet has been developed to help sellers understand the process of selling residential real estate and provides helpful material regarding the most important aspects of selling a home.

If you are asking yourself "How do I go about selling my house?" or "Where do I begin?" this will be a great resource for you.

The basic steps of the selling process have been more or less chronologically set out. The goal is for readers to become more knowledgeable and better equipped to make informed decisions regarding the way they would like to go about selling when the time comes.

## Seller's Quandary:

Should You Buy or Sell First? It's that age-old dilemma, applied to one of the largest financial transactions you may ever make. Which step should come first? To decide, you should assess your options in relation to your needs, your timeline, and the local Real Estate market.



	Yes	No
1. IS THE REAL ESTATE MARKET REALLY HOT?		
2. IS YOUR DREAM HOME AVAILABLE RIGHT NOW?		
3. DO YOU HAVE THE CASH TO BUY WITHOUT SELLING FIRST?		
4. DO YOU NEED TO MOVE FOR A NEW JOB OR IN TIME FOR THE NEW SCHOOL YEAR?		
5. DO YOU NEED LOTS OF TIME TO PACK AND MOVE?		
6. DO YOU NEED MORE TIME AND SPACE TO PREPARE YOUR HOME FOR SALE, SUCH AS MAKE REPAIRS?		
7. IS IT IMPORTANT TO HAVE THE UPPER HAND IN NEGOTIATIONS IN THE PURCHASE OF YOUR NEW HOME?		
8. CAN YOU AFFORD TO TAKE A LOSS ON YOUR CURRENT HOME IF THE BUYER PUSHES FOR A LOWER PRICE?		
9. CAN YOU SHOULDER THE FINANCIAL BURDEN OF MANAGING TWO MORTGAGES FOR AN UNSPECIFIED AMOUNT OF TIME?		
10. ARE YOU COMFORTABLE BUYING WITHOUT KNOWING THE EXACT AMOUNT YOU WILL EARN FROM SELLING YOUR OLD HOME?		

If you answer YES on more questions, you should consider BUYING first. If you answer NO more, you should consider SELLING first. These questions may each carry different weight based on your unique needs and situations, so discuss the most important ones for you with your agent.



# Costs Involved

## COSTS INVOLVED IN SELLING YOUR HOME

During the home selling process there are numerous costs of which you should be aware both before and after the property sells:

### HOME REPAIRS

Before the home gets listed you may incur some expenses to get it ready for the market. Fresh paint may cost a few hundred or a few thousand. Landscaping and other repairs may come into play as well and require substantial investments depending on what needs to be done.

### STAGING COSTS

If you decide to stage your home before selling, the fee to do this usually comes in two parts. The initial consultation fee of a couple of hundred dollars and the furniture rental fee that easily becomes a few thousand a month. Many stagers

waive the initial consultation fee if you go ahead with furniture rentals.

### HOME INSPECTOR PRE-INSPECTION REPORTS

Sometimes sellers have their house inspected prior to putting it on the market. This report can give assurance to buyers contemplating submitting an offer on the property.

Pre-Inspection reports tend to be priced in the four to six hundred dollar range. Your realtor can advise you whether or not to get a report.

### PENALTY FOR EARLY DISCHARGE OF MORTGAGE

If you have to discharge your mortgage upon completion of your sale, you may incur a discharge penalty from the mortgagee to do this. Talk to your bank to find out what these costs may be.

### REAL ESTATE BROKERAGE FEES

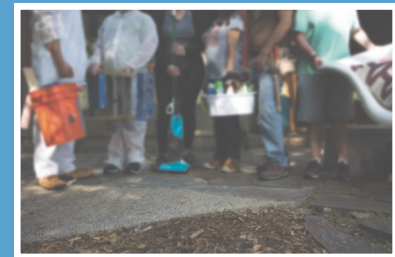
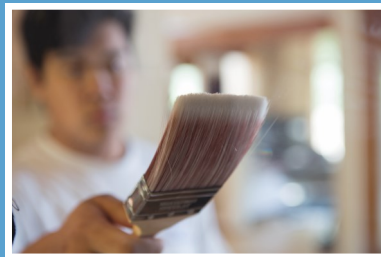
Most Realtor fees are based upon the selling price of the property. Usually 50% of the gross commission goes to the co-operating Realtor and 50% goes to the Realtor who listed your house.

### MOVING COSTS

It's difficult to estimate how much one should budget for this, as there are so many factors to consider. Moving costs can run from the hundreds to the thousands of dollars.

### SUMMARY

Budgeting and planning for the costs involved in the sale will avoid nasty surprises when it comes time to close the deal. That is a good thing.



# Hire a Realtor

The best place to start is getting recommendations from friends, relatives, acquaintances who have recently transacted in real estate.

Realtors particularly appreciate clients that have been referred. You can also note who has been selling homes in your area or go online to search out those who have been busy in your community or neighborhood and contact them directly.

## REALTOR REVIEW QUESTIONS

Here are some questions you can ask yourself about each candidate afterwards:

1. Does the Realtor work for a respected and reputable brokerage?
2. Did you trust that Realtor?
3. Does the Realtor appear to be honest?
4. Is the Realtor familiar with your area?
5. Has the Realtor sold comparable properties to yours or did they just give you a song and dance routine?
6. Is the Realtor professional?
7. Is the Realtor a good listener?
8. Is the Realtor organized?
9. Is the Realtor genuinely interested in helping you achieve your goals?
10. Does the Realtor quickly return your calls/emails?
11. Did the Realtor ask you appropriate questions?
12. Does the Realtor explain things well?
13. Does the Realtor seem knowledgeable?
14. Does the Realtor make you feel comfortable when spending time with them?
15. Do you think the Realtor would be willing to diligently work on your behalf until your needs are fulfilled?
16. Does the Realtor come referred?
17. Does the Realtor have sufficient experience?
18. Does the Realtor work full-time in the real estate profession?
19. Does the Realtor possess knowledge in your marketplace?
20. Does the Realtor appear to be too busy to do a good job for you?
21. Did the Realtor provide straightforward and reliable information?
22. Does the Realtor have your respect?
23. Does the Realtor have detailed and specific marketing plan?
24. Does the Realtor have a digital marketing initiative?
25. Does the Realtor have a communication procedure in place to keep you updated and informed?
26. Does the Realtor have a summary of how close to initial asking price their listing have sold?
27. Does the Realtor have a summary of how many days it has taken to sell their recent listings?





Meet the team. Not your momma's Real Estate company. We love our community. It is where we live, eat, play and do business. We stroll the streets in the early evenings and watch little league games on the weekends. The residents are our friends and its backyards are where we relax over a great BBQ, watching the sun set over the mountains. We know every block and have visited nearly every house. The internet doesn't live here, we do.

# Help Your Agent Understand Your Home and Lifestyle

What was the benefit of moving to this property?

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List the things you have enjoyed about the surrounding area.

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List any special features of your home

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What features of your home do you feel should not be highlighted?

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What do you think might be the best headline or opening words about your home?

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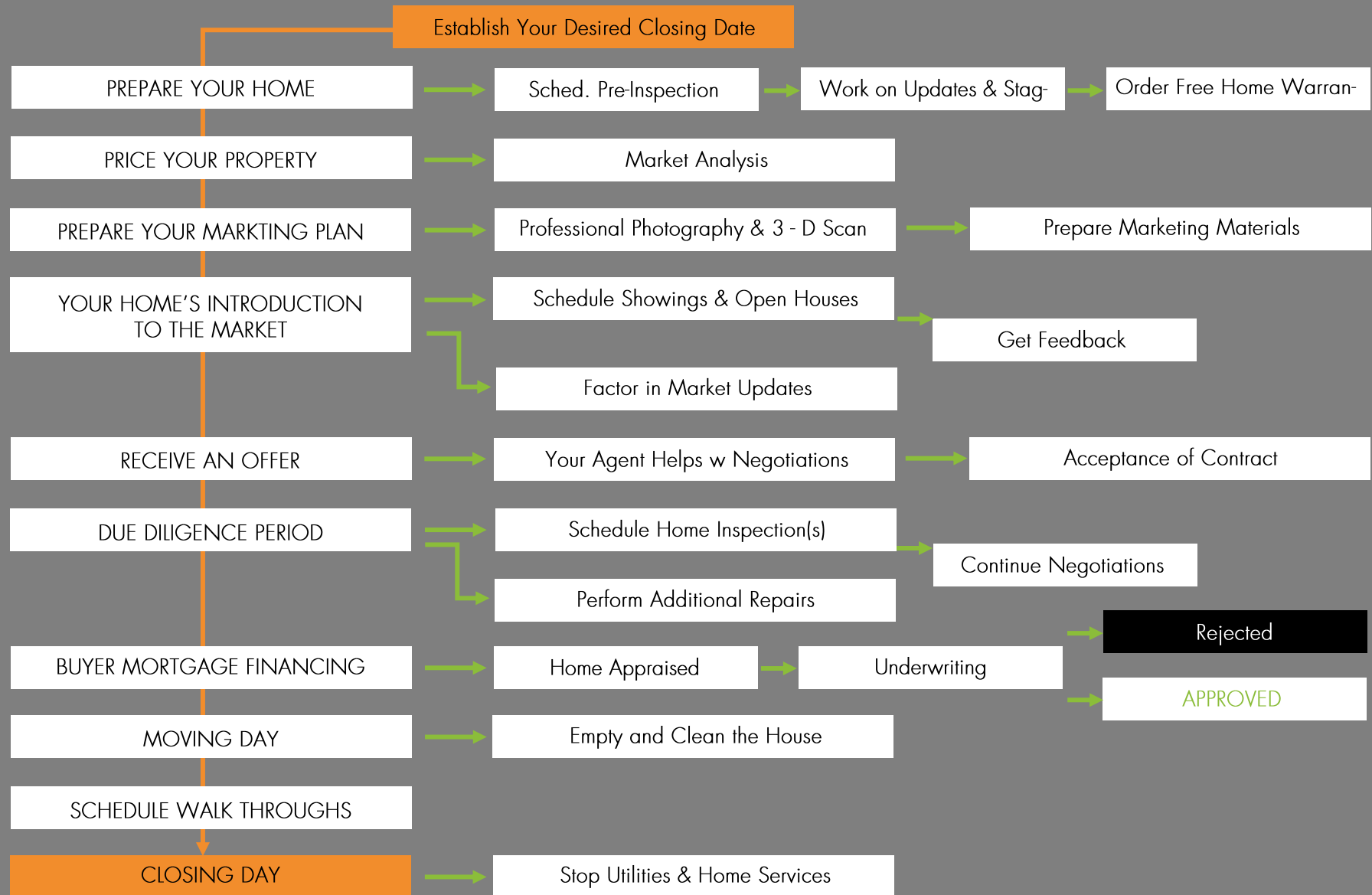


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ROOM / SYSTEM	DATE	EXPLANATION
KITCHEN		
BATHROOMS		
ROOF		
WINDOWS		
A/C OR HEATING SYSTEM		
PLUMBING SYSTEM		
ELECTRICAL SYSTEMS		
PAINTING OR FLOORING		
ADDITIONAL IMPROVEMENTS		



# Home Seller's Process (From Listing to Closing)



# Pricing Your Home



## PRICING YOUR HOME

Your home has many values: one established by the municipal tax assessor, another established by the real estate appraiser and a third established by you. It also has a value determined by prospective buyers depending on their needs, wants and financial capabilities. The selling price of a property is not necessarily determined by any of these factors nor by any financial needs the seller might have, what the seller may have paid, the cost of rebuilding it today, what the neighbors feel it is worth, or what other Realtors might say it they're bidding to get the business.

The selling price is determined by the marketplace. The single greatest factor in attaining top market value for the sale of a property is that property's initial asking price.

### COMPARATIVE MARKETING ANALYSIS (CMA)

One of the most important things a Realtor will do is collaborate with seller to decide on the initial listing price. Your Realtor will research the market and perform a CMA. The CMA compares your house to similar properties that have recently sold and properties that are currently listed for sale. CMA's consider elements such location, pricing, features, lot size, and property condition. A comprehensive CMA and analysis of relevant sales often points to a market price suggestion for the subject property.

There are a host of factors and events a good Realtor will consider to interpret the information when reviewing the statistics and sales to determine the story they tell. How long did it take for this comparable property to sell? Were there any price reductions in order to facilitate the sale or did it sell in multiple offers? Did it sell after having been withdrawn from the market, repositioned, and reintroduced into the marketplace either rejected or paid handsomely for? Realtors should shed light on how these sales impact the sale of your own home and conduct their own independent analysis to gauge all relevant market forces. Justified pricing considerations and recommendations are the outcome.





#### SPECIFIC FACTORS CONSIDERED BY CMA'S PROPERTY FEATURES

- Location
- Size & lot
- Condition
- Unique features

#### MARKET CONDITIONS

- Supply & demand
- Interest rates
- Seasonal demand

#### COMPETITION

- Price, location, features & condition
- Market activity
- Time on market
- Price changes, expires

#### BUYERS KNOW THE MARKETPLACE

Buyers and their Realtors typically view a great number of properties before they make an offer. Accordingly, they become experts within the marketplace and understand if a new listing is priced way out of line. If a new listing's positioning at launch is wrong, buyers may look at it but will back off because they cannot see the value, feel it is overpriced and can infer that the seller has unreasonable expectations. Why waste their time? They would rather bid on a property listed within its fair market range.

When establishing an asking price for a property, a good Realtor will guide sellers to strike the right balance between a seller's need to receive top market value and qualified Buyers' reasonable expectations to attain fair value for their purchase. Pricing a home appropriately right at the beginning is a critical

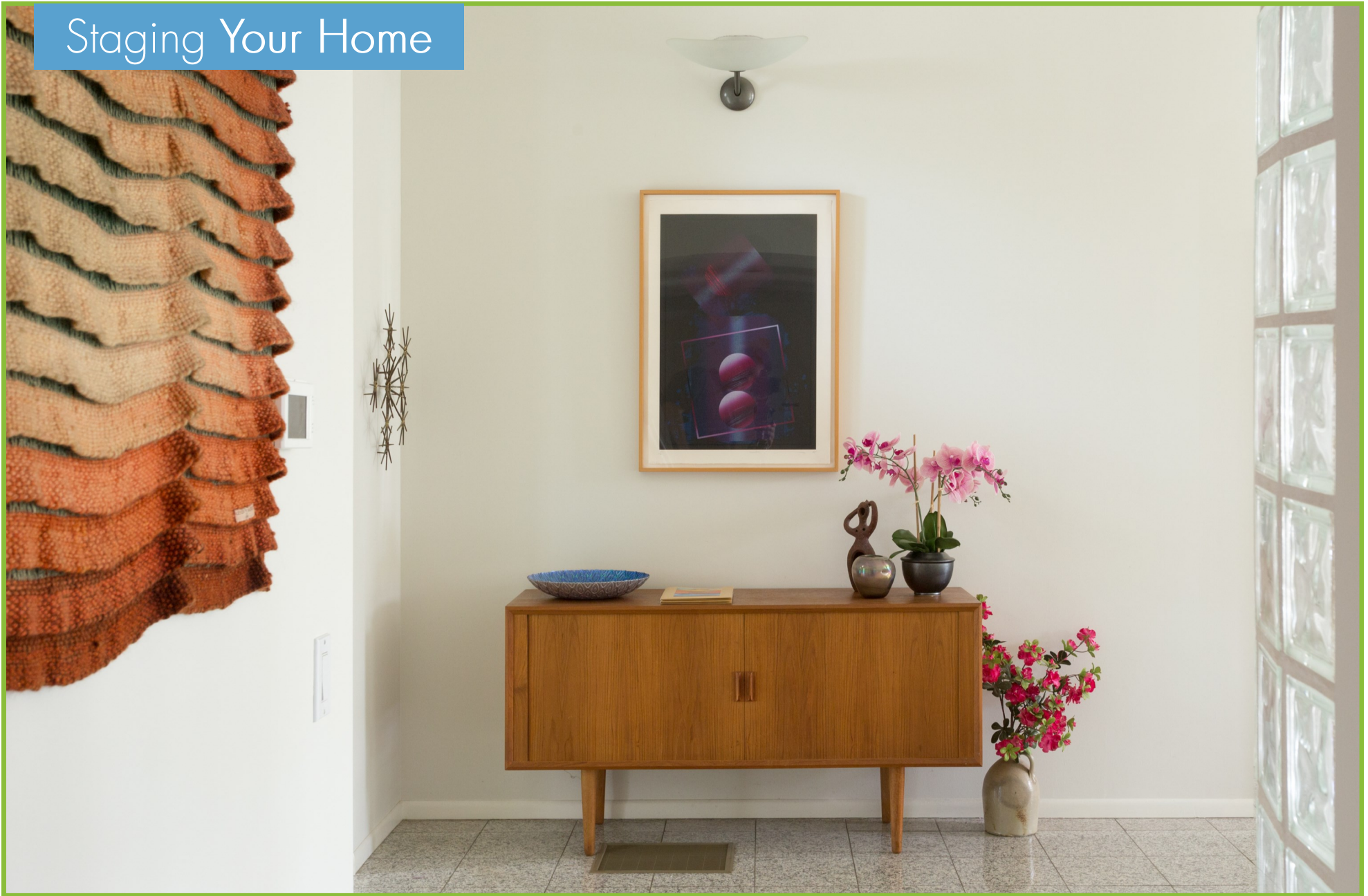
component of not only getting it sold fairly quickly but also getting it sold for very top market dollar. The longer a home languishes on the market, the more discount buyers expect to receive. With time, a buyer's attitude shifts from "How much do I have to pay in order to get this house?" to "What can I pick it up for?"

Do your best to view all of the comparable from an objective, impartial perspective. Will the price you are considering compel buyers to act or make them shy away until the price comes down?

In summary, there is no exact science to determine a list price or the home's value. Having an open dialogue with your Realtor and realistically assessing all of the relevant sales information should lead to the best suggested asking price for the property and generate top market value upon its sale.



## Staging Your Home





It has often been said that you never get a second chance at a first impression and when it comes to the sale of houses that saying rings particularly true. Keep that in mind as you ready your home for its market launch. People buy based upon combination of logic and emotion. Emotion tends to be the greater trigger. Buyers seek a certain lifestyle and comfort in a home - a place in which they can feel relaxed, secure and happy. Buyers will pay for a property that fills those needs so prudent sellers should do all they can to have their home convey those impressions.

A professional Realtor will have a checklist of things you can do to create the best first impression.

Here are a few to consider: De-clutter as cluttered homes appear smaller and unappealing. The space in uncluttered homes makes buyers better able to visualize placement of their own furnishings. Cluttered homes are more difficult to sell.



Consider if you were buying this home yourself, what would you want it to look like? The goal is for the home to look and feel good, to maximize its space so that it compels the greatest number of buyers to act. Minimize what is in the closets and on shelves, remove non-essential or extra furnishings. Open the space up as much as possible.

De-personalize as much as you can. While photographs and family portraits are incredibly meaningful to a seller, they give buyers the impression that they are invading someone else's private space. You want them to envision themselves in the space and not have them feel that they are intruding on yours.

Next, clean, clean, clean. Buyers mentally read clean homes as being well maintained, inviting homes. Those are good first impressions.

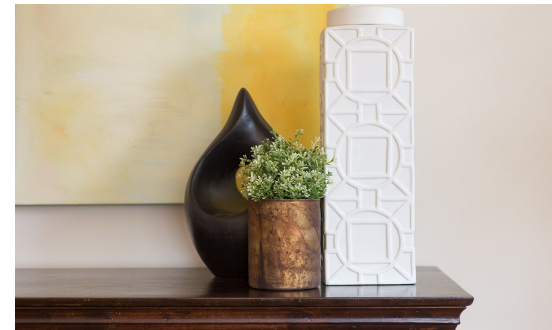


Fresh new towels, well-made inviting beds and the like all make a home feel very welcoming to buyers. Please be mindful about overpowering room deodorizers and cooking smells.

Sometimes you may need to bring in some staging furniture. This is particularly important if your furniture doesn't properly fit the space.

Over furnished rooms make them look small and uninviting. Your Realtor can certainly help you evaluate whether or not any furniture replacement or supplement would be helpful.

Sometimes big changes are needed but often it is just the little things that make a huge difference in the goal of attaining that emotional reaction from potential buyers. The result can have a profound impact. Strong emotional reactions translate into higher prices.

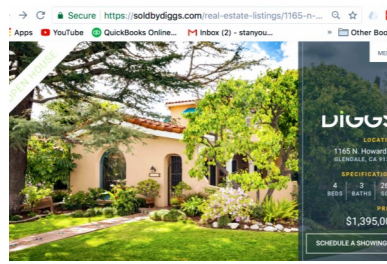


# Marketing Strategy

Once your home is priced and fully prepared it is time to let the world know about it. Our marketing plan accesses Buyers locally, nationally and internationally through both conventional and digital tactics.



Your Home in 3-D



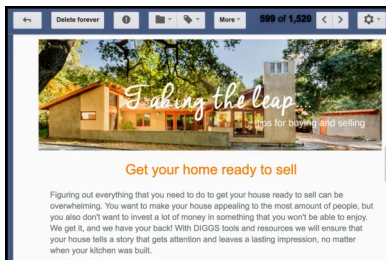
Your Home's Website



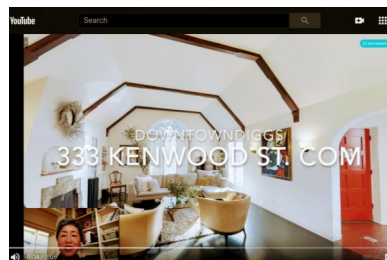
Architectural Photography



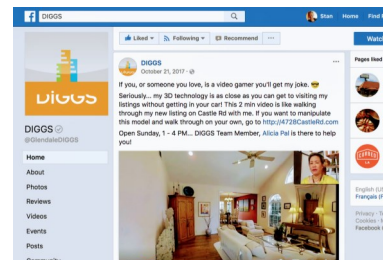
Open House Events



Email Marketing



You Tube Video



Targeted Advertising



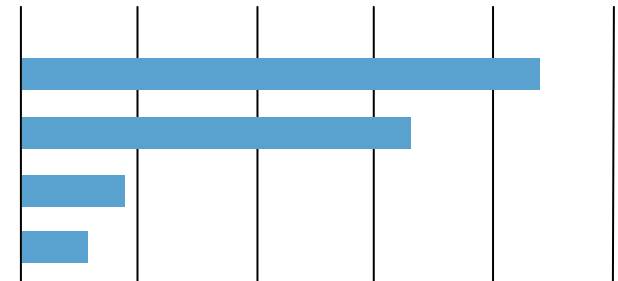
Posts to Top Search Engines

## WHERE DO BUYERS COME FROM?

More than three quarters of buyers found their house they bought either online or through an agent.

Our marketing casts a global net to find and attract your ideal buyer.

INTERNET	44%
REAL ESTATE AGENT	33%
YARD SIGN / OPEN HOUSE SIGN	9%
FRIEND, RELATIVE OR NEIGHBOR	6%



# Definitions & FAQ's

- **Agent:** an agent is licensed to market and negotiate under the supervision of a broker. Agents are typically the physical representative of buyers and sellers.
- **Appraisal:** a report completed by certified appraiser. The appraiser is typically hired by the buyers lender and uses recently sold homes that are similar in location, size and condition.
- **As-is:** The current purchase contract specifies that a home is sold in "as-is" condition. This means the seller can refuse or negotiate any requests for credits or repairs.
- **Back up offer:** If there are multiple offers the seller will often select a "runner-up" that will step up if the first offer falls through.
- **Broker/Brokerage:** The broker is legally responsible for the actions of the agents and broker-associates. The brokerage is the entity who legally represents you in the sale of your home.
- **Broker's Tour:** Also referred to as Broker's Caravan. This is an open house for Realtors and is typically held during business hours.
- **Close of Escrow:** The date the title (ownership) of the home is transferred to the new owner and day you get paid. Actually, everyone gets paid- job well done, team!
- **Commission Split:** Your agent does not get all of the commission you agreed to pay. The brokerage takes a "split" that varies by agent and brokerage.
- **Competitive Market Analysis (CMA):** A detailed examination of comparable sales to help determine your home's probable price range.
- **Contingency:** A hurdle the buyer must remove in order to move toward the close of escrow. The typical contingencies are loan, appraisal and physical inspection. There can be others.
- **Disclosures:** The seller is legally required to make certain disclosures about their home. Your broker should ensure that all laws and best practices are followed.
- **Dual Agency:** When the same brokerage (this can mean two agents under the same brokerage) represents both buyer and seller.
- **Earnest Money Deposit:** Money held in escrow once the contract is completely signed (ratified). If the buyer fails to follow the contract, the seller could retain some or all of that money.
- **Escrow:** The entity that holds all the money and disburses the money based on the written contract. Escrow is neutral and can only act on what the buyer and seller agree to in writing.
- **In Escrow:** A contract has been accepted and a buyer begins the loan and inspection process.
- **Lockbox:** An electronically controlled device that holds the keys to your home.
- It can only be opened by a current, registered agent and your listing agent will know who used it and when.
- **Multiple Offer:** You may consider more than one offer at a time. Your agent will protect you from mistakenly selling your home to more than one person and that all parties are treated fairly.
- **Pending:** The buyer has removed all contingencies and the lender begins the process of funding the loan so the buyer can close the escrow.
- **Possession:** The day and time the new buyer can enter and occupy the home. Typically this is the same as the date/time title is transferred, but the contract can specify a different day/time.





*Real Estate, Community Events, Art Gallery*  
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DIGGS is Independently Owned and Operated. If your home is currently listed with another Broker, this is not intended as a solicitation. BRE #01978272