

Seller's Guide



THE SHAWN TEAM



Seller's Guide

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Mission Vision Value

The Shawn Team

MISSION

Serve the Community and Serve it Well.

VISION

Establish a New Culture in Real Estate by Leading with Humility and Compassion to All.

VALUE

Leading our Clients as we Would Like to be Lead with Honesty and a Heart of Service to Others.



Meet Our Team

The Shawn Team

We are a motivated and community-driven team desiring nothing less than the best for our clients. We work relentlessly to simplify buying, selling, and investing in real estate.

We believe in excellent communications, keeping our clients up-to-date with everything that goes on throughout the Real Estate transaction process.

We invite you to Call, Text, Email, or Direct Message to receive professional insight and advice about your local Real Estate market. Investing in Real Estate is more than just a purchase. It's a life-changing experience.

Let us help make it "Real" for you!

Let's Connect



559.556.3600



info@theshawnteam.com



theshawnteam.com



157 S K St. Tulare, CA 93274



THE **SHAWN** TEAM

Our Affiliates

The Shawn Team


THE DOWNTOWN DREAM

ready

Why Use A Realtor?

What You Can Expect From Us

So you're questioning why you should use a realtor. When choosing The Shawn Team, we will not only serve you with honesty and integrity, we will give you expert guidance.

Here are just a few things you'll receive when using a realtor.

- **Negotiating** - Your realtor is here to protect your financial investment. They will help you get the highest price possible, and make you aware of any issues in the contract you sign.
- **Comparative Market Analysis**- Your realtor will provide you with market information so that you can price your real estate competitively, using professional advice to get top dollar for your property.
- **Marketing**- Your realtor will help with listing your home through the Multiple Listing Service (MLS) service. Properly using the MLS system can expose your property to the greatest number of qualified buyers and ensure you receive maximum price.
- **Security**- Your realtor will protect you by not allowing strangers who aren't pre-qualified into your home. By screening potential buyers, showings will be limited to pre-qualified buyers.
- **Contracts**- Your realtor will coordinate all of the financial and title work, appraisals, home inspections, appraisal repairs, and supervise the transaction until closing. They will know what is legally and financially correct, and they will have the knowledge to apply for an appraisal reconsideration, if necessary. Your realtor is trained to handle all mishaps between contract and closing and handle all transactions in a timely manner.
- **Finding a Home**- Your realtor will be knowledgeable of the market and will be able to assist you in the search for your perfect home. Sometimes property is available but not actively advertised in the market. Your agent will be able to find all available properties, including an updated list of Foreclosed Properties in your desired area.

Our Marketing Strategy

For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

Email Marketing

Your home will be sent out to our active buyer's list of clients who are currently looking for homes.

Network Marketing

Your home will be shared with our extensive network of real estate agents to increase your homes value.

Social Media Marketing

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

Once listed, we will submit your property to the following websites. Many of them have extended networks as well, resulting in exposure on up to 900 different sites

realtor.com

Zillow

trulia

HomeFinder.com

Homes.com

ADWERX

foreclosure.com

MASHVISOR

THE Real Estate Book

RealtyTrac
Powered by ATTOM

Lands of America

LandWatch

Apartments.com

CLOSE 2 HOMES
by provivity .COM

condo.com

nest.me

FindAPlace4Me

FreedomSoft

HARMONHOMES
AND MORE

HOME 2 me

HomeBidz

HOMES

HomeWinks
The EASY Way to Find Homes for Sale

zumper

houses.net

HOUSES FOR SALE

IDEAL ESTATE

Land on Earth

landsearch

WHO'S WHO IN
LUXURY
REAL ESTATE.

Nestigator

rent.com

NestReady

Point2

Property Shark

PROPERTY SIMPLE

RealtyStore.com

Rentberry

visualshows
real estate marketing made easy

ylopo

Why Choose TST?

What Makes Us Stand Out

Real estate firms are generally guaranteed to provide certain basic services in the process of selling your home, including promoting through a local association of realtors, submitting property information to MLS systems, and making sure your home's best features are marketed online. Cornerstone provides several services and features which set us apart from other firms, help us better serve you, and help in the successful sale of your home.

Services & Features	Cornerstone	Others
List Property information on cornerstone.com	Yes	No
Promote at TST office sales meeting	Yes	No
Spend over \$50,000/per month marketing to get your home sold	Yes	No
Email extensive buyer data base	Yes	?
Contact potential buyers daily to view property	Yes	?
Email blast to other Tulare, Kings, Fresno County, and SLO Realtors	Yes	?
Use wide angle photography of property for internet marketing	Yes	?
Provide accurate directions to your property for buyers & Realtors	Yes	?
Email client a link to their listing when it goes active on MLS	Yes	?
Extended Marketing Reach to over 100 top consumer websites	Yes	?
Give consistent feedback of showings weekly, and as needed	Yes	?
Provide a Full Time Licensed Listing and Transaction Coordinator	Yes	?
Coordinate all inspections & repairs	Yes	?
Negotiate best price possible	Yes	?
Experienced sales team with over 5000 transactions closed	Yes	No
Member of five MLS' In Tulare, Kings, Fresno, Kern, and SLO Counties	Yes	?
Member of National & California Association of Realtors	Yes	?
Market on Spirit FM 88.9 + at Galaxy Theatre Tulare	Yes	No
Luxury Home Videos	Yes	?
Over 6,000 homes sold in past 10 years	Yes	No

The Homeselling Process

Taking You From Listed To Sold



The Homeselling Process

Taking You From Listed To Sold

Pre Listing Preparation

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



The Homeselling Process

Taking You From Listed To Sold

Selling a home involves a complex settlement process that takes careful planning. Our team at Cornerstone is here to help simplify the process and ensure a smoother, more enjoyable closing experience.

Making an Offer

Once the buyer makes an offer, your real estate agent will present it to the seller. The seller may accept, counter or reject the purchase offer. This process may take anywhere from a few days to a few weeks.

Opening Escrow

Escrow opens, and the buyer deposits earnest money. The escrow company will handle all funds associated with the transaction.

Entering the Contingency Period

The purchase agreement will outline a period of time during which the seller must satisfy various contingencies, such as obtaining a property inspection and an appraisal. Once the seller's required transaction documents are completed, the real estate agent will present them to the buyer for review.

These documents may include the following:

- Real Estate Transfer Disclosure Statement
- Physical Inspection of property
- Property pest inspection
- Other disclosure forms

Closing Escrow

When all conditions of the purchase agreement have been satisfied, the seller will execute all the required closing and transfer documents. The transaction is completed when the buyer's lender funds the loan, the transaction documents are recorded with the county, and the existing mortgage on the home is paid off.

Photos & Showings

Get Ready To Sell Your Home

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impressions of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo ready, as well as preparing it to be shown to future buyers.

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 refrigerator: remove all magnets and paper.
- Replace burnt-out lightbulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on wall, 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 driveways.
- Add a welcome mat to the front door.

PRO TIP

Don't shove everything in a closet, buyers will look there too!

On The Day Of Photography And Showings

- House should be very clean and looking it's best.
- Eliminate pet smells, clean carpets and drapes, empty trash often, and refrain from cooking strong-smelling foods.
- Introduce good fragrances such as flowers, potpourri, and air fresheners.
- Let in light. Brightness improves a home's atmosphere.
- Keep pets away during a showing.
- Leave the house during a showing so that the buyers can feel free to ask the real estate agent candid questions.
- Pick up yard debris and trash outside.
- Lawn should be freshly mowed.

Tips On Sprucing Up

To Make Buyers Fall In Love

Make your home more appealing for potential buyers with these quick and easy tips!



Trim bushes so they do not block windows or cut down light



Buy a new doormat to freshen up your home's entrance



Put a pot of bright flowers (or a small evergreen in winter) on your porch



Put new doorknobs on your doors



Put a fresh coating on your driveway



Edge the grass around walkways and trees



Keep your garden tools out of sight



Be sure children's toys are put away



Buy a new mailbox.



Upgrade the outside lighting.



Use warm, incandescent light bulbs for a homey feel



Buy new pillows for the sofa

1234

Polish or replace your house numbers



Clean out the gutters



Put out potpourri or burn scented candles



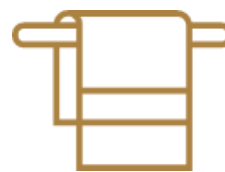
Buy a flowering plant and put it in a window you pass by frequently



Centerpieces with fruit or artificial flowers



Replace heavy curtains with sheer ones that let in more light



Buy new towels to add that extra touch in the bathroom.



Seasonal wreaths

Water Heater Bracing

Solutions

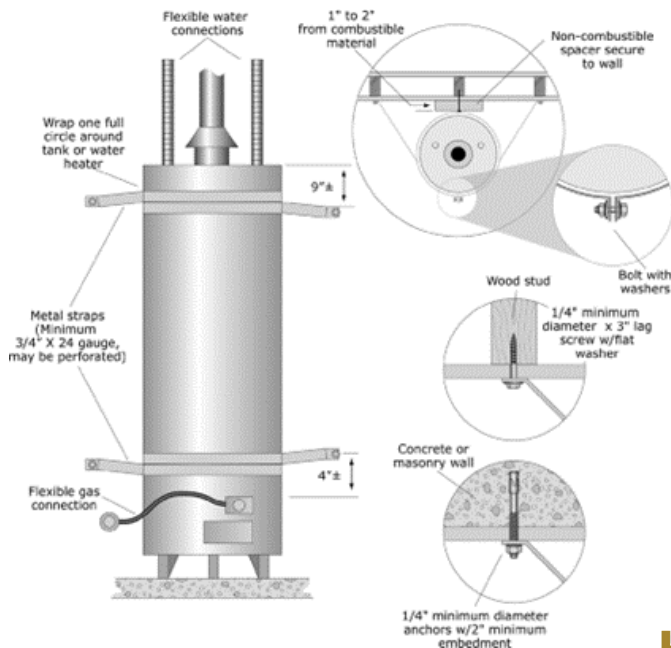
Water heaters must be braced (securely attached) to the studs in a wall. California law requires water heaters to be securely braced at the time of sale or when a new water heater is being installed. If the appraiser goes out and the water heater is not strapped down, it could cost the buyer or seller a \$150 reinspection fee.

The Solution

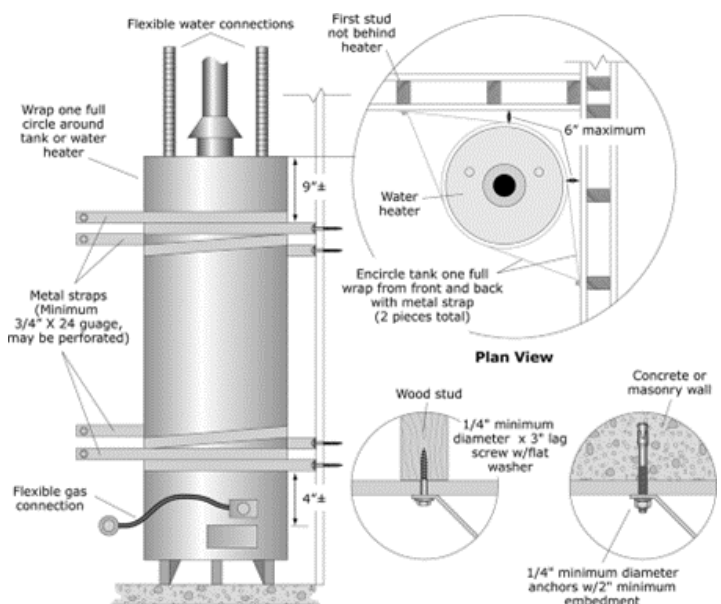
- Purchase and install a strap kit or bracing kit from your local hardware store. Be sure the kit is certified by the "State Architect."
- Have a licensed plumber strap your water heater according to code.
- Use metal tubing or heavy metal strapping and lag screws and washers to secure the water heater to the wall studs.

The gas and water lines should also have flexible pipes. These are safer than rigid pipes during an earthquake. Make sure to check the straps once a year. They may come loose due to vibration or other causes.

Standard Wall Installation



Corner Installation



Under Contract

Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract!

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 negotiations, 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 price reduction 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 the buyer signs the closing paperwork, they will come to the home to do a final walk-through. The 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.

Moving Timetable

What You Need To Know

8 Weeks Before the Move

- Select your mover, if using one and get it in writing.
- Decide how much of your current furniture you will be using. You can save on moving costs by getting rid of unwanted furniture prior to your move.
- Go through items that you either want to give away or sell. That can save money on your move and put money in your pocket.

4 Weeks Before the Move

- Clean or repair furniture, curtains or carpets, if needed.
- Hold a yard sale.
- Arrange for storage, if needed.
- Make any necessary travel and hotel reservations.
- Coordinate with your bank(s) to make necessary changes.

6 Weeks Before the Move

- If you are moving yourself, determine the number of boxes you'll need and how you plan on moving your possessions.
- If you are moving to a new community or city, get copies of records from service providers such as doctors, dentists, utility companies, etc.
- Make arrangements to transfer your children's school records.

3 Weeks Before the Move

- If movers are not doing your packing, begin gathering packing materials.
 - Boxes, bubble wrap, old newspapers, etc.
- Begin packing items you won't need between now and your move.
- Arrange to cancel utilities and services at your old home after you've moved, and make sure you have electricity and water turned on at your new home by the time you move in.

Moving Timetable

What You Need To Know

2

Weeks Before the Move

- Make arrangements to move pets
- Have your car checked and serviced for the trip if you're moving far away
- Fill out a change-of-address form with the U.S. Postal Service
- Send a change-of-address notice to your friends and family.
- Review your online accounts and update your address in your profile.
- Transfer any prescriptions to a pharmacy near your new home.
- Arrange for a baby sitter on moving day if you have small children.

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Days Before the Move

- Defrost your refrigerator and freezer.
- Set aside valuables and legal documents to take with you.
- Pack clothing, toiletries, and other first-day essentials to go with you.
- Have your movers begin packing.
- Arrange payment for the driver on moving day if you're using a mover.

Moving Day

- Pick up the truck early if you're moving yourself.
- Make a list of every item and box loaded into the truck.
- Give your contact information to the mover.
- Read the terms and conditions in your mover's agreement before signing. Keep the agreement in a safe place.
- Check that no leave-behind appliances are still connected in your old house.
- Inspect the attic and garage, and lock all doors and windows.

Delivery Day

- Check off all boxes and items as they come off the moving truck (if applicable).
- Make sure utilities are connected and new locks are installed.
- Be on hand to answer questions, pay the driver, take care of last-minute problems and exam your goods.

Cleared To Close

Congratulations, You Made It To Closing

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispensed, and property ownership is formally transferred to the buyer.

CLOSING EXPENSES FOR SELLERS CAN INCLUDE

- > Title insurance policy
- > Home warranty
- > Real estate agent commissions
- > Recording Fees
- > Property Taxes (split with buyer)
- > Real estate agent commissions
- > Remaining balance on mortgage
- > Any unpaid assessments, penalties or claims against your property

Items To Bring To Closing

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys

Success Stories

Here Is What Our Clients Are Saying

“

"Blake and his team did a wonderful job selling our property. The property was a unique property (2 homes, city limits on 4 acres) with no real comps to compare to. Blake and his team came in and took a lot of pics, and videos and had a nice open house. We had multiple offers and our property was in escrow in a little over a month. We were very pleased with everyone and their professionalism!"



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Looking to purchase or sell, these people are the best!! Read the "About us" on the website and you will see exactly what you are getting, they totally live up to their mission and motto! Jacob Fraga went above and beyond to help make our dream become a reality and we are forever grateful he has become family, he's just so easy to work with and very calm and supportive, I highly recommend this team for all your real estate endeavors!!



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“

Zack Slover with the Shawn Team helped us sell the first home we had purchased over 15 years ago. Zack was amazing from the first call and was always willing to help in any way. The Shawn Team was right there backing up Zack when needed. Overall it was a great experience and effortless process of selling our home which sold super quick! Give Zack Slover a call and you will be truly blessed to get to know him!!



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