



TEAM RIVERA

DRE #02119060

SELLER'S GUIDE

FULLY COMMITTED TO GETTING YOU TOP DOLLAR
WITH THE LEAST AMOUNT OF STRESS POSSIBLE

OUR MISSION

We are a real estate team that helps clients sell and purchase residential property with the client's best interest as our top priority. Our mission is to provide concierge-level customer service and advise clients to the best of our ability. We utilize industry-leading systems and technology to give our clients a competitive edge on either side of the transaction.

OUR CORE VALUES



HUNGER

Even in the toughest time of adversity, we consistently strive to accomplish our own goals and our clients' goals, plus more.



INTEGRITY

We have integrity and build trust amongst each other and our clients through fairness, honesty, and respect.



GROWTH-ORIENTED

We are life learners, embrace growth, and challenge the status quo. We believe that there is no cap to growth, so we continuously take initiative.



HUMBLE

We are humble by cultivating humility and aspire to be the best without forgetting to be humble.



COMMUNITY

We are inclusive by working together for the common good of our team and clients.

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Learn more about our Seller's VIP program!
Give us call/text today at (619) 393-6246

Thanks for taking a moment to read our intro.

Here's our big bold guarantee!

Hire us to help you buy or sell a home anywhere in San Diego... and if we're not the best, most consistent, caring, competent, responsive, and effective throughout your experience working with us, then

fire us at any time...

Sound fair enough?

Feel free to keep reading or get in touch via phone, email, or text!



(619) 393-6246



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HOME SELLING PROCESS

1

THE BEGINNING

- Hire an Agent
- Create a Customized Strategy & Plan

2

PREPARATION & MARKETING

- Disclosures
- Pre-Sale Home Inspection
- Prepare & Stage
- Price Your Home
- Create a Marketing Strategy
- Put It on the Market

3

OFFERS & NEGOTIATION

- Review Offers
- Negotiate & Accept Offer
- Escrow
- Prepare To Close

4

CLOSING

- Closing Disclosure
- Title Insurance
- Taxes & Fees
- The Deed



PHASE 1: THE BEGINNING



STEP 1: HIRE AN AGENT

- Choose an agent who is experienced & knowledgeable about your market (The right agent will look out for your best interests and get you the best results)



STEP 2: CREATE A CUSTOMIZED STRATEGY & PLAN

- Do a home walkthrough
- Determine budgets for any necessary upgrades & repairs
- Decide on a closing timeline
- Review closing costs & proceeds



PHASE 2: PREPARATION & MARKETING



STEP 1: DISCLOSURES

- Review & sign the disclosures and listing agreement



STEP 2: PRE-SALE HOME INSPECTION

- Get a pre-sale home inspection done for a streamlined offer process and competitive edge



STEP 3: PREPARE & STAGE

- Declutter & deep clean
- Make any necessary repairs or updates
- Stage your home to increase buyer interest



STEP 4: PRICE YOUR HOME

- Use Comparative Market Analysis to price your home



STEP 5: CREATE A MARKETING STRATEGY

- Create a marketing strategy based on your timeline & budget



STEP 6: PUT IT ON THE MARKET

- Take professional photos
- Coordinate showings
- Host open houses



PHASE 3: OFFERS & NEGOTIATION



STEP 1: REVIEW OFFERS

- Pick the top offers for our preferred lender to review
- Lender cross-qualifies buyers to ensure highest potential and quality for a successful closing



STEP 2: NEGOTIATE & ACCEPT OFFER

- Negotiate terms such as: earnest money deposit, contingencies, timelines, and price
- Send out any counteroffers
- Accept the best offer



STEP 3: ESCROW

- Buyer to perform inspection(s)
- Lender will request an appraisal
- Buyer will release contingencies



STEP 4: PREPARE TO CLOSE

- Buyer does a final walkthrough
- Sign final documents
- Clean house & move out



PHASE 4: CLOSING

You will receive all records pertaining to your home for easy reference.



CLOSING DISCLOSURE

You will receive this 3 days prior to the actual closing. It will go over the numbers of the sales so you know what closing costs to expect.



TITLE INSURANCE

The lender's title insurance policy is a closing cost that you should expect to pay.



TAXES & FEES

Sellers often will be required to pay the property or deed transfer tax.



THE DEED

You will need to sign a deed to transfer the rights to the buyer.

MARKETING SERVICES

We can create a personalized marketing strategy based on your timeline and goals.
Here are the different types of marketing services that we offer:



ORGANIC SOCIAL MEDIA MARKETING

- Instagram
- Facebook
- Youtube
- Tik Tok



PRINT ADVERTISING

- Flyers
- Yard Signs
- Door Hangers
- Postcards



DIGITAL ADVERTISING

- Paid Social Media Ads
- Search Engine Optimization
- Email Campaigns



OPEN HOUSES

- Weekly Open Houses
- Broker's Open House
- Neighborhood Exclusive Campaign
- Mega Open House

UNIQUE ASPECTS OF OUR SELLER'S VIP PROGRAM



No Pressure Presentation



Maximum Online Exposure



Paid Social Media Advertising



Direct Mail & Marketing Ground Game



Pre-Listing Marketing & Open Houses



Virtual Selling with 3D Matterport Tour



Cancel the listing at any time



No advanced fees of any kind



Flexible Commission Structure



100% MLS Syndication + National Portals

Chances are, we probably have a buyer looking for a property just like yours!

- ④ How much would you make if your home sold?
- ④ How much can you afford if you were to trade up in property?
- ④ How much would you save on your monthly payment by refinancing?



Scan the QR code to find out!
or
Text "Free Report"
to (619) 679-9550

HOW WE CAN GET YOU TOP DOLLAR FOR YOUR HOME

WE WILL STRATEGICALLY PRICE YOUR HOME

Using our experience and expertise, we will use these factors to get you top dollar: current market & buyer demand, condition of your home, market prices, and neighborhood comps - the value of homes in your area.

WE WILL MAKE SURE THE PRICE IS RIGHT

We will avoid underpricing your home so that we don't leave money on the table. We will also avoid overpricing, as that will deter buyers. We will make sure the price is right and at market value so that you get strong offers and sell your home based on your timeline.

WE WILL GET YOU A POOL OF BUYERS

We will use our network, online digital presence, MLS, etc. to ensure that your home is visible and marketable to as many buyers as possible. A large pool of buyers will help to increase demand and offers on your property.

WE WILL NEGOTIATE FOR THE BEST OFFER

We have the negotiation skills and experience to be able to get you top dollar for your home.

A CHECKLIST FOR SELLING YOUR HOME

BOOST CURB APPEAL

- Groom your lawn and tidy up your landscaping
- Make sure exterior lights are working, replace any bulbs if needed
- Wash the inside and outside of your windows
- Update any paint or replace street number
- Power wash any outdoor surfaces

MAKE YOUR HOME INVITING FOR BUYERS

- Make sure your home is clean, de-cluttered & organized
- Take out any trash or dirty laundry
- Give each room a purpose
- Replace any worn out carpet with new carpet
- Open blinds or curtains to let natural light in
- Take down any personal photos or items
- Repair anything that is broken

BENEFITS OF WORKING WITH US

1 CONTRACTS

We will help with all necessary contracts and disclosures to streamline the process.

2 EXPERTISE & EXPERIENCE

We are well versed in the housing market and know the ins and outs of the home selling process.

3 TECHNOLOGY & MARKETING

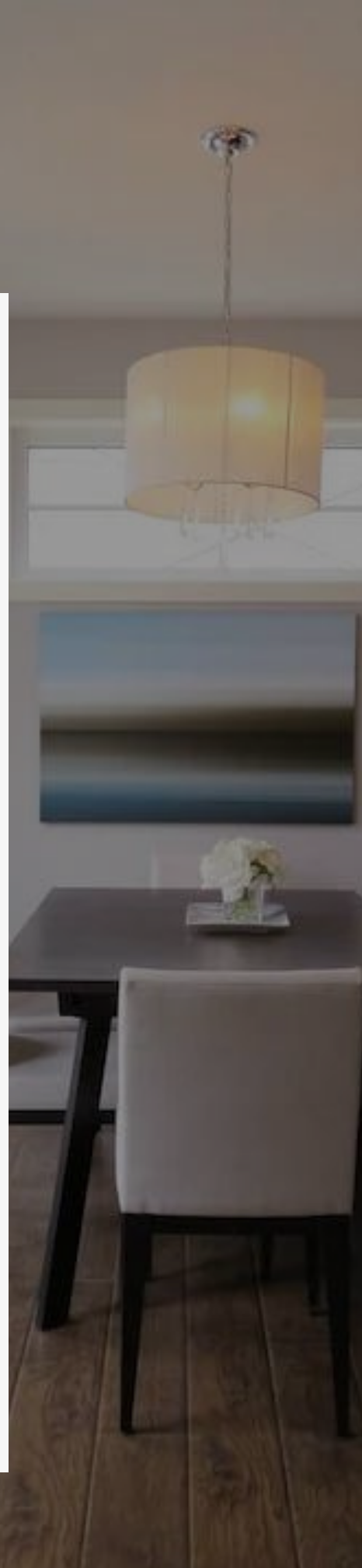
We have the right technology and digital systems in place to effectively market your home and make the process efficient.

4 INFORM & EDUCATE

We will give you a simplified explanation on the current market conditions and explain what that would mean for you and selling your home.

5 PRICING STRATEGY

When setting the price of your home, we will help you understand the current home values.



WANT TO TAKE THE NEXT STEP IN SELLING YOUR PROPERTY?

EDWARD RIVERA, TEAM LEADER



There's a good chance you are looking for a competent REALTOR® if you've read this far. Let's schedule a quick time to meet and discuss your situation. You can expect us to be prepared, extremely organized, and ready to start creating a custom marketing plan for your property.

We at Team Rivera are here to make your real estate transaction a fantastic experience in every way!

Simply call, text, or email and let us know how we can help you best. It's never too early to start planning your next move.

Thank you,

Edward Rivera
eXp Realty
(619) 393-6246
edward@teamrivera.com

TESTIMONIALS

DANIEL K.

"I am very thankful to have met my agent, Edward, who helped me get my home sold. Edward was easy to communicate with and very responsive. He answered all my calls or would call me back as soon as he could. He was patient with me during the process as it was important to me to sell my property for as much money as possible. He was flexible around my schedule when listing my home and opening it up for showings, as my two dogs lived with me and I work a full-time job.

I recommend hiring Edward as your agent. He will go above and beyond any other realtor, as he has done so for me. He is a cool agent!"

IVAN B.

"Outstanding experience with Edward. Always answered our questions, and went above and beyond to make our selling AND buying seamless transactions. He was able to secure our top-choice home in the buying process. He and his team prove to be well seasoned and I would highly recommend him to anyone."

SALVADOR T.

"We highly recommend and appreciate the professionalism that Luis provided us while selling our home. Luis was very attentive, punctual, and on his A game with everything we needed and wanted."

JAMES Z.

"When we received military orders to stay in San Diego, we knew we had to sell our home and find a bigger home for our family of 4 and our 2 dogs. Edward assisted us to get our home ready for sale including hauling junk away, decluttering, and even some late night touch up painting. We ended up getting multiple offers on the first weekend and selling above list price!

Edward also took us out house shopping the first weekend we were on the market and we were able to secure our top home choice and beat out multiple offers without a bidding war, despite writing a contingent offer. We highly recommend working with Edward if you want a full-service and seamless experience!"