

# 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



*Samantha  
Mendoza*

REALTOR®  
S.0197125

REALTOR® Samantha Mendoza is not just passionate about real estate; she's dedicated to helping her clients achieve their personal and financial goals. With a remarkable track record as a top-performing single agent, Samantha made a splash in the industry by earning the title of Rookie of The Year in 2022, after just 7 months in the field, and quickly ascended to the top 1% in her brokerage. Her success is built on a foundation of character and rigorous training, complemented by her deep roots and extensive knowledge of Northern Nevada, where she was born and raised.

Bringing 26 years of sales experience from running her own business, Samantha offers a unique blend of expertise and personal touch to every transaction. Her role as a TV host with American Dream TV further enhances the buying experience, providing clients with an unparalleled opportunity to showcase their homes to the entire nation and larger networks.

Outside of her professional life, Samantha is deeply involved in her community and personal interests. She actively participates in her kids' activities, leads a billiards pool team, and cherishes time spent traveling and time with her family. Samantha and her rapidly growing team, including bilingual members, are equipped to handle all types of property sales. With a wealth of experience in fix & flip properties, Samantha's network also includes investors ready to streamline the selling process for her clients. Whether you're buying or selling, Samantha Mendoza and her team offer comprehensive, personalized service to meet your real estate needs.

*Let's Connect*



*Samantha Mendoza  
& Home Girls*

REALTORS® & TV HOSTS  
**Team Number: 775.210.7788**

TEAM LEAD S.0197125  
Email: homegirls1operations@gmail.com

<https://www.samanthamendozaandhomegirls.com>



**RE/MAX  
Professionals**

7900 Rancharra Pkwy Ste. 210 Reno, NV 89511



Contact Us & See How We Can Help You Today!



# MEET THE TEAM



*Andrea Villarreal*

REALTOR®  
S.0203917

- Northern Nevada Native
- Bilingual
- Co owner of Sierra Tech Systems
- Dog mom
- Car Enthusiasts
- Awesome Auntie



*Mia Garcia*

REALTOR®  
S.0202524

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



*Brianna Metzler*

Executive Assistant

- 14 Years of Real Estate Experience
- BS in Management & Marketing
- Beer Connoisseur
- Loves Dogs
- Oregon Native



## *And There's More*

### **Partners In Business**

- We Believe in Partnering With High Level Industry Businesses that Support Our Team & Help Our Clients, Even After The COE
- We Belong to the #1 Brokerage In Northern Nevada
- We are partnered with Investors in Fix-n-Flip, Contractors, & More - Just Ask

# GET READY TO SELL!

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

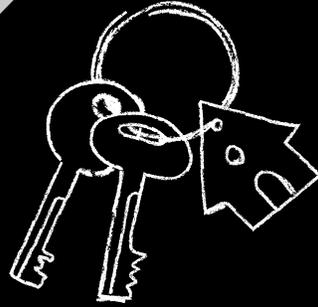
*Please don't hesitate to reach out with Any & All Questions or Concerns!*



**WHAT YOU  
CAN EXPECT  
FROM US**

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

# 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



SCAN THIS LINK OR ASK ME FOR MORE DETAILS ^^^

# 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 Tips*

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. Additionally, remove all firearms, jewelry, & money from access for everyone's safety.

# 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.

*Pro Tip:* If you Will be moving out of state or Vacating the Property Before Closing, Plan to Secure Someone you Trust to Keep an Eye on the Property & Help You Keep It Clean Regularly from Dust & Visitors Walking Through

# 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. Please know Your HOA Rules as well So that our Team Follows Compliance with your Community.



## 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. You Do NOT Need to be present for Open Houses.



## 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



ROKU tv amazonfirerv | abc CW CBS FOX



## 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 across the country 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!



\*To enhance your experience, our team includes a Transaction Coordinator to ensure your transaction progresses smoothly and efficiently. Keep an eye out for their emails, and should you have any questions at all, please don't hesitate to reach out. We're here to assist you every step of the way!



# STEPS BEFORE CLOSING

## INSPECTION

Property inspections are done by the buyer 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. Appraisals may require repairs to move forward on the Loan in order to close on the contract. These Are not Optional!

## 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 🏠 & Disconnect from Your Current Home. Amid the thrill of moving into your new home, it's crucial not to forget a key step: connecting & disconnecting 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. **Please Plan Accordingly.*** 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 in getting your property sold.

## FINAL CLEANING & REPAIRS

Some Contracts will mandate that a Home is "Professionally Cleaned" prior to closing. This needs to take place 48 hrs prior to closing in order for a buyer to complete their final walk-through. If there is not a request for professional cleaners, please be sure to leave the home as clean as possible. Run the Vacuum, mop floors, wipe Counters down & Clean bathrooms & kitchens.

All Requested Repairs Need to be completed by the requested contracted date. Please follow the Guidance of the Contract Forms & Your Agent.

# 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. The Title Company will let us know when everything is complete & you have Sold Your property officially.



# CLOSING DAY

## *Closing Expenses*

### **FOR THE SELLER INCLUDE:**

- › TITLE INSURANCE POLICY
- › HOME WARRANTY (IF NECESSARY)\*
- › 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

I had the absolute pleasure of working with Mia as my realtor, and I can't say enough good things about her. She was incredibly professional, knowledgeable, and dedicated from start to finish. What truly stood out to me was her determination—Mia was completely focused on getting my house sold, and she did it FAST!

Every step of the way, she kept me informed, offered great advice, and handled everything with such confidence and care. It was clear she genuinely cared about getting the best outcome for me. If you're looking for someone who's hardworking, responsive, and truly excellent at what she does, Mia is the one. I'm so grateful for everything she did and would highly recommend her to anyone looking to buy or sell a home

—*Celeste Garcia*



Andrea does such an amazing job , guiding us every step of the way and answering any questions we had . She is very professional , always polite and a personable person with a strong work ethic . If you are thinking about buying/selling I wouldn't think twice She's great I will always recommend her!

—*Briana Meza*



Brianna was generous with her time and helped me with a lot of essential preparatory details. She is organized and genuinely wanted to make sure that our goals matched our vision for our future home.



# 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:

firetv apple tv Roku NBC abc CBS FOX CW travel CHANNEL Bloomberg CNBC





# 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*

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Contact Us & See How We Can Help You Today!