

YOUR PATH TO A SUCCESSFUL SALE

SELLER GUIDE

CHERISE BROWN | REAL ESTATE INVESTMENT SPECIALIST



Real estate expertise.
Nationwide reach.
Proven Investment results.



Market
Expertise



Investment
Strategy



Exceptional
Results

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A curated guide to selling your home with confidence.

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ABOUT ME

Your Trusted Real Estate Specialist

Cherise Brown

Real Estate Investment Specialist

Cherise Brown is a trusted Southern California real estate professional specializing in residential and investment properties across local and national markets.

With decades of experience in real estate investing and portfolio management, Cherise brings a strategic, results-driven approach to every transaction. Her expertise extends beyond Southern California, with a proven track record of owning and managing out-of-state rental properties.

Cherise holds the Certified Negotiation Expert (CNE) and Investment Property Specialist Certification (IPSC), along with advanced academic credentials in business and science.

Whether you're selling your home or growing your investment portfolio, Cherise is committed to delivering a smooth experience and exceptional results.



Investment Strategy

Identifying opportunities and maximizing property value for strong returns.



Portfolio Management

Building and managing rental properties for steady, long-term income.



Market Insight

Local expertise with a national perspective to guide smart decisions.



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Congratulations on Taking the First Step

Congratulations on taking the first step toward selling your home. This guide is designed to simplify the process, provide strategic insight, and help you make confident, informed decisions every step of the way.

In today's competitive real estate market, having the right strategy is essential. With Cherise Brown's local expertise and investment-focused approach, your home will be positioned to attract the right buyers and achieve optimal results.

Cherise is committed to understanding your goals, guiding you through each stage, and delivering a seamless, successful selling experience.

YOUR SELLING JOURNEY

Your Step-by-Step Guide to a Smooth and Successful Home Sale

01 Define Your Goals

Clarify your reasons for purchasing a home and outline your long-term objectives. Consider factors like desired location, property type, and future plans.

02 Select a REALTOR®

Choosing the right agent is essential. Look for experience, local market knowledge, and strong marketing and negotiation skills. Your Realtor will help you price your home, market it effectively, and negotiate offers.

03 Prepare Your Home for Sale

Clean, declutter, and make small repairs. Consider staging to highlight your home's best features. A well-presented home sells faster and for more money.

04 Set the Right Price

Pricing your home correctly is crucial. We'll use a comparative market analysis (CMA) to determine a competitive price based on similar homes recently sold in your area.

05 Marketing Your Property

We'll use professional photography, social media, online listings, email campaigns, and open houses to attract buyers and showcase your home's best features.

06 Showings and Open Houses

Make your home available for showings and keep it clean and ready. The more buyers who see your home, the faster it will sell.

07 Review Offers

We'll help you understand each offer's terms and conditions not just the price and guide you in choosing the best one.

08 Negotiations & Contingencies

We'll negotiate to get you the best terms possible, then work through inspections, repairs, and any contingencies to keep the deal on track.

09 Escrow

During escrow, the buyers' loan and inspections are finalized. We'll coordinate with escrow and title companies to ensure a smooth closing process.

10 Close the Deal!

Review and sign all required paperwork. Congratulations, you have sold your house!

Define Your Goals

YOUR REASON FOR SELLING

Define Your Goals and Take Advantage of Today's Market Opportunities

Understanding Your Motivation for Selling

Understanding your reason for selling helps shape the entire process:

Upsizing or Downsizing

Your lifestyle is changing, and your home should match.

Relocating

A move for work, family, or a fresh start requires the right timing and planning.

Cashing Out Equity

You've built value in your home —this may be the time to use it.

Why Now Might Be the Right Time to Sell

Over the past 25 years, home values have steadily increased, making real estate one of the most reliable ways to build wealth. Selling now could offer you a strong return—especially in a competitive market. Here's why:



Limited Housing Supply

Land near cities and desirable areas is increasingly scarce, which drives up home values and buyer demand.



Strong Return Potential

Real estate continues to be viewed as a stable and appreciating asset —many sellers walk away with significant profits.



Equity Opportunities

Your mortgage payments have likely built up equity. Selling can unlock that equity for your next big move or investment.



High Buyer Demand

Population growth, low inventory, and ongoing demand from buyers—including investors and first-time homeowners—can create ideal selling conditions.



Taking time to understand your local market—and how it's influenced by inventory, interest rates, and buyer behavior—can help you make the most strategic and profitable decision when selling.

Select a Realtor

CHOOSE THE RIGHT AGENT

Partner with a trusted expert who will guide you, protect your interests, and maximize your results.

Commitment and Dedication

Choose an agent who takes the time to understand your goals and is fully committed to helping you achieve them. Their focus and follow-through can make a big difference in your overall experience.

Experience and Expertise

An agent with strong experience in your market can guide you on pricing, strategy, and timing. Look for someone with a proven track record in transactions similar to yours.

Communication Skills

Clear and consistent communication is key. Your agent should keep you informed, respond promptly, and be available to answer questions throughout the process.

Market Knowledge

A knowledgeable agent understands current market trends, pricing shifts, and buyer behavior, helping you make confident and well-informed decisions.

Negotiation Skills

Strong negotiation skills are essential to protect your interests and secure the best possible price and terms for your sale.



Professional Network

An agent with a reliable network can connect you with trusted lenders, inspectors, and service providers, making the process smoother and more efficient.

Reviews & Reputation

Client reviews and referrals offer valuable insight into an agent's professionalism, reliability, and overall quality of service.

Prepare your Home for Sale

MAKE THE RIGHT FIRST IMPRESSION

Thoughtful preparation helps your home stand out, attract buyers, and drive stronger offers



Make Essential Repairs

Fix visible issues like leaks, broken appliances, or exterior damage to avoid turning buyers away.



Freshen Up the Look

Fix visible issues like leaks, broken appliances, or exterior damage to avoid turning buyers away.



Clean & Declutter

Deep clean and remove excess items to create a bright, open space.



Boost Curb Appeal

Keep the exterior clean and well-maintained to make a strong first impression.



Create a Neutral Space

Remove personal items and bold décor so buyers can picture themselves in the home.



Pro Tip:

Homes that feel clean, neutral, and well-cared for tend to attract stronger offers and spend less time on the market.



Selling your Condo?

CONDO SALES MADE SIMPLE

The right paperwork upfront ensures a more efficient and seamless sale



If you're selling a condominium, there are a few important documents you'll need to gather in advance. Serious buyers and their agents will ask to review these before making an offer or removing any contingencies. Having them ready upfront can speed up the process and help your sale go smoothly.

Here's what you'll typically need:

Title Report

Registered Strata/HOA Plan

Financial Statements from the HOA or Strata Corporation

Property Disclosure Statement

Recent Building Envelope Report (if available)

Strata or HOA Meeting Minutes (typically from the past 2 years)

Any Other Documents Required by Local Laws or Your HOA



If you're not sure how to gather these, your Realtor® can help you request them from your property manager or HOA.

Set the Right Price

PRICING YOUR HOME RIGHT

Set a competitive price to attract buyers, generate interest, and maximize your final sale

Pricing your home correctly is one of the most important steps in the selling process. The right price attracts serious buyers, reduces time on the market, and helps maximize your return.



What Is Fair Market Value?

Fair market value is what a qualified buyer is willing to pay based on your home's condition, location, recent sales, and current market trends—not what you originally paid or hope to get.



How We Determine the Right Price?

We'll use a Comparative Market Analysis (CMA) to evaluate similar homes that have recently sold, are on the market, or didn't sell. Key factors include:



Size and layout



Condition and upgrades



Lot and location



Nearby amenities

How We Determine the Right Price?

We also consider current market conditions, including **inventory**, **interest rates**, and **buyer demand**.

With the right strategy, we'll price your home competitively to attract buyers and achieve the best possible outcome.

Smart Pricing Starts Here

PRICE IT RIGHT FROM THE START

A strategic price attracts serious buyers
and sets the stage for a strong sale

Non-Market Influencers

Some factors don't reflect your home's true market value:

- **What you paid:** The market may have changed since your purchase
- **Tax assessments:** Often outdated and not based on real-time value
- **Personal value:** Buyers focus on condition, features, and comparable homes

Overpricing Comes with Risks

Pricing too high can turn buyers away. Homes that sit longer often lose momentum and may end up selling for less than if priced correctly from the start.

Pricing Strategies That Work

We'll base your price on:

- Recent sales of similar homes
- Active listings (your competition)
- Current buyer demand and local trends
- Your home's unique features and upgrades

Pricing Strategies That Work

- Pricing slightly above recent sales but below competing listings
- Pricing just below market value to generate strong interest and multiple offers



GET YOUR HOME SEEN

Strategic marketing attracts the right buyers and drives stronger offers



Modern Buyers Are Online

Today's homebuyers search online first —on real estate sites, social media, and Google. High-quality digital marketing isn't optional—it's how your home gets seen. We use pro photography, video tours, and standout listing descriptions to grab attention fast.



Targeted Exposure

It's not just about getting views—it's about getting the right views. We market your home to the most qualified buyers through a strategic mix of digital ads, email campaigns, open houses, and agent outreach, both locally and out of town.



Professional Presentation

From the photos to the flyers, everything we create reflects your home's value. Clean design, beautiful staging, and strong copywriting help buyers fall in love before they even step inside.



A Proven Plan That Delivers

We don't just list your home—we launch it. With the right strategy and execution, your home gets the attention it deserves, so you get the strongest offers in the shortest time.



Pro Tip:

First impressions happen online. High-quality photos and strong marketing can determine whether a buyer schedules a showing or scrolls past.

Showings and Open houses

MAKE EVERY SHOWING COUNT

Strategic marketing attracts the right buyers and drives stronger offers

Once your home is listed, showings and open houses become essential tools to attract serious buyers. I'll work with you to schedule them at convenient times, gather feedback from visitors, and make small adjustments if needed to keep your home competitive.



Pre-Showing Checklist

GET YOUR HOME SHOWING-READY

Strategic marketing attracts the right buyers
and drives stronger offers



Goal:

Create a space buyers can emotionally connect with. Small touches like a tidy entryway, natural light, and a calm atmosphere make a big impact. It's not just how your home looks, it's how it feels. A warm, welcoming environment can leave a lasting impression and help your home stand out.



General Tips

- Open windows if weather allows
- Eliminate strong odors (pets, cooking, etc)
- Leave the house during showings so buyers can explore comfortably
- Keep your home smoke-free
- Turn on all interior lights

Exterior Touches

- Power wash walkways and driveway
- Touch up paint on doors, trim, and shutters
- Update house numbers, mailbox, or exterior lights
- Add a fresh doormat and potted plant
- Keep outdoor furniture clean and tidy
- Clean and organize the garage or carport
- Remove seasonal or excessive decorations
- Rake leaves or shovel snow as needed
- Store away hoses, tools, bins, and equipment

Interior Prep

- Deep clean all rooms (dust, sweep, mop, vacuum)
- Wipe down all surfaces
- Empty trash and garbage bins
- Put away dishes and run the dishwasher
- Lay out fresh towels
- Clear clutter from surfaces
- Remove personal items and bold décor
- Make beds and tidy closets
- Open curtains for natural light

Security Reminders

- Secure all valuables
- Lock away medications and personal items
- Log out of or store visible devices
- Hide or unplug indoor security cameras
- Use a lockbox and work with a licensed agent

EVALUATE EVERY OFFER CAREFULLY

Look beyond the price and consider terms, timing, and buyer strength



When you receive an offer, I'll guide you through every detail, not just the price. We'll review the full package to ensure it protects your interests and aligns with your goals.

What's Included in an Offer

An offer typically includes the buyer's name, purchase price, included items such as appliances, deposit amount, preferred closing date, and any conditions like financing or inspection. Each offer also has an expiration date.

How You Can Respond

You have three options when reviewing an offer:



Accept

Sign the agreement as presented to make it legally binding.



Counter

Propose changes to terms such as price or timing. The buyer may accept, decline, or counter again.



Decline

Decline the offer if it does not meet your expectations.



Until an offer is signed, the buyer can withdraw it at any time. If a strong offer comes in, acting promptly can help you secure the best outcome.

NEGOTIATING AN OFFER

Find the right balance between value, terms, and timing

Negotiation is where strategy meets opportunity. When an offer comes in, we'll review more than just the price. We'll look at key details like closing date, contingencies, deposit, and included items to ensure it aligns with your goals.

You can accept, reject, or counter the offer. If we counter, we'll adjust the terms to better reflect your priorities. The buyer may respond with their own counter, and negotiations can continue until an agreement is reached or either party walks away.

What Impacts Your Negotiation Strategy?

01

Your home's condition and recent updates

02

Time on the market

03

Buyer interest or multiple offers

04

Location and neighborhood demand

05

Your timeline and motivation to sell



Pro Tip:

The more interest your home generates, the stronger your negotiating position becomes. Timing and demand can be just as important as price.

The goal is to balance maximizing your return while keeping the deal moving forward. I'll guide you every step of the way to protect your interests and help you make confident decisions.

Strong negotiation comes down to strategy, timing, and experience, and having the right agent can make all the difference.

REMOVING CONTINGENCIES

Key conditions are met, bringing you one step closer to closing

After an offer is accepted, the next step is working through contingencies, conditions that must be met for the sale to move forward. These often include a home inspection, appraisal, and loan approval.

Your real estate professional will help manage timelines and guide you through each step. Buyers typically complete their due diligence within the timeframe outlined in the contract.

If concerns come up, such as issues found during the inspection, we may negotiate repairs, credits, or timing adjustments. This is a normal part of the process, and most situations are resolved through clear communication and experienced guidance.

As the seller, you may also need to complete agreed-upon repairs or provide necessary documentation. Once all contingencies are satisfied, the buyer will remove them in writing, confirming their commitment and moving the sale one step closer to closing.



Pro Tip:

Stay responsive and flexible. Addressing requests quickly can help keep the deal moving and avoid unnecessary delays.



REMOVING CONTINGENCIES

Complete the process with confidence as your sale moves to the finish line



Once your offer is accepted and all conditions are met, your home enters escrow. This is the final stage before closing.

What Is Escrow?

A neutral third party manages the transaction, ensuring all terms are completed before funds and ownership transfer.

What to Expect

- Work with an attorney or escrow officer
- Provide required documents (HOA, warranties, repair receipts)
- Buyer completes final walkthrough
- Sign closing documents
- Pay closing costs (commissions, title, legal fees)

Closing Day

Funds are released, title is transferred, and your mortgage is paid off if applicable. You receive your proceeds by wire or check and hand over keys and final items.

Tips

Leave the home clean and empty



Keep copies of all documents



Coordinate timing if buying another home



With the right guidance, closing is smooth and straightforward. I'll be there to ensure everything is handled from start to finish.



Moving Checklist

PLAN YOUR MOVE WITH EASE

Stay organized and make your transition smooth and stress-free

6–8 Weeks Before

- Create a folder for important documents
- Book movers or truck rental
- Start decluttering
- Gather packing supplies
- Create a home inventory

4 Weeks Before

- Notify landlord if applicable
- Submit change of address (USPS)
- Update banks, insurance, subscriptions
- Set up or transfer utilities
- Begin packing non-essential items

2 Weeks Before

- Confirm moving date
- Pack valuables separately
- Arrange child or pet care
- Schedule time off if needed
- Service your car for long-distance moves

1 Week Before

- Pack most of your home
- Set aside an essentials box
- Clean or hire a cleaner
- Confirm all arrangements
- Clear out the fridge

Moving Day

- Take photos of both properties
- Do a final walkthrough
- Keep essentials and valuables with you
- Ensure all boxes are labeled and accounted for
- Confirm utilities are working

After the Move

- Confirm all utilities are functioning
- Update license and registration
- Register to vote
- Test smoke and CO detectors
- Get familiar with your new neighborhood

Important Notes /Reminders/ Contacts

Common Home Selling Mistakes

SELL SMARTER, NOT HARDER

Avoid costly mistakes and position your home for success

Overpricing the Home



Pricing too high can limit showings, extend time on market, and lead to weaker offers.

Neglecting Repairs and Updates



Deferred maintenance can raise red flags and lower your home's perceived value.

Skipping Staging or Decluttering



Cluttered or overly personal spaces make it harder for buyers to picture themselves living there.

Using Low-Quality Photos



Most buyers start online. Poor or limited photos can reduce interest before a showing is even scheduled.

Limiting Showing Availability



Restricting access can reduce buyer interest and slow momentum.

Being Inflexible with Terms



Flexibility with timing, repairs, or included items can make your offer more appealing.

Ignoring Curb Appeal



First impressions matter. A neglected exterior can turn buyers away before they step inside.

Failing to Disclose Issues



Lack of transparency can lead to legal issues or deals falling through. Always disclose known concerns.

Pro Tip:



Most mistakes are avoidable with the right guidance. A clear strategy from the start can save time, stress, and money.

Frequently Asked Questions

CLARITY AT EVERY STEP

Helpful answers to guide you through your home selling journey

What happens if the buyer backs out?

If contingencies are still in place, the buyer may be able to walk away with their deposit. If not, they may forfeit it or face potential legal consequences.

When is the best time to sell a home?

Spring and early summer are typically the busiest seasons, but the best timing depends on your goals and local market conditions. I'll help you choose what works best for you.

How do I choose the right Realtor?

Treat it like hiring a professional. Ask about their local experience, market knowledge, and negotiation skills, and request references. The right agent will understand your area, price range, and property type.

How long does it take to sell a home?

It depends on pricing, location, and market conditions. Most homes sell within a few weeks to a few months. Proper preparation and pricing can help speed up the process.

Still Have Questions?

I'm here to guide you through every step of the selling process. Whether you have questions, need advice, or are ready to take the next step, feel free to reach out anytime.

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Do I need to make repairs before listing?

Yes, it's recommended. Small repairs, cleaning, and staging can improve your home's appeal and overall value.

What are closing costs and who pays them?

Closing costs may include agent commissions, title and escrow fees, and any negotiated repairs or credits. Sellers typically cover commissions and some closing fees.

KEY TERMS EVERY SELLER SHOULD KNOW

Understand common real estate terms to navigate your sale with confidence

Appraisal

An evaluation of your home's market value, typically ordered by the buyer's lender to confirm the loan amount.

Disclosure

Information the seller is required to share about the property's condition, including known issues or past repairs.

Buyer's Agent

The real estate professional who represents the buyer throughout the home buying process.

Escrow

A neutral third party that manages funds and documents until all terms of the sale are completed.

Closing

The final step of the sale when documents are signed, funds are transferred, and ownership officially changes hands.

Fair Market Value

The price a buyer is willing to pay and a seller is willing to accept under current market conditions.

Closing Costs

Fees paid at the end of the transaction. For sellers, these may include agent commissions, escrow fees, and transfer taxes.

Firm Offer

An offer with no conditions. Once accepted, it becomes legally binding.

Comparative Market Analysis (CMA)

A report that compares your home to similar properties that have recently sold, are currently listed, or did not sell.

Inspection

A professional evaluation of the home's condition, usually requested by the buyer before finalizing the purchase.

Contingency

A condition in an offer that must be met for the sale to move forward, such as financing or a home inspection.

Listing Agreement

A contract between you and your agent that authorizes them to market and sell your property.

Counteroffer

A response to an offer with revised terms. It replaces the original offer and may lead to further negotiation.

Multiple Listing Service (MLS)

A database used by real estate professionals to list and search for properties.

Deposit (Earnest Money)

A good faith deposit from the buyer to show serious intent to purchase, typically held in escrow.

Possession Date

The date the buyer takes ownership and gains access to the home, often the same as the closing date.

KEY TERMS EVERY SELLER SHOULD KNOW

Understand common real estate terms to navigate your sale with confidence

Pre-Approval A lender's written confirmation that a buyer qualifies for a loan, based on a review of their financial information.

Staging Preparing your home for sale by arranging furniture and decor to highlight its best features and appeal to buyers.

Seller's Agent (Listing Agent) The real estate professional who represents the seller, responsible for pricing, marketing, and negotiating on their behalf.

Subject Removal The process of satisfying or removing conditions in an accepted offer, making the agreement firm.

Showing A scheduled time for potential buyers to view your home, either privately or during an open house.

Title The legal record that confirms ownership of the property.





Ready to Sell with Confidence?

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