



A GUIDE TO SELLING

Moving to a new home is very exciting, but before you can get settled into your new life, you need to first manage the sale of your current home. The project can feel intimidating, especially for first-time sellers, but with the proper techniques and the right real estate professional to assist, you can have the papers signed and the house sold in no time. This guide gives an overview of the home-selling process and addresses some of the outstanding questions we frequently receive at Serene Team.

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WHAT IS MY HOME WORTH?



FACTORS THAT DETERMINE MARKET VALUE

- Size, age, style, and condition of the home
- Size, shape, and topography of the lot
- Quality of construction
- Desirability of the city, school system, community activities, and proximity to shopping and entertainment
- Safety and security
- Sale prices of comparable properties

Although the data from auto-estimate websites (e.g. zillow's "zestimate") can be helpful, it's important to understand that those sites just pull aggregated statistics from the surrounding area. They don't know, for example, how updated your home is or if you have any bonus square footage not included on your tax records. The uniqueness of your home and the subtle differences that might exist between your neighborhood and others nearby can make a significant difference in your home value. It's very important that you consult with a realtor to help determine the market value of your home rather than rely on auto-estimates from real estate websites. Once you determine the market value of the home, the next task is figuring out the right pricing strategy.



This is where Serene Team really excels... Most realtors do a decent job at determining what market value is by studying comparable sales, but that's just step 1 of the process. The much more difficult job is determining the right list price, and most realtors grossly oversimplify their pricing strategies. Pricing the home incorrectly often results in selling the home for less money and taking longer to sell than if the home were priced properly.

For example, in a hot sellers market, many property types and neighborhoods employ the strategy of aggressively underpricing the property. This strategy is effective because it brings in lots of buyers to see the property in the first week or two of hitting the market which leads to multiple offers that drive the price up to (or above) market value and allows seller to dictate other terms they need such as having buyers waive appraisal contingencies or offer seller a leaseback.



PRICING IS KEY

Nailing the pricing strategy is the difference between the home selling for top dollar in the shortest amount of time vs taking longer than necessary and selling at a price below the true potential of the home. It is crucial that you work with pricing experts when you hire an agent to list your home--not just someone who is confident about what they think is the market value of the home.

IT IS CRUCIAL TO RESEARCH THE NICHE MARKET OF THE LISTING

For example, after the interest rate hike in March of 2022, many markets throughout Southern California slowed down from the "Covid Boom" era, and it made sense to price properties with a little more "meat on the bone" for negotiating since most areas no longer supported receiving multiple offers the first weekend that would drive the price up. However in the months following the rate hike, areas like Northeast Los Angeles still were booming and it still made sense to underprice those listings since it was still very likely that they receive multiple offers after the first weekend of open houses. It's crucial that your agent has their finger on the pulse and does market research to support their pricing strategy for your home.

HOW MUCH SHOULD ONE UNDERPRICE THE PROPERTY?

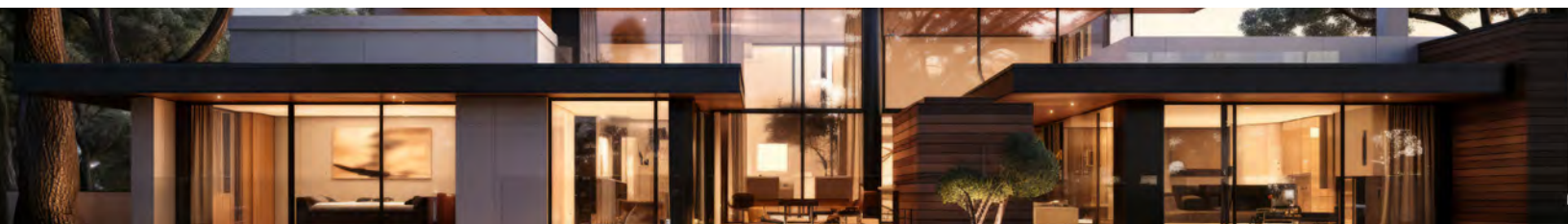
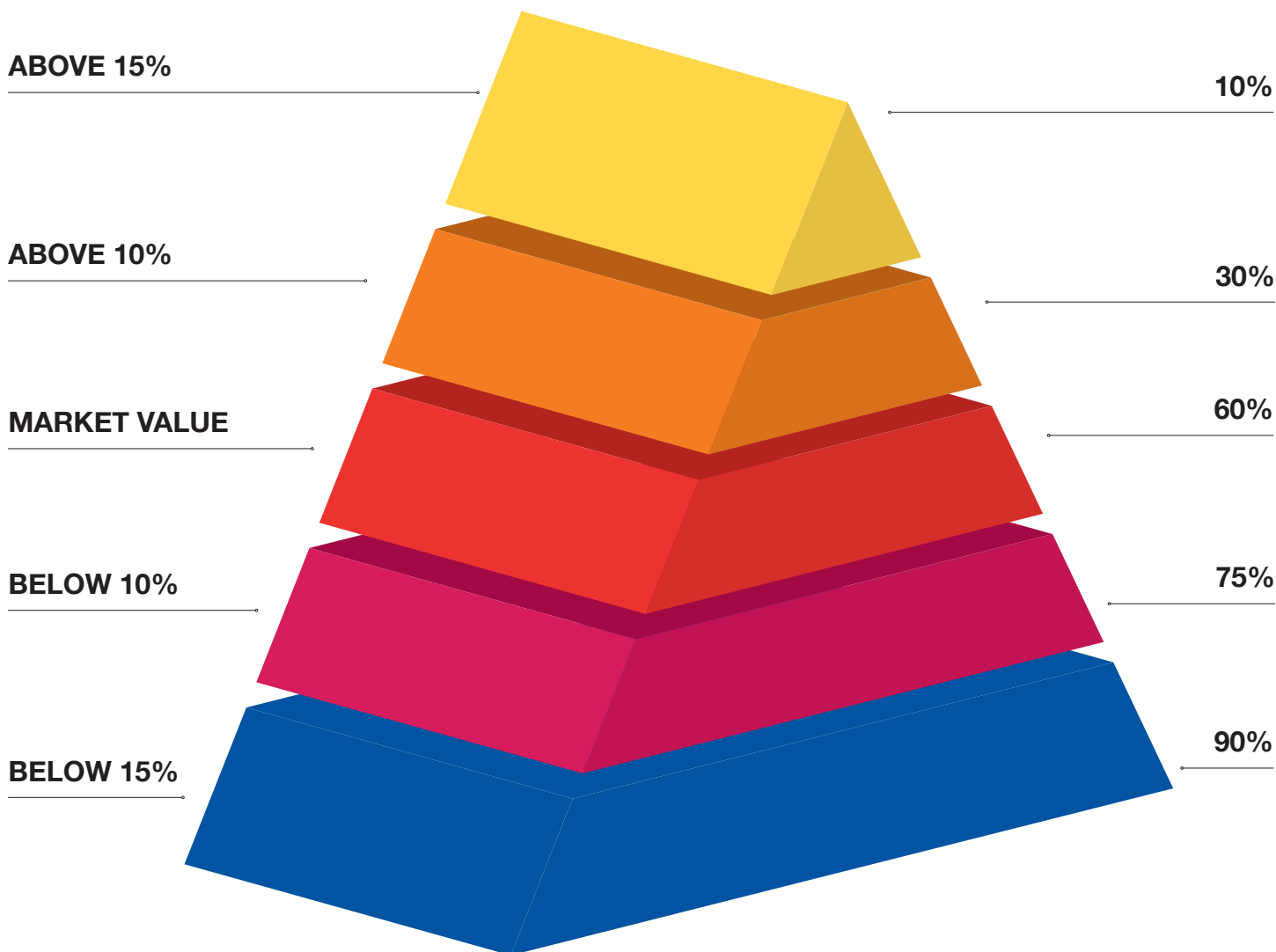
Even during the COVID boom we saw, however, aggressively underpricing did not work for all neighborhoods/property types. For example, condos typically don't have as large of list price to sale price increases as do single family homes. Expecting multiple offers to take a Silver Lake single family home to \$200k over list price may work, but that strategy would've led to total disaster for a Downtown Los Angeles condo during the much slower COVID market that was likely to take at least a month before receiving the first offer.

THE RIGHT PRICE ATTRACTS BUYERS

Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new well-priced listings.

PERCENTAGE OF ASKING PRICE

PERCENTAGE OF POTENTIAL BUYERS WHO WILL LOOK AT THE PROPERTY



WHAT IS THE SERENE TEAM DIFFERENCE?



Serene Team's marketing is truly second to none. Of course we will hire professional photographers to shoot your home just like any other agent you interview likely will...shame on any realtor who doesn't provide this service! Professional photography is the baseline minimum requirement—NOT a reason to hire someone to market your home. Our marketing package includes:

PHOTOGRAPHY

DAYTIME

Duh

TWILIGHT

To show how the home and its views twinkle at night

DRONE

To showcase the lot and surrounding neighborhood

3D MATTERPORT

To show the layout online and virtually tour the property

Rather than just showcasing the home's features in a video, we showcase the LIFESTYLE that comes with the property. When the property calls for it, we often hire actors and acquire exotic or classic cars to set the tone for the video. Buyers buy based on emotion, and we want to sell them on their desire to live the LIFESTYLE the home will provide rather than just have them think the kitchen's countertops are charming. We put a lot of thought into who we think the ideal buyer for the property will be, and we craft our videos and marketing accordingly. For example, the marketing we do for single family home in the suburbs will have a much more wholesome look and feel than the younger, sexier energy we'll want to showcase for a DTLA high-rise penthouse unit.

HIGH LEVEL MARKETING VIDEOS



5% MARKETING BREAKDOWN	5%	5.5%	6%
Strategically price your home based on current sales and listing data	✓	✓	✓
Professional photography	✓	✓	✓
Drone photography	✓	✓	✓
Brokers caravan	✓	✓	✓
Custom property website	✓	✓	✓
Global syndication on property portals (zillow, redfin, realtor.com, etc)	✓	✓	✓
e-mail marketing campaign	✓	✓	✓
Host open houses	✓	✓	✓
MLS listing with at least 25 photos and full description	✓	✓	✓
Reverse prospecting our database of buyers	✓	✓	✓
Targeted social media marketing campaign	✓	✓	✓
Weekly Seller updates	✓	✓	✓
Standard marketing video production	✓	✓	✓
Neighborhood Door Knock Campaign	✓	✓	✓
5.5% MARKETING BREAKDOWN	5%	5.5%	6%
Professional cleaning service pre-market		✓	✓
Termite report		✓	✓
3D Matterport Virtual Tour Website		✓	✓
Increased social media advertising campaign		✓	✓
Light staging/interior design		✓	✓
Floor plan		✓	✓
Just Listed Postcard Neighborhood Mailers		✓	✓
Twilight photography		✓	✓
6% MARKETING BREAKDOWN	5%	5.5%	6%
Premium open house (i.e. catered and entertainment if applicable)			✓
Full production marketing video (actors, storyline, etc.)			✓
Twilight photography			✓
Home inspection			✓
Sewer Inspection			✓
\$500 handyman/landscaping budget for pre-market tune ups			✓

“SHOULD I REMODEL BEFORE SELLING?”



Most seller's we work with have the goal of netting the most on the sale of their home as possible. Oftentimes, it's very hard to know if it's worth it, for example, to remodel the kitchen before listing the property. Will you get a return on that kitchen remodel investment? The answer is that it really depends on the home and market, and it's essential that you work with the right realtors who can advise you properly on these types of considerations. In keeping with the kitchen example, oftentimes simply painting old cabinets and swapping in new handles will yield a better ROI than a full remodel, but again, there is not a “one size fits all” solution.

Serene Team are experts at these considerations, and we take the guessing game out of the equation for our sellers. We will tell you everything we think will help us sell the home for top dollar while keeping the costs of the improvements in mind as well. If you need a handyman, painter, electrician, etc to fix a few things around the house, we have an extensive network of people we can refer to you. We will tell you the exact color (e.g. “Swiss coffee white” rather than just “white”) to paint your interior and exterior — you don't have to have the anxiety over being responsible for these types of decisions.

We also have partnerships with companies such as Curbio and Revive that will front rehab budgets and spearhead the project management. These companies get paid at the close of escrow for the rehab costs and charge a small convenience fee. This is a great option for clients that know they should make some renovations to get top dollar for the sale but don't have the funds available to do so.





TURBO-CHARGED SOCIAL MEDIA STRATEGY

With our marketing assets, we run aggressive social media campaigns. When most realtors say they have a social media campaign for your home, it just means they are going to post your listing on their social media page(s). This isn't much of a strategy or campaign since this will only expose your listing to the same small handful of the person's following that the social media algorithm exposes their content to. With us, we leverage the number one digital advertising company in real estate, YLOPO, to run strategically targeted ads that will expose the home to thousands of potential buyers.

We have a five-figure database of buyers that we grow daily who constantly search for properties on our website. We can sort through our database within minutes to identify the buyers in our system that are actively looking for similar properties to yours and market your property directly to them to sometimes even sell the property off market.

Serene Team's agents have a combined **71,000+** IG and Facebook followers (as of September 2023), and each agent on the team will be promoting your listing to their respective followers.



HOW DO WE MAKE BUYERS WEAK IN THE KNEES FOR YOUR HOME?

IT'S ALL IN THE STAGING

Unless the home is a complete fixer, the home needs to be staged properly. The right furnishings and decor of a house deliver the FEEL of the home. Most buyers have a very difficult time imagining the full potential of a space in the absence of the right staging and decorating. Staged homes sell faster and at higher prices than unstaged homes.

Serene Team has an extensive list of stagers/designers that we can bring in to dress the home up to maximize the sale price. Depending the Marketing Package you select, Serene Team will also contribute towards the staging costs with you.



Staged homes sell **87%** faster and at **17%** higher prices than staged homes according to UpNest by Realtor.com

GETTING YOUR HOME READY FOR MARKET

We will walk through the home with you and offer any suggestions that can be done to the home that will help sell the home for top dollar.

- Often this involves getting a handyman out for minor fixes.
- We may recommend interior and/or exterior painting.
- Sometimes we may have some gardening/landscaping notes (e.g. to trim a tree to open up the view more) suggestions.
- More often than not, you will need to declutter the home prior to our marketing day/showings.
- It's also a good idea to "de-personalize" the home and remove family photos and religious decorations from the walls.
- If necessary, having the home staged is the last step prior to scheduling our marketing day.

YOUR HOME'S BEAUTY REGIMEN



EXTERIOR

- Keep grass freshly cut
- Remove yard clutter
- Paint front door
- Paint fence
- Remove weeds
- Apply fresh mulch
- Clean windows
- Clean gutters

INTERIOR

- Remove excess furniture/décor
- Clean and paint walls
- Steam clean carpets
- Mop wood & tile floors
- Polish wood floors
- Clean all light fixtures

TOURS

- Turn on all lights
- Open drapes during the day
- Keep pets secured outside
- Play relaxing music
- Vacate premises



MARKETING DAY



The home will need to be in tip-top condition for our marketing day. We will do an in-person or video walkthrough with you the day before our marketing day to make sure all the work is completed. If not, we will reschedule the shoot for once ALL premarket prep work on the home is completed.

The pictures/video shot on this day are the single most important marketing assets during this sale to get top dollar for the home and sell it in the shortest amount of time possible, so we want to make sure the day runs smoothly. On this day, we will shoot regular photos, drone photos, marketing videos, 3D matterport tour, and we will come back at twilight to shoot the twilight shots (unless the photographer is confident that post production twilight editing will be just as effective). There are lots of moving parts, and we are often operating on tight timelines, so we ask our sellers to vacate the house (aka the “set” for our media production) for the duration of the marketing shoot for maximum efficiency.

For timing purposes, we ask for at least 4 days heads up to schedule our media team, and our media team generally takes up to 4 days to turn over the marketing assets to us. Once we have the marketing assets, we are ready to list your home on the open market!





AK Anchorage Daily News
AL Montgomery Advertiser
AR Baxter Bulletin
AZ Arizona Republic
CA Riverside Press
CA Contra Costa Times
CA Fresno Bee
CA Monterey County Herald
CA Palm Springs Desert Sun
CA Salinas--The Californian
CA San Jose Mercury News
CA San Luis Obispo--The Tribune
CA Sacramento Bee
CA Visalia Times Delta
CA Vacaville-The Reporter
CA Vallejo Times Herald
CA Santa Cruz Sentinel
CA Inside Bay Area Newspapers:
CA Oakland Tribune, Daily
Review,
Tri-Valley Herald, The Argus,
San Mateo County Times

CO Fort Collins--The Coloradoan
CT Hartford Courant
CT Stamford Advocate
CT Greenwich Time
DC Washington Post
DE Wilmington News Journal
FL Bradenton Herald
FL Melbourne--Florida Today
FL Miami Herald
FL Orlando Sentinel
FL Pensacola News Journal
FL Ft. Lauderdale Sun-Sentinel
FL Tallahassee Democrat
GA Columbus Ledger-Enquirer
GA Macon Telegraph
GUAM Pacific Daily News
HI Honolulu Advertiser
IA Des Moines Register
IA Iowa City Press-Citizen
IL Rockford Register Star
IN Indianapolis Star
IN Lafayette Journal and Courier

IN Marion - Chronicle-
TribuneMuncie Star Press
IN Richmond Palladium Item
KS Wichita Eagle
KY Lexington Herald-Leader
KY Louisville Courier Journal
LA Alexandria Daily Town Talk
LA Lafayette Advertiser
LA Monroe News-Star
LA Shreveport Times
LA Opelousas Daily World
MD Baltimore Sun
MD Salisbury Daily Times
MI Battle Creek Enquirer
MI Detroit News and Free Press
MI Partnership
MI Lansing State Journal
MI Livingston Daily Press and
MI Argus
MI Observer & Eccentric
MN Port Huron Times Herald
MN St. Cloud Times

MN St. Paul Pioneer Press
MO Kansas City Star
MO Springfield News Leader
MS Biloxi Sun Herald
MS Hattiesburg American
MS Jackson Clarion Ledger
MT Great Falls Tribune
NC Asheville Citizen-Times
NC Charlotte Observer
NC Raleigh News & Observer
NJ Bridgewater Courier News
NJ Cherry Hill Courier Post
NJ Asbury Park Press
NJ Morristown Daily Record
NJ Vineland Daily Journal
NM Las Cruces Sun-News
NV Reno Gazette Journal
NY Binghamton Press & Sun
NY Bulletin
NY Elmira Star Gazette
NY Ithaca Journal
Newsday

NY Poughkeepsie Journal
NY Rochester Democrat &
NY Chronicle
NY Utica Observer Dispatch
OH White Plains Journal News
OH Cincinnati Enquirer
OH Fremont News--Messenger
OH Mansel News Journal
OH Marion Star
OR Bucyrus Telegraph Forum
PA Salem Statesman Journal
PA Allentown Morning Call
RI Centre Daily Times
SC Providence Journal
SC Greenville News
SC Myrtle Beach Sun News
SC Rock Hill Herald
SD Columbia State
TN Sioux Falls Argus Leader
TN Clarksville Leaf Chronicle
TN Jackson Sun
Murfreesboro Daily News

TN Nashville Tennessean
TX Dallas Morning News
TX Fort Worth Star Telegram
TX El Paso Times
UT UT St. George Spectrum
VA Hampton Roads
VA Burlington Free Press
WA Bellingham Herald
WA Olympian
WA Tri-City Herald
WA Gannett Wisconsin
Newspaper

WINNER WINNER CHICKEN DINNER

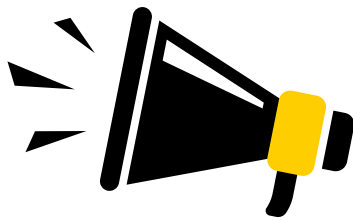
Believe it or not, sometimes the highest offer price is not necessarily the best offer for a seller to select. For example, an offer with an appraisal contingency that's \$50k above our assessment of market value will likely fall apart at the appraisal stage of the escrow and will cause the seller to have to put the home back on the open market which statistically leads to a much lower offer price on the next offer that gets put into escrow. In this example, the seller is much better off going with an all cash offer that was slightly over our assessment of market value rather than an offer with a better purchase price but much lower probability of reaching the finish line of the escrow.

KEEPING CASH IN YOUR POCKET

We save our sellers THOUSANDS of dollars from our negotiation strategies at the "request for repair" stage of the escrow. Let me tell you a scenario that we've seen multiple times in our escrows. Let's say the buyer inspects the sewer line and it turns out the line is compromised and needs repair. The buyer's inspector's quote is for \$14k. Since Serene Team has vetted hundreds of different inspectors/contractors over the past decade, we know that we have a sewer inspector/contractor we can bring out that will come in much less than the Buyer's, and our guy comes back with a \$7,800 quote for the same repair job. It's situations like this that happen time after time that have our sellers raving about the money that our relationships and strategies end up saving them during the sale.



TIME FOR REVIEW



SELLERS WE BRIBED TO SAY NICE THINGS ABOUT US

Scan here to
see all our
reviews on
Zillow



Amazing team and unparalleled service/patience; straight deal-closing machines. 10/10 would hire them again and will probably never work with another realtor if it's in my control. Working with Serene Team was one of the best experiences I've had with a service provider of any nature and type, including attorneys I pay \$1000+/hr. They consistently performed beyond my expectations. As a busy executive, I can't stress how easy they made the purchase and sale process through a combination of unparalleled service/responsiveness and no-bs, substantive advice. In addition to being excellent at their jobs, they're just great people and very easy to get along with. Undisputedly top-tier. I have to give a special shout-out for the marketing video they did for my condo sale. Serene Team shot a full-blown marketing video for a small 1 bedroom condo in DTLA with actors and professional production. I never would have expected this for such a small property and attribute our ability to exit that property in part to their marketing chops. From a deal negotiation perspective, I found their advice balanced and useful; I never got the sense that they would push a deal to close for commission. Moreover, they were able to temper some of my more aggressive deal negotiation tendencies and were always focused on closing the deal on favorable terms (which I appreciated).

-ANTHONY G.

We had a fantastic experience working with Serene Team! They sold our previous home for us before it even went on the market (!) saving us a ton of work, and then found and helped us to buy our new home. They are very knowledgeable about the market and know all the tricks. They were super responsive and really great at explaining how everything worked though the process of both selling and buying. Serene Team could not have worked harder for us or been more enjoyable to work with. I have already recommended them to several friends.

- CUSTANCE B.

Serene Team did an outstanding job in helping and assisting me with the sale of my California home. I could not have ask for a more competent team with the knowledge of the local real estate market. They tirelessly supported me and kept me abreast of everything from start to finish. I feel extremely fortunate to have had them represent me with the sale. I strongly recommend anyone seeking their services to do so. They are truly the best and their professionalism stands head and shoulders above the competition. I cannot thank them enough for their efforts in helping me with the sale of my home. God bless them and I wish them continued success in future.

- MARVIN W.



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Born and raised in Los Angeles and educated at UCLA, Kyle knows Greater Los Angeles inside and out. With a real estate attorney father and realtor mother, it only made sense that Kyle explored what this whole real estate industry thing had to offer. After a decade of being a top performing solo agent and winning #1 producer awards at multiple brokerages, Kyle decided to launch Serene Team in 2020 RIGHT as COVID hit. Fast forward to today, Serene Team is thriving at eXp Realty and is on pace to close over 100 transactions in 2023. A master of online lead conversion, first time home buyer education, team building, systems/tech, and all things marketing, Kyle's true passion is sharing his knowledge with other agents and building agents on his team into top producers and transforming their lives. Kyle has an extensive background in the entertainment industry which has afforded him the opportunity to represent high-profile celebrity clientele in their real estate endeavors--a niche Kyle takes great pride in.



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