



A HOME SELLER'S GUIDE

2023

PREPARED BY
LATASHIA PERRY

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LATASHIA PERRY

Latashia Perry is a diligent and resourceful Realtor passionate about educating and empowering her community on homeownership, financial literacy, and sustainable wealth-building techniques through real estate. Native to EastBay, she brings an intimate and comprehensive understanding of the local market and the surrounding areas. Latashia is committed to ensuring that all her clients' needs are met and expectations exceeded without compromise. Her compassion, reliability, and tenacity give her a competitive edge and make her the best person for the job.

Latashia draws her motivation and inspiration from seeing her clients happy and content in their new homes. She is committed to connecting with her clients and fostering long-term relationships. Her personal experiences have taught her the value of patience, kindness, and service leadership. With over five years of experience in the industry, she has created an impressive and formidable professional portfolio.

Latashia holds the roles of Secretary of Associated Real Property Brokers of Oakland CA, Co-Chair of Education Committee for (ARPB), and lastly is a Board member of the Diversity Equity & Inclusion of her local realtor association. She is a valuable and dedicated team member of the Munmon Real Estate Inc. brokerage. She leverages her key negotiation, customer service, and problem-solving skills to provide comprehensive real estate solutions.

If you are in the market for an understanding, knowledgeable, and reliable agent, Latashia is only one call away!

When she is not working, Latashia spends her time reading, writing, cooking, and volunteering in community outreach projects.



Here are a few of the things she can do for you:

Find Your Next Home

You need someone who knows the area inside and out! Latashia can work with you to find the right home at the right price for you, including all the neighborhood amenities that matter—not to mention the essential criteria you have for your ideal home.

Sell Your Home

When it's time to move, you need someone who will advertise your home, show it to prospective buyers, negotiate the purchase contract, arrange financing, oversee the inspections, handle all necessary paperwork and supervise the closing. She can take care of everything you need, from start to close.

Consult on Home Selling Tactics

Oftentimes, buyers don't visualize living in your home the way you do. Randy can make your home attractive to its ideal audience—which can help you get top dollar. Things like staging the home, making repairs or minor improvements, or even simply painting the walls can be the difference between a home resting on the market and one that's sold fast.

2023

RECENT & CURRENT *Listings*



COMING SOON - OAKLAND



COMING SOON - RICHMOND



FOR SALE - OAKLAND



JUST SOLD - VALLEJO

2023 - CONTINUED



JUST SOLD - OAKLAND



JUST SOLD - RICHMOND



JUST SOLD - OAKLAND



JUST SOLD - RIO VISTA

RECENTLY
Sold

2023 - AGENTS

RECENT *Listings*



FOR SALE - OAKLAND



JUST SOLD - RICHMOND



JUST SOLD - OAKLAND



JUST SOLD - FAIRFIELD

LET'S GET STARTED

There's a difference.

Today we'll begin the exciting process of preparing your property for sale and creating a complete marketing and sales plan to meet the needs of your real estate listing. It is important to keep in mind that selling real estate is a complicated process. I will be working hard to market your property both to other real estate professionals and to consumers, attract interested and qualified buyers, and negotiate the final transaction. Throughout this process, we will need to work as a team to make sure your needs and desires are met.

This guide was designed to inform you about all the steps of selling a listing so that you can feel confident, make informed decisions, and act as an educated seller.

Please take some time to review carefully all of the information presented here. If you have any questions about the topics discussed, I will be glad to go over them with you in detail. Since every real estate transaction is unique, you will most likely have questions or concerns not presented here. That's what I'm for – to answer your questions, to guide you through every step of the transaction, and to make sure your home gets sold.



REAL ESTATE 101

REAL ESTATE TRANSACTIONS REFRESHER

This may be the first time you've ever sold a real estate property or it may have been some time since you've been involved in a real estate transaction. Here's a quick refresher on some of the real estate specific terms you'll want to know.

Real Estate Brokers and Real Estate Agents

Listing agreements are made between real estate brokers and you, the seller. A real estate agent works for the licensed real estate broker. The commission for the sale of your home will be paid to the real estate broker. The real estate broker will pay a split of that commission to the seller and buyer agents where applicable.

The Fair Housing Act

The Fair Housing Act, originally passed in 1968 and amended in 1988, is a federal law in the United States that prohibits discrimination in housing.

Seven "classes" are protected under the Fair Housing Act:

- Race
- Sex
- Color
- Disability
- Religion
- Familial Status
- National Origin

You can learn more about The Fair Housing Act at www.HUD.gov.

The Multiple Listing Service (MLS)

The Multiple Listing Service is a proprietary database of all properties currently under an active listing contract in a given area.

All active agents and brokers who belong to this MLS will have access to information about your property listing. Buyer's agents searching for a new home for their clients will learn about your property listing through this online database.

Real Estate Portals

Real estate portal websites like Zillow and Realtor.com are data aggregators on listing information. The marketing information on your listing will be syndicated to real estate listing portals in order to draw in the largest possible market of interested buyers.

Appraisal

Before you signed your listing contract with me, I offered you a competitive market analysis of your home's value. We will set the final asking price on your property based on this market value estimate.

When you receive an offer on your home, the buyer's lender will require an official appraisal of the property from a licensed appraiser. This valuation helps assure the lender that they would own a marketable property if the buyer (or the borrower in the lender's eyes) should default on their mortgage. The buyer will pay for the house appraisal, but you should know that it may be different than the market analysis that I provided you.

Inspection

In addition to an official appraisal, most interested buyers will request a home inspection before final sale. The goal of a home inspection is to give the buyer an objective, independent and comprehensive analysis of the physical condition of your property and check for any safety issues that might otherwise be unknowable.

A professional inspector will check on the structure, construction and mechanical systems of the house.

This usually includes checking:

- Electrical systems
- Waste disposal
- Walls
- Plumbing and waste disposal
- Pests
- Floors
- Water heater
- Foundation
- Roof
- Insulation
- Ventilation
- Doors
- Radon gas
- HVAC system
- Windows
- Asbestos
- Water source and quality
- Ceilings
- Lead paint

You may be considering ordering an inspection of your home before we place your house on the market. Not knowing the full extent of potential problems until an offer is made by a buyer is a recipe for an ugly negotiation process.

Showing Appointments

When an interested buyer is scheduled to see your property, it's best if you, your family and any pets you may own are not in the property.

Buying a new home is a very emotional process, and it's sometimes hard for prospective homeowners to imagine themselves living in a particular place when the current resident is still inside. I will work with you and the other real estate professionals who will be showing your home to schedule and supervise listing appointments.

These home showings will most likely be an inconvenience for you and your family. I will do everything I can to work with you to minimize the impact, but an aggressive showing schedule will help us sell your property quickly, which is our ultimate goal.

COSTS OF SELLING YOUR HOME

What it takes to WIN

Selling your home is typically about making a profit. However, that doesn't mean that it doesn't come without costs. Here is an overview of some of the major costs you'll be responsible for paying.

Mortgage Balance

This is the remaining balance on your original home loan. You will need to payoff your mortgage in its entirety when your home is sold.

Home Equity Loans (2nd, 3rd Mortgages)

Any loan against the value of your home will also need to be paid in full after the sale of your home.

Prepayment Penalties

The bank or lending institution that currently owns your mortgage title may assess a pre-payment penalty. You should speak to your lender now, ask if they plan on assessing a pre-payment penalty, and figure out exactly how much that amount is. You may be able to negotiate with your lender to reduce or waive the pre-payment penalty, if there is any.

You'll also want to submit a formal pre-payment notice to your lender.

Pre-sale Preparations

In most cases, it's not advisable to make major investments in your home right before a sale. There are however, a few things that can be done to increase your home's curb appeal, fix minor problems, and otherwise make your property more attractive. Together we can identify what items should be addressed and create a budget for these pre-sale preparations that are sure to show a significant return on investment.

Closing Costs

All closing costs associated with the sale of your home will be listed for you and for the homebuyer in the Closing Disclosure form. The buyer is generally responsible for all of these closing costs which include:

- Loan fees for the buyer's home mortgage
- Title costs (examination and insurance)
- Insurance premiums
- Legal documents and services fees
- Recording/filing fees

In some cases, buyers make a request for you as the seller to cover their closing costs as a part of their purchase offer. We will negotiate these requests if they are made and I will help you understand why it would be advantageous to cover the buyers closing costs (if it is) and what limitations we can set to make sure we know the exact net of your home sale before closing.



COSTS OF SELLING YOUR HOME

Continued...

Taxes

The money that you make from the sale of your home is considered capital gains. The good news is that these profits can be excluded from your taxable income, up to \$250,000 for an individual or \$500,000 for a married couple, as long as your home was your principal residence.

To exclude the full portion of those gains, you will need to have lived in your house for at least 24 months in the five years previous to the sale date of the property. This is considered the 2 in 5 rule.

If you do not meet the minimum occupancy requirement you still may be able to exclude a portion of your gains if you are selling your house because of circumstances related to your health or to your job. You should speak with your accountant or a certified tax specialist if you believe you fall under one of the exclusions or need help in reporting your capital gains after the sale of your home.

If this property is a real estate investment your profits will be considered taxable income and will be subject to state, federal and self-employment taxes. You can defer all capital gains taxes in a 1031 exchange if you are planning to reinvest the proceeds of your real estate sale into a new property. Again, in this circumstance you should speak to a financial specialist who can help you fully understand and minimize your tax liability.

Moving Costs

Moving isn't only a hassle, it can also be very expensive. Whether you're moving to a new house in your neighborhood or across the country, it's important to estimate and plan for the full cost of moving from your home once it is sold.

If you're working with a moving company, you'll want to get a full idea of what you'll be charged for what services. If you're moving yourself, you'll most likely need to rent a van. And don't forget the packing materials including boxes and tape.

The more preparation you do in your move planning, the less likely you are to avoid over paying for your move expenses.





SETTING YOUR HOME'S LISTING PRICE

As we discussed previously, your home's listing price is based on many factors including:

- **Current, local market conditions**
- **Comparable home sales**
- **Buyer availability for your property**
- **Proceed considerations**
 - Estimated Taxes
 - Estimated Fees
 - Estimated Commission
 - Estimated Selling Costs
 - Total Owed on the Property
 - Net Profit for You

- **PROPERTY IMPROVEMENTS**

Pest inspections are also done by a licensed inspector who will look for wood-destroying organisms, including termites and fungi ("dry rot"). Pest reports classify conditions as Section 1 or Section 2 items.

- **Section 1:**

Conditions demonstrating active infections or conditions damaging the property. Active termites, beetles, or wood rot are examples of Section 1 items.

- **Section 2:**

Conditions not currently causing damage but likely too, if left unattended. A typical Section 2 item is a plumbing leak where moisture has not yet caused fungus decay.

As with the home inspection, the buyer pays for the pest inspection, however, the inspector is responsible to deliver an unbiased report, regardless of whether they favor the buyer or the seller.

If damage is found in the property, such as a crack in the foundation or a roof that needs to be replaced, you may be able to negotiate with the seller on remediation options.



PROPERTY IMPROVEMENTS

When it comes to listing your home, there's no single set of black- and-white rules regarding potential property improvements that apply to every property and every seller. Any upgrade or change you make should only be considered if the change is likely to have an appreciable effect on the market value of your property in the minds of most buyers.

Below are some common suggestions on DOs and DON'Ts on property improvements for your listing:

- **The DOs**

Painting

A fresh coat of a neutral-toned paint could make the sale easier. Let's face it – we all like things fresh-looking.

Minor kitchen issues

Things like plumbing leaks should be fixed, and small updates like swapping out light fixtures can make a big difference. You might even consider sanding, staining or painting worn-looking cabinets. Replacing old cabinet hardware is a low-cost improvement that makes a big difference in appearance.

Floors

From fixing scratched wood floors, to replacing cracked tile, to cleaning dirty carpet, a little money spent on sprucing up floors can be well worth the investment.

- **The DON'Ts**

Major kitchen upgrades

Unless there are major structural issues, most new buyers would prefer to do something to their own taste.

Energy efficient windows

While adding new windows can be a major selling point, it's also a project that can quickly snowball in time and cost.

New gardens or ornamental landscaping

It's always a good idea to spruce up your outdoor space and make sure everything is orderly, but don't waste your time adding anything new. If the potential buyer is not horticulturally inclined, new plants and flowers won't add to the offering price. The same can be said for expensive fences and stone walls – they look nice, but buyers don't pay up for them.

OTHER THINGS YOU SHOULD KEEP IN MIND

when you're selling your property!

1. Stay neutral in style:

No one wants to rip out home improvements that are obviously recent but don't meet their personal tastes. Any changes you make should play to the largest possible audience.

2. Consider your neighbors:

Keep in mind that your property is going to be judged directly to other comparable homes in your area. Take a look at homes near you that are listed around the same price as your property whenever you considering making changes to your home.



HOME STAGING

Prepare and present your property

From the day that your house goes on the market to the day it closes, your property needs to be in "Selling Shape". Whether you decide to hire a professional home stager or do it yourself, you and your family will have to cope with some inconveniences and make the transition to thinking about your house as a property and not a home. This can be frustrating if you're still living in your house, but the effort is well worth it.

According to the Real Estate Staging Association, a properly staged home can:

- Increase a property's perceived value
- Help a listing's competitiveness in a down real estate market
- Drastically reduce the Days on Market (DOM) of a property

In fact, their 2013 study on both vacant and occupied homes showed that staged properties spent 72% less time on the market than non-staged properties.

So how can we work together to get your property into selling shape? Let's just follow some simple rules.

First: Fix it.

Anything that is in your house that is in disrepair and can be easily fixed should be addressed before the home goes up for sale. We'll want to pay particular attention to the front exterior and the most important rooms in the house: The primary bedroom, the kitchen, and the living room.

Having a property that looks well maintained is a huge advantage with motivated buyers.

Next: Clean it.

Clean, clean and more clean. From the inside out, a clean listing is a happy listing. This principle is about generally cleanliness but it also requires you to de-clutter your house as much as possible.

If it's smaller than a grapefruit, it needs to be put away. Get rid of or pack away anything that isn't essential. Everything else that is small but cannot be packed should be put away in a drawer or cabinet during showing appointments. This also applies to things that are accumulated on a regular basis like the mail, or your dirty clothes.

And remember, it's not good enough to just put things away. Potential buyers will and do open closets and drawers throughout the house when they're looking at your listing. Be sure to keep personal items that you do not want on display in drawers that are clearly your personal furniture. The more organized you can be, the better.

Last: Stage it.

Making your house appear as attractive as possible is largely about allowing potential buyers the opportunity to imagine their lives in your property.





HOME STAGING

Continued...

Home staging is essentially the process of using design principles and tricks that emphasize space. Creating the appearance of openness and space is key to getting your property sold. Remember, you're not selling your stuff!

Furniture

Great staging, either DIY or by a professional, includes choosing furniture that shows the room in its best light. Minimize the amount of furniture you have in each room. If it's staying in the house, it needs to be in good shape and be visually appealing.

Décor

It's time to remove anything that could be considered distracting decoration from your home. Importantly, this includes any personal items like family photos or mementos. Any décor that does stay up and visible in your home should be as neutral as possible.

If you have hanging mirrors in the house, these can be positioned to emphasize and reflect key areas in the home like a nice sunny window.

Beware of Odors

It's not just the stinky stuff you need to pay attention to. There are obvious problem points in a home that can produce bad smells like the garbage cans and the disposal, but you should consider any strong smell a bad one.

Don't rely on potpourri or air fresheners to mask unpleasant odors. These can be just as offensive to some buyers. Instead, be sure to open your windows when possible to keep fresh air circulating in the house. The only exception to the strong smells rule is chocolate. Baking sweet chocolate treats before showing appointments or open houses can help potential buyers feel at home when viewing your house.

A good rule to follow?

Limit the number of items on top of any surface to three.

COPING WITH SELLER STRESS

Moving is an emotional process. It can represent growth and new beginnings, but the strain of making a life changing decision is often fraught with mixed emotions. This is especially true if you're moving as a family with younger children, or moving a long distance.

Here are a few ideas on how you and your family can help mitigate the stress of your move.

Understand that the jitters are normal.

You've just made a major commitment. Ask questions throughout the process. Part of my job is to provide you with information and keep you informed so that you are confident about your decisions.

Get better acquainted with the new place.

Let me help you ease the transition to your new environment. I can provide you with information on your new neighborhood, school districts, and more.

If you're moving with children, it's always a great idea to familiarize your kids with the new neighborhood a few times before moving day. Be sure to emphasize the positive aspects of the move and explain your reasons for relocating. You can also contact the school your child will be attending and arrange a time to visit.

Don't get blindsided by expenses.

The more you plan for your move, the less likely it is that you'll encounter unexpected and unbudgeted expenses. That being said, it's always a good idea to be ready for the unexpected. Keep an emergency fund for unexpected costs that may crop up during the move or as you set up your new household.

Don't wait until the last minute to pack.

Whether you're hiring a moving company or planning to do it all on your own, you should start to plan and pack for your move now. You should look to book a moving company six to eight weeks before your move if at all possible. You'll also want to interview a few moving companies and ask lots of questions to make sure you understand all the potential costs.

As you're working on packing your stuff, remember that one of the best ways to save your time and your money is to bring less. Remember that moving is a great opportunity to clear through the clutter, and anything that you don't need or don't want should be donated or disposed of now.

Make a moving plan for kids and/or pets.

Plan to have a friend or family member take care of younger children and/or pets on moving day. It will make the day much easier!

THE ESCROW PROCESS

Prepare and present your property

In a real estate transaction, escrow is an independent third party that holds important documents and funds. When opening escrow, the buyer and seller determine the terms and conditions for the transfer of ownership of the property via the purchase contract. Escrow ensures that all mutually agreed upon terms and conditions are met prior to the transfer of ownership and distribution of funds.

Escrow protects both you and the seller by managing the following tasks:

- Holding buyer's good-faith deposit (typically 3% of the purchase price).
- Disclosing escrow and title fees to the buyer's lender.
- Calculating prorated taxes and HOA fees.
- Providing a title report and title insurance.
- Ensuring that state and local transaction laws and rules are followed.
- Obtaining all necessary and notarized signatures from all parties.
- Ensuring the paperwork is legal and binding.
- Recording the transfer documents and insuring their accuracy.
- Receiving the down payment from the buyer.
- Receiving funds from the buyer's lender.
- Paying liens, overdue tax, and HOA dues.
- Distributing proceeds to the seller.



ESCROW FAQs

When do we need to open escrow?

Munmon Realty will open escrow on your behalf after the contract has been signed by both you and the seller. After escrow is opened, you have three days to wire your earnest money deposit into escrow.

Why do properties fall out of escrow?

Often, there is a problem with the loan where the appraisal comes back lower than the offer price, or a structural problem is discovered during an inspection.

What does an escrow officer do?

Your escrow officer will oversee all aspects of your real estate transaction, such as signing paperwork, completing a title search and obtaining hazard and title insurance.

How long does escrow take?

The length of an escrow is determined by the purchase agreement. Depending on the terms, it can last an average of 30 days.





WHO PAYS WHAT?

Buyer & Seller fees

Many fees are negotiable; however, there are some fees that you and the seller are required to pay.

Buyer typically pays:

- Inspections
- Escrow fee from the title company
- Loan fees required by your lender
- Title insurance premium
- Fire and hazard insurance premium

Seller typically pays:

- Real Estate commissions
- Any judgments or tax liens
- Any unpaid homeowner's dues
- Transfer taxes
- Delinquent property taxes

CLOSING COSTS

What you need to know

Closing costs are fees paid by the buyer and the seller at the close of your home. During the escrow process, you will have received a Good Faith Estimate which includes your closing costs and settlement charges. Typically, closing costs are 1-2% of the purchase price of your home. A few days prior to closing, your lender will give you a detailed breakdown in the Closing Disclosure Statement.

What's included?

Closing costs include loan origination fees, discount points, appraisal fees, title searches, title insurance, surveys, taxes, deed-recording fees, initial deposit for your escrow account, homeowners insurance, and credit report charges.

In addition, there are nonrecurring costs and pre-paid costs. Nonrecurring costs are one-time fees associated with buying a property or getting a loan. Prepaid costs are those that recur over time, such as property taxes and homeowner's insurance.

FREQUENTLY ASKED QUESTIONS

Answered by Randy Munmon

How will you tell me about the newest homes available?

The Multiple Listing Service Website provides up-to-date information for nearly every home on the market. I constantly check the 'New on Market' list and will send you the latest listings via email at a frequency that's most helpful for you, daily or in real time.

Can you help me find new construction homes?

Yes, I have access to all the new construction opportunities in the city and can get you the information you need to make a decision. I will accompany you on your first visit with the builder. By using my service with a new construction home purchase, you will receive the services he offers, as well as those provided by the builder, at no additional cost.

What happens after close of escrow?

You can celebrate and shift your focus to moving into your new home. You will want to schedule your move, pack items, and notify businesses of your address change. I can provide you with a moving checklist to help you remember all the details.

How does For Sale By Owner (FSBO) work?

Homeowners trying to sell their homes without agent representation are usually doing so in the hopes of saving the commission. If you see an FSBO and want the advantages of my services, let me contact the owner for you and make an appointment. Often, the homeowner will work with an agent, even though their home is not listed since the agent is introducing a potential buyer to their property. However, while you may get a deal buying directly from the seller, it may be a challenging experience if they are not a licensed agent.

Can we go back through our property again once an offer is made but before possession?

You should complete all of your inspections and walk-throughs before removing any contingencies. If you need to see the property again for any reason, we can make a special request to the seller for access. They often allow it, but they are not required to do so.

Just prior to closing, we will schedule a final walk-through and inspection of your new home.

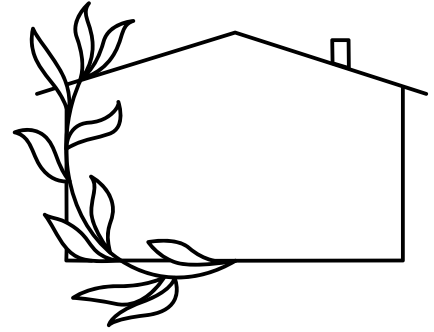


THANK YOU

Let's get started!

Again, thank you for the opportunity to present my proven winning selling strategy to help you find the right buyer to purchase your property. On behalf of the entire team at Munmon Real Estate, I am excited and honored to be helping you on your journey to the next chapter of your life!

- Latashia Perry





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