

HOME SELLING INFORMATION GUIDE



Kellogg Family Real Estate Team

CA DRE # 01150953, 02023430



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Meet Our Team

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COMPARE OUR SERVICES



- In-depth market analysis and property valuation
- Strategic marketing plan and resources
- Home staging options and consultations
- Thoughtful pricing strategy
- Professional photography, video production
- Print & digital advertising
- Extensive listing syndication on top consumer websites
- Highly recognized yard sign and branding
- Promotion of your home on Facebook and social media
- Targeted Facebook advertising of your home to all local Realtors
- High quality postcards sent to our network and your neighborhood
- Strong negotiating techniques
- Referrals to highly skilled reputable service specialists
- Access to our network of top Realtors in the Sacramento region
- Weekly emailed listing status report
- Exposure to out-of-town buyers through our relocation department
- Transaction coordinator and efficient closing skills
- Our care and support continues after the sale of your home

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THE HOME SELLING PROCESS

The Process of Selling Your Home

- We prepare a comparative market analysis
- Determine current home values in neighborhood
- Review facts and trends of current market
- Discuss possible improvements to the home
- Discuss marketing time vs. price
- Estimate closing costs and profits
- Offer list of our references & vendors
- Photography & video production for marketing
- Design digital & print ads to promote property
- Input information into Multiple Listing Service
- Order 'For Sale' sign & brochure box
- Place secure access lockbox on property
- Mail 'Just Listed' cards to neighborhood
- Run targeted advertisements to potential buyers
- Place direction arrows in neighborhood if possible
- Schedule office broker tour if possible
- Schedule first open house if possible
- Contact showing agents for feedback
- Weekly update of market analysis data

When an Offer is Received

- Pre-qualify buyer prior to accepting any offers
- Discuss options for negotiating with buyers
- Keep you updated & informed through escrow
- Coordinate necessary inspections and repairs
- Communicate with the lender & title company
- Prepare documentation for the appraiser
- Accompany you at the signing appointment

The Home Selling Process Timeline



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WHY YOU SHOULD LIST WITH US

Creative Marketing

- Professional Photography including Video Tours and Drones
- Use of Innovative Technology for Maximum Exposure
- Mobile Brochures delivered to Consumer Mobile Phones
- Individual Websites syndicated to hundreds of Listing Portals to Promote Locally, Nationally and Globally

Partnership with Coldwell Banker's Global Luxury Network

- Concierge Service includes TV and Online Promotional Video Spots

Print Media

- Professionally prepared Marketing Flyers and Brochures
- Eye-Catching Property Advertisement in Regional Publications
- Neighborhood Announcements

Above and Beyond the Marketing

- Assistance in Preparing the Home for Sale with Staging
- Managing the Process of Showing Your Home Based on Your Needs
- Skilled Negotiations from Start to Finish
- Coordination of Inspections and the Escrow Process
- Overseeing of the Appraisal and Loan Approval
- Individual Personal Service and Exceptional Response Time

A Team of Experienced Agents Working For You

- The Kellogg Family name has been trusted in the Sacramento area for over 30 years representing hundreds of clients
- Top Producing * Award Winning * Highly Respected in our Community
- Representing Buyers and Sellers of Single Family Homes, Condominiums, Vacant land and Commercial -- In all price ranges from First-Time Buyers To Luxury Properties...

“Your Satisfaction is Our Most Important Goal”

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SELLING OBJECTIVES

Our Main Focus is Your Complete Satisfaction!

Our goals in selling your home are:

Help you get your home sold in your timeframe
Put you in the strongest negotiating position
Have your property in top condition, ready to show
Make the whole process easier for you

What we can control:

Price and terms
The home's presentation
Flexibility in showing your home

What we can't control:

Market conditions
Competition

Our marketing plan focuses on:

Understanding the conditions we can't control
Making the items we can control the best they can be

As part of our efforts to help you accomplish these goals,
we'll develop a strategy specific for your property.
This includes a custom plan for preparing and marketing your home.

Additionally...

- We contact our sellers weekly to update them on progress
- We are available 7 days a week via email, phone or text message
- We send a market analysis update to our sellers weekly
- We will contact all showing agents for feedback from their buyer
- We will hold your home open on the weekends (if possible)
- We will promote your home at marketing group meetings & office meetings
- We will use directional arrows if possible to attract buyers to your home
- We will carefully negotiate each offer's terms with your best interest in mind
- We will offer you marketing & staging ideas to help your home sell
- As a team, we will help coordinate the complex escrow process

***All of these things are done to create a 'stress-free'
home selling experience for you, our client!***

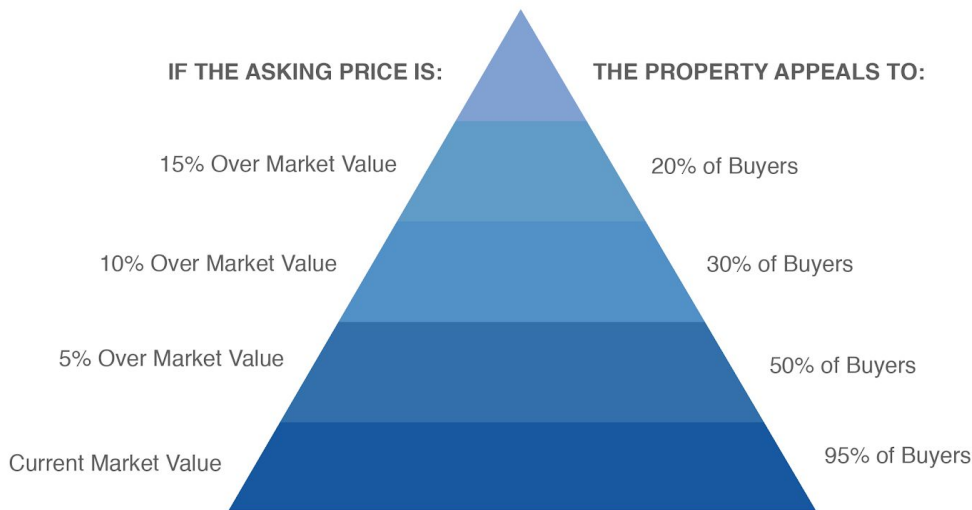
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PRICING STRATEGY

First Impressions

While you will set your home's **asking** price, the buyer pool will ultimately decide the **sales** price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.



The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases.

This pool includes home buyers just entering the market, as well as buyers who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of increased level of traffic and buyer interest, your property should be priced to sell at market value, from the start.

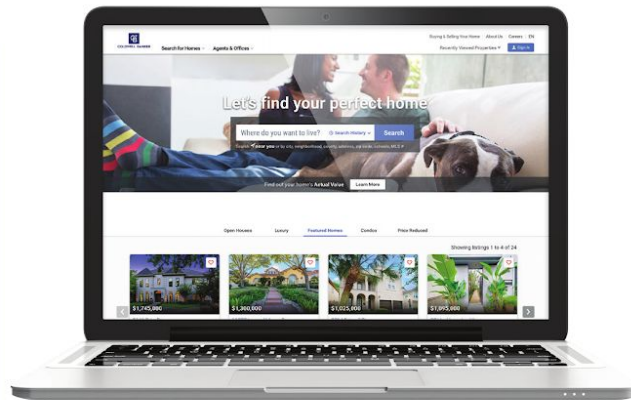
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MARKETING YOUR HOME

Coldwell Banker offers one of the most powerful comprehensive property marketing programs. In addition to our industry-leading strategy, we use a proven combination of traditional and cutting-edge methods to market your property, including:

- ❖ National Brand Advertising
- ❖ Online Advertising
- ❖ Listing Concierge
- ❖ Design Concierge
- ❖ Social Media
- ❖ Direct Print and Email Marketing
- ❖ Just Listed Flyers and Postcards
- ❖ Media Relations / Public Relations
- ❖ Coldwell Banker Global Luxury Program
- ❖ Yard Signs
- ❖ MLS (Multiple Listing Service)
- ❖ Open Houses / Broker Opens



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EXCLUSIVE LOOK

One Step Ahead

An exclusive network marketing platform that provides agents with the ability to share listings within the Coldwell Banker network in three ways: Brokerage Exclusives, Sneak Peeks, and Wants & Needs.

Brokerage Exclusives

Enables me to exclusively share your home with our brokerage for a specific period of time with your consent. During that time, it will not go in the Multiple Listing Service (MLS) or be marketed to anyone else outside of our brokerage's agents and their clients. With Brokerage Exclusives:

- You can receive pre-market exposure for your home with an extended network of in-house Coldwell Banker agents prior to the MLS or public marketing.

Sneak Peeks

Allows me to share Sneak Peek listings with participating Coldwell Banker agents across the country for one business day before the listing is submitted to the MLS and publicly marketed, allowing:

- Advanced marketing to a powerful network of agents who are actively waiting for new listings

Wants & Needs

Allows me to promote my buyers' wants and needs within our national network to participating agents across the country, bringing more potential buyers to your home.



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PREPARING YOUR HOME FOR SALE



First Impressions are extremely important. Some buyers will not even get out of the car unless their first impression is positive. This means that you should have the landscaping neatly trimmed, the leaves raked, the lawn mowed, the paint on the front of the house and any visible window treatments looking nice. All of this will make a favorable ‘first impression.’

Do Some Decorating for a fast sale. Buyers would rather know how good your home can look instead of guessing at the possible potential. Faded paint, dirty drapes, peeling wallpaper, etc., lessen the appeal of your home. Show them how good it can be!

Light and airy homes appeal to buyers. **Darkness Promotes Negative Feelings.** So, turn on lights, open drapes and shutters, and ‘let there be light!’

All Those Little Things You Meant To Fix are going to bother the potential buyers as well. And, it will make them wonder if there are other things they can’t see that may need attention. Fix those dripping faucets, sticky doors, and find missing handles!

You don’t have to take all of your furniture out, but if you have a room full of clutter, get it cleaned up and make the rooms appear larger. **Clutter is Out, Space is In!** A neat home without excessive furniture shows much larger.

Kitchens & Bathrooms are Critical. These two rooms in your home can make the sale because they are expensive to replace. Make these rooms shine and show their best! Wax the floors, clean off the counters, and make these easily scrutinized rooms attractive to the buyer.

Lots of people, loud music, & unpleasant odors or pets can ruin **The Emotional Appeal** of your home by distracting the buyers from their true purpose. The right buyer needs to be able to fall in love with your home when they see it in person.

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CLEANING TIPS FOR PHOTOS

In Real Estate, a Picture Can Be Worth Thousands of Dollars.

Over **80%** of buyers find online photos to be critical when searching for a home.

A clean home will produce the best photos, which will result in more exposure to potential buyers!

The following are suggestions to keep in mind while preparing your home for photos and showings.

Don't be overwhelmed by our thorough list, you don't have to complete everything if you would prefer not to.

Please let us know if you have any questions or concerns.

General Tips For Every Room

Clean windows and all reflective or glass surfaces

Replace all burned out light bulbs

Remove cobwebs from wall/ceiling corners

Fix/straighten/open blinds and shutters

(to emphasize natural light and views outside)

Make sure cabinet doors & dressers drawers close all the way

Make sure framed artwork & mirrors are not hanging crooked

Remove any small rugs that are not in great condition

Kitchen and Dining Areas

Remove magnets, artwork, photos from refrigerator

Remove any items from the top of the refrigerator

Put away all unnecessary appliances, dish racks, etc.

Make sure towels are clean and neatly folded

Clean stove top and put away any pots and pans

Neatly organize any visible hanging kitchen utensils

Make sure the sink is empty, put all dishes and sponges away

Move calendars, mail, phone chargers, etc. out of view

Move paper towels, trash cans, pet dishes out of view

Remove booster seats from dining room chairs

Living and Family Rooms

Move any pet toys, beds, food dishes, etc. out of view

Hide TV remotes and game controllers

Hide exposed A/V or electrical cables, if possible

Straighten/organize books and DVDs on bookshelves

Place fresh unburned logs in the fireplace, if possible

Organize/remove pillows & blankets from couch and chairs

Remove any unnecessary furniture or exercise equipment

(extra furniture will make rooms appear smaller in photos)

Office/Den

Remove as much as possible from desktop areas

Neatly organize any paperwork/items that can't be removed

Organize or hide computer cables under or around desk

Straighten/organize items on bookshelves

Move trash cans and shredders out of view

Bedrooms

Make beds, be sure all loose sheets are tucked in

Make sure any items under bed are hidden from view

Remove as much as possible from dresser & bedside tables

Make sure frames, posters etc. are not crooked

Consider removing kid's names from the walls, if possible

Remove excessive stuffed animals & arrange / hide kids' toys

Move laundry basket out of view

Remove any temporary fans or space heaters

Bathrooms

Make sure towels are clean and neatly folded

Remove any used shower towels

Hide toothbrushes and other items from counter

Clean all spots and streaks from the mirror

Put a small potted flower on the counter, if possible

Move plunger, cleaning supplies, air freshener, etc. out of view

Move shower supplies out of view

Move trash cans and diaper disposal out of view

Exterior

Be prepared to move any cars or trailers from driveway

Hide garbage cans out of view from street

Put colorful flowers near the front door, patios and walkways

Move pet toys, crates, beds, dishes etc. out of view

Move shoes, kids toys, sporting equipment out of view

Neatly coil or remove hoses and temporary sprinklers

Neatly arrange patio furniture and BBQ equipment

Trim and remove dead or discolored branches and leaves

Remove leaves from pool, walkways and patio areas

Remove pool sweep before appointment, if possible

Remove temporary fence around pool, if possible

Turn on waterfall ahead of time and clean leaves from pool

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THE ESCROW PROCESS



According to the California Escrow Association, escrow is a service which provides the public with a means of protection in the handling of funds and/or documents. Escrow enables the buyer and the seller to transact business with each other through a neutral party, thereby minimizing their risk.

In the escrow, all parties involved give their instructions to this neutral intermediary, the “escrow holder,” whose duty it is to assure that no funds or property change hands until all instructions have been carried out to completion.

Escrow Holder Duties Include:

- ❖ Serves as the neutral third party between all parties involved
- ❖ Orders the Preliminary Title Report which documents the title status of the property
- ❖ Drafts escrow instructions
- ❖ Prepares required lender documentation and ensures specific conditions are met
- ❖ Orders payoff demands for all items to be paid through escrow
- ❖ Receives closing instructions, documents and borrower’s funds and ensures that all requirements have been met prior to closing
- ❖ Schedules and processes the escrow signing approximately 4-6 days prior to close
- ❖ Closes escrow, disburses funds & issues the Title Insurance Policy to the borrower & lender
- ❖ Records the Deed and other related documents

Keep in mind that you may be asked to provide information such as legal identification, date of birth and social security number to the escrow officer as proof of identity. This information is considered highly confidential and is treated accordingly.

Source: www.dre.ca.gov

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CLOSING COSTS

Closing costs refer to and include a variety of costs incurred by either a buyer or seller in excess of the selling price of a property. They are largely determined by the terms and conditions of the contract, the type of transaction, and where the property is located. There are, however certain fees and charges that are expected regardless of the above factors. For example, in a real estate transaction, it is customary that there would be fees in connection with the following:

- Obtaining a new loan
- Paying off an old loan
- Fees for escrow and title
- Recording documents
- Documentary transfer taxes
- Real estate commissions
- Prepaid property taxes
- Home warranties
- Insurance premiums

If applicable, there may also be several recurring costs or fees, or prepaid items that are prorated through escrow. Again, all of these fees and charges will be reflected on the escrow's closing statement.

Refer to the chart below to better determine what costs may apply to you.

Who Typically Pays What in Your County?

Closing Costs are allocated between buyer and seller on the basis of tradition, but are subject to negotiation in the sale of the real property.

Who Pays What in Your County	Escrow Fees	Title Fees (Owner's Policy)	County Transfer Tax (per thousand)	City Transfer Tax (per thousand)
El Dorado	Buyer-Seller 50/50	Buyer-Seller 50/50	Seller pay \$1.10	None
Nevada	Buyer-Seller 50/50	Buyer-Seller 50/50	Seller pay \$1.10	None
Placer	Buyer-Seller 50/50	Seller pay Auburn 50/50	Seller pay \$1.10	None
Sacramento	Seller pay	Seller pay	Seller pay \$1.10	Buyer-Seller 50/50 Sacramento \$2.75
San Joaquin	Buyer-Seller 50/50	Buyer-Seller 50/50	Seller pay \$1.10	None
Solano	Buyer pay	Buyer pay	Seller pay \$1.10	Seller pay Vallejo \$3.30
Yolo	Buyer-Seller 50/50	Buyer-Seller 50/50	Seller pay \$1.10	Seller pay Woodland \$1.10

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PEOPLE ARE TALKING

"Brian Kellogg did a wonderful job with my sale transaction. He kept me informed and updated with daily status reports. It was a pleasure working with Brian. I would definitely recommend him for any of your real estate needs."

Linda McClure, Carmichael

"Our experience selling my mother's house with Brian Kellogg was excellent. He told us exactly what to do to prepare the property for sale and achieve top dollar for it. Brian was always available for us and would respond immediately to our calls. The video he made for online advertising was amazing! The house received multiple offers the day after it went on the market all for over the asking price. The transaction was smooth and effortless on our part with many details handled by email. We cannot say enough about how pleased we were with the entire process. Bryan made it all happen. He was professional, courteous and efficient. We would recommend him highly."

C. Boroski, Roseville

"Brian was everything I wanted my agent to be: prompt, attentive, hard working, creative, and fully understanding of what I was looking for in a property."

Andrew Gleeson, Sacramento

"Carol and the extended Kellogg team are ON IT! We truly couldn't have selected a better, more knowledgeable and patient (we viewed over 60 homes) realtor than Carol! Throughout the entire process, Carol's energy, expertise and knowledge made my wife and I feel like we had an edge up on other buyers, and leant to a very positive and successful buying experience. Most important... Carol helped us land our DREAM home! A++"

Ray Otsuka

"Carol was so patient as we looked at Countless houses before we found Exactly what we were looking for in our home. We loved how up front and honest she was about her thoughts on each one. She always responded to any questions we had right away and we always felt she had our best interest in mind when making an offer on a home. Excellent service!!"

Kyle & Jenifer Sterry, Roseville

"Carol has handled about 20 transactions for our family - her reliably outstanding service, time and time again, has made it a pleasure to have her work with us on our most recent purchase. She always goes above and beyond for her clients."

Diane & Bill Donnoe, Fair Oaks

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KELLOGG FAMILY REAL ESTATE TEAM

A trusted name in the Sacramento real estate market for over 30 years, **Kellogg Family Real Estate Team** of Coldwell Banker Realty provides you with the knowledge and experience to help you navigate through every stage of the home buying and selling process
www.KelloggFamilyRealEstate.com



Carol



Brian



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