

A high-angle, wide shot of a rugged coastline. On the left, steep, light-colored cliffs drop down to a narrow, crescent-shaped sandy beach. The water is exceptionally clear, showing a vibrant turquoise color near the shore that deepens into a rich blue further out. White foam from gentle waves is visible where they meet the sand. In the distance, the coastline continues with more cliffs, and a large, isolated rock formation stands prominently in the water. The sky is a clear, bright blue with a few wispy clouds near the horizon.

The DeBlis Group **Seller's Guide**



INSPIRATION EXISTS,
BUT IT HAS TO FIND US WORKING.
PABLO PICASSO

WHAT IS THE DIFFERENCE?

6 Reasons to Hire The DeBlis Group to Sell your Home

We **stage** your home to **sell**.

We are **experts** in the **local market**.

We are **full service** real estate **professionals**.

We **communicate** and **collaborate** with our clients.

We **advertise** to thousands on the internet & **social media**.

We'll help you achieve the **highest net proceeds** as fast as possible.

Call 949.433.6095 to experience The DeBlis Group Difference.

A FAMILY BUSINESS COMMITTED TO YOUR FAMILY



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SELLING STRATEGIES

THAT WORK

The two most important elements to selling your home are price & presentation... we're experts in both disciplines.

Market data shows that the more time a home spends on the market, the lower the sales price compared to the market average and the more price reductions required to receive an offer. The best way to sell a home quickly and at the highest valuation is to price it at fair market value or slightly below fair market value, and in pristine condition. The most important time of your home's life on the market are the first two weeks, so it's vital that we hit the ground running.

Our pricing strategy captures momentum.

Our in-house interior designer will assist you with the preparation of your property and we will pay to stage your home. Staging is a sensitive subject but it doesn't have to be. While your home may be perfectly tailored to your aesthetic, maximum value is attained by presenting your home in a way that creates an emotional impact on the broadest audience of Buyers. It is essential that the first impression creates excitement. The cost of staging pays for itself with higher offers and shortened market time.

Our staging strategy emphasizes your home's best attributes.

In concert, our Selling Strategies deliver the highest sales price in the shortest period of time. We offer ease of mind with clear communication, concierge-level service, and remarkable results. We personally invite you to experience The DeBlis Group Difference and guarantee our dedication to your success.



CHARITIES SUPPORTED

BY THE DEBLIS GROUP



San Francisco Solano
Catholic Church



Krajowy
Fundusz
na rzecz Dzieci



**YOU NEVER GET
A SECOND CHANCE
TO MAKE A
FIRST IMPRESSION.**

WILL ROGERS



DECIDING

TO SELL YOUR HOME

Selling your home may be one of the most meaningful economic decisions you make during your lifetime. A successful sale is created from a productive partnership between the home owner and listing agent. It is essential that you select the right professionals to represent you.

OUR PROFESSIONAL APPROACH

- Concierge-Level Accessibility & Service
- Consistent & Transparent Communication
- Expert Pre-Market Home Preparation
- Masterful Diplomatic Negotiation
- Post-Closing Support

CONSIDER THE FOLLOWING QUESTIONS:

- Why are you considering the sale of your home now?
- What is your time frame?
- Have you sold a property previously? In the past, what worked and what did not?
- Do you have a selling price in mind? If so, what is the basis for this figure?
- Would you like assistance in leasing or purchasing a replacement property or in relocating to another area through our network?

PRICING YOUR PROPERTY:

Pricing a home properly is a skill that requires a detailed knowledge of recent market conditions with an eye for predicting future trends. Some of the factors to be considered include:

Price – The price should reflect the location and condition of your home, considering current market conditions and comparable recent sales.

Market Conditions – The market conditions are influenced by the number of homes for sale, the number of buyers and the financing conditions available at lending institutions.

Time – A reasonable time period should be allotted to find a Buyer. We will discuss when you can anticipate an offer based on the price of your home and the season.

YOUR PROPERTY

WHAT MAKES IT DISTINCTIVE

Every home has special features that attract Buyers. Take some time to consider the special features of your property.

- What first attracted you to your house?
- What features of your property distinguish it from other properties in your neighborhood and community?
- What do you consider the most appealing aspects of your property?
- Are you aware of any problems or concerns about your property or the surrounding neighborhood that will need to be disclosed to potential buyers?

DETAILED PROPERTY EVALUATION

Take the opportunity to walk around your home and note any improvements that should be made to maximize value before you begin showing the property. Your DeBlis Group agent is happy to assist you with this process.

EXTERIOR _____

LIVING / DINING ROOMS _____

KITCHEN _____

FAMILY ROOM _____

BEDROOMS _____

BATHROOMS _____

GARAGE / BASEMENT _____

OTHER _____

A photograph of a modern building with horizontal wood siding. The building has a flat roof and a large, open, covered area on the left side. The ground in front of the building is paved with dark, irregular cobblestones. In the background, there are green trees. The text is overlaid on the right side of the building.

THE DIFFERENCE BETWEEN
SOMETHING GOOD
& SOMETHING GREAT
IS ATTENTION TO DETAIL.
CHARLES R. SWINDOLL



PREPARING YOUR PROPERTY FOR SALE


CLEAN: Cleanliness signals to a buyer that the home has been well cared for and is most likely in good repair. A messy home will cause buyers to notice every flaw.

DECLUTTER YOUR HOME: Declutter and depersonalize your home.

LET THE LIGHT & FRESH AIR IN: Open the blinds and windows, put brighter lightbulbs in all lamps. Bright and open rooms are more inviting.

INTERIOR

- | | |
|---|---|
| <input type="checkbox"/> Clean Doors | <input type="checkbox"/> Lubricate Door Hinges |
| <input type="checkbox"/> Clean Windows | <input type="checkbox"/> Fix Scratches in Wooden Floors |
| <input type="checkbox"/> Clean Light Switches | <input type="checkbox"/> Use Area Rugs Where Needed |
| <input type="checkbox"/> Clean Baseboards | <input type="checkbox"/> Empty Wastebaskets |
| <input type="checkbox"/> Clean Carpets | <input type="checkbox"/> Make Beds |
| <input type="checkbox"/> Clean Paint | <input type="checkbox"/> Fluff or Replace Accent Pillows |
| <input type="checkbox"/> Clean Ceiling Fans | <input type="checkbox"/> Open Blinds & Remove/Open Curtains |
| <input type="checkbox"/> Clean Cobwebs | <input type="checkbox"/> Clean Fireplaces |



**SUCCESS IS WHERE
PREPARATION &
OPPORTUNITY MEET.**
BOBBY UNSER

KITCHEN

- | | |
|---|--|
| <input type="checkbox"/> Clean Appliances | <input type="checkbox"/> Test Electrical Outlets |
| <input type="checkbox"/> Sweep/Mop | <input type="checkbox"/> Put Dishes & Food Away |
| <input type="checkbox"/> Clean Light Fixtures | <input type="checkbox"/> Eliminate Cooking Odors |
| <input type="checkbox"/> Clean Cupboards | <input type="checkbox"/> Deodorize Disposal, Dishwasher & Refrigerator |

BATHROOMS

- | | |
|---|---|
| <input type="checkbox"/> Clean Cabinets | <input type="checkbox"/> Remove Soap Residue, Mildew & Mold |
| <input type="checkbox"/> Sweep/Mop | <input type="checkbox"/> Clean/Lubricate Shower Door |
| <input type="checkbox"/> Clean Light Fixtures | <input type="checkbox"/> Add Fresh/Clean Towels |
| <input type="checkbox"/> Clean Mirrors | <input type="checkbox"/> Put Away Personal Hygiene Items |

EXTERIOR (Clean, Replace, Repair or Paint)

- | | |
|---|--|
| <input type="checkbox"/> Plaster | <input type="checkbox"/> Windows & Screens |
| <input type="checkbox"/> Wood Siding | <input type="checkbox"/> Pet Droppings |
| <input type="checkbox"/> Trim | <input type="checkbox"/> Outdoor BBQ |
| <input type="checkbox"/> Rain Gutters | <input type="checkbox"/> Pool & Spa |
| <input type="checkbox"/> Shutters | <input type="checkbox"/> Trash Cans |
| <input type="checkbox"/> Doors | <input type="checkbox"/> Oil Stains |
| <input type="checkbox"/> Window Frames | <input type="checkbox"/> Doorbell |
| <input type="checkbox"/> Screens | <input type="checkbox"/> Mulch & Flowers |
| <input type="checkbox"/> Water Spigots | <input type="checkbox"/> Doormats |
| <input type="checkbox"/> Fences/Gates | <input type="checkbox"/> Street Numbers on House |
| <input type="checkbox"/> Outdoor Lighting | <input type="checkbox"/> Mailbox |

MARKETING

YOUR PROPERTY FOR SALE

Homebuyers once searched the newspaper for properties. Today, 96% of Buyers search online before purchasing a home. At The DeBlis Group, we believe in a multi-tiered approach. Your home will be featured to thousands of prospective Buyers on a range of syndicated websites. Direct-to-consumer print pieces, email campaigns, and interagency relationships are utilized to generate interest.

We cast a wide net with a targeted approach.

DIRECT SALES

- Agent & Broker Preview
- Catered Open House Event
- Private Showings

PREPARATION & STAGING

- Preparation by Our In-House Interior Designer

PRINT MARKETING

- 5,000+ Just Listed Postcards
- For Sale Signage

PROFESSIONAL PHOTOGRAPHY & VIDEO

- Daytime & Nighttime Photography
- Exterior & Interior Photography
- Video Virtual Tour with Music
- Drone & Aerial Video

SOCIAL MEDIA & ONLINE MARKETING

- eMarketing
- Facebook.com
- Google.com
- Homes.com
- Instagram.com
- Multiple Listing Service (MLS)
- Realtor.com
- Redfin.com
- Trulia.com
- YouTube.com
- Zillow.com

A vintage-style interior scene. On the left, a dark brown velvet armchair with a gold-colored frame and nailhead trim sits on a wooden floor with a geometric parquet pattern. The wall behind it is heavily distressed, with peeling plaster revealing a lighter layer underneath. To the right, a large, ornate gold-colored mirror stands against the wall. The mirror's reflection shows a dark room with a chandelier and a chair. Overlaid on the mirror's reflection is a quote in white text.

**MARKETING IS
NO LONGER ABOUT
THE STUFF THAT YOU MAKE,
BUT THE STORIES YOU TELL.**
SETH GODIN



STEP BY STEP & THE THING IS DONE.

CHARLES ATLAS

LEGAL

AND ENVIRONMENTAL ISSUES

The following information is presented for your reference, and applies in most jurisdictions.

DISCLOSURES AND INSPECTIONS

Agency Disclosure Law – Your agent will present you with the required California State Agency Disclosure documents and answer any questions that you might have. Receipt of this information is acknowledged by signing and dating the appropriate form.

Property Condition Disclosure – Sellers are required to provide a statement of certain conditions and information concerning the property known to the seller.

FEMA Flood Zones – If your property is located in a flood zone, it must be disclosed to prospective buyers.

Lead Paint – Any home built prior to 1978 must have a lead disclosure statement signed by the homeowner.

Smoke Detectors – All persons wishing to transfer ownership of a residence are required to have operable smoke alarms.

Carbon Monoxide Alarms – All persons wishing to transfer ownership of a one or two family residence, condominium or cooperative are required by law to sign an affidavit that the property has operable carbon monoxide detectors.



ABOUT BUILDING PERMITS

A building permit is required: whenever a structural change or repair is made to a building, such as making an addition, moving a wall, or changing the size of a window.

A building permit is required: when adding to the amount of living space, such as finishing a basement, converting a garage, or building a deck or porch.

A building permit is required: whenever a detached structure, such as a shed or deck, is built.

A building permit is not required: for general maintenance or repairs that do not change the property's structure, except when rebuilding an existing deck, even when footings are not changed.

Consult the appropriate local code enforcement office for clarification.

ADDITIONAL NOTES

- Structural work performed without a building permit is a code violation which can, and generally does, affect the sale of a house. Unpermitted additions cannot be included in the square footage reflected in the MLS.
- Financial institutions may not issue a mortgage until violations are removed.
- Homebuyers' generally specify in contracts that all certificates of occupancy must be in place at the time of closing. A Certificate of Occupancy is a separate authorization, issued after inspections or required modifications, verifying that work performed under the building permit conforms to city and state building codes.



THE OFFER AND CONTRACT

An offer is not binding to either party until the contracts have been signed by the seller and buyer, and delivered back to the buyer's agent. The confirmation of the contract's acceptance is the final step in a binding contract.

Once we have achieved our goal of a signed and accepted offer, you can expect the following to occur:

Home Inspection – Ordinarily, the buyer will schedule an inspection as soon as possible. The selling agent is responsible for accompanying the inspector as well as the buyer. A thorough inspection includes the attic, basement, electrical system(s), plumbing, septic systems, and well, if applicable. The buyer may also inspect the oil tank, radon levels, and for the presence of lead paint (if the home was built prior to 1978), according to federal law.

Appraisal – This occurs early in the mortgage process, and is required for mortgage approval by the majority of lending institutions.

Written Mortgage Commitment – The buyer/borrower will receive a commitment letter with various conditions that must be met prior to scheduling a closing date.



WHO
SEEKS
SHALL
FIND.
SOPHOCLES

The Closing Date – This date must accommodate you and the purchasers, as well as the lending institution. It is possible for the closing date to be delayed based on unforeseen circumstances. Your DeBlis Group agent will make every effort to keep the closing date on track and to facilitate this process.

The Final Walk-Through – Normally performed within 5 days prior to close by the buyer to ensure that all fixtures previously agreed upon remain and that the overall condition of the property is the same as when the buyer entered the contract. A DeBlis Group representative will attend the Final Walk-Through.

CONTRACT OF SALE

Once you have an accepted offer, anticipate that the following will occur:

- Your listing agent will send the accepted offer to you and to the buyer's agent.
- Escrow will be opened and the buyer will deposit funds into escrow per the contract.
- Inspections will take place after the contract has been signed. These may include a home inspection, termite or wood destroying pest, roof, air conditioning, or soil testing at the discretion of the buyer.
- The buyer's agent will typically prepare a request for repairs.
- Removal of all but the loan contingencies is typically done within 17 days of acceptance.
- The buyer normally removes the loan and appraisal contingency within 21 days of acceptance. Removal of all contingencies puts the buyer's deposit at risk if they were to cancel arbitrarily.



CLOSING COSTS

AND TAXES

SELLER'S CLOSING COSTS

Outstanding Liens – Any remaining mortgage principal, home equity, or other loans must be satisfied at closing.

California State Transfer Tax – The CA State transfer tax is computed and paid in escrow.

Property Taxes – All property taxes on the property must be paid through the closing date. If the appropriate tax or taxes are paid for a period ending after the closing date the buyer will reimburse the seller through escrow at closing.

Home Owner's Association Dues – All HOA dues on the property must be paid through the closing date. If the appropriate dues are paid for a period ending after the closing date the buyer will reimburse the seller through escrow at closing.

Commission – The real estate commission agreed upon by the seller and the seller's real estate broker when signing the listing agreement is paid in escrow.

Title Insurance – In Orange County, the seller is responsible for paying title insurance. This is a premium paid to insure the buyer's clear title and to ensure there are no liens on the property. Costs vary according to the purchase price of house.

IRS Form 2119 – The IRS requires sellers of property to file this form (Sale or Exchange of Principal Residence) for the year in which the property was sold. Consult your accountant for further information.



SUCCESS IS ACHIEVED BY DESIGN.

THE DEBLIS GROUP

MOVING

CHECKLIST

PRIOR TO MOVING DAY:

- ☐ Get Quotes from 3 Moving Companies
- ☐ Hire a Moving Company
- ☐ Defrost the Freezer
- ☐ Pack & Label
- ☐ Appraise & Insure Valuables
- ☐ Arrange Child Care and Pet Care for the Day of the Move

SEND CHANGE OF ADDRESS TO:

- ☐ Post Office
- ☐ Bank
- ☐ Credit Card Companies
- ☐ Friends & Relatives
- ☐ Insurance Companies: Auto, Fire, Health, Life
- ☐ Automobile: Transfer of Car Title Registration, Driver's License
- ☐ Utility Companies: Cable, Gas, Internet, Telephone, Trash, Water
- ☐ Home Delivery: Laundry, Magazine, Newspaper, Subscriptions
- ☐ Schools
- ☐ Doctors



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If your home is listed, this is not a solicitation.