

CALI
REALTY
GROUP

***SELLER'S
GUIDE***

**FOR
SALE**

Cali REALTY
GROUP

The Cali Realty Group

COMPLETE GUIDE TO PRE-LISTING

Before your Cali Realty Group listing agent lists your home, there are a number of things a homeowner is advised to do to maximize offers on their home. This includes prepping the home for pictures, videos, and showings while minimizing (or potentially eliminating) problems, issues, and surprises that may arise after the offer is accepted.

Consider a Pre-Inspection

One way to maximize the price you get for your home—and to avoid re-negotiations as a result of “surprises” from the buyer’s home inspection—is to have your home pre-inspected. Consider having your home inspected by a qualified, licensed home inspector before setting a price and putting your home on the market.

There are several benefits to doing this:

1. The inspection will surface many issues, some will be easy and inexpensive to remedy, while others may be more significant. Buyers will negotiate a deeper discount for more significant issues than the actual cost of repairing them.
 - For example, if the inspector determines that some of the electrical wiring is “not to code,” you (as the seller), can get 2 or 3 quotes from an electrician to bring the electrical to code. You then have a choice of doing the repair in advance of the listing or giving the seller the quotes. Without this, most sellers will over-estimate the cost of the repair because of the unknown factor, and they will try to negotiate as much as 2 times the cost of the repair.
2. The second benefit is that you can make the inspection report available to prospective buyers. This significantly reduces, and in most cases eliminates, the buyer requesting to have the home inspected. The result is a smoother sale, a more solid offer, and typically a higher net price for the seller.

We have a list of proven and recommended inspectors we can share with you, if needed.



10 THINGS YOU CAN & SHOULD DO TO PREP YOUR HOME FOR LISTING



CURB APPEAL

It is common for potential buyers to do a drive-by to check the house out before requesting to see it. These buyers will “judge a book by its cover,” therefore we recommend doing the following:

1. Clear the yard of debris, branches, any old/unused tools, toys, lawn equipment, and lawn ornaments that may not appeal to other buyers (put away those pink flamingos!).
2. If you have old mulch, replace it with fresh, new mulch.
3. Trim hedges & keep lawn mowed and watered.

BASEMENT

1. Check your basement and ensure that there is no evidence of water. If you find some, we strongly recommend having the area cleaned and remove any boxes or materials that show water stains or moisture.
2. Remove and discard all unnecessary boxes, trash, things you’ve been storing for years but never used, and other items that you won’t be bringing to your new home.
3. You may want to do a radon test (it costs less than \$100) to check the levels in your basement. Being able to say your home has been successfully tested is very advantageous.

WALLS & CEILING

Carefully check walls and ceilings for water stains.

If you see any evidence of staining, consider painting with a stain remover, then prime/paint entire surface (not just where the stain was).

ELECTRIC

Every light switch and every light should operate properly

1. Make sure there is a bulb in every lamp and light, preferably a new LED white light.
2. If light source in a room is connected to a wall switch/outlet, make sure that your lamp is plugged into the correct outlet so that when buyers are looking at your house, they can flip a switch to turn on the light.
3. Replace old outlet covers and switch plates. It’s cheap, easy, and makes a nice impression.
4. Make sure there is easy (unobstructed) access to the electrical panel.



KITCHEN

Remove as much as possible from kitchen counters. Declutter/throw away anything that does not belong on a kitchen counter.

1. There should be *no* mail, pill bottles, beer bottles, etc. on the kitchen counters.
2. Clean outside surfaces of your appliances, and the inside surface of your microwave and oven.



ATTIC

1. Check underside of roofing for stains, mold, or mildew.
2. Make sure outside vents are not obstructed.
3. Throw out anything that you don't need/want. Many sellers wait until moving day to do this. Doing it before you list your home will increase marketability and offer price.

BATHROOMS

1. Make sure toilets flush properly.
2. Make sure exhaust fans operate properly.
3. Clean shower (remove all mildew, etc.).
4. Check to make sure toilet doesn't move (try gently rocking it back and forth).

SMOKE DETECTORS & CARBON MONOXIDE DETECTORS

1. Check & test to make sure detectors work.
2. Check dates on units (they need to be less than 10 years old).

HEATING & AIR CONDITIONING

1. Recommended that you have your furnace or boiler serviced.
2. Also, if weather permits, have your AC system serviced.



START PACKING & DECLUTTER

1. This is the #1 thing you can do to prep your home for sale.
2. Pack away valuables, personal photos, knick-knacks, toys, and clothes that make your closets seem crammed. Pack in boxes and store boxes neatly in your garage, shed, or basement. Less is more!

THE OFFER

The Highest Offer is *Not* Necessarily the Best Offer

One of the most valuable assets your agent can bring is helping sellers understand how to analyze and evaluate offers, and how to negotiate with buyers. There are several important elements to consider when reviewing and considering an offer. Did you know that 1 out of every 10 offers made on homes falls through before closing? Understanding each of the elements below will ultimately determine which offer you should accept to maximize your price—and minimize stress and problems (including offers falling through) down the road.

THE PRICE

While everyone wants to get the highest offer possible for the sale of their home, sometimes the highest price is not the best offer.

BUYER'S FINANCIAL STRENGTH

Your Cali Realty Group agent will vet the buyer's financial strength. This includes speaking directly with their lender (not with their agent) and understanding what information the lender based the pre-approval on. Ideally, the lender reviewed actual tax returns, income statements, and bank statements. We will confirm that the lender has done a complete and thorough credit check.

Some lenders issue approvals based on what the buyer told them. This can cause major issues at the time of mortgage commitment and can result in offers falling through at the last minute.

***Note:** The amount of down payment the buyer is putting down on a house is irrelevant if their financing is solid. A fully pre-approved buyer putting 5% down is better than a partially qualified buyer putting 20% down.*

APPRAISAL

This is a major factor that can derail the sale of your home. It's not unusual for sellers to get offers 5-10% above asking price, but if the house does not appraise, the lender can back out or the buyer will be re-negotiating a lower price. Your Cali Realty Group agent will determine the most likely appraisal value of your home based on analysis of other homes sold in the area.

INSPECTION

Are your buyers requesting a full inspection? Are they doing an inspection for informational purposes only? Have they waived it altogether?

Depending on what the buyer is requesting for a contingency, it can affect the ultimate price your home sells for (this is why a pre-inspection can be so valuable).

CLOSING REQUIREMENTS

This depends on your situation as a seller. Do you need time to find your next home? Do you need/want to close quickly? Depending on your needs, this issue can significantly influence which offer you ultimately accept. A buyer with a flexible closing can be extremely valuable and save sellers a lot of money and stress.

HOME SALE CONTINGENCY

It's not unusual for a buyer to have to sell their current home in order to buy another.

Understanding what they are selling, what stage in the selling process they are in (have they passed the inspection period, do they have a signed Purchase & Sale, etc.) makes a ton of difference. Your Cali Realty Group agent will work with the buyer's agent to review and assess their home sale situation before you decide if you should accept the offer.

Real Estate Resource

HOME LISTING/SELLING CHECKLIST

Below is a checklist of a few key steps you should take before—and while—you are in the process of selling your home or real estate property:



Decide when the right time is for you to put your home on the market. Factor in finding your next home, planned vacations, and life events that may interfere with your ability to have potential buyers view your home.



Choose the right listing agent, one that will help you determine the right price, market your home effectively, and communicate with you frequently on the activity and feedback from prospective buyers.

How is Cali Realty Group different?

Any licensed real estate agency can list your home, but we have formed a company that is designed to give your home the support you deserve to maximize your price and reduce your stress during this process.

1. When you hire Cali Realty, all of our agents are available to you for showings, for questions, and for potential buyers.
2. We have a unique 12-point marketing plan, and will invest strategically to promote and advertise your property to potential buyers.
3. We take an analytical approach to pricing and promoting your home.
4. We have experienced, proven, and trusted resources available should you need them: attorneys, inspectors, painters, carpenters, electricians, septic companies, remediation companies, and general contractors.
5. Negotiation & experienced experts: Why trust the sale of your home to a part-timer or a novice? Cali Realty Group agents have sold hundreds of properties. Some of our agents have built and renovated homes, while others have experience with investment properties, corporate relocations, etc.
- Joe Cali has a Certificate in Negotiations from Harvard University's Extension School and has negotiated for clients throughout the U.S. and worldwide.
6. We return phone calls within 2 hours! You'd be surprised how many agents don't do this, and that can cost you time, money, and a potential sale. Test us out—give us a call and time how long it takes before we call you back!



Decide on a price based on the following 3 things:

1. An actual Comparative Market Analysis from your Cali Realty Group Listing agent
2. Your timeframe (how quickly you need to sell or move)
3. The facts (market condition, condition of your home, trends, etc.) not emotional connection to your home



Hire a real estate attorney to represent you in the closing process.

IMPORTANT MILESTONES & TIMELINE FOR SELLERS

- Once you have selected your listing agent, the first step is to sign a listing agreement. This agreement details: **A)** The price you are going to list your home for **B)** The expiration date of the agreement **C)** The listing and selling agents' fees **D)** Any specific items that will be excluded from the listing
- Sign listing agreement.
- Agent will arrange to have pictures & video taken of your home.
- Home should be marketed by your agent within 72 hours of listing agreement.
- Once you receive an offer, you will:
 - A)** accept the offer, **B)** make a counter-offer, or **C)** reject the offer
 - Once you accept an offer, your agent's owner-broker will hold \$1,000 deposit from the buyer in an escrow account. You will not be able to access any money deposited by the buyer until the closing.
 - The buyer can, at their discretion, schedule a home inspection (within 4-10 days of the acceptance of the offer)
- After the home inspection, your attorney should prepare a Purchase & Sale Agreement, which will need to be signed by all parties (approximately 10-14 days from the offer date).
 - With the P&S, the buyer will submit a deposit of 3-5% of purchase price. This deposit will also be held in escrow by your agent's owner-broker.
- Buyers will request a final walk-through of your home (typically morning of the closing).
- Closing (typically 45- 60 days after the date of the offer).

SELLER'S CHECKLIST

PRINT THIS PAGE IN PREPARATION FOR YOUR SALE

BEFORE YOU LIST

- ☐ Declutter
- ☐ Consult your Cali Realty Group agent for their recommendations before making any repairs or renovations
- ☐ Decide what items you will include or exclude with your sale
(examples of things to consider: washer & dryer, curtains, lawn equipment, freezer, etc.)
- ☐ Remove and pack away most/all personalized items such as photographs and personal family mementos
- ☐ If you have a private septic system, schedule an inspection with a local septic service and have them issue you a Title V Certificate**

WITHIN 30 DAYS OF CLOSING

- | | |
|---|--|
| <input type="checkbox"/> Schedule movers (do this as soon as the Purchase & Sale is signed) | <input type="checkbox"/> Schedule local fire department to inspect and certify smoke detectors and carbon monoxide units (do this no less than one month before closing)** |
| <input type="checkbox"/> If moving out of a condo, contact the property manager and order a 6D certificate ** | <input type="checkbox"/> Call utility companies and tell them your move-out date |
| <input type="checkbox"/> Forward your mail from your local post office to your new address | <input type="checkbox"/> Change address on major credit cards and other important contacts |

WITHIN A WEEK OF CLOSING

- ☐ If you have oil heat, call your local oil company and schedule to have a reading **
- ☐ Call your town/city and have them do a final water reading **
- ☐ Important items to leave for buyers of your home:
 - Any & all keys to your home and mailbox
 - Any warranties and manuals you may have for appliances
 - It is recommended to leave a brief letter explaining any particular operating instructions or information (for example, what day is trash collection, company you use for landscaping or snow removal, etc.)
- ☐ It is a nice gesture (although not required) to leave a bottle of champagne, wine, or other small gift for the new homeowners

**** Give these documents to your attorney**

WHAT TO TAKE WITH YOU & WHAT TO LEAVE

Most purchase and sales agreements require you to leave the house in "broom clean condition," meaning you are required to take everything that is not permanently affixed to the home. Do not leave anything in the home that is not permanent without asking your agent if the buyers would like you to leave it. Your agent will ask the buyer if they would like you to leave any specific items, but unless they agree or unless the buyer requests something specific be left with the house, **you'll need to remove everything** (paint cans, building materials, furniture, exercise equipment, throw rugs, lawn furniture, etc). Unless negotiated in writing, everything must be removed from the house prior to closing.

Once your home is under agreement, there are certain things you cannot remove without the buyer's permission. These are considered "real property" and are legally part of what you are selling (unless you specifically excluded them in the listing). Examples of what you **cannot** remove are:

- Stove & dishwasher
- Curtain rods
- Hard-wired electrical fixtures (chandeliers, recessed lighting, etc.)
- Thermostats
- Wood stoves & pellet stoves
- Doorbells
- Generators

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12-POINT MARKETING PLAN

1

MLS Listing

2

Listing Syndication:
Your property will be listed
on major online sites such
as Zillow, Realtor, Redfin,
Trulia, etc.

3

E-mail all area real estate
agents (1,000+) with
matching buyer clients

4

E-mail proprietary
database of over
250 clients,
prospects, and leads

5

Cooperation with other
agents/brokers to increase
the pool of potential buyers
and clients available to buy
your home, including Rhode
Island agents

6

Social media ads
(e.g. Facebook)
based on
demographic
data matches

7

Professional photography, 3-D
videos, and computer-generated
floor plans with dimensions
are included with our services.
Optional services include
virtual staging and/or
professional staging.

8

Open house for
buyers (weekend and
commuter hours,
if needed)

9

Broker open houses,
including catered lunch
(when necessary)

10

We use state-of-the-art apps
and technology, which give
agents visibility to available
times and allow them to
schedule directly based on
availability

11

Appraisal support—we
provide appraisers with
comprehensive analysis of
comparable homes so your
home will appraise for its
true, fair market value.

12

You'll have access to our entire
team, not just the listing agent.
That means more professionals
available to answer questions,
calls, attend open houses,
inspections, appraisals, walk-
throughs, etc.

MEET THE TEAM

The Cali Realty Group was formed to help Massachusetts families, individuals, and couples, buy, sell, relocate, and rent properties in an informed, problem-free, and stress-free manner. Our experience, communication, teamwork, and respect for our clients set us apart from any other company.

Our team is comprised of individuals with experience in buying, selling, investing, and renovating homes and apartments. At most real estate companies, every agent works independently. We don't believe in that approach! When you hire us, you not only get 1-to-1 support from your agent, but you get the entire team's expertise.

We will communicate with you every step of the way—over the phone, text, email, and in person. Most importantly, we truly respect our clients, and it is an honor serving them during life transitions.



**JOE CALI
&
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MYERS**



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Since Joe & Lauren first teamed up in 2017, they have sold over 100 homes (\$45 million in total sales). Together, they serve the South Shore, MetroWest, and Central Mass areas.

Joe has over 25 years of experience buying and selling real estate throughout the U.S. He is a real estate investor with multiple properties in New England and has been named in the top 15% of all agents in America. He has a certificate in Negotiating Strategies from Harvard University.

Lauren has a degree from Tufts University and a professional background in financial planning and sales. Originally from New Jersey, she is one of the top agents at Cali Realty Group.

To see Joe & Lauren's complete sales history and client reviews, [click here](#).



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Adam Cai has a B.S. from Bentley University. He is an experienced agent primarily serving the Greater Boston area.



(617) 733 - 4033
STEVE@CALIREALTYMA.COM

Steve Linnell has been investing in real estate for over 25 years. He is a Massachusetts licensed contractor and has experience building and renovating homes. He is a Premier Zillow Agent.



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Eralda Rushiti is an agent in the Framingham/Natick area. She speaks 5 languages and has a Master's Degree from Cambridge College.

For a complete listing of sold properties, expanded agent bios, testimonials, and other helpful articles, visit www.calirealtyma.com