

THE HOME SELLER'S GUIDE

Selling Your Home, *Step by Step*



Pricing, preparation, net proceeds, and probate & trust sales —
everything you need to sell with confidence in the San
Fernando Valley.

Fredy Gonzalez

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Reseda & the San Fernando Valley • Since 2007

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Hablo español

SECTION 01

Welcome

Selling a home is one of the biggest financial decisions you'll ever make — and for many families, it's also an emotional one. This guide walks you through every step, from the first conversation to the day you hand over the keys, so you always know what's happening, what comes next, and what you'll walk away with.

About Fredy

I've been helping homeowners buy and sell since 2007, with a focus on Reseda and the entire San Fernando Valley. I specialize in probate and trust sales, and I've been a Top 1% Producer every year from 2019 through 2025.

- **Local:** I know these neighborhoods street by street — what sells, what doesn't, and why.
- **Probate and trust specialist:** I work alongside your attorney and understand court timelines, notices, and confirmation hearings.
- **Bilingual:** I work with families in English and Spanish. *Hablo español.*
- **Full-service:** My Extra Mile services help you with the moving, clean-out, and heavy lifting — not just the paperwork.

SECTION 02

The Fredy Selling System

Every successful sale answers four questions. We'll work through each one together before your home ever hits the market.

#	The question	What we'll work out together
1	What's my home worth?	A detailed market analysis based on recent sales, active competition, and pending sales in your neighborhood, plus a walkthrough of your home.
2	What's my timeline?	When you need to move, where you're going next, and how we line up the sale to fit — including probate or trust timing if it applies.
3	What will I net?	A written net sheet showing your estimated proceeds after your loan payoff and all selling costs.
4	Who's the right agent?	My marketing plan, local track record, and exactly how I'll represent you from listing to closing.

When those four questions have clear answers, you can make every decision that follows with confidence.

SECTION 03

The Selling Process, Step by Step

- 1 Consultation.** We meet, walk through the home, and talk about your goals, timeline, and any special circumstances.
- 2 Pricing and net sheet.** I prepare a market analysis and a written estimate of what you'll walk away with.
- 3 Listing agreement and disclosures.** We sign the listing paperwork, and you begin completing the required seller disclosures.
- 4 Prepare the home.** Clean-out, cleaning, touch-ups, and any repairs we agree are worth doing.
- 5 Photos and marketing.** Professional photography, a strong listing description, and exposure across the major home search sites.
- 6 Showings and open houses.** Buyers tour the home; I collect feedback and keep you updated.
- 7 Offers and negotiation.** We review every offer together and negotiate the best terms — not just the best price.
- 8 Escrow.** Inspections, appraisal, the buyer's loan approval, and contingency removals.
- 9 Closing.** Final walkthrough, signing, recording with the county, and your proceeds are released.

How long does it take? Every sale is different, but a typical timeline looks like this:

Stage	Typical time
Consultation to listing	1–3 weeks, depending on prep
On the market to accepted offer	Depends on price, condition, and market
Escrow, offer to closing	Often 30–45 days

Probate and trust sales can add time for court or legal steps — see the probate and trust section.

SECTION 04

Preparing Your Home

Buyers decide how they feel about a home within seconds of walking in — and most see it online first. You don't need a remodel. You need a home that looks clean, bright, and cared for.

Outside

- Mow, trim, weed, and clear walkways
- Clean or paint the front door and replace worn house numbers
- Clear gutters, and remove old cars, bins, or clutter from the driveway

Inside

- Declutter: remove extra furniture, personal photos, and anything on countertops
- Deep clean kitchens, bathrooms, windows, and carpets
- Neutral paint where walls are scuffed or bold
- Fix the small things: leaky faucets, burnt-out bulbs, sticky doors, missing outlet covers
- Remove pet odors and keep the home fresh for showings

What usually pays off — and what doesn't

Usually worth it	Usually not worth it before selling
Deep cleaning and decluttering	Full kitchen remodel
Fresh neutral paint	New luxury finishes
Yard cleanup and curb appeal	Adding a room or major addition
Small repairs buyers will notice	Upgrades buyers can't see

I'll walk the home with you and tell you honestly which items are worth doing for your price range — and which ones to skip.

SECTION 05

Pricing and Marketing

How we'll set your price

Buyers compare your home to everything else they can buy for the same money. Your price is based on:

- **Recent sales:** what similar nearby homes actually closed for
- **Pending sales:** homes in escrow, which show where prices are heading
- **Active listings:** your competition on the same weekend
- **Your home's features:** size, lot, condition, updates, pool, garage, ADU potential, and location on the street

Online estimates are a starting point, not a price. They can't see inside your home.

Why the first two weeks matter most

A new listing gets the most attention in its first two weeks, from every buyer who's been waiting. Priced right, that attention turns into showings and offers. Priced too high, buyers skip it, days on market climb, and price cuts often lead to a lower final price than a well-priced start would have brought.

How I'll market your home

- Professional photography
- A compelling listing description, in English and Spanish when it helps reach more buyers
- Exposure on the MLS and major home search websites
- Social media and video promotion
- Open houses and outreach to local agents and buyers
- Regular updates to you on showings, feedback, and interest

SECTION 06

Offers, Escrow, and Closing

Comparing offers

The highest price isn't always the best offer. We'll look at every offer on:

What to compare	Why it matters
Price	The starting point — but not the whole story
Financing	Cash, conventional, FHA, or VA, and how strong the buyer's pre-approval is
Deposit	A larger deposit usually signals a more committed buyer
Contingencies	Inspection, appraisal, and loan contingencies, and how long each lasts
Closing timeline	Whether it fits your move
Seller credits or requests	What the buyer is asking you to pay for or leave behind

We can accept, counter, or decline. With multiple offers, I'll help you choose a strategy to bring out each buyer's best terms.

What happens in escrow

- **Deposit:** the buyer's earnest money goes into escrow, a neutral third party.
- **Disclosures:** you deliver completed seller disclosures and reports.
- **Inspections:** the buyer inspects the home and may ask for repairs or a credit. We'll negotiate what's reasonable.
- **Appraisal:** if the buyer has a loan, the lender's appraiser values the home.
- **Loan approval:** the buyer's lender finalizes the loan.
- **Contingency removal:** the buyer formally removes contingencies, and the deal becomes much more secure.

Closing day

The buyer does a final walkthrough, both sides sign, and the sale records with the county. Your loan is paid off, and your proceeds are sent to you by wire or check. You hand over the keys, garage openers, and any manuals or warranties.

Tip: Keep your homeowner's insurance and utilities active until closing, and don't cancel anything until escrow confirms the sale has recorded.

SECTION 07

Seller Costs and Your Net Proceeds

The sale price is the headline. Your **net** is what you actually keep:

$$\text{Sale price} - \text{loan payoff} - \text{selling costs} = \text{your net proceeds}$$

Cost	What it is
Loan payoff	Your remaining mortgage, second loan, or home equity line, plus interest through closing
Real estate commissions	Negotiable and agreed on in writing when you list
Escrow fee	Paid to the neutral escrow company; often split with the buyer
Title insurance	The buyer's owner's policy is commonly paid by the seller in our area
County transfer tax	Los Angeles County: \$1.10 per \$1,000 of the sale price
City transfer tax	Homes in the City of Los Angeles (including Reseda, West Hills, and Northridge) pay an additional city transfer tax. Very high-priced homes may also be subject to the City's additional tax on sales above several million dollars.
Prorated property taxes	Your share of property taxes up to closing
HOA fees and documents	If your home is in an HOA
Reports and inspections	Natural hazard disclosure, termite inspection, and similar reports
Repairs or credits	Anything you agree to after the buyer's inspection
Home warranty (optional)	Often offered to buyers

Most costs are customary, not required, and many are negotiable in the contract. **Before you list, I'll prepare a written net sheet for your home with real numbers.**

Taxes on the sale

If the home has been your primary residence, you may be able to exclude a large portion of your profit from federal capital gains taxes. Inherited homes, rentals, and second homes follow different rules. Please talk with your CPA or tax advisor before you list — I'm not a tax professional.

SECTION 08

Selling a Probate or Trust Property

If you're selling a home after a loved one has passed, the process depends on how the property was held. I'll coordinate closely with your attorney throughout. *This section is general information, not legal advice.*

	Probate	Trust
Who can sell	The executor or administrator appointed by the court	The successor trustee named in the trust
Court involved?	Yes, to appoint the personal representative; sometimes to confirm the sale	Usually not
Key documents	Letters Testamentary or Letters of Administration	Death certificate, trust or certification of trust
Sale approval	Full authority: notice to heirs. Limited authority: court confirmation hearing, with possible overbids	Trustee signs on behalf of the trust
Where proceeds go	To the estate; the attorney handles distribution	To the trust; the trustee distributes to beneficiaries
Timeline	Usually longer, especially if court confirmation is required	Usually similar to a standard sale once documents are in order

What I do for probate and trust clients

- Provide a market valuation, and a date-of-death value letter for your CPA
- Explain full vs. limited authority and price and market the home to match
- Prepare buyers for probate terms, as-is sales, and court confirmation
- Coordinate clean-out, cleaning, and securing a vacant home
- Keep all heirs or beneficiaries informed, so the family stays on the same page
- Refer trusted probate and trust attorneys if you need one

Before we list, please have ready

- Certified copies of the death certificate
- Letters from the court (probate) or the trust documents (trust)
- Your attorney's contact information
- Keys, garage openers, and any known information about the home's condition

SECTION 09

Extra Mile Services

Moving is hard, especially when you're clearing out a family home. As my client, you have access to extra help:

- **U-Haul truck** for your move
- **Moving boxes** to pack up
- **Cleaning crew** to get the home ready
- **Dumpster bin** for clean-outs

Ask me which services fit your sale.

SECTION 10

Seller Checklist

- ☐ Schedule your consultation with Fredy
- ☐ Gather your mortgage statement, HOA information, and any permits or repair records
- ☐ Review your net sheet and pricing plan
- ☐ Sign the listing agreement and begin disclosures
- ☐ Clean out, clean, and complete agreed-on touch-ups
- ☐ Photos and listing go live
- ☐ Review offers together and accept the best one
- ☐ Complete escrow items: disclosures, inspections, repairs or credits
- ☐ Keep insurance and utilities on until closing
- ☐ Sign closing documents and hand over keys

SECTION 11

Let's Talk

Whether you're ready to sell now or just want to know what your home is worth, I'm happy to help — no pressure.

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