



7

INSIDER  
**SECRETS**  
TO SELLING  
YOUR  
**HOME**

Presented by  
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# DEAR HOME SELLER



Are you considering selling your home but you're not sure where to start? Does the thought of listing your home and getting it showing-ready stress you out?

My name is Oscar Cifuentes, and I'm committed to making sure that your home selling experience is as painless and stress free as possible. My team and I have been helping homeowners all across San Diego North County sell their homes quickly, easily, and at the highest price possible.

To get you started, I've created a list of the industry's best kept secrets to prepare your home to sell quickly for top dollar without any stress.

So sit back and relax. I'm here to help.

Your journey towards getting  
**TOP DOLLAR**

For your home begins here

Respectfully,

**Oscar Cifuentes**

**Mobile 760.703.2560**

CA License 01504298

# INSIDER SECRET #1: YOUR PRICE IS CRITICAL



When it comes to the local Real Estate, I know what sells and what doesn't... and often when a property doesn't sell, the reason is price. Correctly pricing your home is the single most important factor in preparing your home for sale.

Many homeowners are surprised to discover that pricing makes up 75% of their listing marketing.

The internet offers a wealth of information on property sales history and data, so buyers are better informed now more than ever. Many buyers search for months, scouting potential home candidates based on their features, location, and - you guessed it - price.

Buyers know when a home is priced fairly, and will make a decision quickly whether it's worth seeing or not. Since it's critical to get it right, here's a look at my top pricing strategies for 2021:



## PRICING STRATEGY #1: PRICE AT MARKET VALUE

This is the safest strategy to get a good price and sell quickly. To determine the market value of your home, here are just a few of the things that I consider:

- comparable listings on your street and in your neighborhood;
- recent sales of similar properties in your neighborhood and ones nearby
- current market conditions;
- the finishes, condition, and size of your home; and
- its location - what's happening in your area now and what's expected to change in the foreseeable future.



## **PRICING STRATEGY #2: PRICE BELOW MARKET VALUE AND HOPE FOR A BIDDING WAR**



This can be an effective way to generate enough interest in your home that multiple Buyers want to make an offer on your home, thus driving up its price.

PROCEED WITH CAUTION...

Pricing your home below market value with the intent of getting multiple offers is primarily effective in a Sellers Market and when there is a limited supply of your type of property for sale.

Rest assured that I will guide you in the appropriate direction when considering this pricing strategy.

## **ANOTHER STRATEGY: PRICE ABOVE MARKET VALUE**

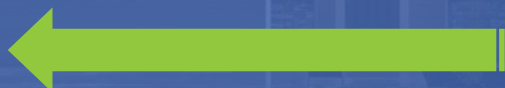
There's plenty of evidence out there that proves that properties that sit on the market because they are priced too high end up getting a lower price than they would have, had they priced at market value.

A home that's priced above market value will be overlooked by qualified buyers because they recognize they can get better value elsewhere.

**Want To Find Out How Much  
Your House Is Worth TODAY?**

**IT MIGHT BE WORTH MORE THAN YOU THINK!**

**Call 760.703.2560  
to get your instant  
home evaluation  
IT'S 100% FREE**



# INSIDER SECRET #2: CURB APPEAL MATTERS



We never get a second chance to make a good first impression, so don't underestimate the power of an appealing front exterior. This is the first thing buyers see when they visit your home; make their first impression last.



## PRO TIP

Most people have already made up their mind about your home before they even see the inside. If they see that your lawn isn't cut or there are cracks in the windows, they'll assume that you haven't taken care of the interior either. The buyers starts calculating the potential costs associated with these repairs or upgrades, instead of focusing on the beauty that your home has to offer.

The emotions potential buyers feel when they walk in to your property will follow them throughout their entire viewing experience. To make your prospects fall in love with your property from the get go, ensure the following:

- Lawns mowed
- Patio furniture clean and uncluttered
- Bicycles, children's toys, etc. stored neatly
- Driveway and sidewalk clear of debris
- Trees pruned, hedges trimmed
- Flower beds weeded and tidy
- Dead plants replaced

## TIP

*Note: Having healthy flower beds and plants is a great way to make your home more welcoming, but for some buyers, this means high maintenance.*

*Consider using flower pots, and plant sparingly, to give the appearance of an easy to maintain landscaped property.*

# INSIDER SECRET #3: KITCHENS SELL HOMES



So you thought you were selling a home? Nope. You're selling a kitchen! That's right! The kitchen is the heart of the home and for many buyers, it's what sways them to write up an offer.

If you have an outdated kitchen, don't worry. You don't need to spend a fortune on renovations. A few inexpensive fixes can bring any old kitchen to life.

Consider replacing the hardware on your cabinet doors, installing a new faucet, and adding a fresh coat of paint. If your countertop is in desperate need of fixing, a low-cost laminate countertop can make a world of difference. One of the quickest ways to improve your kitchen is by simply decluttering your countertops. I recommend placing all countertop appliances (eg. blender, toaster) in your cupboards, and removing any counter-top utensils as well. This will give your kitchen a tidy appearance with the impression of more prep space. If your cabinets are in rough shape, maybe take a weekend to paint them to freshen them up.



## TIP

If your appliances are outdated and you have extra funds, consider replacing just one with a high-end stainless steel appliance. A single high-end appliance will give your buyers the appearance that everything else is high-end too. Please speak with me in regards to cost efficient appliance options.



# INSIDER SECRET #4: LIGHTING DOES WONDERS



Good lighting is one of the most important features to showcase a property. Consider, have you ever walked into a house and said, “This house is so dark,” or “Wow, it’s so bright!”? It’s just one of those things you notice right away.

Fixing the lighting in your home is one of the easiest and most effective upgrades you can make. Best of all, it doesn’t cost a lot of money and it’s a quick fix.

Here are a few things you can do to improve the lighting in your home:

Take down any old, dark drapes and clean all your windows inside and out.

Replace your light bulbs with higher wattage bulbs using a warm white color.

Cut any overgrown plants outside that might be blocking the sunlight.

Replace any old lamp shades or add new floor lamps in rooms that are darker.

Make sure that all of your lights are working, especially in darker areas like basements, dens, and rooms without windows.

## TIP

*If you want to get fancy, replace your entrance light and hallway ceiling lights with updated fixtures. You don’t need to spend a lot of money, but the modern chandelier in the entrance will impress your buyers as soon as they walk into your home.*

# INSIDER SECRET #5: UPDATE - DON'T RENOVATE



When there is no budget to renovate, it makes sense to focus on simple and inexpensive fixes that you can quickly tackle on your own.

A new coat of paint will go a long way to freshen up and brighten your home. Replacing door handles, cabinet hardware, old light fixtures, yellowed air duct plates, and outdated mirrors are all simple updates that are inexpensive and easy to do.

Have any unfinished projects? This is the time to wrap them up and showcase your home at its best. Fix those leaky taps and closet doors that have fallen off their tracks - buyers will check these!

Removing the old dated popcorn ceiling can have a significant impact on your home. Though this is a slightly more advanced project, it is not that difficult. There are plenty of YouTube step-by-step tutorials that guide you through achieving a polished, smooth-surfaced ceiling on your own.

Most importantly: Clean, clean, clean! Even an outdated home that is spotless can show really well.

Scrub the grout in the bathrooms and remove the cobwebs from the basement. You want to go top to bottom without missing a single spot.



## TIP

How a home looks and feels will affect a Buyer's perception of how much it's worth. But there's a lot you can do to influence that perception.

Take care of the *small details*, like scuff marks on your walls or dark spots on your carpet, to get top dollar for your home.



# INSIDER SECRET #6: STAGING IS KEY



Did you know that staging your home can potentially increase its value and sell it faster?

Numerous studies have proven that a staged home will typically spend less time on the market, fetch more money, and appeal to more buyers.

Yes, hiring a staging company or renting furniture can be costly. But adding visual appeal, warmth, and beauty to your home doesn't have to be. If you don't have the budget to hire a professional, consider the following:

## THE KEY TO STAGING IS DE-PERSONALIZING AND DECLUTTERING.

- ❑ Pack away family pictures, unused toys and religious artifacts. Create a blank canvas for buyers to imagine their belongings in your space.
- ❑ Remove large furniture from small spaces to convey a feeling of openness.
- ❑ Add new pillows & throws to your chairs and beds to add warmth to your living room and bedrooms.
- ❑ Add fresh cut flowers to the dining table to create a welcoming feeling, as well as to help the buyer imagine entertaining in the space.

Staging can help you sell your home faster and possibly even receive a higher sale price. If you want to get it listed & sold quickly, staging your home is an important part of the process to consider.



# INSIDER SECRET #7: MARKETING MATTERS



One of your real estate agent's most important jobs is to ensure your home is visible to Buyers. Thus, it's crucial the marketing plan for your home includes:

## Online Marketing



A whopping 92% of buyers begin their search for a home online, so being found on the web is critical. However, listing on the MLS is only half the battle. Make sure your agent knows how to use other websites, such as their office or personal website, to your advantage.

A savvy Realtor will also promote your listings to their network of other agents and potential Buyers via email or social media. Exposing your home to as many online avenues as possible will increase your chances of bringing traffic to your home, which in turn could mean a higher sale price. When we meet, I will show you a personalized marketing program for your property.

## Great Photography



It pains me to see photos that have clearly been taken by a seller or a Realtor using their phone. Too many a time have I noticed blurry shots or bad lighting.

Since the majority of buyers will see your home for the first time online, you need photos that will capture their attention.

That means photography at angles that highlight your home's best features. I work with the best real estate photographers in town and will make sure to create fantastic shots of your home.

## Print Marketing



Your agent should print feature flyers for your home so that any potential Buyers who see it will have information and specs to takeaway.

## Open House



Depending on how well your open house has been promoted, you can expect anywhere from 5 to 30 or more people to attend. Weekends are the best days to bring in the most potential buyers, so be prepared to leave your home for 2-4 hours - usually the first weekend after it is listed - on Saturday, Sunday or both days.

## For Sale Signs



Buyers tend to cruise their target neighborhoods in search of their dream home, so a great For Sale sign on the lawn is always part of my marketing plan.



# BONUS SECRET: CHOOSE THE RIGHT REALTOR



Don't put your biggest financial asset at risk by selling with the wrong agent. Make sure to choose the right agent for you, your family and your property. Local expertise matters!

## THE RIGHT REALTOR WILL:

### Work around your schedule

Be wary of the agent whom selling homes isn't their full time job. A committed Realtor eats, lives, and breathes Real Estate. And more importantly, they've got skin in the game. Their livelihood and kid's college tuition is riding on them, so they'll move mountains to make you happy. A part-time agent simply won't have the time or motivation to full steam. Nor will they understand that Real Estate is not your regular 9-5 business. The right agent will work around your schedule, mornings noon and night to make sure your home gets sold.

### Set realistic expectations

In the present market, properties are selling very fast and for over asking price in my area. In 2021 most of my listing sold in one day! However, Don't stress if your home isn't sold in the first weekend. I will continue to market your property, work with local agents and personally contact possible buyers until we the job done to your satisfaction!





# A STRESS-FREE SELLING EXPERIENCE



When it comes to selling your San Diego North County home, I've got you covered. My 24 years serving in the US Navy logistics department prepared me very well for my real estate profession.

I target your demographic and reach out to potential Buyers. I problem-solve. I negotiate. I make Buyers fall in love with your home. I get you the best price for your home and I guide you through every step of the way to protect you during and after the sale.

If you'd like to get to know me more, the feeling is mutual. Feel free to give me a call or send me a text any time. I look forward to serving you!

Sincerely,

**Oscar Cifuentes**

760-703-2560 Mobile

Call or text me anytime!



Here's what past clients say:

*"Positive: Professionalism, Quality, Responsiveness  
Oscar made the entire process of selling our home easy and painless. He answered all of our questions and made sure we were always in the loop as to how things were going with our sale. I have no hesitation in recommending him for any home buying or selling needs!" - Corina Quintero*

*"The owner, Oscar Cifuentes, was very knowledgeable about all aspects of the real estate transaction, super courteous and the best part... he was real fun to work with. Highly recommend to everyone." - James Sullivan*



**MAKE SURE TO CHECK OUT OUR LATEST LISTINGS**  
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