



SELLER'S GUIDE

Selling a Home, Made Clear.

A practical guide to understanding the process, preparing your home, and creating the strongest possible launch.

Start with understanding.

Selling a home begins with understanding what matters most to you. Is the priority the strongest possible price? Timing? Convenience? Often it is a balance.

Before I recommend a pricing approach, preparation plan, or marketing strategy, I want to understand why you're selling, where you're going next, your timing, financial considerations, and what a successful sale looks like.

My job is to help you understand your options and trade-offs, then execute the plan we choose together. You make the decisions. I bring the information, strategy, advocacy, and follow-through.



- **LISTEN FIRST**

Understand your goals before recommending a strategy.

- **EXPLAIN CLEARLY**

Make options, trade-offs, contracts, and next steps understandable.

- **EXECUTE THOROUGHLY**

Once we choose an approach, carry it out with preparation and follow-through.

More than putting a home on the market.

Your agent should add value before the sign goes up — and keep adding value long after an offer is accepted.

- 01 Better decisions**
Understand options, priorities, and trade-offs before you commit.
- 02 Stronger representation**
Solve problems early and spend where it is most likely to matter.
- 03 More buyer attention**
Coordinate exposure so buyers encounter the home repeatedly and with urgency.
- 04 Skilled negotiation & protection**
Compare the whole offer, protect contractual options, and manage deadlines carefully.
- 05 Personal support**
Stay informed, encouraged, and supported through the sale and move.

It's your home. The decisions stay yours.

When I represent you, my responsibility is to put your interests first. That means clear advice, honest conversations, confidentiality, contract knowledge, and a plan shaped around what matters most to you.

UNDERSTAND BEFORE YOU COMMIT

We will review what it means to have an *agent*, the listing agreement, the scope of service, compensation, and expectations before you make a commitment.

CHOOSE THE PLAN

Price, timing, and convenience can pull the strategy in different directions. I will help you choose the preparation and marketing plan that fits your priorities.

KNOW WHAT YOU ARE SIGNING

I will explain the agreement and answer questions so you understand what we are committing to together.

This is a
conversation,
not a
presentation.

Ask questions.
Slow me down.
Skip what you
already know.

“

At no time did I feel pressured to do anything against my own needs. Options were always presented with transparency, and I knew I could trust our conversations.

-Mark

Eight steps. One clear path.

At every stage: understand what matters, understand your options, choose the strategy, then move forward.

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- 01 CONVERSATION & PRIORITIES**
Define price, timing, convenience, and what success looks like.
 - 02 MARKET VALUE & PRICING APPROACH**
Study relevant sales and decide how to invite the market in.
 - 03 DECIDE TO WORK TOGETHER**
Review agency, scope, compensation, and expectations.
 - 04 PREPARE THE HOME FOR MAXIMUM ATTRACTION**
Declutter, refresh, inspect, disclose, stage, and photograph.
 - 05 BUILD THE LAUNCH**
Line up internal exposure, preview, direct outreach, and public marketing.
 - 06 GRAND OPENING & OFFERS**
Concentrate traffic, follow up, and compare the market response.
 - 07 NEGOTIATE & PROTECT**
Improve terms when appropriate and manage the contract carefully.
 - 08 CLOSING & BEYOND**
Watch the details, keep momentum, support the move, and stay connected.

Price is part of the marketing.

Market value is a reasoned estimate. The list price is an invitation to the market.

SOLD

Where the market has been.

Recent closed sales help anchor a reasoned estimate of value.

ACTIVE

The competition for attention.

Active homes show what buyers can choose from right now — and the prices competing for their attention.

PENDING

What has attracted a buyer.

Pending homes show where buyers acted, even before the negotiated price is known.

The list price is an invitation.

After reviewing relevant sales, the property's condition and features, and the current competition, I will give you my best estimate of market value. Then we decide how we want to position the home based on your goals.

LISTEN TO THE MARKET

We confirm the public list price before launch, then keep checking the response. Buyer inquiries, agent calls, traffic, and offers give us new information as the campaign unfolds.

While the home is active, you'll also receive a weekly activity report showing online views and exposure, along with my interpretation of inquiries, traffic, feedback, and offers.

PREPARE THE HOME

You've spent years making this place your home.

Now, for a little while, we shift our perspective and prepare it to appeal to the widest reasonable pool of prospective buyers.

That usually means simplifying, decluttering, cleaning thoroughly, and making a few thoughtful improvements that help buyers imagine themselves living here.

PACK & SIMPLIFY

Store as much as practical. Fewer personal items and less visual clutter help rooms photograph clearly — and make the eventual move easier.

CLEAN & REFRESH

Deep cleaning, fresh neutral paint where needed, simple hardware, a refreshed front door, or a few plants can change perception without a major remodel.

SPEND SELECTIVELY

The goal is not to spend the most. It is to spend where the likely return — or the improvement in buyer perception — justifies the cost.



The ideal is a horizon, not a standard we have to reach.

Do the legwork early.

Preparation isn't only visual. I want to understand the property and organize the information buyers need before they begin writing offers.

INSPECT

I generally recommend a home inspection, wood-destroying pest inspection, and sewer inspection -with roof, mold, or other specialists when the property suggests they are warranted.

DISCLOSE

Interested buyers can receive available inspection reports, seller disclosures, my visual inspection disclosure, preliminary title information, and relevant repair / improvement documentation.

PRESENT

Professional photography, a floor plan, accurate property information, and attention to meaningful features help buyers understand the home before they visit.

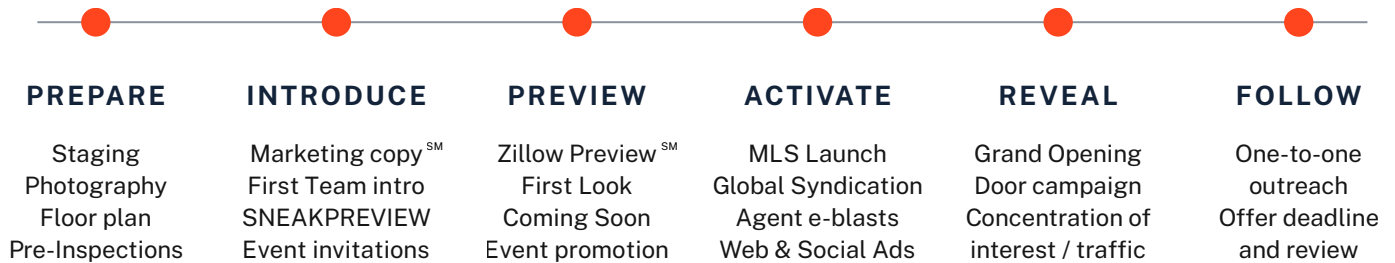
Fewer surprises make for a stronger transaction.

Buyers should still conduct their own due diligence. The goal is to identify known issues early, decide what is worth addressing, and let offers reflect the condition of the property from the beginning.

THE LAUNCH

A launch, not a listing.

Your home doesn't simply appear online one morning. The timing of preparation, signage, direct mail, agent outreach, online previews, social promotion, MLS status changes, and the Grand Opening are coordinated so each step builds on the last.



Marketing that moves buyers.

Notice it → See the value → Want to visit → Want to own it → Write an offer

Every part of the launch is designed to move buyers through that sequence — because offers create options, and options give us something to negotiate.

THE EXPERIENCE

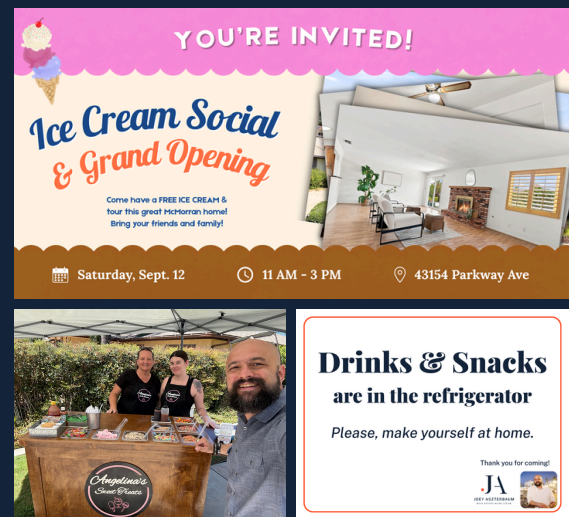
Professional to inspire confidence. Personal to be remembered.

A polished listing earns credibility. A warm, tailored Grand Opening helps people remember the home and talk about it.



PROFESSIONAL

Staging • photography •
premium print • agent outreach •
digital advertising • floor plan •
global syndication



PERSONAL

Neighborhood invitations •
tailored social event • music •
refreshments / vendors •
personal follow-up

The system is repeatable. The experience is tailored.

Tiki and surf-rock for one home. Cool jazz and a poker-lair for another. A neighborhood ice-cream social or a taco truck ... fit the event to the property and community.

Concentrate buyer attention.

Showings begin at the Grand Opening. Holding back early private showings helps concentrate interest rather than letting buyers experience the home one at a time, in isolation.

I want buyers thinking, “I need to see this home now — and if I want it, I need to make my strongest offer.”

HOSPITALITY WITHOUT PRESSURE

I greet every visitor warmly, give them useful information, offer refreshments, and then get out of the way. On the way out, I check in, answer questions, and listen.

EARLY RESPONSE MATTERS

Zillow found that in San Diego, 59.0% of homes that went pending within seven days sold above list price, compared with 31.5% of all homes sold in February 2026.

Source: Zillow Research, Apr. 23, 2026.

The marketing gets buyers to the door. The experience should make them want to stay.

Strongest offers on the table.

I want the strongest offers on the table before we sit down to review them. By giving every buyer the same clear, transparent opportunity to improve their terms in advance, we can often strengthen the quality of the offers without games or unnecessary back-and-forth — giving you greater confidence in the result.

Price	COE	Deposit	Down payment	Concessions	Net
\$505,000	21 days	\$10,000	58%	\$13,225	\$491,775
\$530,000	30 days	\$15,000	3.5%	\$31,000	\$499,000
\$492,900	14 days	\$12,000	100%	\$12,900	\$480,000

COMPARE THE WHOLE OFFER

Price matters, but it isn't the only number that matters. I organize competing offers side by side so we can see the terms clearly and return to the priorities we identified at the beginning.

YOUR PRIORITIES

The decision is yours. What combination of price, timing, convenience, and confidence matches your priorities? My job is to make the differences understandable and help you evaluate the trade-offs.

BACKUP POSITION

With everyone's best foot forward, a strong backup offer can emerge, helping protect momentum if the first transaction becomes unstable.

Create a clear opportunity for competition, then let buyers decide how they want to compete. Avoid games, guessing, and wasted time.

Protection and forward motion.

An accepted offer is not the finish line. It is the point where contract knowledge, deadlines, communication, and preparation matter most.

TIMELINESS

Track deposits, contingencies, notices, appraisal / financing milestones, and buyer performance. I do not let contractual dates quietly drift.

FEWER SURPRISES

Pre-inspections and disclosures do much of the legwork in advance. If something genuinely new appears, we evaluate it and negotiate from the strongest position available.

COMMUNICATION

My transaction coordinator helps keep the details organized and you receive a calendar of important milestones. I keep you updated and step in directly when a decision or negotiation needs attention.

COLLEGIAL, NOT CASUAL

I work to keep a constructive relationship with the buyer's agent while staying clear about whom I represent: you.



I never had to wonder about anything.

- Cia

Listing broker in one of Joey's buyer transactions

Your rights don't become an afterthought because everyone was being casual about the agreed timelines.

Sometimes the sale is only one part of the move.



Jeff and Jamie needed to sell their home while purchasing another. Their purchase was contingent on the close of their sale — even though their home was not yet on the market.

Having a clear launch strategy in place helped me give the listing agent confidence in the timing, and the seller of the home Jeff and Jamie were buying agreed to a 60-day escrow contingent on the sale of their home.

I initially recommended a lower list price, but Jeff was understandably concerned that pricing below \$500,000 might suggest there was something wrong with the home or that it was worth less. As he became more comfortable with the strategy — and as the early market response gave us more information — we adjusted the price from \$499,900 to \$489,500 before the Grand Opening.

The launch produced multiple offers. The home closed at \$515,000 with \$13,500 in seller concessions, and both the sale and purchase closed in 45 days — 15 days ahead of the original schedule. We also negotiated three days of seller possession after closing to make the move easier.

12

days on market
(vs. avg 51 days)

\$515 k

closing price

\$25.5 k

over final list price

15

days ahead
of schedule



Patience, constant communication and professionalism were A+. How they kept everything straight is amazing.

- Jeff & Jamie

Meet Joey.

A successful closing matters. So does the relationship — one I hope continues whenever you or someone you care about needs real estate guidance.



JOEY ASZTERBAUM

REALTOR® | DRE# 02225469

CLEAR STRATEGY. STEADY ADVOCACY. GENUINE CARE.

I believe great representation begins with understanding and clarity. Once I understand what matters to you, I can help you evaluate options, build a plan, and execute it with care.

On the listing side, that means detailed preparation, a coordinated launch, contract knowledge, strong follow-through, and a willingness to do the work — from staging and pre-inspections to direct outreach and personal follow-up.

Serving San Diego County + Southwest Riverside County

SUPPORT BEHIND THE STRATEGY



ADDITIONAL LICENSED COVERAGE – KEISHA CAMPBELL

REALTOR® | DRE# 02207517

Keisha adds licensed-agent availability, communication, and support when needed — so the transaction never depends on one person being in two places at once.



REACH AND INFRASTRUCTURE – FIRST TEAM REAL ESTATE

2,200+ AGENTS • 60+ OFFICES

Internal buyer exposure, pre-market tools, marketing support and transaction coordination.

RELOCATION + GLOBAL REACH

Through First Team's affiliation with Leading Real Estate Companies of the World®, your listing can connect with a referral network spanning all 50 states and 70 countries. First Team also works with 70+ relocation management companies.

*Qualifying properties receive additional luxury/international exposure.



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LET'S BEGIN A CONVERSATION.

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Serving San Diego County + Southwest Riverside County

YOUR NEIGHBOR. YOUR ADVOCATE. REAL ESTATE MADE CLEAR.

