

# 2020 Listing Guide



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SERVING FAMILIES IN THE GREATER SACRAMENTO AREA

## About Rhina

It is your journey and I am here to help you!



**Rhina Delgado, DRE#02041610**

Rhina's creative, enthusiastic, Bilingual, and caring nature is perfect for matching each client's desires as well as skillfully featuring a home's unique presence and character.

Raised in Florida, Rhina completely understands the numerous intangible benefits of life in the Sacramento Area, with beautiful weather, culture and diversity. Rhina joined Bayside Adventure Group as her two children approached the pre-school and elementary school years.

She thoroughly loves her work, and enjoys the fantastic people she meets every day, but one thing is certain: If you are buying or selling, she will work hard to provide you with the best information and market data to inform and assist you so you can be a well-equipped buyer or seller with the strongest possible negotiating position.

It would be a pleasure and an honor to work for you.

**Rhina**  
Realtor

## My Promise

"My promise is to always be focused on creating that 10+ experience for you!"

My systems and everything I do is designed around delivering on this promise.

I am focused on what it is you want and what you need.

I will make every effort to be out in front of everything, to stop the surprises and keep it as good as it can be.



# Market Analysis Explanation

## Pricing your home is important

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have recently been offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.



- By carefully studying the comparable property locations, features and the terms under which they are offered we can develop a clear picture of the potential market for your property.
- By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.
- By looking at similar properties recently sold. We can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.
- While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.

# How your home price is determined

The price of your home is determined in several ways

## The Market Value of your home is NOT

- What you have in the home
- What you need out of it
- What you want
- What it appraised for
- What you heard your neighbor's home sold for
- What the tax office says it's worth
- How much it's insured for
- Based on prices of homes where you're moving

## The True Market Value of your Home is what a buyer is willing to pay for the property:

- Based on today's market
- Based on today's competition
- Based on today's financing
- Based on today's economic conditions
- Based on the location
- Based on normal marketing time
- Based on the buyer's perception of the condition of the property

## Properties that sell in today's market

On a scale of 1-10 ("10" are the ones that are selling). How can your property be a "10"?

By improving  
the condition  
dramatically

By offering good  
terms

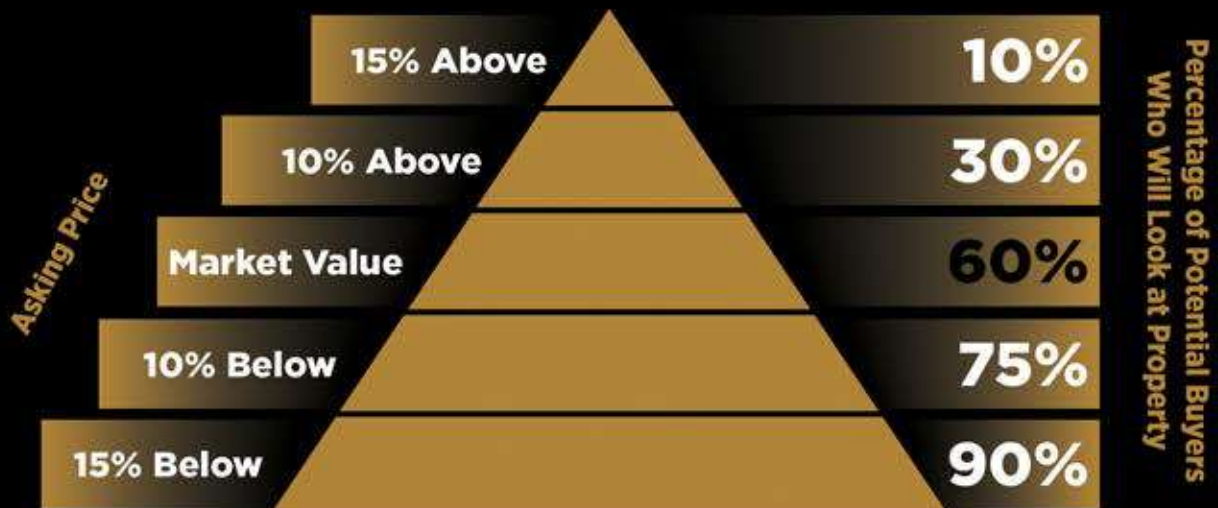
By improving  
the way the home  
shows

By adjusting  
the price

# Pricing your home competitively

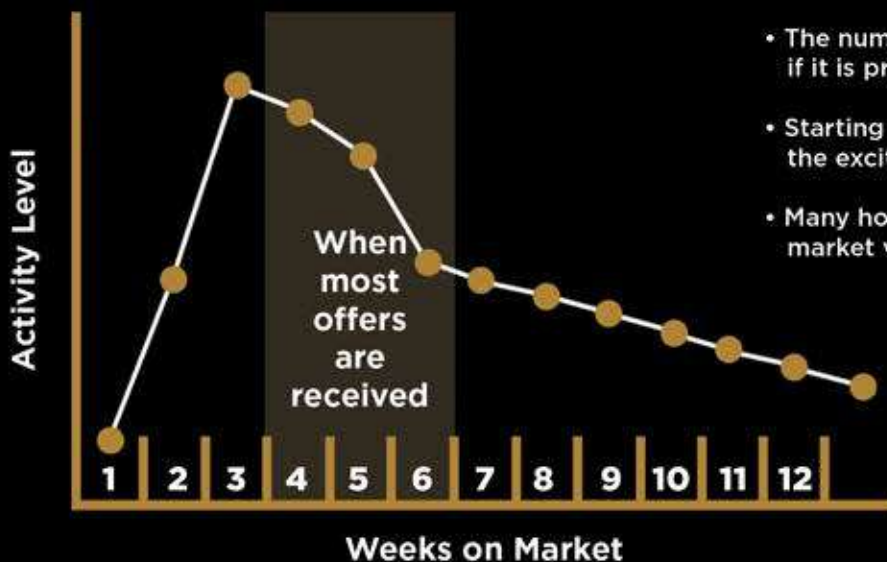
Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, wellpriced listings.



## The Right Price is Important

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



## Frequently Asked Question

### **Are there things we should do to our home to help ensure the maximum price?**

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. I can advise you about specific improvements that will increase your home's marketability and value.

### **How often will you advertise our property?**

I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. I will customize a marketing plan to reach the types of buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

### **Will you be present at all showings?**

At open houses I, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

### **What if another agent tells us they can get us more for the house?**

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

### **Do we have any responsibilities during the marketing of our home?**

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

### **What happens once we get an offer?**

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.