

# SELLING YOUR PACIFICA HOME

*A Step-by-Step Guide*

Vicki Moore, Realtor  
Helping Good People Make Great Moves

DRE 01234539  
eXp Realty of California, Inc.

# Welcome



Selling a home is more than a transaction. It's often the beginning of a new chapter. Whether you're downsizing, relocating, managing an inherited property, or simply ready for a change, it's natural to have questions about where to start and what comes next.

I created this guide to help you navigate the process with confidence. Inside, you'll find a simple overview of what to expect, how to prepare your home, and the steps involved from planning through closing.

My goal is to make the process clear, manageable, and as stress-free as possible, while helping you make informed decisions every step of the way.

Thank you for the opportunity to be part of your journey.

*Vicki Moore*

650-888-9268

[vicki@pacificarealtor.com](mailto:vicki@pacificarealtor.com)

# THE HOME SELLING ROADMAP

Every home sale is unique, but most successful sales follow a similar path. Understanding the process ahead of time can help you feel more confident and prepared.

## Planning & Consultation

We'll discuss your goals, timeline, and priorities for a successful move.

## Pricing Strategy

Together, we'll determine a pricing strategy that puts it in front of buyers who are actively searching.

## Preparing the Home

We'll identify opportunities to maximize appeal through decluttering, repairs, cleaning, and staging recommendations.

## Bringing Your Home to Market

Professional photography, online marketing, and broad online visibility help your home reach qualified buyers.

## Showings

Buyers tour the property and begin evaluating whether it's the right fit.

## Offers & Negotiation

We'll review offers together and negotiate terms that support your goals.

## Escrow

The buyer completes final financing requirements while escrow coordinates the documents, funds, and ownership transfer needed to close the sale.

## Closing Day

Ownership transfers, and your next chapter begins.

# PLANNING & CONSULTATION

Every home is unique, and so is the preparation process.

Some homes are ready for the market with minimal effort. Others may benefit from strategic improvements.

My role is to help you identify the changes that will have the greatest impact while avoiding unnecessary expenses.

Together, we'll evaluate:

- Overall condition and presentation
- Opportunities to enhance buyer appeal
- Recommended repairs or maintenance
- Decluttering and organization strategies
- Staging recommendations, when appropriate
- Timing and budget considerations

The goal isn't perfection. The goal is helping your home make a strong first impression while supporting your timeline and priorities.



# PRICING STRATEGY

Pricing your home correctly is the most important decision you'll make during the selling process.

A well-designed pricing strategy helps attract qualified buyers, generate interest, and position your home competitively in the marketplace.

While every seller hopes to achieve the highest possible price, today's buyers have access to more information than ever before and are quick to recognize when a home is priced outside of market expectations.

To develop a pricing strategy, we'll consider:

- Recent sales of similar homes
- Current market conditions
- Competing properties currently for sale
- Your home's location, condition, and unique features
- Buyer demand and seasonal trends

The goal isn't simply to choose a number. It's to position your home in a way that attracts strong interest and creates the best opportunity for a successful sale.

Together, we'll review the data, discuss your goals, and develop a pricing strategy designed to support both.

The market determines value. Our strategy helps position your home to attract the right buyers.



# PREPARING THE HOME

Every successful home sale begins with a plan. This is an opportunity to discuss your goals, timeline, and priorities.

Whether you're moving across town, downsizing, relocating, or selling an inherited property, understanding your unique situation helps me create a strategy that works for you.

During our meeting, we'll discuss:

- Your goals and desired timeline
- Your property and its unique features
- Current market conditions
- Preparation recommendations
- Pricing considerations
- Questions or concerns you may have

By the end of our consultation, you'll have a clear understanding of the selling process, the steps involved, and what to expect moving forward.

Selling a home is a significant decision. My goal is to provide the information, guidance, and support you need to move forward with confidence.



# BRINGING YOUR HOME TO MARKET

Once your home is prepared and priced, it's time to share it with the marketplace.

Today's buyers begin their home search online, viewing dozens of properties before deciding which homes to visit in person. Creating a strong first impression is essential.

To showcase your home at its best, the marketing plan may include:

- Professional photography
- Compelling property descriptions
- Online marketing and listing syndication
- Social media promotion
- Open houses, when appropriate

The goal is to present your home in a way that highlights its unique features and helps it stand out to potential buyers.

From the moment your home goes live, I'll monitor activity, communicate with interested buyers and agents, and keep you informed every step of the way.

# SHOWINGS

Once your home is on the market, buyers will begin scheduling appointments to view the property.

Showings provide buyers with an opportunity to experience your home in person and determine whether it meets their needs. While online photos and descriptions create interest, seeing the home firsthand is what motivates a buyer to make an offer.

To help create the best possible impression, it's helpful to keep the home clean, organized, and ready for showings whenever possible.

Throughout this stage of the process, I will:

- Coordinate showing requests
- Communicate with buyer agents
- Monitor buyer activity and feedback
- Keep you informed about market response

Every showing is an opportunity to connect with a potential buyer. While some homes receive immediate interest and others take more time, the goal remains the same: helping the right buyer envision your home as their future home.

# OFFERS & NEGOTIATION

Receiving an offer is an exciting milestone in the selling process.

When an offer arrives, we'll review it together and discuss not only the offered price, but also the terms and conditions that affect the overall strength of the proposal.

Factors we may consider include:

- Purchase price
- Financing terms
- Contingencies
- Closing timeline
- Requests for credits or repairs
- Overall likelihood of a successful closing

If multiple offers are received, we'll carefully evaluate each one and discuss the options available to you.

My role is to help you understand the details, answer your questions, and provide guidance throughout the negotiation process. Together, we'll determine the best path forward based on your goals and priorities.

The strongest offer is not always the highest offer. A successful negotiation balances price, terms, timing, and certainty to help achieve the best overall outcome.



# ESCROW

Once an offer is accepted, the focus shifts to completing the steps needed to close the sale.

During this stage, the buyer works with their lender to complete final financing requirements, while the escrow company coordinates document signing, receives the funds needed to complete the sale, and records the transfer of ownership.

Depending on the terms of the contract, this period will include:

- Appraisal
- Title review
- Final lender approval
- Preparation of closing documents

For sellers, this stage can sometimes feel surprisingly quiet. After weeks of planning, preparation, marketing, and showings, it may seem as though little is happening. In reality, much of the work is taking place behind the scenes as the buyer, lender, escrow company, and agents coordinate the remaining steps needed to close the transaction.

My role is to monitor progress, communicate with the parties involved, and keep you informed.

While every transaction is different, the goal is the same: moving smoothly from an accepted offer to a successful closing.



# CLOSING DAY

Once all documents have been signed, funds have been received, and the transfer of ownership has been recorded, the sale is officially complete.

The scheduled closing date is an estimate and may fluctuate based on lender timelines, bank transfers, and the recorder's office schedule. While most transactions close on or near the anticipated date, occasional delays can occur.

At this time, you'll provide keys, garage door openers, and any items that are transferring with the property.

While there may still be moving boxes to unpack and details to organize, the hard work of planning, preparation, marketing, and selling your home is behind you.

Selling a home is more than a financial transaction. It can represent the end of one chapter and the beginning of another.

My goal is to help make your transition as smooth and seamless as possible.



# Thank You

Selling a home is a significant decision, and every situation is unique.

Whether you're planning a move in the near future or simply exploring your options, I hope this guide has helped you better understand the process and what to expect along the way.

My goal is to provide thoughtful guidance, clear communication, and trusted support from our first conversation through closing day.

If you have questions about your home, the local market, or your next steps, I'm always happy to help.

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## Contact:

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