



FROM START TO

SOLD.

ALL THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL YOUR HOME.

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WELCOME

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable. When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting alone. From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Tiffany and Jack Hernandez





EVERYTHING YOU WANT
*is on the
other side
of sold.*

A man and a woman are posed in a rustic, industrial-style interior. The woman stands on the left, wearing a black turtleneck and grey checkered trousers. The man sits on a wooden chair to the right, wearing a dark suit jacket and grey trousers. The background features a large, ornate wooden door, a wooden counter with a plant, and a lamp. The floor is dark wood.

**HI, WE ARE
HERNANDEZ HOMES GROUP
AND WE BELIEVE IN HOME**



Tiffany Hernandez

**Broker-Associate. REALTOR®. Listing Specialist.
Central Coast Resident.**

Meet the owner of Hernandez Homes Group, Tiffany Hernandez. As a true expert in her field, Tiffany is able to deliver an unprecedented depth of real estate expertise. She takes every measure to ensure that all of her clients' goals are achieved in helping them find their dream home or sell their special residence.



Jack Hernandez

**Real Estate Agent . REALTOR®. Listing Specialist.
Central Coast Resident.**

Meet the co- owner of Hernandez Homes Group, Jack Hernandez joining the team in 2020. Jack brings a unique perspective to Hernandez Homes Group as he combines his youthful enthusiasm and creativity with a timeless work ethic.

Hernandez Homes Group HOME SELLER GUIDE

HOW WE SELL YOUR HOME FOR THE HIGHEST PRICE POSSIBLE

72,300+

Avg. plays
per video

1. HD Video Tour

This is NOT merely a picture “slideshow” or “virtual tour” used by most agents. We personally film an HD listing tour of EVERY home!



Did you see what we posted on Facebook?

2. Exclusive List of Homebuyers



We use an exclusive list of homebuyers here in Market to help find the perfect buyer for your home.

4,600+

Views each day

3. Advanced Re-Marketing

Following strategies by giants like **Nike** and the **Golden State Warriors**, we use re-targeting technology to have your home stay in front of engaged prospective buyers.

41,700+

Re-targeting
audience
size



2,031,437

Number of times our ads have been seen in the Central Coast area in the last 18 months

Proprietary Marketing Strategy

We've partnered with an exclusive marketing agency in the Central Coast area. We invest thousands of dollars into our marketing strategy to make sure your property gets as much exposure as possible. We take pride in being the most proactive in the area when it comes to marketing and promoting homes for sale. We guarantee we will get the most eyeballs on your property.

Why Hire a Team?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team, we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.





TAKE THE STRESS OUT OF

SOLD

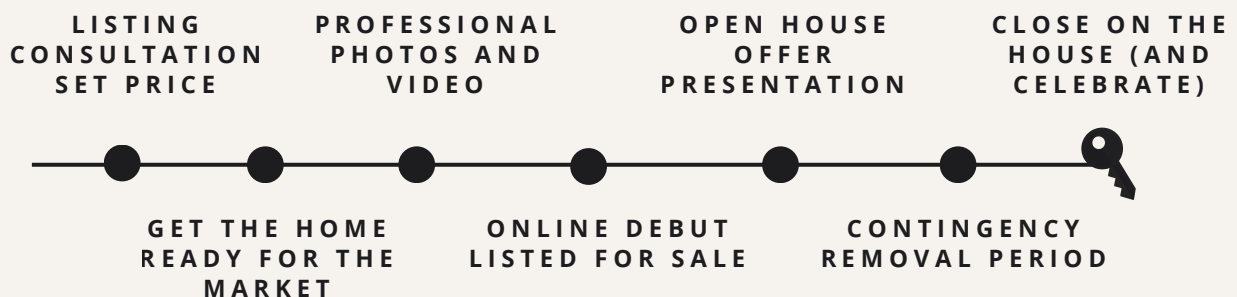
WITH OUR MODERN APPROACH TO MARKETING
AND A STREAMLINED SYSTEM FOR PAPERWORK

SUCCESSFUL SELLING PROCESS

Selling your home is the start of a glorious new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!



This is where we make a plan together...

LISTING CONSULTATION

As your agent, we are going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

We will also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

- What is your moving timeline?
- What do you hope to net from your home sale?
- What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

- Tiffany and Jack

A bright, airy interior space with large windows, a circular woven light fixture, and a wooden bench. The room features a light-colored wall, a large circular woven light fixture hanging from the ceiling, and a wooden bench in the foreground. Sunlight streams in through the windows, creating a warm and inviting atmosphere. The floor is made of light-colored wood with a herringbone pattern. A staircase with a wooden railing is visible on the right side of the frame.

SETTING *the* RIGHT PRICE

You know what happens when you overprice your house? *Nothing. Nothing happens.* No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

A modern interior scene featuring a dark wood bookshelf with various books and decorative items. A table and a chair are visible in the foreground. The lighting is warm and focused on the bookshelf.

DID YOU KNOW?

Cleaning &
prepping your
home to sell
can increase
its value by
30%-50%

A modern interior scene with a large window, a vase of dried flowers, and a table with ceramic objects.

Let's get started...

1. EXTERIOR

2. KITCHEN

3. FAMILY LIVING SPACES

4. BEDROOMS

5. BATHROOMS

Here's the plan...

01

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03

Bedroom

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

08

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Now we're finished...



A SUCCESSFUL SALE ISN'T

a process,
it's a
partnership

PRE-LIST TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS

Bought 4 properties with Tiffany and all different from primary home to commercial to major fixer. All central coast. She spent time looking at some crazy areas and properties. She is very knowledgeable in both the area and real estate. Highly recommend. -Debra E





NOW IT'S TIME FOR PHOTOS

- ✓ Homes listed with professional photography sell 32% faster
- ✓ The average ROI on professional real estate photography
- ✓ 68% of consumers say that great photos made them want to visit the home



Professional Photography

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

THE GOAL:

a house that feels like home



GOING TO MARKET

Homes perform best when they go to market on *Thursdays*. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- *Your home only website*
- *Neighborhood direct mail pieces*
- *Social media posts & ads*
- *Open house materials*



Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

MAILERS

We know, most agents will tell you these are a waste of time and money, but our data tells me otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL

They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE

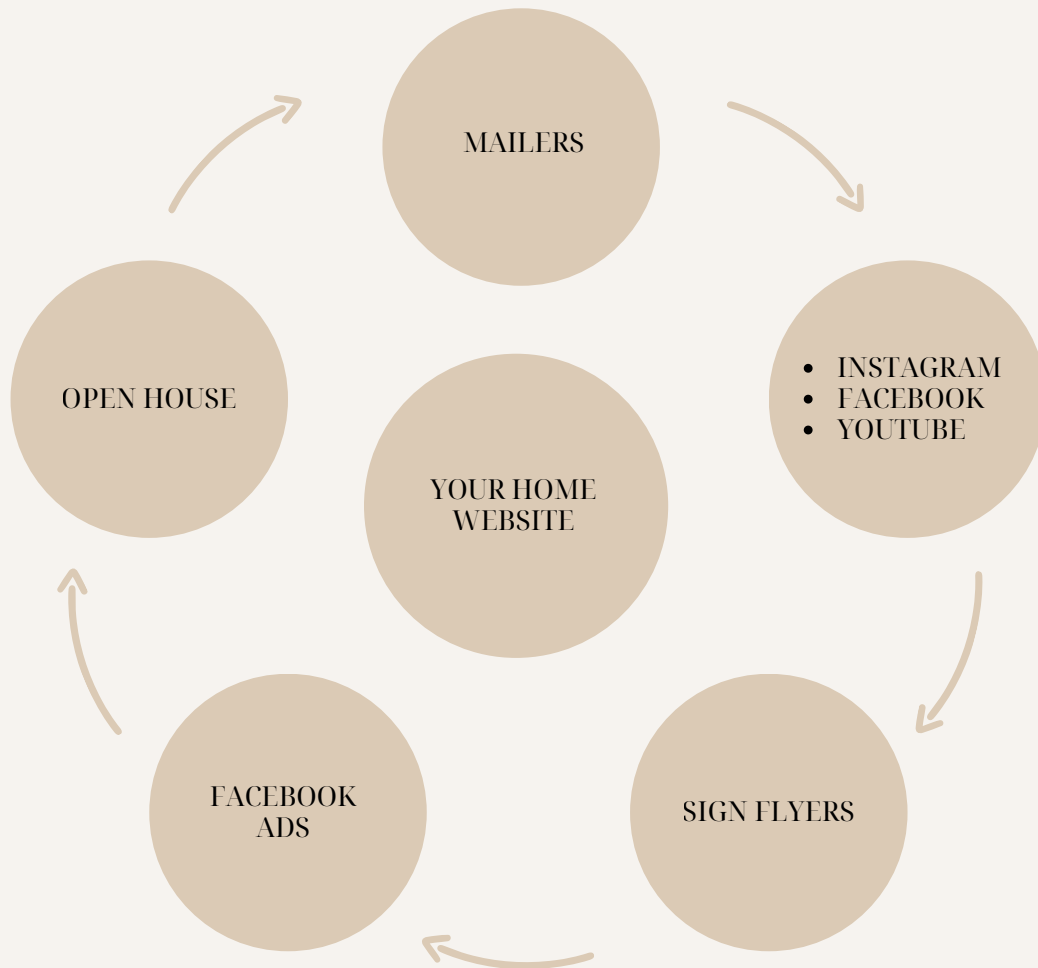
Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.



“

Jack went out of his way to make sure the deal got through as it was not a simple task, he worked hard at it making sure everything was taken care of for me. I greatly appreciate all of his effort and excellent communication. I will definitely recommend him and use him again in the future. - Corey R

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

SOCIAL DEPLOYED

- All social pieces created
- Youtube ads (listing tours)
- Listing Video ads for Facebook and Instagram
- Long form video, 3-4 reels and designer style photos

PHOTO & VIDEO


- Content shoot day
- Full photos of home
- Full immersive video

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday & Sunday

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

The background of the advertisement features a rustic, dark-stained wooden cabinet with two doors and drawers, set in a room. Behind the cabinet is a highly ornate, carved wooden door with arched panels. To the right, a large green plant with broad leaves is visible. The overall lighting is soft and natural, creating a warm, homey atmosphere.

We GIVE YOUR HOME AS MUCH
VISIBILITY AS POSSIBLE USING A VARIETY
OF TOOLS TO ENSURE YOUR HOME IS
SEEN BY

thousands
of potential
buyers.



LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.


The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

Of course, we don't forget the basics: we publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.



EXCEPTIONAL SERVICE AND *INCREDIBLE* RESULTS

Hernandez Homes Group isn't just good at what they do . They're exceptional. They marketed our home beautifully, communicated clearly, and negotiated like a pro. We felt confident and informed throughout the entire process. We wouldn't trust anyone else with our real estate needs! — David P.

A modern bathroom with a large window, a bathtub, a vanity, and a stool. The room is bright and airy, with light-colored walls and wood accents. A large window with white curtains is on the left, looking out onto a green landscape. A white bathtub is in the foreground. A wooden stool with a white towel is in the center. A vanity with a white countertop and wooden cabinets is on the right. A potted plant is on the stool.

...yes, an Open House is totally necessary

HERE'S WHY



It's not JUST about the Open House, but everything that happens around the Open House

FIRST

It's important to know that only 4% of houses are sold from an Open House, so why would this be worth your time?

Here's the catch, when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Open Houses also allow you to connect with the neighbors who definitely want a great new neighbor BUT also want you to sell for top dollar, which is why we enlist their help and make it easy for them to show their friends. An Open House makes your house easy to see, easy to talk about and easy to show...and buyers like easy.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counter offer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with us and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

COMMON CONTINGENCIES

01

Inspection Contingency

Every contract has a 17-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02

Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their loan amount.

04

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



CLOSING DAY

This is it, the big day!

We've done this dozens of times and we promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



Tiffany and Jack were wonderful to work with on the sale of my home in Grover Beach and Arroyo Grande. They know the Central Coast area very well and were 100 % there for me when I had questions or concerns. The house was quickly put on the market and I accepted an offer in short order. I definitely would work with them again and highly recommend this team.

• **Cindy M**

What You **CAN EXPECT**

We know this is about more than selling high and buying and we can promise you that while there will be some bumps in the process, we will be doing our best to help you avoid any delays or roadblocks. You can expect weekly phone calls with our trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Tiffany and Jack

READY TO SELL?

Hernandez Homes Group

*Real Estate Agents
Tiffany and Jack*

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