PEOPLE | GUIDANCE | RESULTS

SELL YOUR HOME THE RIGHT WAY.

The Inland Empire Home Seller Guide

A clear plan to help you price strategically, prepare what matters, launch strong, negotiate intelligently, and avoid a costly listing mistake.

PRICE | PREPARE | LAUNCH | NEGOTIATE | CLOSE



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WELCOME

THIS SALE IS ABOUT MORE THAN A HOUSE

You may be selling because you are moving up, downsizing, relocating, retiring, settling an estate, or simply ready for a change. Whatever the reason, the sale should support what comes next - not become another source of stress.

The danger is not that your home will never sell. The bigger danger is making a costly listing mistake that costs time, leverage, equity, or peace of mind.

YOU DESERVE A CLEAR PLAN.

Price it with evidence. Prepare only what matters. Launch it to the market with purpose. Evaluate offers by the full picture. Then move forward on terms you understand.

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A stronger sale begins before the listing goes live.

THE VILLAIN

THE COSTLY LISTING MISTAKE

Most sellers do not lose leverage because of one dramatic event. It usually happens through a series of small decisions made without a clear strategy.

PRICE TOO HIGH

The listing sits. Buyers begin asking what is wrong. The market may force price reductions later.

IMPROVE THE WRONG THINGS

Money goes into projects buyers may not value enough to repay the cost.

WEAK FIRST IMPRESSION

The first launch window is wasted with poor presentation, weak media, or incomplete preparation.

CHASE EVERY OFFER

A high price can hide weak financing, excessive concessions, long timelines, or risky contingencies.

REACT INSTEAD OF PLAN

Inspection, appraisal, or timing issues become emotional because the decision rules were never established.

THE REAL RISK:

Leaving money, time, or negotiating leverage on the table because the sale was treated like a listing instead of a strategy.

YOU ARE THE HERO

MEET YOUR GUIDES

Selling a home touches pricing, presentation, contracts, financing, negotiations, timelines, and sometimes the purchase of your next home. Our role is to help you see the whole picture before you make a decision.



STEPHEN RUDNICKI

Real Estate Advisor - DRE 02030277

Stephen leads the pricing, property preparation, marketing, offer strategy, and negotiation side of the sale.

JENNIFER RUDNICKI

Mortgage Loan Professional - NMLS 1449264

Jennifer can help when the sale is connected to financing, buying the next home, or understanding payment options.

OUR JOB IS NOT TO TELL YOU WHAT TO DO.

Our job is to help you understand the options, trade-offs, timing, and likely consequences so you can make the decision that fits your goals.

A SIMPLE PATH

THE SELLING GAME PLAN

1. **CLARIFY** — Define the outcome: timing, net proceeds, next move, condition, and acceptable trade-offs.
2. **PREPARE** — Fix what matters. Declutter, clean, stage, and avoid spending money where buyers may not reward it.
3. **PRICE** — Use market evidence and current competition to choose a strategic launch price.
4. **LAUNCH** — Present the home professionally and create concentrated exposure from day one.
5. **NEGOTIATE** — Compare price, net, financing, contingencies, credits, appraisal risk, and timing together.
6. **PROTECT** — Navigate inspections, appraisal, deadlines, and buyer requests without losing sight of the goal.
7. **CLOSE** — Review final numbers, complete the move, transfer the home, and protect your records.

THE PLAN IS SIMPLE.

The decisions inside the plan are where strategy matters.

YOUR GOALS WORKSHEET

WHAT DOES A SUCCESSFUL SALE LOOK LIKE?

There is no single definition of a “best” sale. Rank what matters most so we can build the strategy around your priorities.

MY PRIORITIES

- [ ] Maximize net proceeds
- [ ] Sell as quickly as practical
- [ ] Coordinate the sale with my next purchase
- [ ] Sell with minimal repairs or disruption
- [ ] Reduce uncertainty and avoid surprises
- [ ] Create flexibility around move-out timing

MY NON-NEGOTIABLES

- [ ] Minimum acceptable net
- [ ] Target move date
- [ ] Replacement-property timing
- [ ] Items I am not willing to repair
- [ ] Fixtures/personal property I plan to keep
- [ ] Other: _____

THE MOST IMPORTANT OUTCOME FROM THIS SALE

IDEAL LISTING DATE

IDEAL CLOSING / MOVE DATE

WHAT WOULD MAKE THIS SALE FEEL LIKE A WIN?



BEFORE YOU SPEND MONEY

PREPARE WHAT MATTERS

Preparation should make the home easier to buy - not turn your house into an expensive remodeling project right before you leave.

FIX

Address visible defects, safety issues, deferred maintenance, or lender-related concerns that are likely to distract buyers or create friction later.

IMPROVE

Consider low-cost changes that improve presentation: touch-up paint, lighting, hardware, landscaping, caulk, carpet cleaning, or minor repairs.

LEAVE ALONE

Do not assume a full kitchen or bathroom remodel will return every dollar. Some projects are better left for the next owner.

DECIDE WITH DATA

We compare cost, buyer expectations, probable market reaction, and your timing before recommending work.

THE QUESTION IS NOT “WHAT CAN WE FIX?”

The better question is: “What is most likely to improve the sale enough to justify the time and cost?”

CHECKLIST

DECLUTTER FOR SPACE + FOCUS

Buyers need to see the home - not fight through the stuff. The goal is to make rooms feel larger, calmer, and easier to understand.

MAIN LIVING AREAS

- [ ] Remove excess furniture and decor.
- [ ] Pack personal photographs and memorabilia.
- [ ] Clear most kitchen countertops.
- [ ] Thin shelves and bookcases.
- [ ] Remove visible cords, chargers, and daily clutter.
- [ ] Create clear walking paths and focal points.

STORAGE + PRIVATE AREAS

- [ ] Organize closets and cabinets.
- [ ] Remove excess items from pantry and linen storage.
- [ ] Declutter garage and storage areas.
- [ ] Clear bathroom counters.
- [ ] Reduce toys, pet items, and hobby equipment.
- [ ] Box anything you will not need before the move.

ROOMS / AREAS THAT NEED THE MOST WORK

A SIMPLE RULE:

If it makes the room feel smaller, busier, or more personal, consider packing it now.

CHECKLIST

CLEANING IS MARKETING

A clean home photographs better, shows better, and signals that the property has been cared for.

GENERAL

- [ ] Windows, tracks, sills, doors, frames, and baseboards.
- [ ] Light fixtures, fans, vents, and corners.
- [ ] Floors, carpets, rugs, and edges.
- [ ] Mirrors, glass, knobs, and switch plates.
- [ ] Replace burnt-out bulbs.
- [ ] Remove pet odors and clean pet areas.

KITCHEN + BATHS

- [ ] Deep clean appliances inside and out.
- [ ] Degrease range hood and filter.
- [ ] Wipe cabinets, counters, and backsplashes.
- [ ] Scrub tubs, showers, sinks, toilets, and grout.
- [ ] Polish faucets and mirrors.
- [ ] Refresh worn caulk where appropriate.

BEDROOMS + LIVING

- [ ] Dust surfaces and under furniture.
- [ ] Make beds and simplify decor.
- [ ] Organize nightstands, desks, and closets.

EXTERIOR

- [ ] Clean entry, doors, porch, and mats.
- [ ] Trim landscaping and remove debris.
- [ ] Tidy side yards and visible storage.

MAKE THE HOME EASY TO IMAGINE

STAGING + CURB APPEAL





Staging is not about pretending the house is something it is not. It is about directing attention toward the best features and reducing distractions.

NEUTRALIZE

Use neutral paint and simple decor where a strong personal style may distract.

LIGHT IT

Open blinds, clean windows, use consistent bulbs, and turn on appropriate lighting.

EDIT FURNITURE

Remove pieces that block walkways or make rooms feel smaller.

CREATE FOCAL POINTS

Help buyers notice the fireplace, view, kitchen, backyard, or architectural features.

CURB APPEAL

Trim, sweep, wash the entry, freshen the door, and make the first 30 seconds count.

KEEP IT REAL

Do not spend heavily trying to create a magazine home. Clean, calm, and cared-for wins.

THE GOAL:

Help the buyer think, “I can see myself living here.”

DO NOT RENOVATE BLINDLY

REPAIRS + IMPROVEMENTS

Every dollar spent before listing should have a job. Some work protects value. Some improves presentation. Some simply delays the sale.

HIGH PRIORITY

Visible damage, peeling exterior surfaces, water leaks, missing safety items, broken fixtures, damaged flooring, or issues likely to affect financing or inspections.

PRESENTATION WINS

Touch-up paint, deep cleaning, landscaping, light fixtures, hardware, caulk, small drywall repairs, and other low-cost visual improvements.

CASE-BY-CASE

Carpet replacement, major paint work, appliance replacement, roof work, or systems nearing end of life. We compare cost with likely buyer reaction.

BE CAREFUL

Full remodels, luxury upgrades, and highly personal projects. The market may not repay the full cost before you sell.

REPAIRS / PROJECTS WE SHOULD DISCUSS

OUR FILTER:

Will this improvement materially improve marketability, reduce buyer objections, protect financing, or improve the expected net? If not, think twice.



NOT A WISH

PRICE IS A MARKETING DECISION

The list price determines which buyers notice the home, how they compare it with alternatives, and whether your first days on market create urgency or hesitation.

TOO HIGH

You may miss the buyers most likely to act, accumulate days on market, and eventually chase the market with reductions.

TOO LOW

A low price can create interest, but only when it fits a deliberate strategy and the market is likely to respond the way we expect.

MARKET PRICE

Supported by recent comparable sales, current competition, condition, location, lot, features, and buyer demand.

STRATEGIC PRICE

A launch position chosen to support your timing, competition level, and negotiating goals.

THE MARKET DOES NOT CARE WHAT WE NEED TO NET.

It reacts to the home, the price, the competition, and the alternatives available to buyers.

THE CMA + CURRENT COMPETITION

HOW WE POSITION YOUR HOME

Pricing starts with evidence. We want to understand what buyers have recently paid, what they can buy today, and what makes your property meaningfully different.

RECENT SOLD COMPS

The strongest evidence of what buyers have actually paid.

CURRENT COMPETITION

Active listings show the alternatives buyers will compare with your home.

PENDING SALES

Useful clues about what has attracted buyers, even when final sale prices are not yet public.

EXPIRED / CANCELLED

Helpful examples of what the market may have rejected or what failed to convert.

CONDITION + FEATURES

Upgrades, layout, lot, location, view, age, systems, and presentation all affect buyer perception.

YOUR GOAL

Timing and risk tolerance matter. A seller who needs speed may choose a different launch strategy than a seller with flexibility.

THE RESULT:

A pricing range and launch strategy you can understand - not a number pulled from an automated estimate.

THE FIRST IMPRESSION HAPPENS ONCE

LAUNCH WITH PURPOSE

Putting a home in the MLS is necessary. It is not the entire marketing plan. The launch should make the home easy to discover, easy to understand, and easy to act on.







VISUAL STORY

Professional photography, video, drone, floor plans, property details, and strong copy when appropriate.

DISTRIBUTION

MLS syndication, real estate portals, agent networks, Homes.com tools, social channels, database outreach, and local visibility.

SHOWING EXPERIENCE

Simple access, clear instructions, property information, seller preparation, and prompt follow-up.

FEEDBACK LOOP

Track showings, buyer comments, market changes, online engagement, competing listings, and offer activity.

MARKETING IS NOT A CHECKLIST.

It is a launch, a feedback system, and a series of adjustments designed to keep the property positioned correctly.

BEYOND “PUT IT ONLINE”

ACTIVE EXPOSURE

The original guide correctly separates passive exposure from active outreach. We keep that idea - but make the seller benefit clearer: the goal is to create more qualified opportunities to see the home.

HOMES.COM PRO

Enhanced exposure and retargeting tools available through the Homes.com PRO platform.

SOCIAL CONTENT

Photos, video, reels, posts, and shareable content that make the property easy to discover.

META CAMPAIGNS

Paid or organic Facebook / Instagram promotion when appropriate for the listing strategy.

AGENT-TO-AGENT

Direct outreach to agents, broker networks, showing activity, and buyer-agent follow-up.

DATABASE + LOCAL NETWORK

Past clients, contacts, community visibility, neighborhood outreach, and direct conversations.

RETARGETING + FOLLOW-UP

Keep the property visible to people who have already shown interest and respond quickly to inquiries.

NO EMPTY PROMISES.

Exposure can increase opportunities, but price, condition, market demand, and buyer response still determine the result.



THE EXPERIENCE MATTERS

SHOWINGS
CREATE BUYER CONFIDENCE

The best showing strategy makes the home feel easy to inspect, easy to imagine, and easy to revisit.

DO

- [ ] Leave the home when possible.
- [ ] Open blinds and use appropriate lighting.
- [ ] Secure pets, valuables, medications, and documents.
- [ ] Keep counters and floors clear.
- [ ] Make temperature and odors comfortable.
- [ ] Leave the home ready for short-notice showings when feasible.

DON'T

- [ ] Follow buyers from room to room.
- [ ] Use heavy fragrance to hide odors.
- [ ] Leave personal documents in view.
- [ ] Over-explain flaws before the buyer asks.
- [ ] Cancel showings casually when they can be accommodated.
- [ ] Argue with buyer feedback - use it as data.

AFTER EACH SHOWING:

We look for patterns. One buyer opinion is noise. Repeated feedback about price, condition, layout, or presentation is information.

OFFER SCORECARD

THE BEST OFFER IS NOT ALWAYS THE HIGHEST

Price matters. So do the terms that determine your net, risk, timing, and likelihood of closing.

OFFER PRICE	EST. NET	CLOSE DATE

FINANCING STRENGTH	1	2	3	4	5	**CONTINGENCY RISK**	1	2	3	4	5
APPRAISAL RISK	1	2	3	4	5	**BUYER FLEXIBILITY**	1	2	3	4	5
CREDIT / REPAIR REQUESTS	1	2	3	4	5	**OVERALL CERTAINTY**	1	2	3	4	5

IMPORTANT TERMS / CONCERNS

WHY THIS OFFER MAY OR MAY NOT FIT OUR GOAL

COMPARE THE WHOLE PACKAGE.

A slightly lower offer can be stronger when the financing, contingencies, timeline, appraisal position, and net are materially better.

NOT FROM EMOTION

NEGOTIATE FROM A PLAN

Negotiation gets easier when we decide in advance which terms matter most and which concessions are acceptable.

PRICE

Does the number still fit the value and your net goal?

CREDITS

What seller-paid costs or concessions are being requested?

REPAIRS

Should we repair, credit, decline, or offer an alternative?

TIMING

Does the buyer need a closing date or possession arrangement that helps or hurts you?

CONTINGENCIES

How long are the buyer protections and what risks remain?

FINANCING

How strong is the buyer's ability to complete the purchase?

THE QUESTION WE KEEP ASKING:

Does the revised deal still move you toward the outcome you told us you wanted?

PROTECT THE DEAL WITHOUT GIVING AWAY THE HOUSE

UNDER CONTRACT

Once you accept an offer, the focus shifts from attracting buyers to managing deadlines, information, inspections, appraisal, financing, and negotiated requests.

BUYER INVESTIGATIONS

Provide reasonable access for inspections and review requests according to the contract.

SELLER DISCLOSURES

Complete required disclosures accurately and on time. Ask questions when you are unsure.

REPAIR REQUESTS

Inspection findings do not automatically mean you must agree to every buyer request. We evaluate the facts and negotiate.

APPRAISAL

If financing requires an appraisal, the lender orders it. A low value may create a negotiation or financing issue depending on the contract.

CONTINGENCY DEADLINES

Track buyer investigation, loan, appraisal, and other contract deadlines. Do not assume a contingency disappeared simply because a date passed.

COMMUNICATION

Respond quickly, keep records organized, and avoid making side agreements outside the contract.

KEEP THE GOAL IN VIEW.

A small concession can make sense if it protects a strong closing. A large concession may not. We evaluate the cost against the risk of losing the deal.



KNOW THE NUMBERS

CLOSING + YOUR SELLER NET

The contract price is not the amount you take home. Before accepting an offer - and again before closing - review the expected net.

SALE PRICE	
MORTGAGE / LIEN PAYOFFS	
BROKER COMPENSATION Negotiable per agreements.	
SELLER CREDITS / CONCESSIONS	
REPAIRS / AGREED COSTS	
ESCROW / TITLE / TAX / OTHER COSTS	
ESTIMATED NET PROCEEDS	

FINAL STEP:

Complete agreed work, remove personal property as required, transfer keys/codes/remotes, keep closing records, and confirm utility plans.

START EARLY

MOVING CHECKLIST

6-8 WEEKS BEFORE

- [ ] Take inventory: keep, donate, sell, or discard.
- [ ] Research movers or reserve a truck.
- [ ] Create a moving folder for estimates and records.
- [ ] Start packing items you rarely use.
- [ ] Plan school, work, pet, and medical transitions.

4 WEEKS BEFORE

- [ ] Buy boxes, labels, tape, and packing materials.
- [ ] Submit address changes where appropriate.
- [ ] Schedule utility and internet changes.
- [ ] Continue packing room by room.
- [ ] Confirm moving-day access and parking.

2 WEEKS BEFORE

- [ ] Confirm mover details.
- [ ] Pack valuables and key documents separately.
- [ ] Plan transport for pets and plants.
- [ ] Use up food you do not plan to move.
- [ ] Prepare a first-night essentials box.

3 DAYS / MOVING DAY

- [ ] Finish last-minute packing.
- [ ] Keep medications, chargers, IDs, and documents with you.
- [ ] Check every closet, cabinet, garage, and storage area.
- [ ] Leave keys, remotes, and access items as agreed.
- [ ] Confirm the property is left in the condition required by the contract.

THE QUESTIONS WE HEAR MOST

SELLER FAQ

HOW DO I KNOW WHAT MY HOME IS WORTH?

We compare recent sold properties, current competition, pending activity, location, size, condition, features, and buyer demand. An automated estimate can be a reference point, but it is not the whole analysis.

SHOULD I REMODEL BEFORE SELLING?

Sometimes. Often the better return comes from targeted repairs, cleaning, paint, landscaping, lighting, and presentation rather than a major remodel.

SHOULD I PRICE HIGH SO I HAVE ROOM TO NEGOTIATE?

That can backfire if the price keeps the right buyers from engaging. The launch price should be deliberate and supported by the market.

DO I HAVE TO ACCEPT THE HIGHEST OFFER?

No. You evaluate price and terms. Financing, contingencies, appraisal risk, concessions, timing, and net proceeds can make a lower offer stronger.

WHAT HAPPENS AFTER AN INSPECTION?

The buyer may accept the condition, ask questions, request repairs or credits, or exercise rights under the contract. We review the request and decide how to respond.

WHAT IF THE APPRAISAL IS LOW?

The available paths depend on the contract and financing. Possibilities can include buyer cash, renegotiation, a value reconsideration process, or other contract-based decisions.

HOW LONG WILL IT TAKE TO SELL?

There is no single timeline. Price, condition, location, inventory, demand, access, financing, and negotiation all affect timing.

WHAT WILL I NET?

We prepare an estimated seller net using the expected price, loan payoffs, negotiated compensation, credits, repairs, taxes, escrow/title items, and other transaction-specific costs.

FROM PREP TO KEYS

SELLER CHECKLIST

BEFORE LISTING

- [ ] Clarify goals, timing, and acceptable trade-offs.
- [ ] Review pricing strategy and comparable market evidence.
- [ ] Complete agreed repairs and preparation.
- [ ] Declutter, clean, stage, and improve curb appeal.
- [ ] Gather upgrade, solar, HOA, permit, and property records.

GOING LIVE

- [ ] Approve photos, property details, and listing copy.
- [ ] Confirm showing instructions and access.
- [ ] Secure valuables and personal documents.
- [ ] Review launch marketing plan.
- [ ] Be ready for buyer and agent questions.

UNDER CONTRACT

- [ ] Complete seller disclosures promptly.
- [ ] Provide access for inspections and appraisal.
- [ ] Review repair or credit requests strategically.
- [ ] Track contingency and financing milestones.
- [ ] Avoid side agreements outside the contract.

CLOSING

- [ ] Complete agreed work and gather receipts.
- [ ] Review final seller net and closing documents.
- [ ] Pack and remove personal property as required.
- [ ] Prepare keys, remotes, codes, and manuals.
- [ ] Save closing documents for your records and tax professional.

HELP US SEE THE FULL PICTURE

PROPERTY INFORMATION

These details may affect pricing, marketing, disclosures, timing, and the buyer experience.

PROPERTY ADDRESS

BEDROOMS

BATHROOMS

APPROX. SQ FT

LOT SIZE

YEAR BUILT

HOA / DUES

SOLAR / PAYMENT / OWNED?

1ST MORTGAGE BALANCE

2ND / HELOC BALANCE

MAJOR UPGRADES / APPROXIMATE DATES

IDEAL LIST DATE

IDEAL CLOSE DATE

ANYTHING ELSE WE SHOULD KNOW?

YOUR NEXT STEP

YOUR NEXT STEP IS SIMPLE.

You do not have to decide today. You only need enough information to understand your likely price range, preparation priorities, marketing plan, and next steps.



1

TELL US WHAT YOU WANT

Share your timing, goals, concerns, next move, and what a successful sale looks like.

2

SEE THE PLAN

We review value, preparation, pricing, marketing, timing, and likely trade-offs.

3

YOU DECIDE

List now, prepare first, wait, or choose a different path. The decision stays yours.

READY FOR A CLEAR LOOK AT YOUR OPTIONS?

Let's Have a Conversation.

No obligation. No pressure. The first step is simply a conversation.

Call Jennifer Directly
951-906-5219

Calendar a Call
BOOK A TIME ON MY CALENDLY