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BEFORE YOU SELL

What you need to know before selling your home.

DANA ELDER
REAL ESTATE®

DanaElderSoCalRealestate.com



T H A N K Y O U
F O R T A K I N G
T H E T I M E T O
R E V I E W T H I S
P A C K A G E

I have shared these materials in advance of our meeting so that you will know a little more about me, my services, and how they will benefit you.

At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time or a very exciting one.

My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts. I will conduct a customized comparative market analysis to help you understand the current housing market in your immediate area.

Thank you again for your time, and I look forward to meeting with you.

D A N A E L D E R

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@DanaElderRealEstate

A B O U T M E



DANA ELDER

R e a l t o r ®

Dana Elder is a real estate professional who brings a personable approach to the home buying and home selling process.

Working in residential resale and new construction sales has provided Dana with expertise on all aspects of the real estate market that significantly benefit her clients.

As an experienced real estate agent, Dana understands that the home buying and selling process is one of the substantial decisions in a client's life. She strives to demonstrate the highest level of integrity, commitment followed by superior results.

Dana specializes in the sale of new and existing homes in the most desirable neighborhoods of Orange County, Los Angeles and San Diego.

Born and raised in Czech Republic and currently a Laguna Niguel resident since 2008, Dana recognizes and appreciates the many unique benefits of life in Orange County with its unmatched beauty and culture.

MY COMMITMENT TO YOU

01 DEDICATED SERVICE

From the day you place your trust in us to sell your property, we pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from our team.

02 HANDLING HARD CONVERSATIONS

When repairs or changes in price need to be made, we will be your guide through that process. We handle negotiating repairs, scheduling needed repairs, and any price adjustments so you don't have to.

03 ON YOUR SIDE

A seller's agent will represent your best interests. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, we will make sure we calculate all benefits, and price accordingly.

04 SUSTAINED COMMUNICATION

We will discuss with you exactly how our team works and what you can expect. We will communicate regularly and you'll know everything that's going on as soon as we know it.

05 PROBLEM SOLVER

We will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. Hopefully making selling your home a fun and stress-free process.



W H Y P A R T N E R W I T H M E



- I'm committed to provide an excellent service throughout the real estate transaction.
- As a real estate professional, I will be committed to negotiating on your behalf to help meet your specific goals and objectives.
- I will engage in a comprehensive networking strategy to assist in the purchase and/or sale of your home.
- I'm committed to go the extra mile for you to make sure your next real estate transaction is as smooth as possible.
- I take pride in providing personalized service which means that I will be highly involved in the actual sale of your home.
- I will utilize technology to meet your specific real estate needs, whether you are buying or selling.
- If interested, I will assist you in finding the related services that are necessary to buy or sell a home or other property.
- I engage in a professional level of marketing to make sure that your property gets a maximum exposure. Having a professional photos and virtual tour taken of your property, including creating marketing flyers and other advertising tools.
- I'm committed to communicate on regular basis with you to make sure you will have my support throughout the entire real estate transaction.

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20 STEP
SYSTEM TO
GET YOUR
HOME
SOLD FAST
AND FOR
TOP DOLLAR

I have developed a very specific and intentional 20 step process of getting your home sold fast and for top dollar.

20 steps might seem like a lot but it is my mission to work with you throughout the process so you never feel left in the dark or confused about what is going on.



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S T E P S T O S O L D

M A K E R E P A I R S

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

01

F I N I S H P R O J E C T S

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

02

C R E A T E C U R B A P P E A L

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

03

S T E P S T O S O L D

D E C L U T T E R

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

04

D E C L U T T E R S O M E M O R E !

Don't overlook items on display on your shelves, tables and countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

05

T H I N K N E U T R A L S

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

06

S T E P S T O S O L D

R E A R R A N G E Y O U R F U R N I T U R E

07 Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

08 C R E A T E A W E L C O M I N G E N T R Y W A Y

If your apartment doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

09 R E M O V E P E R S O N A L I T E M S

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

10 U P G R A D E L I G H T I N G

If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back in time with outdated fixtures. This is an easy fix that will help sell your home.

S T E P S T O S O L D

F I X P E T I S S U E S

11

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

W A S H T H E E X T E R I O R

12

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

G E T A H O M E I N S P E C T I O N

13

Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

F I X F E N C I N G

14

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

R O O F R E P A I R S

15

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

S T E P S T O

S O L D

16

F I X C R A C K S

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

17

T O U C H U P A N Y S C U F F M A R K S

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

18

C O N D U C T A S M E L L T E S T

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

19

B U Y F R E S H F L O W E R

If the weather allows, plant flowers in pots, window boxes, or right in the ground to add color and pump up the curb appeal. Inside the house, fresh flowers in vases add color, life, and the feeling that you, as the home seller, are putting your best foot forward.

20

P R E P A R E T H E P A P E R W O R K

Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some of the paperwork that a seller will need includes deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.

Notes:

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