

Welcome to Marin County's Ultimate Sellers Guide

Presented by:

THRIVE IN MARIN

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Introduction

Hi! My name is Torben Yjord-Jackson and I am a realtor with EXP Realty of CA. I serve buyers and sellers in Marin County, CA, and bring a strategic yet personable approach to the home buying and selling process. I am dedicated to negotiating the best terms for my buyers and sellers while simultaneously ensuring a seamless, stress-free transaction. You can learn more about my background by visiting [my bio page](#).

Agent Responsibilities

Undivided Loyalty: The agent must act only in your best interest and put that above their own and those of other people. The agent must avoid

conflicts of interest and must protect your negotiation position at all times.

- **Confidentiality:** The agent must keep information confidential, even after your relationship ends. Confidential information includes your personal information, information about the property, and information about the transaction (except information the law says must be disclosed or information you agree to disclose).
- **Full disclosure:** The agent must tell you, in writing, about the services they will provide. They must also tell you everything they know that might affect your relationship or influence your decision in a transaction, even if they don't think it's important. This includes any conflicts of interest, for example when they act (or are planning to act) on behalf of any other person in a transaction. The only information they can't give you is confidential information from another agency relationship.
- **Obedience:** The agent must obey all your lawful, reasonable and ordinary instructions. If you insist on something unlawful, they agent must refuse and consider ending your relationship and the agreement.
- **Reasonable care and skill:** The agent must exercise reasonable care and skill in all their duties. They must meet the standard of a reasonable and competent member of the real estate industry.
- **Full accounting:** The agent must account for all money and property they receive while acting on your behalf. Everything a client puts in the care of an agent – for example, money, keys or documents – is returned when the agreement ends.

Costs Associated with Selling a Home

Thankfully when you sell your home, we take care of all costs to get your home ready to list and all marketing efforts, however there are some costs we would like you to be aware of up front.

- i. **Mortgage:** The biggest cost to most when selling is paying off the remainder of the balance owed on the mortgage(s).
- ii. **Realtor Fees:** As you will see below, we put in an exhaustive amount of time and effort to get your home sold, and while we love you, this is how we put food on the table for our families!
- iii. **Lawyer Fees:** Once an offer has been accepted, the lawyers take over.
- iv. **Staging:** (if necessary)

Let's Go Through This Step-By-Step!

Choosing the Realtor

For most, a home is one of the most substantial financial investments that a person makes, which is why it is exceptionally important to choose a Realtor that is going to go above and beyond when working to get it sold for top dollar in the least amount of time.

Growing up in Tiburon, CA, I have a strong knowledge of the different neighborhoods in Marin County and the greater San Francisco Bay Area. This ensures that my clients move to the right communities that perfectly fit their lifestyle. I have also built a professional network of connections throughout the area that benefit my clients. On top of being a producing realtor, I am trusted by my family to invest on behalf of their real estate fund.

Analysis of Your Home (CMA)

The next step is to evaluate your so I can prepare an accurate Comparative Market Analysis (CMA).

How I arrive at the price:

- A thorough understanding of the market in your city, neighborhood, and specific location within your neighborhood.
- Evaluating the comparable properties that have recently sold.
- Evaluating the comparable properties that are currently for sale.
- Following an in person and socially distanced walk through, I will take note of all details regarding the interior and exterior of the home and make the appropriate adjustments.

Let's Hit The Market! Listing Your Home

Once the list price has been agreed upon, it is time for me and my team to get the home ready for the market, which includes (but is certainly NOT limited to) the following:

- Professional photography + Twilight images
- Custom home walk-through video
- Professional measurement
- Staging tips or suggested repairs if necessary
- Generate custom images for online marketing
- Design custom full color 2-sided feature sheets
- Install For Sale Sign

While Listed

This is where many agents fall short. Historically, many Realtors believe that once the property is uploaded onto the MLS, the job is done. For me, the job is just getting started. Once your home goes Active on the market, me and my team do the following:

- Provide feedback from every showing (many will tell you they will do this, but fail to do so)
- Provide bi-weekly updates on recent sales, new listings, and expired listings in your area.
- Market Watch Report: This shows how many times your home has been viewed online, each day.
- Open houses: Prior to COVID-19 my team and I would normally host open houses. But in this new socially distanced time our online presence and online marketing strategies are shining now more than ever. Virtual walkthroughs, talking your property live on social media, or even showing your property via Zoom to serious buyers are just a few of the ways we are able to showcase your home and get “traffic” through your door.

Marketing & Advertising

With a widely appreciated strength in marketing, we ensure that your home is advertised using industry leading techniques and technology that many Realtors are still unaware of how to leverage to help get the job done.

- MLS
- Realtor.ca
- ca.exprealty.com
- thriveinmarin.com

- Social Media: Facebook, Instagram, YouTube
- Custom Home Video Tour

Reasons Why Homes Don't Sell

Positioning

- The price has the greatest influence on positioning, where the intent is to get the most amount of money, in the least amount of time. Something that happens all too often, and is detrimental to homes, is over pricing because of the following:
- The property becomes stale. When buyers see a home that has been on the market for a lengthy period of time, they begin to wonder what is wrong with the property.
- No initial influx of showings. When a home is priced properly, buyers are eager to capitalize on the opportunity. However, since buyers are more educated now than ever, they know when a home is overpriced and will often times wait until reductions begin to occur.
- Even if a buyer is interested, often times they will not write an offer. The reason being is offers are typically written close to fair market value, and if that value is considerably different than the list price, they do not want to offend the sellers and will hold off or move on.

Marketing

- As mentioned previously, many Realtors believe it is sufficient to put a listing on the MLS and wait for offers. In today's world, that is far from the truth. I actively search for buyers around the clock by leveraging my highly regarded techniques for online exposure, and

utilizing the latest technology at the highest level to attract maximum attention.

Condition

- We cannot stress enough how important it is for your home to show well. One of the most impactful influences on a buyer's decision to purchase is how the home is staged, almost 80% of Realtors admittedly feel uncomfortable talking to their clients about how their home shows and what improvements would aid in the sale.

Closing Remarks

As an active realtor and investor, I often find myself on both sides of a deal and I understand the ins and outs of the real estate transaction in a way most realtors do not. With my solid background in marketing. I invest heavily in the presentation and promotion of my client's properties while focusing on high-quality content and maximum outreach.

If you have any questions or you would like to discuss moving forward with listing your home for sale please feel free to [contact me!](#)



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Staging Checklist

Preparing Your Home To Sell

The condition of your home can either detract from or enhance its appeal. This checklist is designed to provide you with an easy and systematic approach to improving your home's sales appeal. Six steps are outlined in the checklist. Please note:

- The checklist is most effective when you review the steps in order.
- Some items (i.e. lawn, kitchen, bath, etc.) appear in multiple categories. However, you will be checking for different things in each category.
- The first three steps involve removing detractions. These are must-do's because they will catch the buyer's attention and leave a negative impression if not corrected.
- The last three steps involve making enhancements. These are suggestions that may help your home shine and stand out from others on the market.

Be sure to consult with your real estate professional and get his or her suggestions for your personal selling situation.

Good Luck — you're well on your way to a successful sale!

Major Repairs

The items in this section may result in substantial expense; but if you have obvious problems, it's important to fix them or they may prevent your home from selling.

Following are the items buyers will perceive as needing major repairs. **Consider replacing, repairing or repainting if they are damaged, defective or worn out.**

- | | | |
|---|---|--|
| EXTERIOR | <input type="checkbox"/> Windows | <input type="checkbox"/> Water Heater |
| <input type="checkbox"/> Sidewalks | <input type="checkbox"/> Screens | <input type="checkbox"/> Furnace |
| <input type="checkbox"/> Steps | INTERIOR | <input type="checkbox"/> Air Conditioner |
| <input type="checkbox"/> Driveway | <input type="checkbox"/> Flooring | <input type="checkbox"/> Basement |
| <input type="checkbox"/> Foundation | <input type="checkbox"/> Ceilings & Walls | <input type="checkbox"/> (moisture) |
| <input type="checkbox"/> Siding | <input type="checkbox"/> Paint & | <input type="checkbox"/> Electrical |
| <input type="checkbox"/> Roof | <input type="checkbox"/> Wallpaper | <input type="checkbox"/> Septic Tank |
| <input type="checkbox"/> Gutters/
Downspouts | <input type="checkbox"/> Trim | |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Countertops | |
| | <input type="checkbox"/> Appliances | |

Depersonalizing

Depersonalizing involves removing those items that reflect your family's personal tastes. It is an inexpensive process that will have a great impact on your home's appearance.

Remove and store the following...either out-of-sight or neatly packed up and out of the way.

- | | | |
|--|---|---|
| EXTERIOR | <input type="checkbox"/> Recreational
Vehicles | <input type="checkbox"/> Gardening Tools |
| <input type="checkbox"/> Vehicles
(put in garage) | <input type="checkbox"/> Trailers | <input type="checkbox"/> Toys & Sports
Equipment |
| | <input type="checkbox"/> Lawn Equipment | |

- | | | |
|--|---|--|
| INTERIOR | <input type="checkbox"/> Magazines/
Newspapers | <input type="checkbox"/> Awards/Trophies |
| <input type="checkbox"/> Refrigerator | <input type="checkbox"/> Personal | <input type="checkbox"/> Collections |
| <input type="checkbox"/> Magnets | <input type="checkbox"/> Knick-Knacks | <input type="checkbox"/> Games |
| <input type="checkbox"/> Valuables | <input type="checkbox"/> Posters | <input type="checkbox"/> Curios |
| <input type="checkbox"/> Family Photos | | <input type="checkbox"/> Paperwork |

Cleaning & Maintenance

A house that is dirty and disorganized will stop a buyer cold. Before putting your home on the market, perform a thorough cleaning and maintenance check. Remember...your home must be ready to show at ALL times, so continue with ongoing daily and weekly cleaning.

MAINTENANCE

Make certain each of the following are operable and in good condition (i.e. secure, not broken or damaged, etc.).

- | | | |
|---|---|---|
| EXTERIOR | <input type="checkbox"/> Door Hinges | <input type="checkbox"/> Fireplace |
| <input type="checkbox"/> Trees & Shrubs | <input type="checkbox"/> Door Handles
& Locks | <input type="checkbox"/> Tub and Shower
Caulking |
| <input type="checkbox"/> Windowpanes | INTERIOR | <input type="checkbox"/> Drains |
| <input type="checkbox"/> Windows
(move freely) | <input type="checkbox"/> Walls (spackle
& paint) | <input type="checkbox"/> Faucets |
| <input type="checkbox"/> Chimney | <input type="checkbox"/> Handrails | <input type="checkbox"/> Toilets |
| <input type="checkbox"/> Outdoor Lights | <input type="checkbox"/> Light Switches
& Plugs | <input type="checkbox"/> Air Conditioner
& Furnace Filters |
| <input type="checkbox"/> Garage Door
Opener | | |
| <input type="checkbox"/> Doorbell | <input type="checkbox"/> Light Fixtures | |

MAJOR CLEANING

Perform a "cleaning overhaul" of your home. The items on this list should be cleaned from top to bottom and neatly organized or manicured. You may even want to consider professional services.

- | | | |
|--|---|--|
| EXTERIOR | <input type="checkbox"/> Ceilings | <input type="checkbox"/> Kitchen (must
be extra clean) |
| <input type="checkbox"/> Lawn | <input type="checkbox"/> Light Fixtures | • cupboards |
| <input type="checkbox"/> Shrubs & Trees | <input type="checkbox"/> Ceiling Fans | • drawers |
| <input type="checkbox"/> Garage
(grease spots) | <input type="checkbox"/> Electric Cords
(remove or hide) | • refrigerator |
| <input type="checkbox"/> Front Entrance | <input type="checkbox"/> Fireplace
(incl. chimney) | • freezer (defrost) |
| INTERIOR | <input type="checkbox"/> Closets | • oven |
| <input type="checkbox"/> Carpeting
(steam clean) | <input type="checkbox"/> Sinks (leak
stains) | • stove and
vent fan |
| <input type="checkbox"/> Wood Floors | <input type="checkbox"/> Plants (remove
if unhealthy) | <input type="checkbox"/> Bathroom (must
be extra clean) |
| <input type="checkbox"/> Tile Floors (wax) | <input type="checkbox"/> Boxes (store
in neat piles) | • regrout tile |
| <input type="checkbox"/> Drapes
(steam clean) | <input type="checkbox"/> Furnace | |
| <input type="checkbox"/> Window Sills | <input type="checkbox"/> Air Conditioner | |
| <input type="checkbox"/> Windows,
Glass & Mirrors | <input type="checkbox"/> Attic | |
| <input type="checkbox"/> Baseboards | <input type="checkbox"/> Basement | |
| <input type="checkbox"/> Walls | | |

INTERIOR

- Display fresh or dried flower arrangement in living room & entry way
- Place fresh flowers on dining and coffee tables
- Display large green plants throughout the home (be careful not to overdo it)
- Set dining table with plates, flatware, glasses & cloth napkins w/rings
- Apply polyurethane to cabinets, woodwork and exposed brick
- Paint ceilings with a pure white semi-gloss
- Add trim moldings to enhance rooms with standard eight-foot ceilings
- Replace economy light fixtures with attractive fixtures
- Install combination ceiling fan/light fixtures where appropriate
- Install a dimmer switch in the dining room
- Replace switch or plug plates with brass or wood
- Cover switch or plug plates with matching wallpaper
- Add a set of matching towels, flowers & scented soaps in bathrooms
- Replace shower curtains
- Install fluorescent lighting in basement.
- Replace ordinary slab doors with paneled doors

SEASONAL TIPS

Summer

- Set air conditioning to cooler temperature
- Keep lawn watered

Fall

- Hang a harvest wreath on door
- Display pumpkins and autumn flower arrangements

Winter

- Setup a place for boots and shoes
- Place a rug and/or plastic runner near front door
- Keep a crackling fire burning in the fireplace
- Shovel sidewalks then sand any ice
- Build a snowman in the front yard

Spring

- Plant outdoor flowers (especially in front)
- Hang a bright-colored wreath on the front door

Major Improvements

- In most cases major improvements rarely result in a dollar-for-dollar return, but they might mean the difference between selling or not selling. Be careful not to overimprove by adding amenities that are uncommon in your neighborhood or price range.

- NOTE: This list may include items that seem extreme for your geographic region, neighborhood or price range. The list is designed to provide you with ideas and certainly not all of them will apply.

- Turn off all appliances (i.e. dishwashers, laundry) children during showings
- Fix all squeaks (i.e. stairs, floors, hinges)

Before making any major improvements, please check with your real estate professional; he or she has the experience to make suggestions for your home.

- Garage Door Opener
- Additional Telephone Outlets
- Skylights
- Security System
- Yard Lights
- Deck or Patio
- Yard Shed
- Garage
- Fireplace
- Central Air Conditioning
- Sprinkler System
- Bay or Garden Windows
- Hot Tub or Swimming Pool
- Landscaping
- Update/Remodel Kitchen
 - replace outdated appliances
 - add disposal
 - add a double oven
 - install new flooring
 - add new countertops
- Update Bathrooms
 - add whirlpool tub
 - new ceramic tile
 - new toilet or vanity
 - add an additional or guest bath

Inclusions & Exclusions

This section deals with those items that you do not intend to sell, but are often mistaken as fixtures by buyers. Whenever practical, remove items not intended for sale prior to showings.

Be sure to talk with your real estate professional about the items on this list and any others that might be applicable to your own selling situation.

- Appliances
- Chandeliers/Light Fixtures
- Shelving
- Bookcases
- Mirrors
- Draperies
- Faucets
- Firewood
- Gazebos
- Basketball Hoops
- Dog Runs/Kennels
- Fuel Oil
- Carpeting
- Grills
- Birdhouses
- Landscaping/Yard Ornaments

Compliments of:

- outside light with brass
- Add flowers in window boxes
- colors
- Clean downspouts/gutters

Moving Checklist

3-4 WEEKS PRIOR TO MOVE

- Make an inventory of everything to be moved
- Donate any unwanted clothing or furniture
- Book the moving elevator and confirm parking arrangement for truck
- Contact insurance company to transfer policies (life, homeowners)
- Review Tax deductions on moving expenses
- Request change of address kit from post-office
- Prepare a list of friends, business firms and personal accounts who should be notified of your upcoming move

Arrange cut-off/activation dates for utility companies:

- Telephone
- Cable
- Gas/Electricity/Water
- Garbage

2 WEEKS PRIOR TO MOVE

- Purchase any moving supplies - visit youmoveme.com to access our full catalogue of supplies with free delivery!
- Make an appointment with a service technician to prepare major appliances for shipment (i.e. plumber, electrician)
- Have rugs and draperies cleaned and leave wrapped when returned
- Obtain written appraisal of antique items to verify value

Make a plan to dispose of flammables that can't be transported:

- Aerosol Cans
- Cleaning Fluid
- Ammunition
- Fireworks
- Household Liquids
- Oil Cans/Paint/Thinner
- Propane Tanks

1 WEEK PRIOR TO MOVE

- Check furniture for dents and scratches
- Label items you need to access easily
- Clean out the refrigerator/plan to defrost and dry day before move

- Drain equipment: water hoses, propane tank, gas/oil lawnmowers
- Schedule to have utilities turn on at your new home
- Make a plan to transport house plants
- Confirm travel arrangements for pets and family

DAY OF MOVE

- Designate boxes and items as "last load" items
- All loose items are packed in boxes
- All electronics are unplugged from a power source. Plasma TV's should be unplugged the day before so they are at room temperature on move day.
- All pictures are removed from the walls
- All boxes are labeled with their destination room in your new home on the top and sides of each box
- All heavy and breakable items are removed from dressers and desks
- All contents are removed from appliances
- All items are removed from the top of furniture
- All linens are removed from beds
- All rooms, closets, cabinets have been checked
- Disassemble bedroom sets to save time

Prepare an essentials box:

- Toilet Paper (unopened)
- Snacks/Instant Coffee
- Scissors/Pocket Knife
- Garbage Bags
- Change of Clothes
- Dish Soap and Towel
- Pet Food and Dish
- Flashlight
- Portable Tool Kit
- Towels
- All-Purpose Cleaner (unopened)
- Mug/Plate/Cutlery
- Shower Curtain
- Important Records/Documents

Before you leave the house:

- Water shut off
- A/C shut off
- Lights turned off
- Windows shut and locked
- Surrender house keys
- Check for items left behind