



Seller Guide

THE ULTIMATE ROADMAP
TO SELLING YOUR HOME

The Team

Our Expert Realtors

Meet the dedicated team of experienced real estate professionals who are here to guide you through your home-buying journey.



Sharon Williams is not your average realtor; she's the real estate expert who truly cares about your dreams. With a passion for helping individuals and families find their perfect homes, Sharon brings extensive market knowledge and a compassionate approach to every transaction. She's not just about closing deals; she's about ensuring that you find the home that feels just right for you and your loved ones. Trust Sharon to go the extra mile in making your real estate dreams come true.

Sharon Williams

As a local Realtor® with Coldwell Banker Solano Pacific, I'm proud to serve families across Fairfield, Benicia, and the greater Solano County area. My mission is to make the dream of homeownership simple, informed, and truly enjoyable whether it's your first home or your forever home. I combine strong market knowledge with genuine care, guiding clients step-by-step through the buying process in both English and Spanish. Every family and every story is unique, and it's my joy to help you find the place where yours can continue to grow.



Veronica Madrigal

Our agents are committed to helping you find your dream home and ensuring a seamless buying experience

The Numbers -



Number one for total sales
in our city

76

Total number of houses we
sold last year



our houses sell faster than 67%
of other homes in the market



78 New friends made

The Roadmap -

01

Prepare Your Home:

Get your home ready for sale by decluttering, cleaning, and making any necessary repairs or upgrades.

02

Price it Right:

Determine the optimal listing price based on market research and the advice of a real estate professional.

03

Market Your Property:

Create a compelling listing with high-quality photos, and promote it through various channels, including online listings and social media.

04

Negotiate Offers:

Review and negotiate offers from potential buyers, considering price, contingencies, and terms.

05

Close the Deal:

Finalize the sale by completing paperwork, inspections, and the transfer of ownership, ensuring a smooth and successful transaction.

Preparing Your Home for Sale

Setting the Stage for Success

Selling your home is a significant endeavor, and preparing your property for sale is a crucial step in achieving a successful transaction. In this section, we'll guide you through the essential steps to make your home appealing to potential buyers and maximize its market value.

Key Topics:

Declutter and Depersonalize:

Learn how to create a clean and neutral canvas that allows buyers to envision themselves in your home.

Home Staging:

Discover the benefits of professional staging and tips for showcasing your property's best features.

Repairs and Maintenance:

Find out which repairs and improvements are worth considering to enhance your home's overall appeal.

Curb Appeal:

Explore how to make a strong first impression with a well-maintained exterior and landscaping.

Pricing Strategies:

Understand the importance of setting the right listing price to attract potential buyers.

Preparing for Showings:

Learn how to prepare your home for viewings and open houses to make a positive impression on buyers.



The Marketing



- 1 Professional Photography:**
Capture your home's best features with high-quality photos.
- 2 Online Listings:**
List your property on popular real estate websites to reach a broader audience.
- 3 Virtual Tours:**
Engage buyers with virtual tours that showcase every corner of your home.
- 4 Open Houses:**
Host open houses to give potential buyers an opportunity to see your property in person.
- 5 Social Media:**
Leverage social platforms to share your listing and create buzz among potential buyers.

The FAQ-

Q1: How do I determine the right listing price?

A: Pricing your home correctly is crucial for a successful sale. Your realtor will conduct a comprehensive comparative market analysis (CMA) that evaluates similar properties in your area. They'll consider factors like location, size, condition, and recent sales to help you set an appropriate listing price. It's essential to strike a balance between attracting potential buyers and getting the best possible value for your property.

Q2: Should I make repairs before listing my home?

A: Addressing necessary repairs and improvements before listing your home can significantly impact its appeal and value. Buyers are often willing to pay more for a well-maintained property. Your realtor can help you identify which repairs and updates are most cost-effective and likely to yield a higher return on investment. These may include fixing structural issues, addressing cosmetic concerns, or updating outdated features.

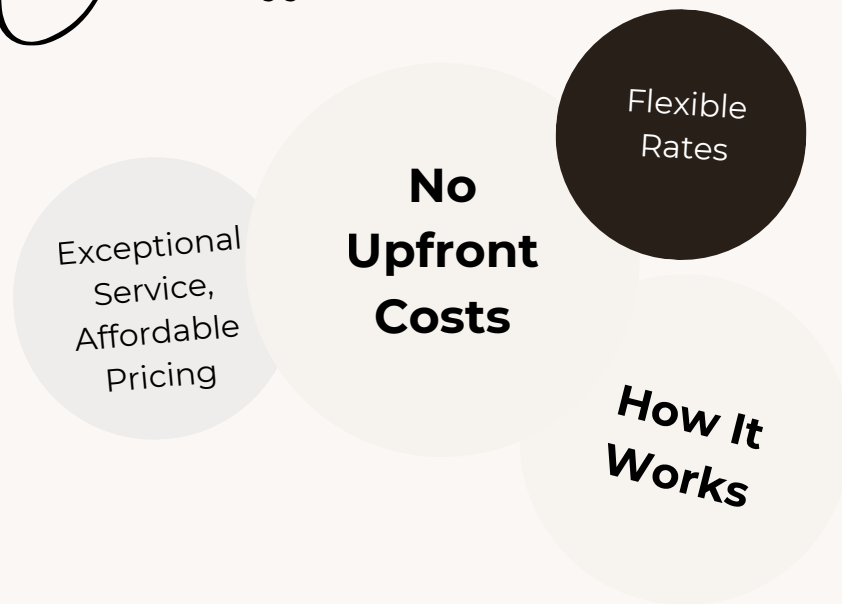
Q3: How can I make my home more attractive to buyers?

A: To make your home more appealing, consider decluttering and thoroughly cleaning each room. Properly staging your home can also help potential buyers visualize themselves living there. Staging involves arranging furniture and decor to highlight your home's best features and create an inviting atmosphere. Your realtor can provide guidance on staging or even connect you with professional stagers to enhance your home's presentation.

Q4: What's the role of a realtor in selling my home?

A: A realtor plays a crucial role in every stage of selling your home. They provide expertise in pricing your property competitively, marketing it effectively to reach potential buyers, negotiating offers to get the best deal, and guiding you through the complex paperwork and legal aspects of the transaction. Realtors are experienced professionals who work tirelessly to ensure a successful and stress-free sale, while also saving you time and effort.

The Commission -



We understand that selling your home is a significant decision, and you deserve transparent and competitive pricing. We are committed to providing you with a fair and attractive commission structure that reflects our dedication to your success.

WHAT SETS US APART

Flexible Rates

We offer flexible commission rates that take into account your unique circumstances and the value of your property. Our goal is to ensure that you receive the best possible return on your investment.

No Upfront Costs

With us, you don't have to worry about upfront costs for marketing or listing your property. We cover these expenses and only get paid when your property is successfully sold.

Exceptional Service, Affordable Pricing

Our competitive commission rates are a testament to our commitment to providing exceptional service without compromising affordability. We believe in delivering outstanding results while respecting your budget.

The Company-



We are not just in the business of buying and selling homes; we are in the business of fulfilling dreams and building lasting relationships. Our journey began with a vision to transform the real estate experience, and we've been dedicated to that vision ever since.

Our Mission

Our mission is simple yet profound: to empower you, our valued clients, with the knowledge, support, and resources to make informed and confident real estate decisions. We believe that your home is not just a place to live but a foundation for your life's moments and memories.

Why Choose Us?

Expertise

Our team of experienced and knowledgeable real estate professionals is at the heart of our success. With a deep understanding of local markets, industry trends, and negotiation strategies, we stand ready to guide you through every step of your real estate journey.



Let's Start Your Journey

Whether you're a first-time homebuyer, an experienced investor, or looking to sell your property, we invite you to experience the My Road To Home difference. Let's work together to turn your real estate aspirations into reality. Contact us today, and let the journey begin.

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