

Mokha Real Estate

# SELLER'S GUIDE

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Mokha Real Estate is a dynamic powerhouse, consistently achieving outstanding results for buyers, sellers, and investors through our extensive market insights and innovative marketing strategies. We specialize in both residential and commercial sales, catering to first-time homebuyers, sellers, and seasoned investors seeking to maximize opportunities with their commercial properties.

Our in-house team of agents, lenders, and property management professionals is dedicated to shaping the future of real estate while strengthening our communities. Utilizing the most innovative technologies currently available, Mokha Real Estate ensures that our agents are well equipped, trained, and prepared so our clients receive unparalleled service characterized by excellent service.





# SELLING WITH CONFIDENCE

OUR TRACK RECORD SPEAKS FOR ITSELF



90% OF HOMES SOLD FOR MORE THAN APPRAISED VALUE.



85% SOLD ABOVE ASKING PRICE.



70% WENT UNDER CONTRACT IN LESS THAN A WEEK.



COMMERCIAL PROPERTIES? SOLD SUCCESSFULLY.



BUSINESSES? WE'VE HANDLED THEM TOO.



AGRICULTURAL? WE'VE GOT IT COVERED!

# MOKHA REAL ESTATE

## 6 PILLARS



PEOPLE



SERVICE



RELATIONSHIP DRIVEN



THUMB POINTERS



FUN AND FRIENDSHIP



CONTINUOUS IMPROVEMENT





# MOKHA REAL ESTATE

# SELLER'S GUIDE

Embarking on the journey of selling your home can seem overwhelming, whether it's your first time or you're a seasoned seller. However, with the right guidance, it can be a smooth and rewarding experience. This guide provides a comprehensive overview of what to expect and the key considerations when putting your home on the market.

At **Mokha Real Estate**, we are dedicated to making your selling experience exceptional. From our roots as the leading sales team in a competitive market to becoming a forward-thinking brokerage, **Mokha Real Estate** is redefining the real estate landscape.

Partnering with a **Mokha Real Estate** agent means you gain a professional who blends market acumen with innovative strategies. We're committed to understanding your goals, leveraging data-driven insights, and creatively marketing your property. Our success is measured by your satisfaction, and we strive to earn your trust through tangible results.

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# UNDERSTANDING YOUR MOTIVATION TO SELL

Before diving into the selling process, it's crucial to reflect on your reasons for selling. Are you relocating? Is your family growing, necessitating a larger home? Or are you aiming to capitalize on a favorable market?

Clarifying your motivations will help guide your decisions throughout the process. Take the time to understand your reasons and use them as a roadmap for your selling strategy.

## RELOCATING



If moving is the reason for selling, consider the timing. Do you want to start the selling process while still in the midst of packing, or wait until after your move? A quick sale might mean buyers impose tight deadlines, while waiting might require additional steps to showcase your home effectively. Engaging a real estate agent can streamline this process.

## CAPITALIZING ON MARKET CONDITIONS



In a hot market, you may not need to sell but wish to leverage favorable conditions. Understanding your financial goals is key. Research and consult with an experienced agent to gauge the potential outcomes and make informed decisions about your next steps.

# SELECTING THE RIGHT AGENT

While some sellers choose to go without an agent, many find significant benefits in hiring a professional. A good agent brings valuable expertise and a robust network. It's essential to find an agent you trust and set clear expectations during your initial meetings.

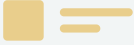


## QUESTIONS TO CONSIDER

- What are my objectives regarding time, cost, and potential profit? How involved do I want to be in the selling process? What qualities are most important to me in an agent? Do I have any recommendations for a potential agent?

## QUESTIONS FOR YOUR AGENT

- What is your level of experience? Have you handled properties in my area or building before? How many listings are you currently managing? What is your approach to showings? How do you plan to market my property? Can you provide examples of successful negotiations with past clients?

## REVIEWING A LISTING AGREEMENT

-  Once you select an agent, you'll receive a listing agreement outlining commission rates, the exclusivity period, and marketing strategies.
-  Most agreements have standard terms but can be tailored to fit your specific needs.
- 



# PREPARING YOUR HOME FOR LISTING

Preparing your home for the market is a crucial step that significantly impacts its sale potential and value. A well-prepared home can attract higher offers, while a poorly presented one might deter buyers.

## DECLUTTER, CLEAN, AND REPAIR



Clear out personal items and excess furniture to make your home look more appealing. Deep clean every corner, and consider hiring professionals for a thorough job. Ensure all appliances and systems are in working order to avoid any buyer concerns.

## STAGING YOUR HOME



Fresh paint and minimalistic staging can enhance your home's appeal. Professional stagers can help create a magazine-worthy presentation, but virtual staging is also a cost-effective alternative. Your agent can provide recommendations for stagers.

# MARKETING YOUR PROPERTY

- 01** You've cleaned, painted, and staged your home, and now it's almost ready to hit the market. The next step is to capture high-quality photos of your property. While you might feel confident in your photography skills with your iPhone or DSLR, hiring a professional photographer is highly recommended.
- 02** Discuss with your agent the key features of your home that you want to highlight, such as natural light, stunning views, or unique architectural details. Remember, these photos create the first impression for potential buyers, so they should be as appealing as possible. Most agents have trusted photographers in their network that they can suggest.
- 03** Beyond photography, it's essential to sit down with your agent to finalize your marketing plan. This includes setting up a timeline for open houses and showings, determining your pricing strategy, and deciding where your property will be advertised. Will it be listed on popular real estate websites? Will there be traditional advertising in newspapers or magazines? What role will social media play in reaching potential buyers?
- 04** Additionally, if your home has a unique history or story, make sure to share it with your agent early on. This can be a powerful element in your overall marketing and branding strategy, helping your home stand out in the market.



# HANDLING OFFERS

Receiving your first offer is one of the most thrilling parts of selling your home, but it's crucial to remain levelheaded. One offer doesn't guarantee that future offers will be higher or lower, as each buyer's approach is unique.

## 01 BELOW ASKING PRICE

Getting an offer below your asking price can be disappointing, but it's not the end of the world. Buyers are typically trying to get the best deal possible. Discuss these offers with your agent to decide if you want to make a counteroffer and at what amount.

## 02 AT OR ABOVE ASKING PRICE

An offer at your asking price can mean different things. You might expect more offers to come in, possibly driving up the price due to competition, but that's not always guaranteed. Reflect on the goals you had when you first listed your home.

## 03 ALL-CASH VS. FINANCING

All-cash offers indicate that the buyer is using their own funds to purchase the home, while a financing offer involves a bank loan. An all-cash offer eliminates the risk of the buyer being denied a mortgage, making it a more secure option for sellers. As a result, all-cash offers are generally more favorable.

# WHAT TO DO IF YOUR HOME ISN'T SELLING

If you're getting low or no offers, it may feel like your home isn't selling as expected. Factors like incorrect pricing, a slow market, or poor reach could be at play. Your agent can help pinpoint the issues and suggest adjustments, such as lowering the price, pausing the listing, or re-staging. Your initial goals will guide your next steps, with your agent's support.

## CONTRACT, CLOSING, AND CELEBRATION.



Once you've accepted an offer, the next step is to draft and negotiate the details of the contract. This includes finalizing specifics such as the move-in date, ownership of certain appliances and furniture, and determining who is responsible for flip taxes and closing costs. A real estate lawyer is essential during this stage, and if you don't already have one, your agent can likely recommend a trusted professional.

## APPRAISAL



A crucial step during the contractual process is when a licensed appraiser assesses your home on behalf of the buyer or lender. An appraiser will inspect your home and determine its actual value. An appraisal can change the negotiation dynamics and even lead to a buyer backing out of an offer.

## CLOSING



Closing is the final step where you transfer legal ownership to the buyer and receive your funds from escrow. Your agent will guide you through signing documents and paying closing costs. Buyers usually do a final walkthrough to ensure agreed-upon repairs and items are in place.

# KEY PLAYERS IN THE PROCESS

Several professionals are involved in the home-selling process:

## AGENTS



Real estate agents are licensed experts who represent both buyers and sellers in home transactions. They provide guidance, negotiate deals, market properties, arrange showings, and handle various other tasks. Their earnings are solely commission-based.

## MOKHA TEAM



Mokha Real Estate Team of agents and staff work to showcase your property in the best light for maximum dollar.

## PHOTOGRAPHERS



Professional photographers capture high-quality images of your property to highlight its best features.

## TITLE & ESCROW



Title and escrow play a critical role in ensuring a smooth, secure, and legally compliant transaction.

## LENDERS



Lenders play a crucial role in the home-selling process by ensuring buyers are financially qualified, facilitating loan approvals, and working alongside escrow to ensure a seamless closing.

# REVIEWS

## LET'S HEAR FROM OUR CLIENTS!

AG

Working with Mokha was an amazing experience! Not only did they have an impressive knowledge of the Turlock market, but they were also incredibly responsive and patient. They went above and beyond by arranging a last-minute viewing, giving us valuable advice on our offer strategy, and even catching a small issue during the final walkthrough that could've been a big headache later. They truly made the stressful process of buying a home much smoother and more enjoyable. Highly recommend for anyone looking for a home in the area!

SD

It was a pleasure working with Gurleen. She went above and beyond to sell our house from staging the house to setting up open house and always keeping us updated on any changes. I wouldn't recommend any other realtor. She is the best!

PS

Our experience with them was nothing short of spectacular. Her expertise shone through when she sold our house after just one open house, a feat that speaks volumes in today's market. But more than her efficiency, it was her constant communication and genuine care that truly impressed us. She kept us updated every step of the way, ensuring a seamless and stress-free process. We wholeheartedly recommend Gurleen to anyone seeking exceptional realtor service.





# YOUR TRUSTED PARTNER IN EVERY MOVE

**GUIDING YOU EVERY STEP  
OF THE WAY**

Whether you're buying your dream home or selling for the best value, we're here to make the process seamless and stress-free. With our expertise, market knowledge, and dedication, we ensure you receive the best service, guidance, and results. Trust us to be your partner in every step of the journey.



**WE'D LOVE TO HEAR  
FROM YOU!**

E-mail [ruval@mokharealestate.com](mailto:ruval@mokharealestate.com) or call **559-223-5728** to speak  
with a Mokha Real Estate agent today.