

Faith · Family · Forward



Your Home Seller's Guide

A strategic approach to selling your home for top dollar — anywhere in the U.S.



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Let's Talk About Your Home



I know this is a big deal.

Whether you've lived in your home for 5 years or 25, selling it is emotional. This isn't just square footage and comps to you — it's where your kids took their first steps, where you hosted holiday dinners, where *life happened*.

I get that. And I honor that.

But here's the thing — when it's time, you deserve an agent who will **fight for every dollar** your home is worth. Someone who has a PLAN, not just a sign in the yard.

That's what this guide is about. I'm going to walk you through my exact strategy for getting your home sold faster, for more money, with less stress — whether you're selling in Northern California or anywhere in the United States.

"Your home has a story. My job is to tell it to the right buyer."

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41 Homes Sold · 5.0★ on Zillow · Nationwide referral network

Here's Exactly How I'll Sell Your Home

I'll be with you every step of the way.

- 1 We'll Sit Down Together**

I'll come to your home, walk through every room, and talk about your goals. When do you need to sell? Where are you going next? What matters most?
- 2 I'll Price It Strategically**

Not too high (it'll sit). Not too low (you'll lose money). I use real data and comps to find the sweet spot that attracts buyers AND maximizes profit.
- 3 We'll Get It Show-Ready**

I'll tell you exactly what to fix, clean, and stage — room by room. Small changes can add thousands to your final sale price.
- 4 The Marketing Blitz Begins**

Professional photos, social media ads, MLS listing, email blasts, flyers, open houses — I pull out ALL the stops.
- 5 Showings & Open Houses**

I manage every showing, host open houses, and collect real feedback. You'll always know what buyers are saying.
- 6 Offers — I Negotiate Hard**

I present every offer, break down the numbers, and negotiate the best possible terms. My job is to protect your bottom line.
- 7 Escrow — I Keep It Moving**

Inspections, appraisals, title, lender coordination — I manage all of it so nothing falls through the cracks.
- 8 SOLD! 🎉**

We close, you celebrate, and your next chapter begins. I'll be there to hand over the keys (and maybe shed a happy tear).

Small Changes, Big Impact

You don't need to renovate. You just need to let your home shine.

PRE-LISTING CHECKLIST

- Deep clean everything
- Boost curb appeal
- Declutter every room
- Replace burned-out bulbs
- Touch up paint — neutrals
- Clean carpets or hardwood
- Fix minor repairs
- Organize closets & garage
- Remove personal photos
- Make it smell fresh & clean

STAGING SECRETS

Living Room

Create conversation areas. Fresh flowers. Open curtains and let the light in!

Kitchen

Clear counters completely. Fruit bowl. Make every surface sparkle.

Bedrooms

White bedding, minimal furniture. Think boutique hotel vibes.

Bathrooms

Rolled white towels, a candle, zero products. Spa-like atmosphere.

Exterior

Power wash driveway. Potted plants by front door. New doormat. Create an inviting entry that excites buyers before they even walk in.

Here's the thing...

Staged homes sell **73% faster** and for **5-10% more** than unstaged homes. Even small changes make a HUGE difference. And don't worry — I'll walk through your home with you and tell you exactly what to do. **That's part of my service.**

Everything Below is Included

No hidden fees. No surprises. This is the marketing your home deserves.

Professional Photography

Beautiful HDR photos that make buyers stop scrolling and start calling. First impressions happen online — and we're going to nail it.

Social Media Advertising

Targeted ads on Instagram, Facebook, and TikTok — reaching serious buyers in your area and beyond. Your home in front of thousands.

Email Campaigns

Your home sent directly to my network of active buyers, agents, and relocation contacts across California and nationwide.

MLS + Every Major Website

Listed on MLS, Zillow, Redfin, Realtor.com, and Trulia. Maximum exposure where buyers are actually searching.

Open Houses

Strategic events with professional signage, refreshments, and neighborhood outreach. I create a buzz around your home.

Agent Networking

I actively market to agents whose clients are relocating — tapping into a massive buyer pool you wouldn't reach otherwise.

Print Flyers & Brochures

Professional property brochures for open houses, door knocking, and agent distribution. Something tangible buyers take home.

Weekly Reports

Every week you get showings, feedback, online views, and what we're adjusting. Full transparency — you always know what's happening.

Your Selling Timeline

Week 1-2

Prep & Strategy

Consultation, pricing, repairs, staging, professional photography scheduled.

Week 2-3

Go Live!

Your home hits the MLS, social media ads launch, email blasts go out, yard sign goes up, and the lockbox is installed. The buzz begins.

Week 3-4

Showings & Open Houses

Buyers tour your home. I host open houses, collect feedback, and adjust marketing based on real-time data.

Week 4-6

Offers Come In

I present every offer, break down the numbers, negotiate hard, and help you accept the best deal for your family.

Week 6-10

Escrow & Coordination

Inspections, appraisal, title search, lender coordination, contingency removal — I manage every detail.

Week 10-12

CLOSING DAY! 🎉

Final walkthrough, sign the papers, hand over the keys, and celebrate. You did it — your home is officially sold!

**Timeline is approximate and may vary depending on current market conditions, buyer demand, and local trends.*

CURRENT INTEREST RATES as of March 27, 2026

6.22%

30-Yr Fixed

5.54%

15-Yr Fixed

5.96%

FHA 30-Yr

5.59%

VA 30-Yr

6.42%

5/1 ARM

Source: Freddie Mac / Zillow as of 3/27/2026 · Rates change daily



Why this matters for YOU as a seller

When rates stabilize or drop, **buyer demand goes UP**. More buyers competing for your home means **higher offers and faster sales**. Understanding the rate environment helps us time your listing strategically. I'll help you make the most of current market conditions.

YOUR NEXT MOVE

Ready? Here's What to Do Next.

- 1 Get Your Free Home Value Report**
Visit homeequityreport.com/janicedivina — it takes 30 seconds. Or request a personalized CMA from me.
- 2 Schedule a Free Listing Consultation**
I'll come to your home, walk through it with you, and create a custom selling plan. No obligation, no pressure — just a real conversation.
- 3 Prep & Stage Your Home**
I'll guide you on exactly what to do — room by room, step by step. This is part of my service.
- 4 Go to Market! 🚀**
We launch with a full marketing blitz and get you the best price possible. Whether you're selling in Northern California or relocating out of state — I've got you covered.

"By wisdom a house is built, and by understanding it is established."

— Proverbs 24:3



Ready to sell? Let's talk.



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