

LISTING

your home with Re/Max Gold

HOME SELLERS GUIDE



RE/MAX GOLD

 **RODRIGUEZ**
real estate group

LOMMORI STAHL
GROUP

THE ISSUE

RODRIGUEZ X LOMMORI STAHL GROUP

MANY PEOPLE UNDERESTIMATE THE COMPLEXITIES OF SELLING A HOME, LEADING TO UNEXPECTED OBSTACLES AND STRESS.

THE CHALLENGE



Challenge #1: Pricing Your Home Correctly

You want to set a competitive price that attracts buyers while maximizing your profit.



Challenge #2: Preparing Your Home for Sale

You want a seamless experience where every detail is handled for you. From start to finish, you want expert guidance to prepare and market your home to attract the right buyers.



Challenge #3: Navigating Offers and Negotiations

You want to evaluate offers thoroughly and negotiate terms that protect your interests and maximize your return.



Challenge #4: Financial Implications of Selling Your Home

You want to understand the costs associated with selling, including taxes, fees, and potential capital gains, to ensure a financially sound decision.

DESIRED OUTCOME

You sold your home quickly and for top dollar
with ease and confidence.

THE SOLUTION

Comprehensive Consultation

You will receive a **30-minute complimentary consultation** with us—experts on the home selling process. We will develop a tailored strategy for you to maximize your profit and minimize stress throughout the sale.

Strategic Pricing & Marketing

Our team will perform a detailed market analysis to help you price your home competitively to maximize its value. We'll also implement a customized marketing plan that includes professional staging, high-quality photography, and targeted advertising to attract the right buyers.

Understanding Financial Implications

We collaborate with trusted experts to navigate the financial aspects of selling your home, helping you understand tax implications and manage closing costs, so you can make informed decisions with confidence.



TABLE OF CONTENTS

RODRIGUEZ X LOMMORI STAHL GROUP



Our Services

Home Selling Process	5
How We Sell Your Home	6
Fix Now, Pay When You Sell	8

Sell Your Home For Top Dollar

Learn about the three common mistakes sellers make and how you can avoid them.

Page 9

About Us

Notable Sales	14
Meet the Team	18
Our Team's Stats	19

7 Frequently Asked Questions

Get answers to your most pressing questions about selling your home.

Page 13

HOME SELLING PROCESS

WHAT YOU CAN EXPECT

Below are the 8 steps you can expect when selling your home.

These steps are customized based on your specific property and local market conditions. As your dedicated realtor, we will provide personalized guidance and support at every stage to ensure a successful and satisfying home-selling experience.

- 01 Declutter & clean
- 02 Make home repairs & renovations
- 03 Staging or virtual staging
- 04 Professional photography & videography
- 05 Publish home on the market
- 06 Market your home
- 07 Review offers & negotiation
- 08 Close of escrow

HOW WE SELL YOUR HOME



**SELLING
YOUR HOME
FOR THE
MOST
AMOUNT
POSSIBLE, IN
LESS TIME,
WITH THE
LEAST
AMOUNT OF
HASSLE.**

01 Pre Listing Preparation

To unlock the maximum value for your home, we offer our “Fix Now, Pay When You Sell” (Pg. 6) home improvement program to front renovation costs and manage the renovation process for zero fees.

02 Neighborhood Outreach

Modern online marketing techniques are important to marketing your home, but old school techniques can be equally as effective. We market your home by door knocking your neighborhood, hosting super open houses, and actively inviting other realtors to tour your home.

03 Leverage Our Network & Brokerage

As the top 10% of producing Realtors in San Mateo County, we leverage our team's network and Re/Max's world class marketing channels to get the most amount of eyes on your home.

04 Custom Website

Custom websites for house listings provides a more comprehensive, visually appealing, and personalized experience for potential buyers. It increases exposure which potentially lead to a faster sale.



Scan QR code to see custom website or visit <https://rem.ax/3Bmxt3r>



05 Professional Photography & Videography

No iPhone photos here. We partner with professionals that specialize in real estate photography and videography to present your home in the best light at no extra cost to you.



Scan QR code to see professional video or visit <https://rem.ax/4a50zBt>

06 Luxury Staging or Virtual Staging

We partner with high end staging companies to elevate the appearance and feel of your home.



Scan QR code to see staging photos and professional photography or visit <https://rem.ax/4gUfgt2>



FIX NOW, PAY WHEN YOU SELL

Modern homebuyers are on the hunt for move-in-ready homes and pre-listing renovations are key to unlocking maximum value. With our "Fix Now, Pay When You Sell" offering, we front renovation costs and manage the renovation process for zero fees.

BEFORE



AFTER



We Front Renovation Cost

Our home improvement program will help you sell your home faster and for top dollar! No upfront cost, hidden fees, or interest charged.

Strategic Process

We will do a detailed walk through of your home and work together to determine a scope of work that will give you the highest return on your investment.

Coordinate Renovation

We will coordinate with trusted contractors to keep your project on schedule, budget, and keep you updated throughout the process.

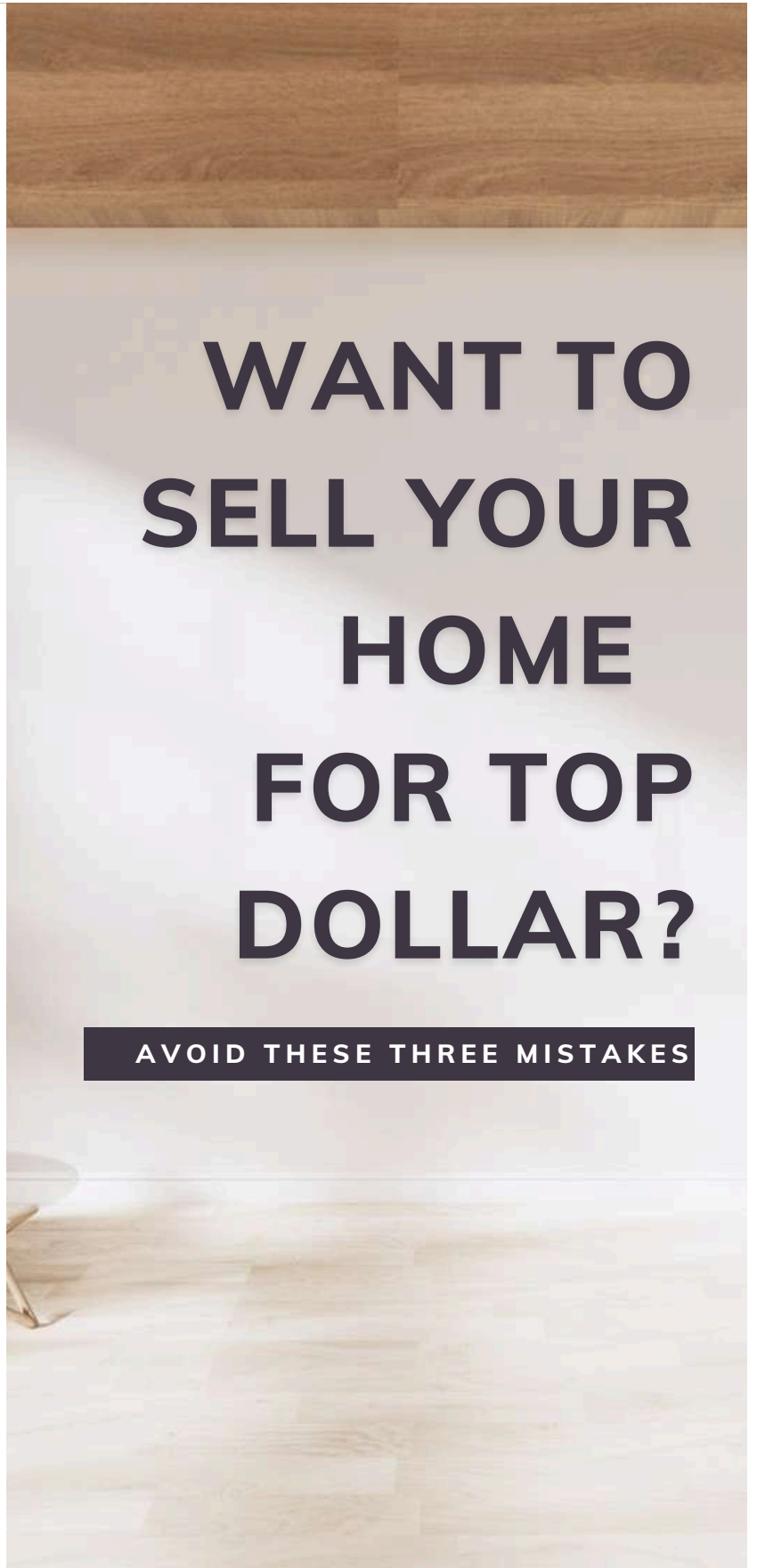
Finish Line

We will present your newly renovated home to the market and when the home sells, receive payment for renovation costs with no hidden interest charges or fees.



WANT TO SELL YOUR HOME FOR TOP DOLLAR?

AVOID THESE THREE MISTAKES



Mistake No. 1

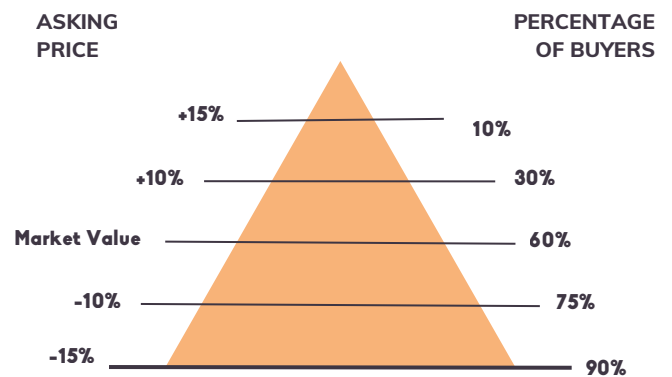
OVERPRICING YOUR HOME

OPTIMAL PRICING AND TIMING FOR MAXIMUM BUYER INTEREST

The most common mistake sellers make is overpricing their home. In a recent study conducted by NAR, it was found that by overpricing your home by 10%, you will cut your potential buyer pool in half. As a result, you discourage prospective buyers that would otherwise be prime candidates to purchase your home. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers.

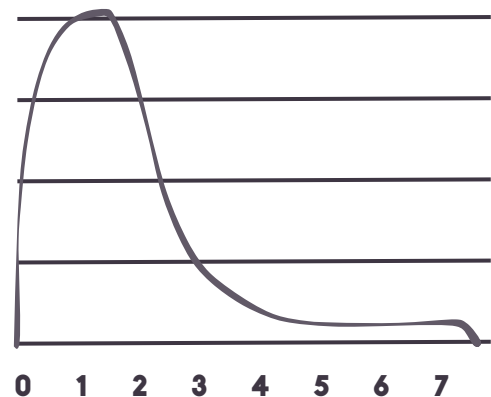
Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from buyers when it's first listed on the market. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. The first 30 days your home is on the market, you have the most leverage as a seller. While between 70–85% of homes on the market for less than 2 weeks sold for at or above asking, once a home reached 5–8 weeks on the market, only 23% received the full list price. Therefore, your home has the highest chance for a fruitful sale when it is new on the market and priced reasonably.

PERCENTAGE OF BUYERS BY ASKING PRICE



DATA FROM THE NATIONAL ASSOCIATION OF REALTORS (NAR)

NUMBERS OF WEEKS ON THE MARKET



DATA FROM THE NATIONAL ASSOCIATION OF REALTORS (NAR)

As your realtor, we will help you choose a strategic listing price based on comparable sales and market conditions to capture a greater percentage of prospective buyers. This will ultimately drive excitement from multiple buyers that will compete for your home resulting in the highest possible sales price.

Mistake No. 2

NOT PREPARING YOUR HOME FOR SALE

A COMMON mistake sellers make is putting minimal effort to prepare their home for sale.

Modern home-buyers are on the hunt for move-in-ready homes, and here are the things you can do as a seller to present an attractive home:

01 Declutter & Depersonalize

One of the biggest reasons people move is a lack of space. Decluttering and depersonalizing your home will make your home appear bigger and allow buyers to imagine themselves living there. Clutter and personal mementos make this challenging.

02 Home repairs and improvements

Making repairs to your house before you sell can have a big impact on the final price, and how quickly you can attract a buyer. However, you'll need to determine which repairs will support a higher asking price and which aren't worth your time and money. Before making repairs, consult with your realtor to determine which home upgrades have the highest return on your investment.

03 Home Staging

Staging sells the potential of your home. Data indicates that buyers are likely to pay more for a staged home than one without furniture. According to the Real Estate Staging Association, 75% of the sellers who invested 1% of the home's value in staging saw an ROI between 5% and 15%. Staging is a small investment that can deliver big returns.



04 Order a pre-listing home inspection

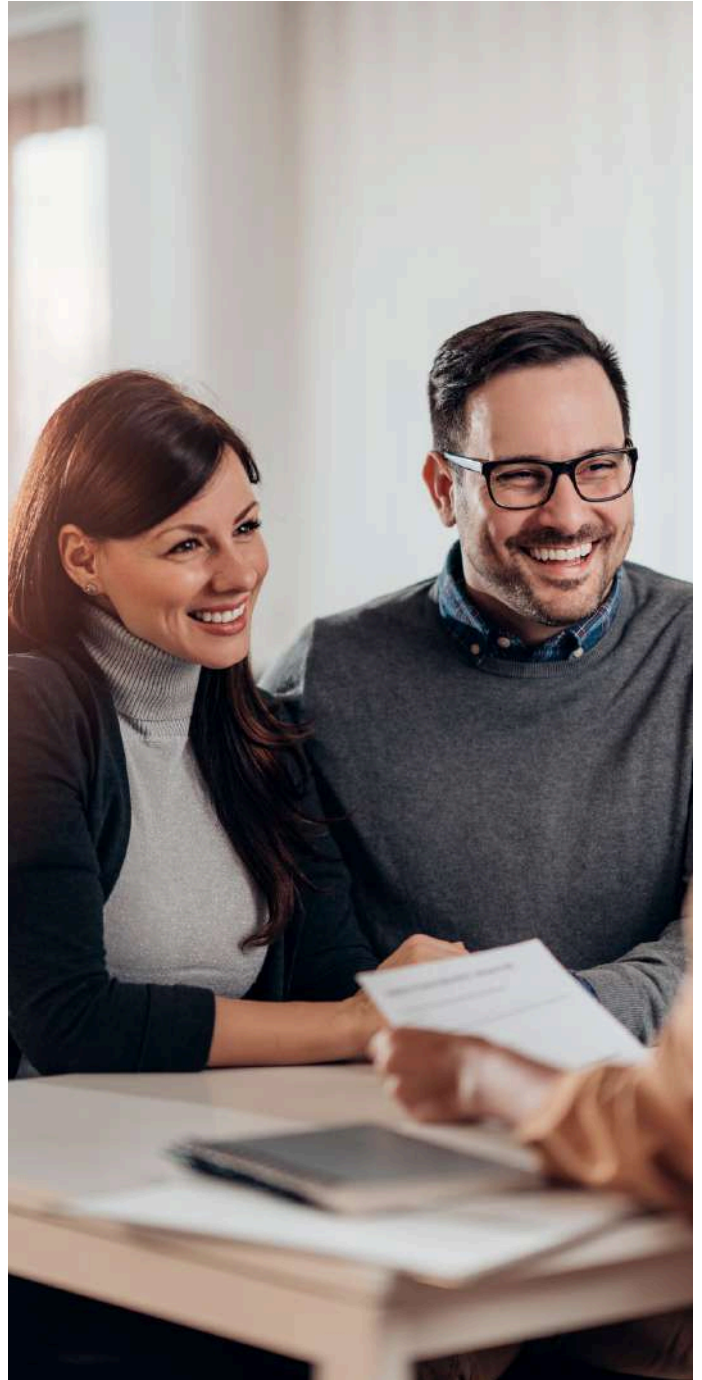
Few sellers take advantage of this opportunity, but ordering a pre-listing home inspection can give you the upper hand in the negotiation for the sale of your home. A home inspection, ranging from \$500-700, provides you and prospective buyers with upfront information about the condition of your home allowing you to make necessary repairs and buyers to feel confident when submitting an offer on your home.

Mistake No. 3

NOT TRUSTING YOUR AGENT'S ADVICE

When sellers have a bad home selling experience, it usually boils down to two things: either their home takes longer to sell than expected or it sells way below listing price. It's frustrating, no doubt about it. Now, there could be a variety of reasons behind this, like the listing agent not nailing the marketing side of things. However, it's important to note that sellers themselves often play a significant role in these outcomes, sometimes choosing to go against their agent's recommendations. By adjusting their perspective and taking proactive measures, sellers can greatly improve their chances of success.

These measures include pricing the property appropriately, addressing necessary repairs or aesthetic improvements, and ensuring easy accessibility for showings. Listing agents dedicate a considerable amount of time advising sellers on these matters, which are often overlooked or disregarded by dissatisfied sellers. When it comes to selecting an agent to list your home, prioritize finding someone whose advice you can rely on, backed by a proven track record of successful listings. It's crucial to remember that even the best agent's expertise can make a minimal impact if their advice is not embraced.



7 Frequently Asked Questions

01 When is the best time to sell my home?

Historically the best time to sell your home is in the spring months of April-June. Demand from home buyers is typically highest during the spring as families try to purchase a home before the new school year. However, inventory of homes tends to be highest in the spring and in some cases it might be better to sell in the fall/winter months when competition is lower. In our previous experience with clients, the best time to sell a home is when you are ready.

02 How much needs to be done to my house before putting it on the market?

Every house is different. Some homes might need minimal improvements while others will need more. As your realtor we will do a thorough walk through of your home and work together to determine a scope of work that will give you the highest return on your investment.

03 How do you determine how much my home is worth?

We prepare a comparative market analysis (CMA) to estimate the value of your home. Location and characteristics are the key elements in determining value. The CMA evaluates recent sales of similar properties in your area and active listings to establish a strategic asking price for your home.



04 How long will it take to sell my home?

In San Mateo County, homes on average sell within 30 days on the market. In San Francisco, the average days on market is 45. The speed at which your home sells is almost always a reflection of your home's condition, price, and marketing. We'll help you nail all three, to get your home sold as quickly as possible.

05 How much commission do you charge?

Real estate commissions are typically a percentage of a home's final sale price. Historically, this was 6%—3% for the seller's agent and 3% for the buyer's agent. Today, the standard has shifted, and we charge a 2.5% commission. We also encourage sellers to offer a 2.5% concession to cover the buyer's agent commission.

We believe in the principle of 'you get what you pay for'. When you work with us, you gain access to our top-tier services, including our 'fix now, pay when you sell' program, sophisticated marketing strategies, and exceptional customer care.

06 What are the costs associated with selling my home?

The cost of selling a home in San Mateo County is typically between 7-9% of home's sales price. Pre-listing expenses often include home repairs, landscaping, cleaning, and staging. With our "fix now, pay when you sell" service you can opt to have these costs covered at closing.

Other costs associated with the sale of your home include agent commissions 2.5%, buyers concessions 2.5%, and escrow/closing fees which typically are around 1% of your home's sales price. However, you will not be responsible to cover these costs out of pocket. Instead, they will be deducted from the proceeds from the sale of your home at closing.

07 Is home staging really important? How much does it cost?

The short answer is, yes. According to Realtor.com, a staged home sells 88% faster and for 20% more money than a home that is sold as is. A staged home increases tours by 10% and increases average guest time to 40 minutes compared to just 5 mins in a non-staged home. Overall, a staged home elevates the appearance and feel of a home enabling prospective buyers to envision themselves living in your home. On average home staging costs between \$3.5k - \$5k.

NOTABLE SALES

**1380 Greenwich, Apt. 404
San Francisco, CA**

\$915,000

1 bed | 1 bath | 814 sf

With just \$3,500 invested in strategic upgrades and \$3,400 in professional staging from our trusted stager, we brought this beautiful home to life.

By combining exceptional photography, videography, and marketing, we secured an offer within just two weeks—\$16,000 over the asking price!

Listing Price: \$899,000

Days on Market: 14



Scan the QR Code to see
our custom listing website

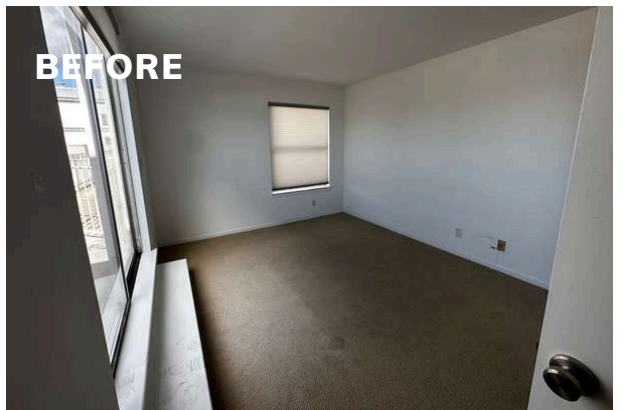
BEFORE



AFTER



BEFORE



AFTER



204 Shoreview Avenue

Pacifica, CA



\$2,038,888

3 bed | 3 bath | 1,787 sf

Spectacular oceanfront home with views south to Pedro Point, west to the Farallon Islands and beyond north to the Marin Headlands. If you got any closer to the ocean your toes would be in the water.

Days on Market: 19



Outstanding knowledge of the local area, and always pleasantly communicative. Professional and expedient in all processes of setting up listing and marketing the house most effectively. Through the process of selling our home, their guidance was comforting and reassuring. We knew we would be in good hands the minute we met.



PROPERTIES

SOLD IN 2025



115 Stanley Ave, Pacifica
List Price: \$1,898,888
Sold: \$1,975,000
June 2, 2025



305 Pacific View Drive
List Price: \$1,879,000
Sold: \$2,050,000
March 24, 2025



970 Park Pacifica
Sold Price: \$1,625,000
Sep 2, 2025



983 La Mirada Way, Pacifica
List Price:
Sold: \$1,750,000
March 24, 2025



1085 Barcelona Ave, Pacifica
Sold: \$1,698,888
June 9, 2025



724 Reina Del Mar, Pacifica
List Price: \$1,275,000
Sold: \$1,330,000
March 21, 2025



503 Moana Way, Pacifica
List Price: \$1,398,888
Sold: \$1,400,000
April 21, 2025



552 Miller Ave, Pacifica
Sold: \$1,320,000
Represented Buyer



1419 Madeira Drive
\$1,450,000
Represented Buyer
April 17, 2025



1515 Arc Way, Burlingame
List Price: \$798,888
Sold: \$775,000
January 22, 2025



1133 Oddstad Blvd, Pacifica
List Price: \$848,888
Sold: \$850,000
March 29, 2025



1087 View Way, Pacifica
List Price: \$1,298,888
Sold: \$1,310,000
January 2, 2025

PROPERTIES

SOLD SINCE 2022

408 Beach Ave, Half Moon Bay | \$1,485,000
Sold on Oct 17, 2022 | MLS #: **ML81909026**

260 Juanita Ave, Pacifica | \$1,600,000
Sold on Sep 8, 2022 | MLS #: **ML81901945**

3120 College Dr, San Bruno | \$1,680,000
Sold on Aug 25, 2022 | MLS #: **ML81896262**

204 Shoreview Ave, Pacifica | \$2,038,888
Sold on Jun 15, 2022 | MLS #: **ML81890466**

1528 Perez Dr, Pacifica | \$2,050,000
Sold on Apr 29, 2022 | MLS #: **ML81880031**

300 Farallon Ave, Pacifica | \$2,200,000
Sold on Apr 8, 2022 | MLS #: **ML81880028**

122 Gillette Ave, San Francisco | \$1,325,000
Sold on Jan 28, 2022 | MLS #: **ML81871728**

901 N Hummingbird Ln, San Mateo | \$1,275,000
Sold on Jan 5, 2022 | MLS #: **ML81870194**

1729 Noe St, San Francisco | \$1,030,000
Sold on Sep 20, 2022 | MLS #: **ML81901401**

44 Salada Ave, Pacifica | \$1,705,000
Sold on Aug 24, 2022 | MLS #: **ML81898202**

373 Half Moon Ln 209, Daly City | \$562,500
Sold on Jul 8, 2022 | MLS #: **ML81893911**

262 Beachview Ave 1, Pacifica | \$1,492,000
Sold on May 31, 2022 | MLS #: **ML81886729**

7339 Alcedo Cir, Sacramento | \$440,000
Sold on Apr 19, 2022 | MLS #: **ML81880025**

156 Liberty St, San Francisco | \$2,700,000
Sold on Apr 8, 2022 | MLS #: **ML81880364**

5 Cragmont Ct, Pacifica | \$1,410,000
Sold on Jan 27, 2022 | MLS #: **ML81872342**

BUYER & SELLER REFERENCES



Stanley & Sophie

1380 Greenwich St.
San Francisco, 94109
(360) 565-4565

JC & Tellina

983 La Mirada Way
Pacifica, CA 94044
(408) 605-4016

Lisa & Shane

155 Shell Street
Pacifica, CA 94044
(650) 271-0376

MEET THE TEAM

Selling a home is a big decision—one that deserves the guidance and expertise of a trusted real estate agent. Here's where we step in. We're a seasoned team with 40+ years of experience who genuinely care about helping and educating families navigate the real estate landscape to achieve their goals.

HERE'S WHAT SETS US APART

01

Home Prep That Sells

Preparing homes is our specialty. We know which improvements deliver the most value, and we do it better than almost anyone.

02

San Francisco & Pacifica Experts

With 40+ years of combined experience, we're in the top 10% of San Mateo County realtors, consistently delivering results.

03

Exceptional Service

Most sellers just hand us the keys - we manage contractors, vendors, timelines, and every detail from start to finish.

MAURICIO & JACOB RODRIGUEZ

PETE LOMMORI & CHRISTINE STAHL



OUR TEAM'S STATS

WELCOME TO
RE/MAX GOLD

96

Homes Sold since 2022

\$141.5 million

Dollar Volume Sold since 2022

40+

Years of Experience

Top 10% of the top producing Realtors in
San Mateo County | Member of the
prestigious RE/MAX Hall of Fame and
Platinum Clubs

RE/MAX GOLD





Let's Connect

450 Dondee Way, Pacifica, CA 94044
Re/Max Gold

@rodriguezrealestategroup



Mauricio &
Jacob Rodriguez
(415) 370-1763
rodriguezregroup@gmail.com



Pete Lommori &
Christine D. Stahl
(650) 888-5884
pete@petelommori.com