

# SELLER'S Guide

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OPOS MAGHBOLI  
REAL ESTATE GROUP



# 01

## Let's Chat

Meet with your local experts at The Opos Maghbolli Group (O.M.G.) to discuss your real estate goals, the current local market trends, and to determine the top features and qualities of your property. We will analyze similar nearby sales & market competition, work with you to determine pricing strategy, and outline a unique custom plan to achieve the best result for you.



# 02

## Laying the Groundwork

From de-cluttering to applying a fresh coat of paint, Alexis + Nazy and their expert team at O.M.G. will ensure that the home is visually ready for showing. We will schedule professional state-of-the-art photography and digital media, commission an illustrative floor plan, and prepare a listing description. This is also when you sit down with Alexis + Nazy and complete the Seller Disclosure documents that will be needed for the transaction.

# 03

## On Market

Bringing your listing live to market means broadcasting it on the MLS (multiple listing service) and to 100+ of our partner sites and distribution channels until the sale is closed.

# 04

## Getting the Word Out

Our marketing team produces beautiful digital and print products to strategically showcase your home. The Opos Maghbolli Group (O.M.G.) develops and executes a custom, effective, paid marketing plan in relevant publications. Sophisticated and noticeable property signs are placed out front the property.

# 05

## Professional Relations

Here at O.M.G. we are prolific in leveraging our industry connections and we use buyer prospecting tools to find ideal buyers and brokers. Open houses and private showings are performed on an ongoing basis for both brokers and buyers.



# 06

## Adaptive Strategy

We believe the best results come from being agile. At O.M.G. we analyze the market response within the first 14 days of your listing being active. We aggregate buyer & broker feedback and together with you, adapt the marketing strategy to meet the real-time market conditions.

# 07

## Communication

Our team is dedicated to excellent communication. We will establish the best method and frequency of communicating as the process unfolds. The Opos Maghbolli Group provides you with regular feedback and will keep you updated on showing metrics and buyer interest. You always have direct access to Alexis + Nazy via text, phone, and email!

# 08

## Negotiations

Once an offer is received, we will review the terms of the offer(s) with you and provide guidance so you can make an informed decision on how to respond to the offer(s). You may choose to accept the offer, counter the offer on price and or terms, or reject the offer.



# 09

## Opening Escrow

Once a contract has been agreed to and signed by all parties, escrow will be opened, and the clock on the buyer's contingency periods will begin. Timelines for the completion of buyer and seller responsibilities will be detailed in the purchase contract and adhered to while in escrow. The Opos Maghbolli Group will keep a close eye on the timelines to ensure that you are properly delivering on your responsibilities, while also keeping the buyers and the sale moving forward.

# 10

## Closing

The Opos Maghbolli group will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed their inspections, removed their contingencies, and the loan (if any) is ready to fund, we will coordinate the final walk-through. Around this time, final funding will happen, title will be recorded, and the escrow will close. The keys will then be handed over to the buyer.



# Key Terms

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## Appraisal

When a buyer is utilizing a home loan, their lender will order an appraisal from a license appraiser to determine the property's market value.

## Assessed Value

The value placed upon a property for property tax purposes.

## City Reports

Some cities require reports at the point of transfer. These reports disclose a variety of safety and other local compliance issues.

## Closing Costs

Expenses and incidentals incurred in the sale of a property. The line items vary for buyer and seller. An estimated seller net sheet details these items for you.

## Closing Statement / Settlement Statement

The financial statement that outlines the settlement of costs Buyer and Seller are each responsible for. Most often, the seller will pay for the transfer taxes, city reports, and a 1-year home warranty for the buyer. However, who pays for these items can be negotiated.

## Contingency

Certain criteria that must be met by buyer or seller in order to finalize the sale.

## Conventional Loan

A mortgage or Deed of Trust not obtained under a government insured program (i.e. FHA or VA).

## Credit

Money given to a buyer from a seller through escrow at closing.

## Escrow

An unbiased 3rd party that handles the transfer of any money during the sale of a property and makes sure that all legal requirements for sale are met prior to closing.

## Earnest Money Deposit

Buyers usually deposit 3% of the purchase price in to escrow within 3 days of an accepted offer, or as is detailed in the buyer's offer to purchase.

## Home Warranty

An insurance policy that covers certain home repairs for the new buyer(s). The term of the policy is usually for 1 year.

## Preliminary Title Report

Document created by the title insurer that offers information on liens and underlying documents affecting the property.

## Recording Fees

One of the line items of your closing costs are the county fees to record the sale thereby making it public record. Escrow can give you estimates of these fees.

## Seller Proceeds

The net amount due to the seller of record at closing. Seller proceeds are paid out after confirmation of recording is received from county recorder's office.

## Title Insurance

An insurance policy that runs with the new owner of record which protects the new owner against losses arising from disputes over the ownership of a property.



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