

Updated for 2018-2019



www.eileenlanza.com



# THE SELLER'S GUIDE

## LOS ANGELES

EXCLUSIVE

## Hello

My name is Eileen Lanza, and I am a very active Realtor here in Los Angeles. I know a lot of people might dabble in the real estate business, but I eat, sleep and breathe real estate 7 days a week ( but not 24 hours a day ).

I have been collecting information for local home sellers and buyers for the past 15 years. From my experience working with a wide range of sellers, I know that it is likely an overwhelming task to get your house in shape for a sale: financially, physically, and emotionally. I get it.

That's why I am here to help you navigate the seller's experience. Please enjoy the information that I have gathered here in this ebook, and feel free to check in with me about the current trends attracting buyers in Los Angeles neighborhoods. I am out there in hundreds of homes in the Los Angeles area each month, and I know what sells quickly and what sells for top dollar.

If you need more information, contact me directly. In the meantime, please enjoy this resource as your begin the homeseller's journey.



## 1. FIRST IMPRESSIONS MATTER:

# Start at Curb Appeal



With a few simple tweaks to your existing home exterior and landscape, you can cultivate high-end curb appeal. From my experience working within the greater Los Angeles housing market, I have found that these four small fixes can make the biggest impact on your listing price:

- 1 Make sure your steps, porch, overhang and walkways look pristine, i.e. no cracks or peeling paint.
- 2 Switch out your light fixtures, especially if the styles of your current fixtures are outdated unless they are historic or period pieces.
- 3 Consider other small fixes, like replacing or repainting your mailbox or address numbers.
- 4 Give your front door a fresh coat of paint in a fun color if appropriate.

If you are a few months off from putting your home on the market, now is the time to clean up your front yard. Consider driving around your neighborhood for inspiration. Keep an eye out for what types of landscapes are the most inviting and appealing to you. Find something that you liked on a similar style home and start planting! Buy small plants or propagate and give them time to grow in. In the greater Los Angeles area, California natives and drought tolerant plants are your best bets. Think about 2 statement plants in nice pots for each side of your front door and you can take those with you when you move! If painting the outside is not in the budget, consider a power-washing company right before photos.

# Clean, Purge, DeClutter & Paint

If you haven't already done so, do yourself a favor and read Marie Kondo's *[The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing](#)*.

Personally, I have never been "Miss Neat." However, Marie Kondo has written an organizing book that finally spoke to me. Here are some of my favorite takeaways that directly translate to exceptional advice for home-sellers looking to make the most of their space:

Keep closets and cabinets half full so that potential buyers can see there is plenty of room for all of their stuff. Bonus tip: neatly organize everything left behind in closets and cabinets. Sellers will most certainly be scoping out all of your storage nooks and crannies. Change any AC and water filters. Use paint as the most economical way to spruce up your home and you will reap a great ROI. Bonus tip: you can't go wrong with white + hire a pro! Ask me about the latest trending or accent colors.

If you have the budget, hire a professional crew to clean your house inside and out a day or two before photos. Bonus tip: don't forget to thoroughly clean all of your all windows and store the screens away if possible.



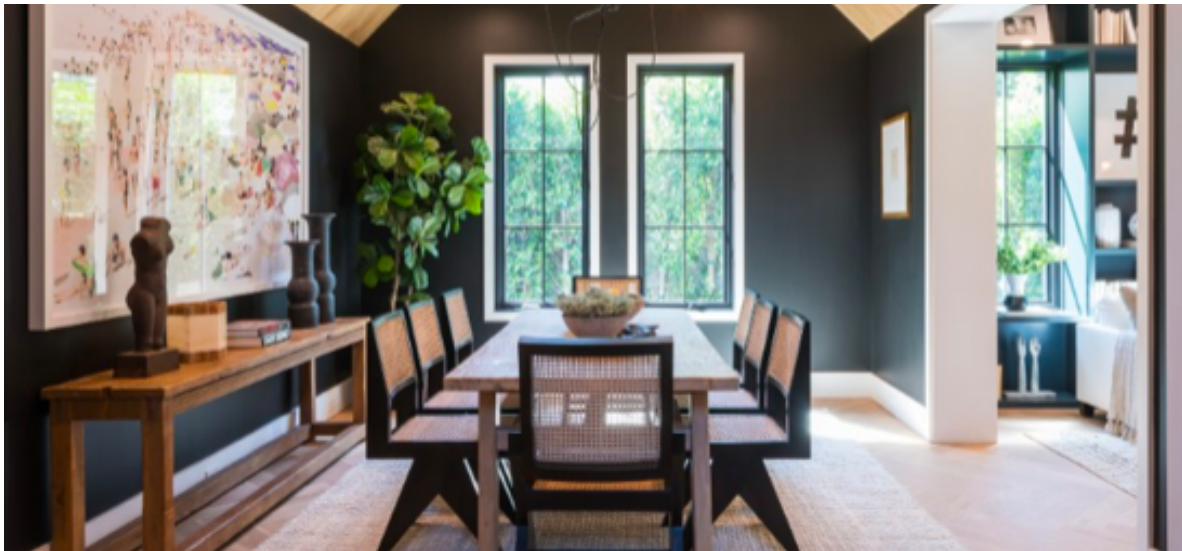
### 3. SAVE MONEY DURING ESCROW:

# Take Care of Repairs Now

Making necessary home repairs may be an unavoidable reality for sellers today, and there is a new trend of which you need to be aware. To better prepare for putting their homes on the market, more and more homeowners in the Los Angeles area are hiring professional Inspectors (\$400- \$800+) to assess the current state of their property before it goes on the market. Many of these Los Angeles area homeowners are then also hiring pros to make the needed repairs, if there is a budget.

If this process seems too overwhelming for you, I have a modified alternative to suggest. Make a short to-do list (with the help of your Realtor, if possible) and knock off what you can yourself. Many small repairs may be something that you can do yourself with a little guidance and a trip to the hardware store. Then, hire a handyman for the rest. See a list of Trusted Vendors on my website: [www.eileenlanza.com](http://www.eileenlanza.com).

Whatever route you choose, you will absolutely see a return on this investment; no doubt! In my experience, buyers will be much less likely to ask for a big credit during escrow if the majority of noticeably needed home repairs are already taken care of.



#### 4. KNOW HOW TO PRIORITIZE:

# Kitchens Are Most Important & Bathrooms Second

When putting your home on the market, your kitchen is the most important room in the house. Do what you can to keep your kitchen both clean and functional. If you have a budget, put your money here. Not sure what remodels to do? Check out Pinterest or home magazines for current (but not too trendy) ideas. Come to a few open houses with me to see other homes like yours.

If you don't have a budget for any major remodels, there are still many things that you can do to help spruce up the look of both your kitchen and your bathrooms. For example, everything must be super clean including in cabinets and the appliances. Counters should be almost bare.

On the same note, keep bathrooms light, bright and most of all spotless. Make sure that you have no dirty grout or stained baths/toilets. Great tip: fresh white towels, a plant, candles, bath mat and a new shower curtain will go a long way for very little money!

Please note if you have an Historic home, renovating may not yield a return on your money.



# Don't Over Upgrade or Over Personalize

Do your research. Know what is going on in your neighborhood and do not spend money on upgrades that don't make sense in your neighborhood. Over upgrading your home so that it is the "biggest and best" in your neighborhood can potentially hurt you on two fronts. For one, home buyers who are drawn to your neighborhood may not be able to afford your uber-upgraded home or it may not be their style. Or, the home buyers who can afford your home might prefer a nicer/wealthier/trendier neighborhood.

Similarly, you should also consider de-personalizing your home as much as possible before it goes on the market. You want buyers to be able to see themselves and their family in the space. You might as well start to pack up those family photos; you are moving anyway. Ask your Realtor to help choose which art should stay.



# Address the Light in Your Home

Clean all of the windows in the house, thoroughly. So many people forget this step, but it is extremely important for putting your best foot forward. Another easier fix is to replace all your light bulbs with brighter ones, if possible, and get rid of all fluorescent lights.

Add lamps in dark corners, if needed. Find some that you like since you can always take them with you when you sell. Keep drapery light, clean, and airy! If you have a budget, you may consider adding solar tubes or sky lights to dark areas. Remove window screens if possible and store.





# Staging!

There are many ways to stage a home.

Hire a company to stage everything (\$7500-\$20,000+) As a Realtor, I have been viewing + collecting staging company names for 15 years.

Hire a company to stage part of the house (\$3000+).

Have a consultant work with what you have (free if you work with me).

Discuss other options with your Realtor (priceless).



# Pick the Right Agent & Price It Right!

One of the most important things to consider when choosing an agent is finding someone that you feel comfortable spending time with! Check their reviews online, and ask them tons of questions! Some great things to keep in mind when meeting an agent:

- 1 What kind of experience do they have?
- 2 Do you trust them?
- 3 Are they listening to what you need and want?
- 4 Can you envision spending time with this person?

Take the time to thoroughly review comps (recent Just Solds in the area that are like your house) with your agent. They are a great guide to pricing. In my experience with buying and selling homes in the greater Los Angeles area, over-pricing can really hurt you. If you are actively looking for an agent who is the best fit for you, feel free to reach out to me directly with any questions! No obligation. It was my pleasure to share my knowledge with you and I wish you the best on your home selling journey.

A L S O   O N   F A C E B O O K   A N D   I N S T A G R A M !



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CONTACT EILEEN FOR 2 MORE BONUS TIPS!