

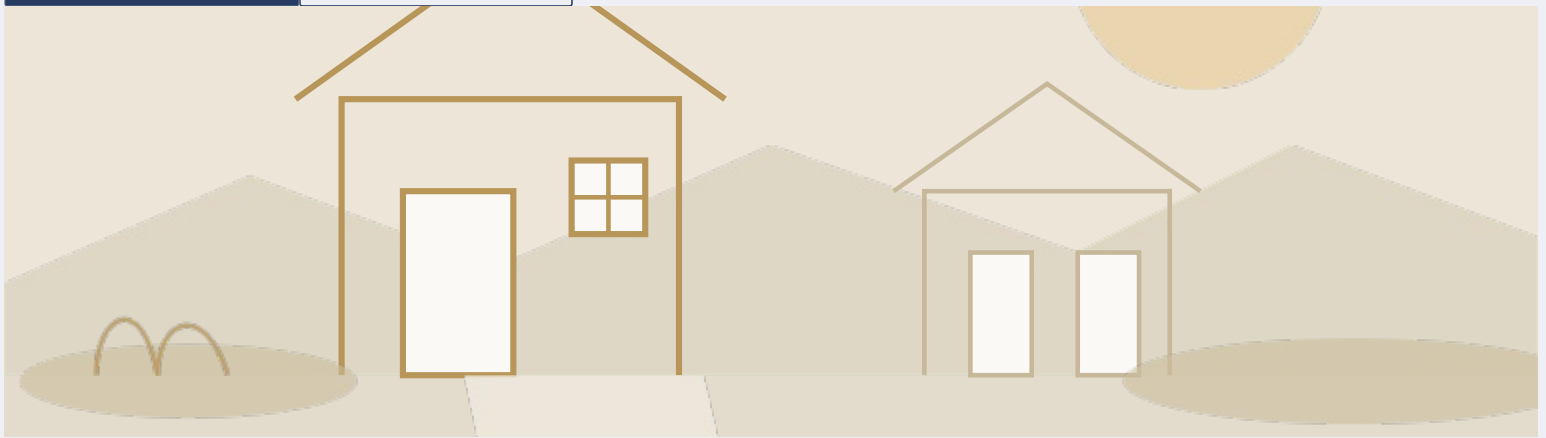
SELLER SUCCESS GUIDE

# Your roadmap from listing to *closing*.

A complete resource for sellers working with Strata Real Estate & Leasing, LLC — pricing strategy, preparation checklists, marketing, offers, escrow, and everything in between.

START THE GUIDE

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IN THIS GUIDE

## A complete resource, start to finish

Every stage of your sale, explained in plain language. Jump to any section, or read straight through — this guide is designed to be revisited throughout your transaction.

### 01 The Seller Journey

A step-by-step roadmap from listing consultation to closing day.

### 02 Pricing Strategy Explained

Market value, the four pricing zones, and why Zillow isn't an appraisal.

## 03 Preparing for Showings

Practical, printable checklists for exterior, interior, and showing day.

## 04 Marketing Your Property

MLS exposure, photography, social media, and broker networking.

## 05 Understanding Offers

Evaluating price, financing, contingencies, and concessions together.

## 06 Escrow & Closing

From accepted offer to recorded deed and proceeds.

## 07 Frequently Asked Questions

Straightforward answers to the questions sellers ask most.

## 08 Net Proceeds Worksheet

Estimate what you'll walk away with — printable and editable.

### CHAPTER ONE

## The Seller Journey

Every home sale follows a defined sequence of stages. Understanding this roadmap before we begin removes uncertainty and allows you to focus on each step as it arrives — rather than worrying about everything at once.

01

### Listing Consultation

We tour your home, discuss your goals, and establish the

02

### Pricing Strategy

We analyze comparable sales and current market

03

### Property Preparation

High-value improvements before going to market.

04

### Professional Photography

High-quality media to showcase your home at its

05

### MLS Launch

Your listing syndicates to hundreds of websites instantly.

06

### Active Marketing

Digital campaigns, social media, and broker

07

### Showings

Qualified buyers tour your home; we monitor feedback closely.

08

### Offers

We review every term together — price, financing, and timing.

09

### Negotiations

Strategic negotiation toward the strongest outcome for

←Scroll to see the full journey→

#### WHAT TO EXPECT

*In Nevada, a typical escrow period runs 30–45 days from the accepted offer to closing. All-cash transactions can close faster. We establish a clear timeline with every accepted offer so you always know exactly where things stand.*

#### CHAPTER TWO

## Pricing Strategy Explained

Market value is what a ready, willing, and able buyer will actually pay for your home in the current market — not what you hope for, not what you paid, and not what an algorithm estimates.

#### MARKET VALUE VS. ASKING PRICE

Your asking price is where we start the conversation with buyers. When it aligns closely with market value, buyers act quickly and competitively. When it does not, buyers move on.

#### WHY ZILLOW ISN'T AN APPRAISAL

Automated valuation tools are built from public records and cannot account for your home's actual condition, recent updates, layout, or the nuances of your specific street. Error rates of 6–10% are common — a spread of tens of thousands of dollars. We use real data from actual sales.

#### DAYS ON MARKET & BUYER PSYCHOLOGY

Buyers notice how long a home has been listed. A property sitting for 60, 90, or 120+ days signals to buyers that something may be wrong — even if the home is in excellent condition.

The most powerful moment to sell is within the first two to three weeks on market, when buyer interest is highest. Overpricing sacrifices this window and almost always leads to price reductions.

#### THE THREE DATA SETS

We evaluate **active listings** (your competition), **pending sales** (current buyer appetite), and **closed sales** (what buyers have actually paid) to establish the most accurate pricing range possible.

## The Four Pricing Zones

Every asking price falls into one of four zones. Understanding where your price sits — and what each zone means for your outcome — is essential to making an informed decision.

### ZONE 1 — BELOW MARKET

#### Underpriced

Generates immediate, intense buyer interest, often triggering multiple offers within the first week. Competitive pressure can drive the final sale price above asking. Works particularly well in high-demand markets with careful strategy.

### ZONE 2 — OPTIMAL

#### Market Value

Homes priced at or within 3-5% of market value attract the highest volume of qualified buyers in the critical first few weeks. They sell faster, receive stronger offers, and rarely require price reductions.

### ZONE 3 — CAUTION

#### Slightly Overpriced

5-10% above market value attracts some showings but significantly fewer offers. The listing grows stale, days on market accumulate, and a price reduction often becomes necessary.

### ZONE 4 — HIGH RISK

#### Significantly Overpriced

10%+ above market value will sit without meaningful activity. The result is a listing that lingers for months and ultimately sells for less than an accurate launch price would have achieved.

### THE PRICE REDUCTION TRAP

*Each time a price is reduced, buyers wonder why — and their offers reflect that skepticism. A home that launches at the right price nearly always outperforms one that chases the market down through a series of reductions.*

Buyers form their impression of a home within seconds of arriving — and that impression shapes how they evaluate everything that follows. The checklists below are designed to be practical and actionable.

#### EXTERIOR PREPARATION

- Mow, edge, and refresh lawn and landscaping

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- Trim overgrown shrubs and remove dead plants

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- Power wash driveway, walkways, and exterior walls

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- Clean or paint front door and replace worn hardware

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- Ensure house numbers are clearly visible

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- Clean gutters and remove roof debris

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- Repair visible cracks in driveway or walkways

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- Add potted plants or fresh flowers at entry

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- Ensure all exterior lighting functions properly

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- Remove vehicles and clutter from the driveway

#### DECLUTTERING

- Remove excess furniture to maximize visible space

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- Clear all countertops — kitchen, bath, and laundry

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- Pack personal photographs and memorabilia

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- Organize closets and storage areas

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- Remove highly personal décor

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- Store children's toys and equipment neatly or off-site

#### INTERIOR PREPARATION

- Deep clean every room, including baseboards and vents

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- Clean windows inside and out for natural light

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- Touch up or repaint walls in neutral, warm tones

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- Steam clean or replace worn carpets and rugs

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- Repair all visible defects

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- Replace burned-out bulbs with bright, consistent lighting

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- Professionally clean tile grout in kitchens and baths

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- Ensure all appliances are spotless inside and out

Replace worn or dated cabinet hardware

#### SHOWING DAY

Open all blinds and drapes before leaving

Turn on all interior lights

Set thermostat to a comfortable temperature

Remove all pets from the property

Ensure sellers are not present during showings

Leave the home clean, tidy, and welcoming

#### ODORS & PETS

*Deep clean carpets and soft furnishings, replace HVAC filters, and use subtle, neutral scents — fresh linen or light citrus. Remove pet bedding, bowls, and litter boxes before every showing, and treat pet odors professionally if needed.*

#### CHAPTER FOUR

## Marketing Your Property

A home cannot sell if buyers do not know it exists. Our marketing strategy generates maximum exposure — placing your property in front of the widest possible audience of qualified buyers through every effective channel.

### MLS Exposure

Your listing syndicates automatically to Zillow, Realtor.com, Redfin, Trulia, and hundreds of additional real estate websites — giving your property national reach from day one.

### Professional Photography

Listings with professional photography receive significantly more online views and showings. For appropriate properties, we also offer video tours and aerial imagery.

### Social Media Marketing

Targeted campaigns reach buyers actively searching in the Las Vegas market, based on location, behavior, and search activity.

## Broker Networking

We maintain active relationships with agents across the Las Vegas market and proactively introduce your listing to qualified buyers.

## Email Marketing

Your property is featured in targeted campaigns to active buyers, investors, and cooperating agents already in the market and ready to act.

## Yard Signage & Open Houses

Professional signage creates neighborhood awareness, while open houses and private showings maximize qualified visitors during the critical early weeks.

### CHAPTER FIVE

## Understanding Offers

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When an offer arrives, the purchase price is only one of many factors that determine whether it is the right offer for your situation. Sometimes the strongest offer is not the highest one.

### Purchase Price

The buyer's proposed price is your starting point. We evaluate it against current market data, the strength of other offer terms, and your personal timeline and financial goals.

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### Earnest Money Deposit

A larger deposit signals a more motivated, serious buyer. In Nevada, earnest money is typically held in escrow and applied toward the buyer's closing costs or down payment at close.

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### Financing Type

**Cash** requires no lender involvement, allowing faster closings. **Conventional** financing typically requires 10–20% down. **FHA** allows lower down payments (3.5%) with more flexible credit standards but added property requirements. **VA** is available to qualifying veterans with no down payment required.

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### Closing Timeline

The closing date affects your plans for your next home and your moving arrangements. We evaluate whether the proposed timeline aligns with your needs and negotiate adjustments when necessary.

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### Contingencies

Conditions that must be satisfied for the sale to proceed — inspection, financing, and appraisal are most common. Each represents a potential exit for the buyer, and a period of uncertainty for you.

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## Seller Concessions

Funds you contribute toward the buyer's closing costs, reducing your net proceeds. A higher price with significant concessions may net less than a lower offer with none.

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## Multiple Offers

When multiple offers arrive, we present them simultaneously and discuss the merits of each — accept outright, counter one or more buyers, or call for highest and best.

### CHAPTER SIX

## Escrow & Closing

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Escrow is the period between an accepted offer and closing — a structured process managed by a neutral third party. Understanding each milestone helps you navigate this period with confidence.

### Escrow Opens

Escrow opens with the title company. The buyer deposits earnest money, and the escrow officer coordinates collection of all documents needed to close.

### Title Company Role

The title company ensures the property title is clear of liens or encumbrances, coordinates closing documents, holds funds in trust, and disburses all proceeds at closing.

### Home Inspection

The buyer's inspector typically conducts a visual examination within the first 7-10 days of escrow. Following the inspection, the buyer may request repairs or credits.

### Appraisal

For financed offers, the lender orders an independent appraisal. If the value comes in below the purchase price, we discuss renegotiation, the buyer covering the difference, or cancellation.

### Loan Approval

The buyer's lender completes underwriting and issues final approval, typically within 21-30 days of opening escrow.

### Final Walkthrough

The buyer confirms the home is in the same condition as when the offer was made, agreed repairs are complete, and included items remain — typically 24-48 hours before closing.

## Signing & Recording

You sign closing documents with the title company, often a day or two ahead of the buyer. Once funds are received, the deed is submitted to the county recorder.

## Funding & Proceeds

When the deed records, the sale is legally complete. The title company disburses mortgage payoff, commission, fees, and your net proceeds — typically by wire or check.

### YOUR ROLE DURING ESCROW

*Continue maintaining the property in the same condition as when the offer was accepted. Respond promptly to requests from us, the title company, or the buyer's agent, and avoid major purchases or financial changes that could affect your own plans.*

## CHAPTER SEVEN

# Frequently Asked Questions

Straightforward answers to the questions sellers ask most often — so you are never left wondering what comes next.

Tap any question to expand the answer.

Can I reject an offer? +

What if the appraisal comes in below the purchase price? +

Can I sell my home as-is? +

Can I stay in the home after closing? +

What happens if the buyer backs out? +

How long does escrow take in Nevada? +

Who pays closing costs? +

What is earnest money? +

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Do I have to accept the first offer I receive? +

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What must I disclose to buyers? +

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Should I be home during showings? +

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What if I receive a lowball offer? +

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How are repairs handled after inspection? +

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What happens to my mortgage at closing? +

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Can I cancel my listing agreement? +

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What is a contingent offer? +

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How do I know if an offer is strong? +

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What is a pre-approval letter? +

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What is title insurance? +

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When do I have to vacate the property? +

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What are seller concessions? +

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Can I accept a backup offer? +

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What is a 1031 exchange? +

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Will I owe capital gains taxes? +

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What if my home does not sell right away? +

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What is included in the sale of my home? +

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How often will you communicate with me? +

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What is an as-is addendum? +

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What's the difference between closing and recording? +

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What is the net sheet? +

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CHAPTER EIGHT

## Estimated Net Proceeds Worksheet

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Get a clear picture of what you can expect to walk away with after the sale. Our printable worksheet covers every line item — from mortgage payoff to closing costs — so there are no surprises at the table.

### Estimate your proceeds before you list.

Download the full Seller Success Guide for two print-ready copies of the Net Proceeds Worksheet — fill one out during your listing consultation, and keep one for your records as offers come in.

[DOWNLOAD WORKSHEET \(PDF\)](#)

Estimated Sale Price

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Mortgage Payoff

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Real Estate Commission

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Escrow / Title Fees

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Nevada Transfer Tax

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HOA Transfer Fees

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Seller Concessions

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Agreed Repairs / Credits

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Prorated Property Taxes

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Other Costs

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*This worksheet is an estimate only. Actual proceeds may vary. Consult your escrow officer and tax advisor for precise figures.*

# The Strata Seller Promise

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At Strata Real Estate & Leasing, LLC, we understand that selling a home is more than a transaction. It is often tied to major life decisions, financial goals, family transitions, and future opportunities. When you list with Strata, you are trusting our brokerage with something significant — and the following commitments reflect the standard every Strata agent upholds for every seller we represent.

## Honest Advice

Straightforward advice grounded in data — even when it isn't what you hoped to hear. We show the evidence and explain our reasoning.

## Clear Communication

You will always know what's happening with your listing — after every showing, every week, and every milestone in escrow.

## Professional Representation

Your home is presented with the professionalism it deserves — quality photography, compelling marketing, and a polished listing experience.

## Strategic Marketing

Every listing is actively marketed through every relevant channel to generate the buyer activity your home deserves.

## Skilled Negotiation

We evaluate every offer term with discipline and negotiate toward your best financial outcome — never letting urgency override strategy.

## Guidance Through Closing

From accepted offer to recorded deed, your Strata agent stays with you through inspections, appraisals, and every escrow milestone.

## Advocacy for Your Interests

Every recommendation and decision is made with your goals at the center — your interests shape the strategy.

## Brokerage-Wide Standards

You're supported by Strata's systems and standards, not just one individual — consistent service from listing to closing.

You chose Strata Real Estate & Leasing, LLC because you wanted more than a transaction. You wanted guidance, consistency, and a team that would show up, follow through, and deliver. That is our promise to every seller — every day your home is on the market, and every day until closing.

Thank you for trusting Strata Real Estate & Leasing, LLC with something this important.

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GET IN TOUCH

## Ready to talk about your sale?

Whether you're just exploring your options or ready to list, we're here to walk you through every step — with the same care and clarity you've found throughout this guide.

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**STRATA**

*Structured. Reliable. Professional.*

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