

THINGS TO CONSIDER WHEN **SELLING YOUR HOUSE**



BILL BYRD, REALTOR®

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2020 Homeowner Wish List

In a recent study by realtor.com, homeowners noted some of the top things they would change about their space to make it more livable while staying at home.



More Space

More Natural Light

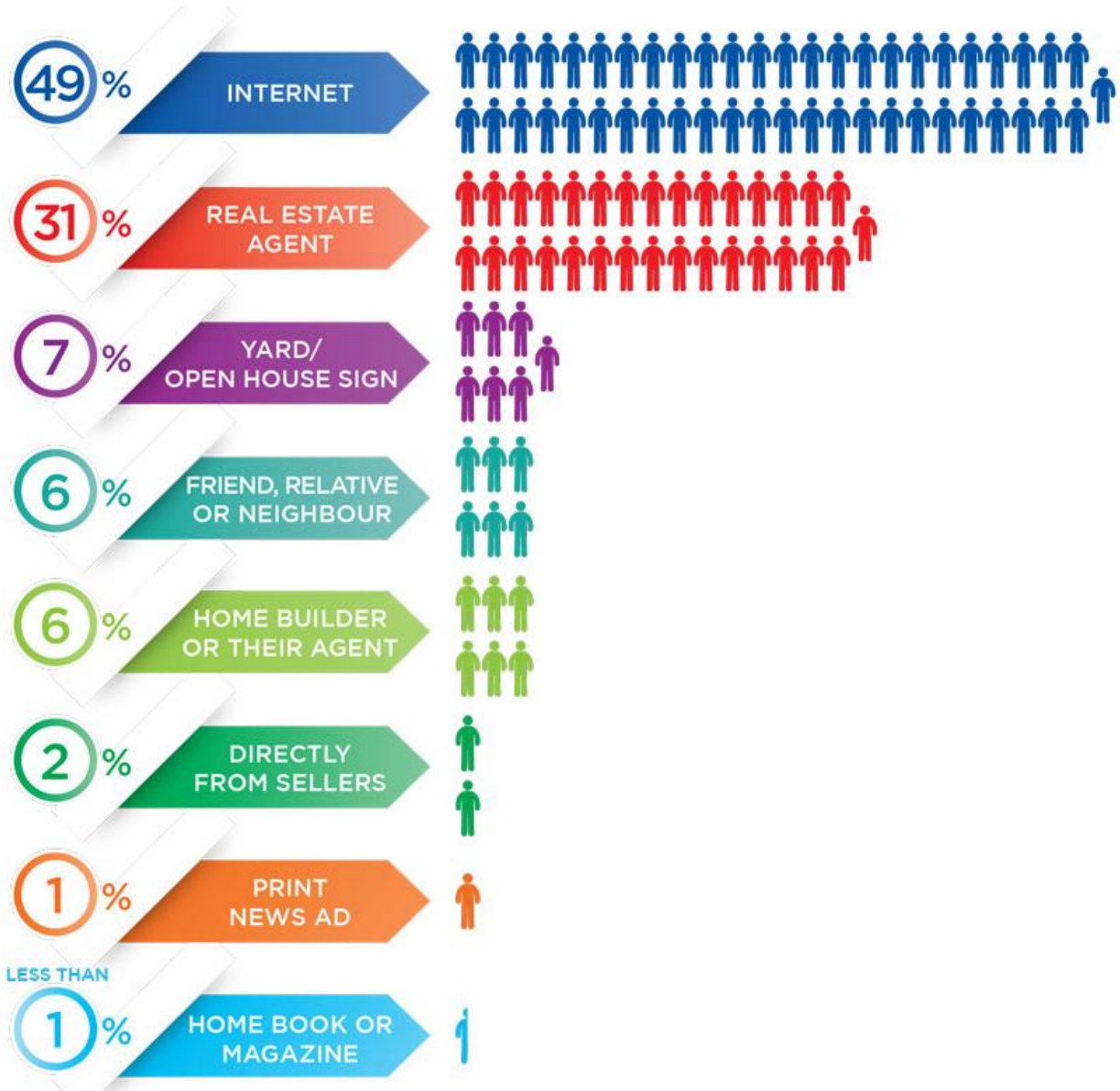
Home Gym

Add a Bathroom

Updated Kitchen

Larger Yard or Patio

Where Buyers Come From



I LIKE TO
😊
LISTEN





THE BEST VALUE





BOOST CURB APPEAL

1

- Power wash your siding if necessary-you can rent equipment from Home Depot.
- Clean out your flower beds-that means remove the leaves, extra debris, and weeds.
- Mulch and plant seasonal flower or plants.
- Trim bushes and mow your lawn regularly.
- Reseed your lawn if needed.
- If your exterior is in bad shape and you are trying to get the most money for your home, you may want to repaint, stain or get your siding repaired.



CREATE AN INVITING ENTRY

2

- Add a welcome mat to your front door and other doors around your home.
- Layer door mats for a more styled look.
- Give your front door a new coat of paint or stain if needed.
- Keep your porch lights on at night for potential drive-bys.



DE-CLUTTER & CLEAN EVERYTHING

3

- Remove excessive personal items – this includes collectibles, awards, photographs , prescription drugs, precious items, and anything that is dripping in your personal style.
- De-clutter bathroom and kitchen counters.
- Minimize items on table tops, nightstands, and bookshelves.
- Don't overlook your closets, cabinets, and pantries! Buyers WILL look inside your closets and pantries when viewing your home. Show off maximum storage space!
- Deep clean.



PAINT ALL THE THINGS

4

- It is the quickest way to update an outdated or uninviting space.
- It's an inexpensive way to sell your home.
- The right color combination will help to sell your home. Bill will assist you in finding this look based on the type of Buyer that will buy your home.
- Get rid of dark or bold colors and patterns, because they do not speak to the masses.



REMOVE AND REARRANGE FURNITURE

5

- Remove excess furniture, because less furniture will make a room feel larger.
- You can put furniture in storage or sell it on Craigslist, Facebook Marketplace, or contact a local antiques dealer or consignment shop, if necessary.
- Create flow.
- You can update the look of older pieces by painting or changing out the hardware. This is a great way to upgrade your kitchen cabinets!
- Consult with Bill.



ADD FINISHING TOUCHES

6

- Open blinds , drapes and turn on lights to let as much light .
- Lighter and brighter makes everyone happier.
- Light a candle in your kitchen and bathrooms to give the house an inviting smell.
- Remove screens.



HOME IS WHERE YOU WANT TO BE

Award Winning Agent



CALL 415.559.5660

77%

Of buyer's agents say that staging makes it easier for buyers to 'visualize' the property as their future home.

49%

Of buyer's agents say that staging a home **increases the dollar value offered.**

62%

Of seller's agents say that staging a home **decreases the amount of time** a home spends on the market.



The most commonly staged rooms are the:

Living room

83%

Kitchen

46%

Master bedroom

69%

93%

of agents recommend that seller's **de-clutter their home** before putting it on the market.

9 Reasons Why Some Homes SELL FASTER

Beyond the obvious elements such as location and size, here are nine factors that can affect how quickly your home sells.

1

CURB APPEAL.

Realtors named curb appeal the **No.1** factor affecting the amount of time a home is on the market. ~ *Zillow Study*

2

SCHOOL RATINGS.

Homes linked to good schools sell faster and at a premium. In one study, buyers said they would pay **6-10%** above their budget for the right school.

3

MOVE-IN CONDITION.

Homes that can be marketed as move-in condition sell **12%** faster. ~ *The Wall Street Journal*

4

QUALITY PHOTOS.

Homes that were marketed with professional photos sold faster in one study, and for **\$3,400-\$11,200** more. ~ *Redfin study*

5

STAGING.

Staged homes spend 73% less time on the market than non-staged homes. ~ *The Real Estate Staging Association*

6

360° DRONE TOURS.

Adding a virtual tour to marketing decreases sales time by 209% and increases price by 2%. ~ *George Washington University study*

7

DESIGN FEATURES.

Homes marketed with: farmhouse sink, subway tile, quartz, barn door shaker cabinets, pendant light, exposed brick, frameless shower, stainless steel & tankless water heater sold 38-63 days faster. ~ *Zillow Digs study*

8

PROPER PRICING.

Homes priced around or slightly lower than market value sold 50% faster. ~ *Zillow Study*

9

THE RIGHT AGENT.

An experienced agent with a solid network sell 32% faster. ~ *Longwood University study*





A Bit Of Advice

“ Objectively Evaluate Every Room! ”

William P. Byrd

CLEAN/REPLACE:

- Light Switch Covers
- Fireplace
- Light Bulbs
- Front Door
- Carpets
- Doors and door knobs
- AC/Heater Vents
- Interior/Exterior Paint



DUST EVERYTHING!!

- Walls
- Blinds
- Ceilings
- Baseboards
- Windows
- Ceiling Fans
- Furniture



MAKE IT INVITING!

- ❑ Rearrange furniture to maximize visual floor space
- ❑ Pack up all knick-knacks and figurines
- ❑ Reduce or add house plants to a balanced number
- ❑ Remove any furniture that you can live without
- ❑ Pack away personal family photos to de-personalize the home
- ❑ Reduce the amount of wall art to one or two items per room
- ❑ Add lamps to any dark spaces to brighten all rooms

WELCOME



LIVING/FAMILY ROOMS & OFFICE

- ❑ Keep tables clear
- ❑ Keep furniture at a minimum
- ❑ Any toys should be out of sight/clear the floors
- ❑ Use throw pillows to soften the space



DINING ROOM

- ❑ Keep dining table clear except for one nice centerpiece
- ❑ Remove extra leaf from table, should seat 4 to 6 chairs max
- ❑ Remove extra chairs from the table and dining room



KITCHEN

- ❑ Clear all items from kitchen countertops
- ❑ Clean the fridge, counterops, stove, oven and microwave
- ❑ Replace burner pans on the stove if worn
- ❑ Box up all dishes and cooking supplies you can live without/declutter
- ❑ Scrub/polish the sink and faucet to make it look new again



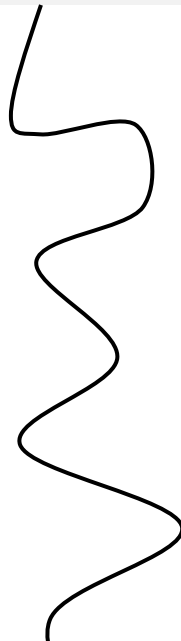
BEDROOMS

- Make beds daily and clear off bedside tables/dressers
- Organize closets to be nice and neat



BATHROOMS

- Clean or replace shower curtains, towels
- Replace caulking to make look new again
- Scrub/polish bathroom fixtures including faucets, shower heads and knobs
- Clear and clean all surfaces including toilet, bathtub, and mirrors



READY, SET, GO



3 Ways to Think About Pricing YOUR HOME



% of Sellers Use These Strategies:

MARKET VALUE

87%

Pricing property **above** market value.

FAIR-MARKET

46%

Pricing property **at** market value.

PRICE TO SELL

9%

Pricing property **below** market value.

PROS:

Good strategy in a seller's Market. You may get above market value.

CONS:

In a Buyer's Market, will likely undergo price reductions, property will sit on the market, and you may **lose** Buyer interest in the market.

PROS:

Usually 4 times faster to sell, and generates multiple offers.

CONS:

It's always a risk to price your home at market value since it may **not** sell at its maximum price.

PROS:

Creates a large amount of interest with multiple offers. Great for a quick sale.

CONS:

This is a gambler's strategy. You may not get the maximum price. Occasionally, home owners get more than the conventional price.

I recommend that we use the right strategy for your ideal outcome.

How Technology is Helping Buyers Navigate the Home Search Process

A recent realtor.com survey revealed that buyers are still considering moving forward with the home buying process, even if they can't see the home in-person.

While they still prefer to physically see a home, here are the tech specs buyers think are most helpful in today's home search process.

61%

Virtual tour of the home



58%

Accurate and detailed listing information



53%

Accurate and detailed neighborhood information



51%

High-quality listing photos



39%

Video chat walk-through with agent or landlord



TYPICAL EXPENSES PAID BY SELLER

Real Estate Agent Commission
Pre-Sale preparation: Painting, Gardening, Staging, Cleaning
- Mandatory and Customary Inspections and Reports:
- Natural Hazard Zone Disclosure
- City and Town Resale Inspection
- Pre-sale Inspections: Contractor's and Pest reports
- County Transfer Tax:
Special Area Taxes based upon any Unpaid Property Tax
Any and All Delinquent Property Taxes
Any Bonds and Assessments
Document Preparation Fee for deed
Notary Fees
Homeowner's Association Mon-In/Move-Out fees, if part of Home Owner's Association
Home Warranty (often requested by the Buyer)

NOTE: A large portion of the above for seller will be deducted from closing, so DO NOT worry.

TYPICAL EXPENSES PAID BY BUYER

Mortgage Insurance and Homeowner's Insurance
Appraisal Fees
New Property Taxes
Title Insurance
Escrow Fee
Lender Fees

A Bit of Inspiration

“ Celebrate endings—for they precede new beginnings. ”

Jonathan Lockwood Huie

 **61% OF BUYERS EXPERIENCE STRESS**



EVALUATION.

- Market Analysis.
- Review Value Analysis.
- Discuss client goals, needs, and desires.
- Consultation to discuss your goals, needs, dreams, and desires to ensure your goals, including market price and strategy are obtainable.

PREPARATION.

- Execute listing Agreement.
- Detail plan to prepare home for market.
- City Inspections (if applicable).
- Sewer Lateral (if applicable).
- Discuss and outline termite, home, and roof inspections.
- Pre-picture.
- Pre-market. A) Coming soon, B) Social media, and C) Instagram.
- Aerial canvas video of A) Floor plan, B) Video tour, C) Aerial view, D) Matte port, E) Website, F) Story, G) Neighborhood picture, and H) Downtown.

COMING TO MARKET.

- Pre-marketing
 - Video release (Zillow, Trulia, Youtube)
 - Mailer
 - Instagram
 - Linked In
 - Facebook
 - Email to 10% of Top agents in San Francisco, Marin, Sonoma, and Napa

ON MARKET.

- MLS release.
- Social Media release
- MHINT release.
- Communication and evaluation of A) Cull - ?, B) Reports, and C) Feedback.

OFFER.

- Negotiate.
- Accept.
- Find solutions. – Line to Close.
- Assist in moving.

PRE-CLOSING.

- Assist in inspections.
- Assist with appraisal.
- Assist in price re-negotiations pending inspections.
- Final sale closing.

CLOSING.

- Move out.
- Clean.
- Share on utility information with Buyer.
- De-activate utilities / garbage / water as required.
- Cancel insurance.
- Turn keys over to Agent (Buyer).
- Ensure all Seller goals and commitments have been met.

POST CLOSING.

- Funds to be directed to account provided.
- Funds may go into an exchange account for 1031 exchange. Byrd will assist you with process.

CHANGE CAN
😊
BE FUN



My Communications

The Byrd Guarantee

Fact: According to the National Association of Realtors, 70% of the public thought their agent did a poor job communicating with them. Not with William Byrd.

1. I guarantee we will provide feedback to you within 48 hours after showings (when available), either by phone or email.
2. I guarantee we will call you weekly to discuss feedback, showing traffic, market activity, and price adjustments, if necessary, with regards to positioning your home on the market.
3. I guarantee to be available by phone between 9am to 9pm Monday through Sunday.
4. I guarantee we will return all phone calls and emails expeditiously.
5. I guarantee that you will be kept informed regarding new homes that come on the market to compete with yours, as well as recent sales around you.
6. I guarantee you will visually see any brochures, websites, video, Facebook, Instagram, etc., to see how your home is being marketed.
7. I guarantee that we will hand deliver any correspondence that is of an urgent nature.
8. I guarantee we will update all Buyers in the area about your home.
9. I guarantee that your home will have take-away brochures in the home at all times.
10. I have a proven system! From my attention to detail to my commitment and follow through, I will have covered every step of the way.
11. Lastly, my unparalleled communication and aggressiveness to get you the top offers for your house and to help you reach your goals is why I am the best person for the job!
12. I guarantee that you are my priority.

My commitment to you — William Byrd



 **INTEGRITY,
TRANSPARENCY,
COMPASSION**



Why Choose Bill



William P. Byrd

Agent and Advisor



The Byrd Team

From All Walks of Life
Appraisers, Contractors,
Lenders, Title Companies,
Distressed Specialists, Legal
Support, and much more.



RE/Max Gold

47 Years & 90,000 agents
and over 500 employees

We Know How to Leverage The Pulse of The Markets

Buyer's Market

Demand is Lower
Inventory is Higher
Longer Listing Time
Fewer Offers
Lower Price Offerings
Price Reductions

Impact on Seller:

May have to accept lower than asking price, pay buyer concessions, and/or make repairs / staging in order to sell.



Seller's Market

Demand is Higher
Inventory is Lower
Shorter Listing Time
Multiple Offers
Home Selling Above List Price Holds

Impact on Seller:

May receive multiple offers at higher than selling price with minimal or no repairs / staging in order to sell.


A Bit More Inspiration

“ Home is the starting place of love, hope and dreams. ”

William P. Byrd

RE/Max vs. The Industry

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

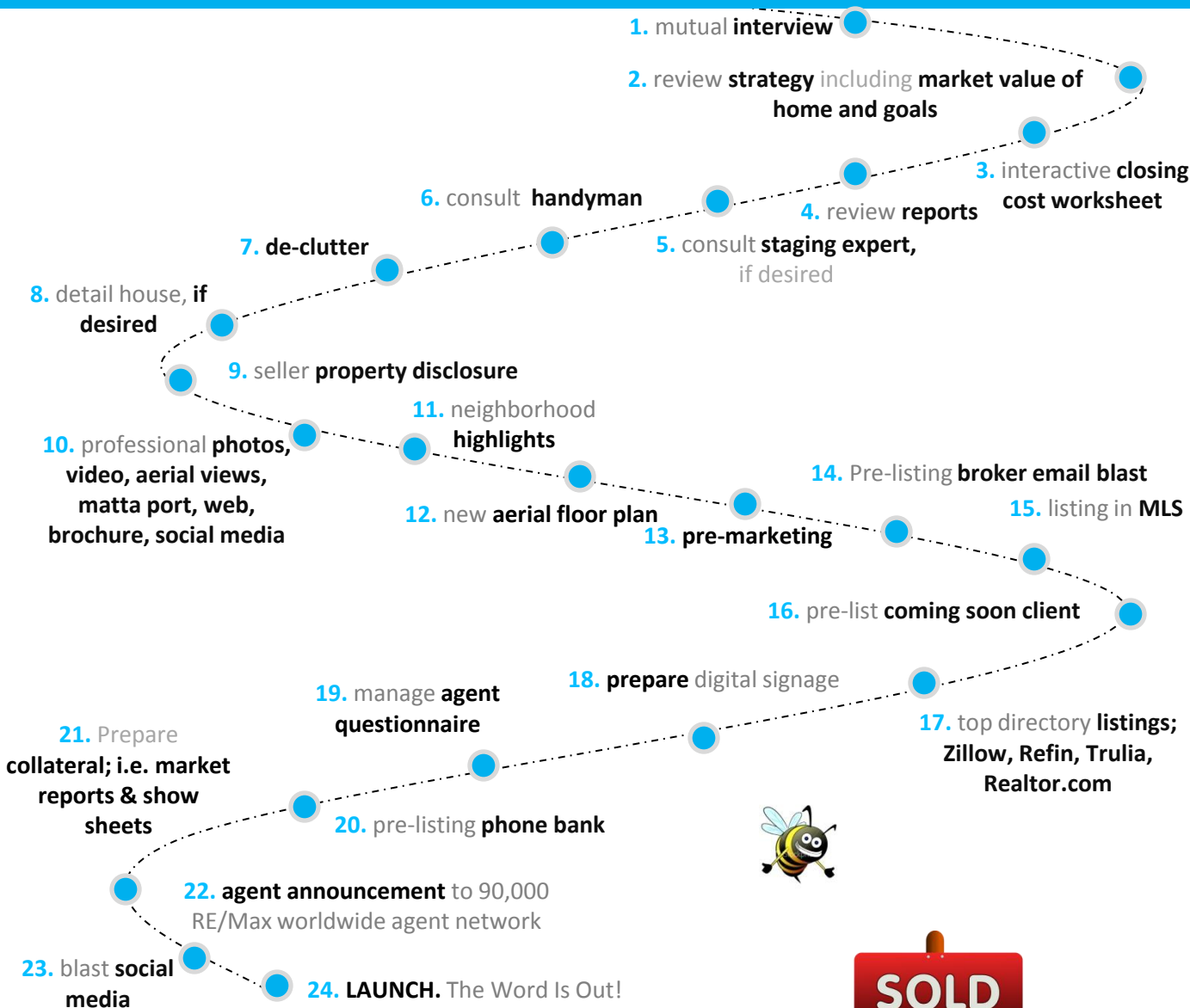
	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) ¹	U.S. TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.0	1,036,000	30.2%	100+	7,841	119,041
	11.1	Not Released	0.4%	11	500	8,000
	9.4	Not Released	4.5%	1	1,400	45,000
	8.8	133,225	1.3%	32	2,300	39,900
	8.2	731,486	15.0%	47	3,200	94,300
	7.8	417,337	21.0%	80	8,000	118,600
	6.8	72,424	0.8%	3	350	11,500
	6.6	122,475	2.1%	69	950	21,900
	6.6	1,041,948	8.0%	30	930	177,000
	5.2	10,543	0.1%	1	45	2,043
	3.9	50,000	0.1%	1	127	14,500
	3.8	24,655	0.1%	2	46	6,417

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24 Steps to Promoting Your Home

from 1 to 24

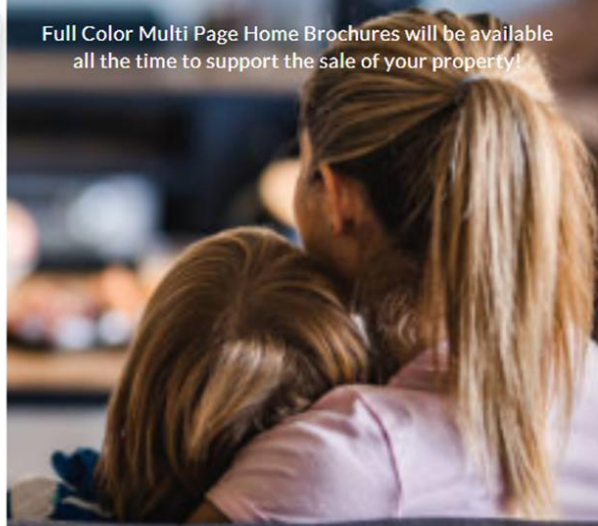


Congrats!



Customized

Full Color Multi Page Home Brochures will be available all the time to support the sale of your property!



BILL BYRD, REALTOR® | 2020



The Power behind the brand of RE/MAX Gold and an Award Winning agent, should do the trick.

“Bill, Thank you for an amazing partnership over the last 2 months. We really loved working with you.” – The Bridles, July 2, 2020

Inspiration



The first step towards getting somewhere is to decide you're not going to stay where you are.



J.P. Morgan

My Successes

ON A ROLL

DAYS ON MARKET

LOCATION



03

Price Sold: \$603,000
21594 Starrett Hill Drive
Monte Rio, CA 95462
Video: www.starrethilldr.com



30

Price Sold: \$745,000
1192 Castelletto Place
Windsor CA 95492
Video: www.1192castellettopl.com



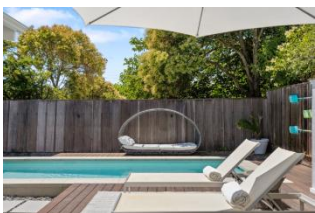
21

Price Sold: \$1,469,500
46 Cavalla Cay
Novato, CA 94949
Video: www.46cavallacay.com



06

Price sold: \$829,000
8 Nova Lane
Novato, CA 94945
Video: listings.aerialcanvas.com/8novaln



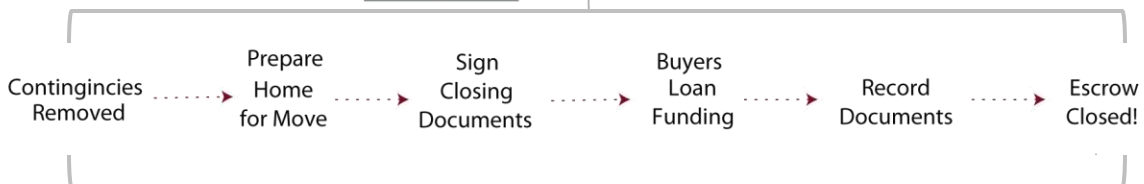
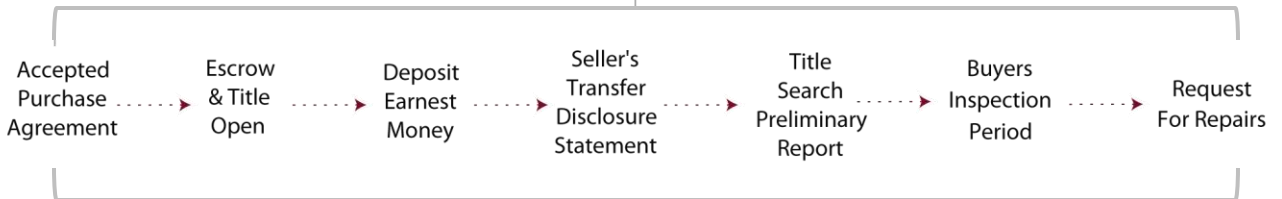
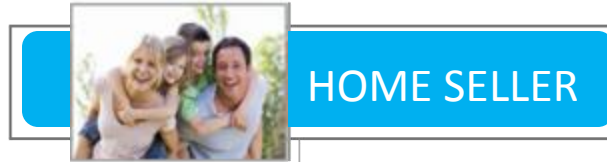
06

Price Sold: \$1,571,000
575 Woodbine Drive
San Rafael, CA 94903
Video: listings.aerialcanvas.com/575woodbinedr

Showcase Sample Video Delight! Went Live in 48 Hours.

<http://www.46cavallacay.com/>

Home Selling Process



About Bill

My Story

LIVING THE HIGH LIFE

We were living the high life – a gorgeous home, five cars, two boats, and several incredible vacations as a family. If only I had known that our dream life was going to vanish before our very own eyes in what felt like days. I wish I could have saved our family from the suffering we endured next.

I got into the lending business early in my career and it profited us well. It wasn't too long before I became a mortgage broker, was running a successful company, and reaping the rewards of it all. I gave my family everything they (or I) could've dreamed of. We lived on a gorgeous five-acre lot in a beautiful home. We had seven different rental properties throughout Sacramento. We even owned 16 horses, five cars, and two boats. Every weekend was spent on the lake or soaking up the sun on incredible family vacations. We had it made.

To top it all off, I had an even bigger ego to go with all of that "stuff". In other words, I was about as self-absorbed as they come. I only ever cared about me, myself, and I. Looking back, I seldom worried about how a decision or transaction would affect the lives of others around me – if it worked out favorably for me and my family, I was happy.

THE FALL

When the economic crash of 2007-2008 hit, everyone was impacted. The

market crashed and businesses were crumbling – mine included. Things quickly deteriorated and my \$750,000 a year income plummeted to poverty level. No matter how hard I worked, I couldn't make ends meet. My company closed and the luxuries I had long enjoyed in my life were disappearing.

Soon, the bank started showing up at our house to repossess our cars and boats. We were receiving non-stop subpoenas about credit debt we owed. The IRS viciously sank its teeth in, and we had nowhere to turn. We tried everything to keep our tenants in our rentals and maintain a steady income, but tenants were moving out at a rapid rate. Eventually, PG&E came to shut off our power and only because of a true miracle were we able to keep the lights on for just a little while longer.

Finally, I made the incredibly painful decision to declare bankruptcy in one last effort to save our family from being on the streets. We lost our home and income in the same year and still had two children to feed – I felt like a complete failure.

We worked hard to find odd jobs and make any amount of money. My wife scrubbed toilets and offered to be a chauffeur for minimal pay. At night, I was fortunate to occasionally find work as a security guard. I spent most mornings going from one construction site to the next, offering to clean it for just \$20 pay. We barely made enough to keep the lights on and food on the table.



THANKFUL

Never again will I take this life for granted. The parts of myself that I lost along the way were the parts that only held me back. Now, I do my best to focus on all the blessings and helping others.

It is that same sense of gratitude and service that has brought me so much happiness as a REALTOR®. I would love nothing more than to have an opportunity to serve you and your family as you embark on your next real estate journey. I know just how stressful and important this process is. I promise that I will put all my energy, experience, and heart into finding you your dream home or helping you sell for maximum value.

And for those who are experiencing some of what I went through, I have build of team of professionals to guide those in need through this unspeakable journey that I wish on noone.

Thank you for taking time to learn more about my story to becoming the man I am today. I hope to continue to improve and be a better version of myself each day; all while helping you and your family.

With gratitude,
William Byrd, REALTOR®
Husband to a Wonderful Wife and father of three adorable children:
Savannah, William and Gianna

For months, all we could afford to buy was milk, cheerios, bread, and bologna. My wife and I often skipped meals in order to ensure there was enough food for our growing kids. My sweet daughter, just five years old at the time, would wake up early in the morning and cut out cardboard to line the inside of her shoes so that the holes wouldn't hurt her feet. My heart broke as I watched my family endure our poverty.

BOUNCING BACK

I wanted to give up. I had failed them and I didn't know how we were ever going to get out of that place. It was during that dark, depressing time that I decided to take a leap of faith and turn my heart and hope to God. I had nothing to be proud of anymore, so I stopped focusing on me and chose to look outward. It was difficult and unnatural at first, but it set me free.

Free from pain and anguish, free from pride and egotistical mindsets, I felt enabled and empowered to try again and fight for my family's livelihood. In 2011, I started down an unknown path into the real estate industry. With nothing left to lose, I decided to become a licensed REALTOR®.

Slowly but surely, we rebuilt our lives from the ground up. Except this time, I was going to leave my pride and ego behind. We lived within our means and cherished everything we had. Life felt richer, sweeter, and fuller than it ever did before. Today, I have a career that brings me joy and helps others find joy in their own lives. My family is happy, healthy, and my wife and I now have three beautiful children. We truly have it made.

LET'S SUCCEED TOGETHER
THANK YOU



CONTACT ME, ANYTIME

415.559.5660 | bill@byrdre.com

ADDRESS

591 Redwood Highway
Mill Valley, CA 94941

WEBSITES

Byrdre.com | Byrd4u.com

BILL BYRD, REALTOR®