

HOW TO MAKE THE RIGHT DECISION
WHEN LIFE AND REAL ESTATE COLLIDE



THE BAY AREA FAMILY GUIDE *to Difficult Home Sales*



Meet

TANJA
&
TERRY

Tanja Odzak and Terry Tucker are San Francisco Bay Area real estate specialists who help families through emotionally difficult real estate situations by providing honest guidance, multiple selling strategies, and hands-on project management that protects both their peace of mind and their equity.

From inherited homes and probate sales to hoarder properties, fire-damaged homes, and complex family situations, they bring experience, compassion, and a commitment to protecting their clients' equity.

Their approach is built on 3 principles:

- Simplify the process so families are not overwhelmed
- Protect equity by exploring every available option
- Provide compassionate support throughout the journey

They have helped dozens of Bay Area families through some of the most challenging real estate situations imaginable. Their clients consistently describe them as trustworthy, patient, and genuinely caring.

Whether you are dealing with a property across town or across the state, Tanja and Terry are here to help you find the right path forward.

 (415) 633-6772

 Call2Sell.Net

 OdzakGoppold@gmail.com
DanvilleAgent@gmail.com

When life gets complicated, we make the real estate simple.

A photograph of a white ceramic vase filled with white roses and baby's breath flowers, set against a light green background. The vase is positioned on the left side of the page, and the flowers are in full bloom, with some buds still visible.

A Warm WELCOME

If you are reading this guide, chances are you are facing more than a standard real estate decision.

Perhaps you have lost a loved one and inherited a home you are not sure what to do with. Maybe a parent is moving into assisted living, and the family home needs to be sold. Or maybe the property has been neglected, damaged, or is caught up in a legal process like probate or conservatorship.

Whatever your situation,

You are not alone.

We wrote this guide to give you clarity. Not a sales pitch. Not pressure. Just honest information about your options so you can make the best decision for your family.

This guide will walk you through:

- Why these types of home sales require a different approach
- The options available to you
- Common mistakes to avoid
- A simple framework for making your decision
- What working with us looks like

When you are ready, we are here to help.

Why These TYPES OF HOME SALES *are Different*

Not every home sale is straightforward.

Many families come to us dealing with situations that go far beyond choosing a listing price and scheduling open houses.

These are some of the most common scenarios we help with:

- Loss of a loved one and an inherited property
- A parent moving into assisted living or memory care
- Probate or trust administration
- Conservatorship
- A hoarder home or property filled with decades of belongings
- Fire or flood damage
- Deferred maintenance and years of neglect
- Family disagreements about what to do

In each of these cases, the emotional weight is real. The legal requirements may be complex. And the property itself may need significant attention before it can be sold.

That is why a different approach is needed. Strategy should begin by understanding your situation, not by rushing to list the property. The right path forward depends on your family's goals, your timeline, the condition of the home, and the legal framework you are working within.

We believe every family deserves a plan that fits their unique circumstances.



*Helping families
through life's
hardest property
decisions with
clarity, compassion,
and confidence.*

Your OPTIONS

When facing a difficult home sale, many families assume they only have one choice. The truth is, you have several paths available.



Option 1

SELL THE HOME "AS-IS"

This may be the right choice when:

- Speed is a priority
- You want to reduce stress and complexity
- The home needs significant repairs
- You want to avoid dealing with contractors



Option 2

PREPARE FOR THE OPEN MARKET

This path involves cleaning, decluttering, making minor repairs, painting, landscaping, and possibly staging. We focus only on improvements that add measurable value.



Option 3

COMPARE MULTIPLE INVESTOR OFFERS

Rather than accepting the first cash offer, we help you solicit and compare offers from multiple qualified investors. This creates competition and ensures you get a fair price.

Accepting the First Offer

When you are overwhelmed, it is tempting to say yes to the first buyer who shows interest. But the first offer is rarely the best offer. Without competition, you have no leverage.

Trying to Handle Everything Alone

Difficult home sales involve legal, financial, emotional, and logistical challenges. Trying to manage all of these without professional support often leads to burnout, mistakes, and lost equity. You do not have to do this alone.

Waiting Too Long

Delay can be costly. Properties deteriorate. Markets shift. Carrying costs add up. While you should never rush, waiting without a plan is expensive.

Renovating Without A Plan

Some families spend tens of thousands on renovations that do not increase the home's value. Not every improvement pays for itself. Get professional guidance first.



The Biggest **MISTAKES** *Families Make*

Decision FRAMEWORK

We believe that every family deserves a clear, simple way to think about their decision. That is why we developed a framework built around 3 guiding questions:

WHAT IS HAPPENING IN YOUR LIFE?

Before we talk about the property, we want to understand what you are going through. Are you grieving? Managing a parent's care? Dealing with family conflict? Your personal situation shapes everything.

WHAT OPTIONS ARE AVAILABLE?

Based on the condition of the property, the legal situation, and your timeline, we identify which selling paths are realistic. Not every option is available in every situation, and we will be honest about that.

WHICH OPTION BEST SERVES YOUR FAMILY?

Once you understand your choices, we help you evaluate them based on your priorities. Is speed most important? Maximizing equity? Minimizing stress? There is no single right answer.



Our recommendations are always based on what serves you best. We will never push you toward a decision that benefits us at your expense.

What Working with Us Looks Like **OUR PROCESS**

We have designed a simple, supportive process that takes the burden off your shoulders.

1

PRIVATE CONSULTATION

We listen first. Tell us about your situation, your concerns, and your goals. No pressure, no obligation.

2

PROPERTY EVALUATION

We assess the property's condition, location, and market position. We identify what needs attention and what can be left alone.

3

STRATEGY SESSION

We present your options clearly, with projected outcomes for each path. You decide which direction feels right.

4

EXECUTION

Once you choose a path, we coordinate everything. Cleanouts, repairs, legal requirements, marketing, negotiations.

5

CLOSING AND BEYOND

We guide you through closing and remain available afterward. Whether you need help with tax questions, moving logistics, or simply someone to talk to, we are here.



Questions F.A.Q.



Can I Sell a Home that Needs Major Repairs?

Yes. Many of the homes we sell need significant work. We help you decide whether to invest in repairs or sell as-is based on your goals and timeline.

Does the House Need to be Cleaned Out First?

No. We can help coordinate cleanouts, or we can sell the home with everything still inside. Many buyers and investors are willing to handle the contents themselves.



What Happens if Siblings Disagree?

This is more common than you might think. We help facilitate conversations, present objective data, and find solutions that work for everyone involved.

Can You Help if Family Members Live Out of State?

Absolutely. We regularly work with families spread across the country. We handle everything locally and keep everyone informed throughout the process.



What if I am Not Ready to Decide Yet?

That is perfectly fine. Our initial consultation is free and comes with no obligation. We are happy to answer questions and let you take all the time you need.

NEXT STEP *Contact Us*



CONTACT TANJA & TERRY



TALK & TEXT

(415) 633-6772



EMAIL & WEBSITE

ODZAKGOPPOLD
@GMAIL.COM
DANVILLEAGENT
@GMAIL.COM



FREE WEBINAR

CALL2SELL.NET

We will help you:

- Understand your options based on your unique situation
- Compare selling strategies and their likely outcomes
- Protect your equity and avoid costly mistakes
- Build a tailored plan that serves your family's goals

Take our FREE On-Demand Webinar

Created to walk you through everything you need to know about these types of sales

No pressure. No obligation. Just trusted guidance from people who have helped hundreds of families navigate exactly what you are going through. Call Us.



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Bay Area Real Estate Specialists

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with clarity, compassion, and expertise.



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