

FREE HOME SELLER GUIDE

San Gabriel Valley Seller's Blueprint

How to sell smart, avoid costly mistakes,
and walk away with confidence.



Inside this guide:

- Know your real bottom line
- Avoid inspection surprises
- Understand buyer concessions
- Compare your 4 selling options

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Each office is independently owned and operated.

The #1 Mistake Sellers Are Making

CRITICAL INSIGHT

The biggest mistake is not knowing your numbers.

Many sellers feel confident about their home value. They have checked comps, watched the market, and have a number in mind for what they will walk away with. Then reality hits.

What often gets missed

Mortgage payoff, closing costs, commissions, buyer concessions, repairs, credits, moving costs, and the real net proceeds after everything is paid.

BUYER CONCESSIONS EXPLAINED

Seller concessions are costs the seller agrees to cover for the buyer during the purchase. These can include closing costs, repair credits, rate buy-downs, or other fees that help make the purchase easier for the buyer.

For buyers

Concessions can reduce upfront costs and make the home more affordable at closing.

For sellers

Used correctly, concessions can help make your home more attractive and help close the deal faster.

The key: concessions are a strategy - not a surprise.

You should know before you list how concessions may affect your final net, so you can negotiate from clarity instead of pressure.

Know Your Real Bottom Line

EXAMPLE NET SHEET

Item	Estimated Amount
Estimated Sale Price	\$800,000
Mortgage Payoff	-\$400,000
Estimated Closing Costs	-\$16,000
Estimated Commission	-\$40,000
Possible Buyer Concessions	-\$10,000
Estimated Net Proceeds	\$334,000

For illustration only. Your actual figures will depend on your mortgage, closing costs, negotiations, and market conditions.

WHAT I DO DIFFERENTLY

- 1 Pull the exact mortgage payoff
- 2 Map likely closing costs
- 3 Factor realistic concessions
- 4 Build multiple net scenarios

Why this matters

When an offer comes in, you already know what works, what does not, where to negotiate, and where to hold firm. That keeps you in control from start to finish.

Pre-Listing Inspection

DO THIS BEFORE YOU DO ANYTHING ELSE

Get the home inspected before you list.

One of the smartest moves a seller can make is to learn about potential problems upfront - before a buyer's inspection, before escrow pressure, and before emotions get high.

If you wait

Issues are discovered late. Buyers gain negotiating power. You may be forced into credits, price reductions, or stressful repairs. The deal can even fall apart.

If you know early

You can fix small items, disclose with confidence, price strategically, and decide what to repair versus what to negotiate.

STRATEGY TIP

- Not every issue needs to be repaired.
- Small, high-impact items often matter most.
- Larger items may be better handled with price, disclosure, or a credit.
- The goal is not a perfect home. The goal is a predictable sale.

Bottom line

The more you know upfront, the smoother your sale can be.

The First 14 Days Matter Most

LAUNCH WINDOW

The first two weeks are when your home typically receives the most attention. If you do not receive offers during this window, the answer is usually not to wait and hope. The answer is to diagnose quickly and adjust with purpose.

No showings

Exposure or pricing may be off.

Showings, no offers

Buyers may not see enough value once inside.

Weak online response

Photos, headline, or presentation may not be strong enough.

Negative feedback

Condition, smell, clutter, or repairs may be creating friction.

HOW TO FIX IT

1. Adjust the price with purpose - not panic.
2. Reposition into the range where buyers feel urgency.
3. Eliminate friction inside the home: odors, clutter, dark rooms, small repairs.
4. Strengthen terms when appropriate: concessions, timelines, and communication.

Your 4 Selling Options

CHOOSE THE PATH THAT FITS YOUR SITUATION

1

72SOLD System

A structured approach designed to create urgency, attract serious buyers, and help you sell with a clear strategy.

2

Sell As-Is

Skip repairs, avoid extra stress, and sell the property in its current condition.

3

Cash Offer

A faster, simpler option through active investors looking for homes in the San Gabriel Valley.

4

Fix & Sell for More

Make smart updates such as paint, fixtures, light landscaping, and presentation improvements before listing.

The right answer depends on your goals.

Timeline, property condition, net proceeds, stress level, and family situation all matter.

Seller Pre-Listing Checklist

SIMPLE ACTION LIST

Financial Clarity

- Know your estimated net proceeds
- Review mortgage payoff
- Estimate closing costs and commissions
- Plan for possible buyer concessions

Strategy First

- Compare all 4 selling options
- Clarify your timeline and goals
- Decide on a pricing strategy
- Know your bottom line before offers arrive

Pre-Listing Preparation

- Get a pre-listing home inspection
- Identify problems before buyers do
- Choose what to fix vs. leave as-is
- Gather key documents and warranties

Presentation & Launch

- Declutter and deep clean
- Fix small high-impact items
- Prepare for professional photos
- Watch showing activity during the first 14 days

Why Work With Ralph

ABOUT RALPH

Ralph Adame is a dedicated Realtor with deep roots in the San Gabriel Valley, where he grew up in South El Monte. With a degree in Real Estate Finance from USC and over 25 years of experience as a financial advisor at Chase, Bank of America, and Wells Fargo, Ralph brings a unique blend of financial expertise and real estate passion to every client relationship.

Listing specialist approach

Since obtaining his real estate license in 2022, Ralph has focused on helping homeowners understand their options, position their property correctly, and move forward with confidence.

Probate and inherited property guidance

Ralph holds a specialized certification in the Probate Process from the California Association of REALTORS. He helps families navigate inherited property and estate-related sales with professionalism, compassion, and clarity.

MISSION

"A man for others."

A commitment to professionalism, compassion, and excellence in every transaction.

Want to Know Your Numbers?

Before you list, know what you will walk away with.

I will help you understand your options, your likely net,
and the strategy that best fits your situation.

No pressure. Just real clarity.

CONTACT RALPH

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Best first step

Ask Ralph for a simple net sheet and selling options review before you make decisions.