

Selling Your Home With Zia Group

A Step-By-Step Guide To Selling Your Home



ZIA GROUP
REAL ESTATE. REAL IMPACT.



Welcome

The process of selling a home can be stressful under any circumstances. Your team at Zia Group is here to walk with you through each step of the process, offering neutral, expert advice along the way.

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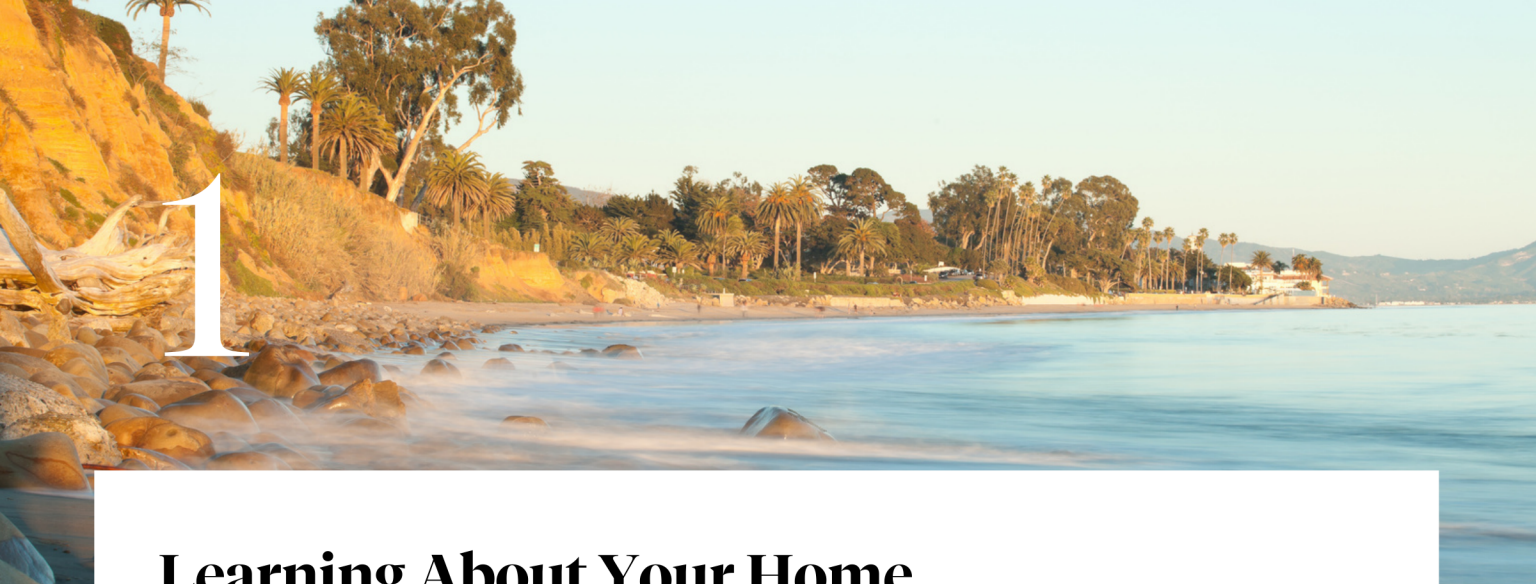
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1

Learning About Your Home

Every home is unique. We take the time to really get to know your home so that we can market strategically and ensure that all the right information is shared with the next owners.

NOTES

Getting Started



COMPLETE OUR QUESTIONNAIRE

Our short questionnaire provides our team with vital information to get started. Look out for this questionnaire in your email or click below.

[Click here to open questionnaire](#)

MEET WITH OUR LISTING MANAGER

Our listing manager will reach out to schedule a walk-through of your home in order to gather information, begin developing a marketing plan for your home with your Realtor Partner, and work with your Realtor Partner to provide any recommendations for updating or "sprucing up" your home before coming on the market.

COMPLETE REQUIRED DISCLOSURES

There are a few disclosures required by the state for you to complete before bringing your home on the market. We employ a simple and comprehensive digital process for completing these forms, and your Realtor Partner and our Transaction Manager can walk you through any questions you may have about these forms.



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Preparing Your Home For Sale

In today's digital world, "curb appeal" isn't just about how your home looks to passersby—it's all about how photogenic your home can be. When you list your home with Zia Group, we'll walk you through the steps for giving your home the best first impression possible.

NOTES

We're Here To Help

COORDINATE FINAL TOUCHES

To give your home the best first impression digitally, we will give you a list of recommended steps to take in order to get your home "photo ready." We will help you coordinate any recommended work, updates, cleaning, and finishing touches. Finally, we will verify that your home meets California State requirements before selling.

EXPERT PHOTOGRAPHY

Before coming on the market, our listing manager will help find a time that works for you for our expert real estate photographer to come and capture all the best your home has to offer.

FINALIZE THE MARKETING

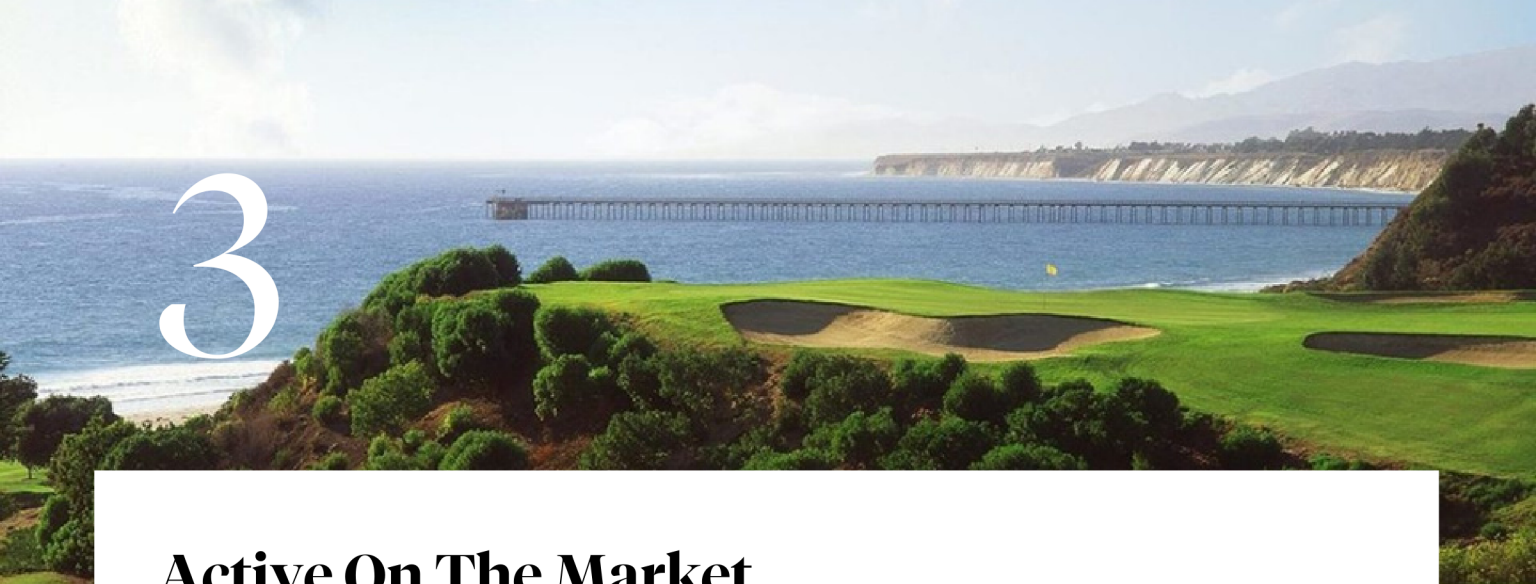
There are many important details to iron out before your property goes live on the market. Throughout the process of acquiring photos and videos, our team will also be developing all marketing materials based on what we've learned about your home.

State Requirements

The State of California Requires that all homes meet the following code requirements at the time of sale:

- Smoke & Carbon Monoxide Detectors must be present according to local code.
- Water heaters must be double-strapped and properly blocked.





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Active On The Market

The active market phase is characterized by two primary components that you'll want to be aware of: Showings/Open Houses and Weekly Updates. We have proven processes in place to maximize engagement while also minimizing inconvenience on your part.

NOTES

Private Showings

Often, showing a home can be one of the most stressful aspects of the home-selling process. Our primary strategy for making this process as smooth as possible for you is simple: minimize surprises! We do our best to plan ahead so we can show your home to as many qualified buyers as possible, while also setting clear expectations so you can be well-prepared for showings and open houses.



WE DO THE WORK FOR YOU

Zia Group manages all showing requests through an app called ShowingTime based on pre-approved slots that you've decided will work in your schedule. Thanks to the app, you can also easily approve or decline new requests for showings as needed.



ATTENDANCE NOT REQUIRED

Not living in the house or prefer to travel and leave it vacant? No problem! We can simplify the process even further. In this case, you can just leave the keys with us and we'll take care of the rest. For peace of mind, you can choose to either be notified prior to any showings, or we can provide a weekly summary of all of the showings that occurred after the fact.

Open Houses

We recommend holding multiple open houses to maximize your market exposure, and to minimize the number of additional private showing requests that might disrupt your schedule! Our listing manager will coordinate all open houses with you directly.



**What do I do during
open houses and
showings?**

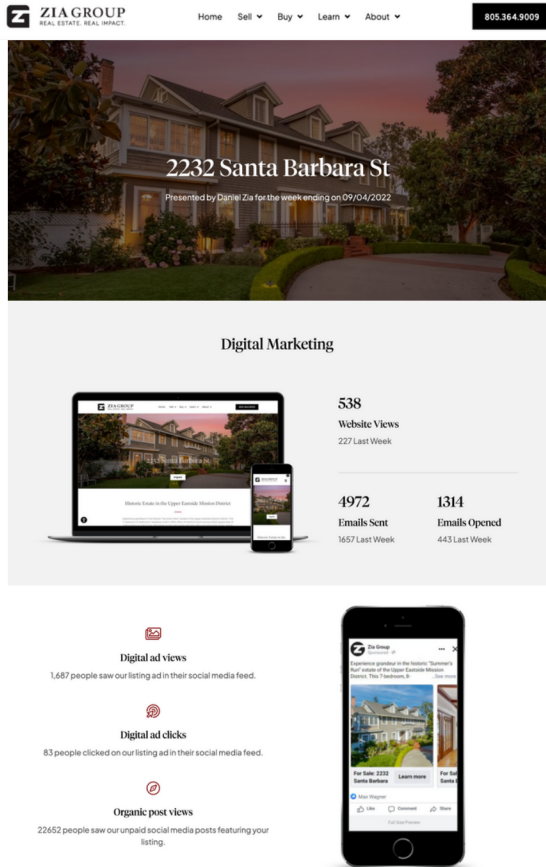
TIMING

We recommend that you leave your home at least 20 minutes prior to the scheduled showing or open house and return 20 minutes after the scheduled time ends.

QUESTIONS

While we do our best to be fully prepared for any questions from prospective buyers, occasionally we may need to reach you should any unexpected questions arise about your home.

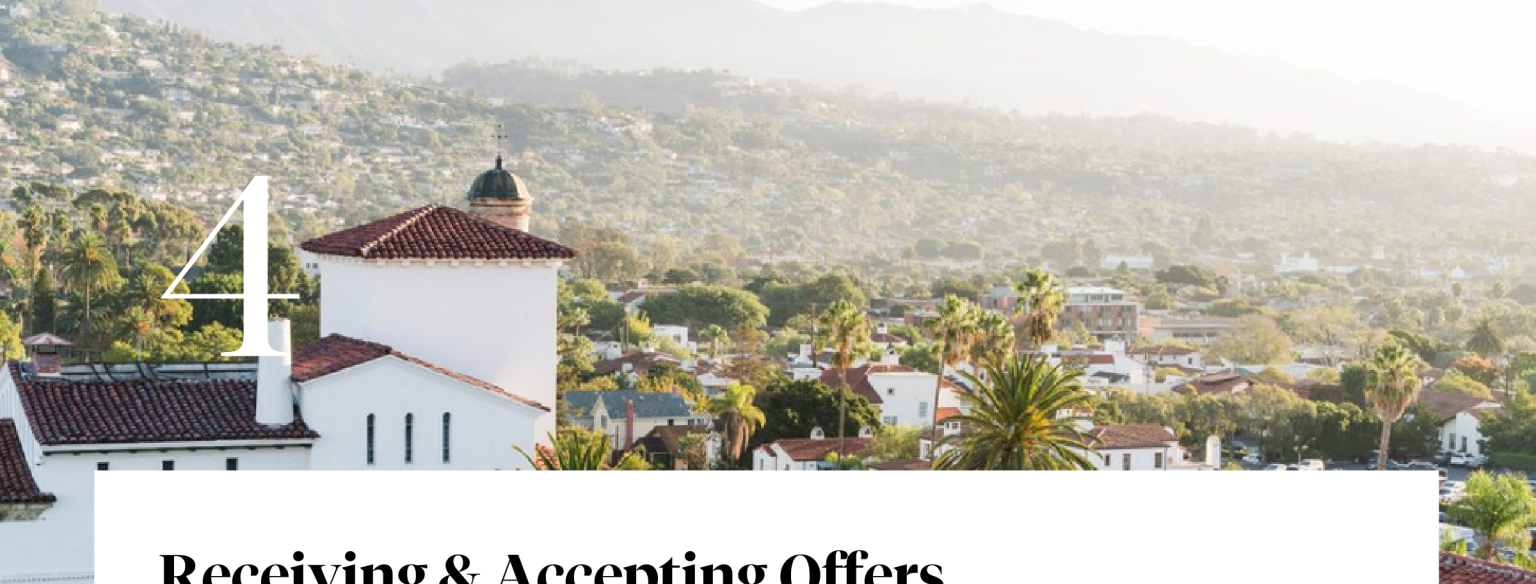
Weekly Reporting



KEEPING YOU UPDATED

Each week, we will send you a report to show you how the market is responding to your home. This detailed web page will demonstrate all of the marketing collateral used to market your home and provide specific feedback on the traction gained throughout the week. Your Realtor Partner and the listing manager are available to answer any questions you may have about our marketing throughout the week.

We will also use these reports to provide any specific feedback received from prospective buyers and agents during showings and open houses. Every buyer's agent is contacted 6 times in order to acquire feedback from their showings. While it can take up to one week to obtain feedback from agents following showings, and some agents may not provide their responses, this system provides the most reliable system possible for acquiring feedback about showing experiences.

A scenic view of a coastal town, likely in California, featuring a prominent white church with a red-tiled roof and a small dome. The town is nestled at the base of a large, hilly mountain covered in dense green vegetation. The sky is clear and bright, suggesting a sunny day. The overall atmosphere is peaceful and picturesque.

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Receiving & Accepting Offers

Typically, there are four primary stages within this phase: The offer deadline, the offer summary, negotiations, and offer acceptance. We're here to walk you through every step of the process with confidence and clarity.

NOTES

THE OFFER DEADLINE

Depending on current market activity, your Zia Group Realtor Partner will determine the most strategic method for collecting offers. Typically, we set an Offer Deadline about one week after your home goes on the market.

NEGOTIATIONS

Your Realtor Partner will schedule time with you to go over any offers received (typically on the day of or the day after your offer deadline) and will advise you on your options for responding. There may be some back and forth with potential buyers with counter offers. Your Realtor Partner will advise you along the way, and our team will help handle the paperwork.

THE OFFER SUMMARY

We will provide you with an Offer Summary that summarizes all the important details of each offer received, along with the full paperwork for you to thoroughly review. While the Offer Summary is a helpful tool to help you understand and compare offers received, it is not intended to replace the offer paperwork itself. Zia Group recommends you thoroughly read through each offer received.

OFFER ACCEPTANCE

Once you and the buyers come to an agreement, our team will open escrow on your behalf.



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Escrow

Escrow is a contractual agreement between two parties, wherein a legal third party holds onto money/assets until certain conditions are met. The period of time allowed for those conditions to be met is referred to as "escrow." As the seller, there are specific conditions that you will be required to meet throughout this time period. We're here to make sure these expectations are clear, help you meet them, and ensure that the buyers and their agents meet their own requirements throughout escrow.

NOTES

Seller's Escrow Checklist



COMPLETE ESCROW'S OPENING PACKAGE

Typically within 5 days of opening escrow, you will be contacted by your escrow officer, who will request you complete an opening escrow package. In order to complete this paperwork, escrow will likely require you to provide proof of signing authority (e.g., Trust Certification Document, etc.). Escrow will tell you exactly what is needed based on how the property title is recorded.

Please note: Because escrow is a neutral third party and this is their generated paperwork, we are not able to advise you on this paperwork and we highly recommend you contact your escrow officer directly to discuss any questions you may have about this paperwork.



SEND DISCLOSURES TO THE BUYERS

Since you will have completed all legal disclosures during phase 1 of this process, we will handle sending your disclosures to the buyers according to the timeline set in your contract (typically within 7 days of opening escrow).



PAY HOA DOCUMENT FEES (IF APPLICABLE)

This is typically done within 3 days of opening escrow. Every HOA is different, but we're here to help you connect with the right person in order to order the documents and pay the required fees.



SIGN OVER THE GRANT DEED TO THE BUYER

Escrow will coordinate a time with you to sign over the property title to the new buyer. This typically occurs after all contingencies are released, but no less than 2 days prior to the close of escrow. This can also be done via mobile notary if you are out of the area at the time that signing needs to occur. Planning to be out of the country? This will need to be done at the nearest embassy.



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Escrow Timeline

When your home goes under contract, you will be provided a dedicated transaction manager at Zia Group. They will handle all of the moving parts so your contract closes on time with minimal uncertainty and surprises.

NOTES

OFFER ACCEPTED

ESCROW OPENED

Within a few days of the offer being expected, the Buyer is expected to deliver the initial deposit to Escrow. This amount is refundable should the escrow fail to close.

APPRAISAL

The appraiser is chosen by the loan organization and submits a report regarding the property value to the Lender.

APPRAISAL CONTINGENCY DEADLINE

The buyer is required to release their appraisal contingency on this date, regardless of if the appraiser has provided their report unless a formal request for added time has been made.

GRANT DEED SIGNED

INSPECTIONS

INSPECTION CONTINGENCY DEADLINE

After this point, the Buyer must have resolved any claims that the Seller make repairs or concessions regarding the condition of the property

LOAN CONTINGENCY DEADLINE

By this point, the Buyer must indicate that they have confidence in their ability to procure a loan for the property.

BUYER'S LOAN DOCUMENTS SIGNED

The Buyer meets with a notary and signs papers acknowledging fees, receipt of disclosures, and transfers of ownership of the property title.

CLOSE ESCROW

Congratulations!

Common Escrow Questions



Do I need to provide access to the buyers during escrow?

Upon opening escrow, the buyers will need access to your home for various due diligence inspections. Even for an As-Is sale, or a contingency-free one, the buyers have the right to access your home for their due diligence.

As with showings, we recommend leaving your home 15 minutes prior to the scheduled times. We'll let you know when you are able to return.

Before the close of escrow, the buyers are also entitled to a Final Walkthrough within 5 days of closing to verify that the property is in the same condition as when the offer was made.

What Are Escrow Contingencies?

BUYER INVESTIGATION CONTINGENCY

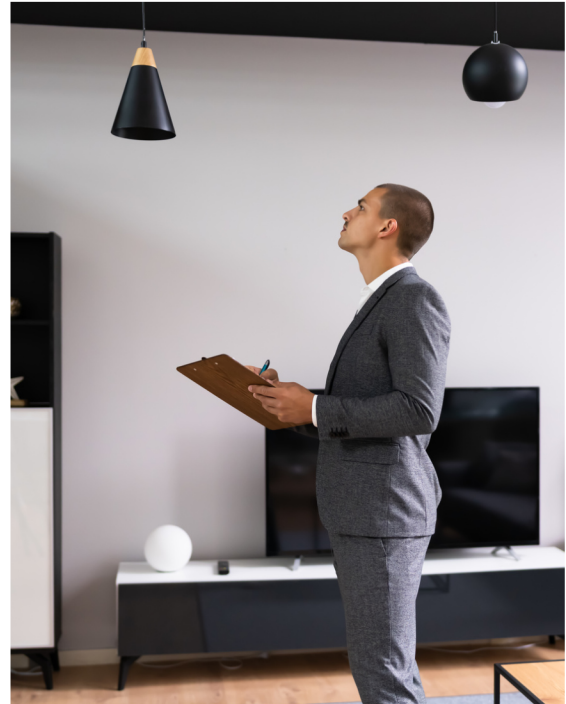
Often referred to as the "inspection contingency," each buyer has a certain number of days to investigate the property's condition and to review other details about the property, such as HOA documents, before determining if they accept purchasing the property based on what they know.

APPRAISAL CONTINGENCY

The appraisal contingency is in place to protect buyers in the event the home doesn't appraise for the sales price listed in the purchase contract. The appraisal value can impact their ability to secure a loan and follow through with purchasing the property.

LOAN CONTINGENCY

The loan contingency is in place on financed offers as protection for buyers. If the buyer cannot secure loan approval within the contractual timeline, they are able to cancel escrow. Our job is to be in continual communication with the buyer's agent to ensure that the loan is progressing smoothly and that the buyer can meet their deadline.



What this could mean for you: In addition to needing to provide access to buyers and their hired professionals (General Home Inspector, etc.), it is possible that the buyers will make a request for repair prior to releasing contingencies. We are here to help you navigate the next round of negotiations with the buyers to help achieve the best possible outcome.



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Preparing To Move

Once escrow is well underway, the process of preparing to turn the property over to its new owners begins. There are a few steps that will need to happen before your home is ready to be passed on to the new buyers at the close of escrow, or after your move out if you have a negotiated right to occupy the property after the close of escrow

NOTES

Final Tasks Before Closing



We can provide you with a contact list of the local utility providers to help simplify the process. It is often a kind gesture to the buyers to share the cost of utilities the day you both own the property.

☑ **CONFIRM TIMELINE**

Confirm the date/time you must vacate the property. This is recorded on the purchase contract, or you can connect with the listing manager to confirm.

☑ **SCHEDULE MOVERS**

We are happy to provide recommendations for reputable local movers.

☑ **VERIFY INCLUSIONS**

Verify what is/is not included in the sale according to the purchase contract (i.e., potted plants, window treatments, TVs, appliances, etc.)

☑ **LEAVE KEYS**

Leave keys and garage door openers in a kitchen drawer

☑ **CANCEL UTILITIES**

Reach out to your utility providers and schedule the cancellation of utilities for the day of close.



This is a great time to leave Zia Group a 5-star online review at ZiaGroup.com/Review



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People & Terminology

There are a number of different parties and documents that you as the Seller are likely to interact with directly during the Escrow process. We've taken a moment to detail many of those names here so that you're familiar at every step of the way. Each persona described in this list can also represent a team of individuals.

NOTES

LISTING AGENT

Represents the Seller throughout the process and negotiates upon their behalf.

BUYER'S AGENT

Represents the Buyer throughout the process and negotiates upon their behalf.

INSPECTOR

A 3rd-party hired by the Buyer or Seller to provide an independent analysis of the property's condition.

LOAN OFFICER OR LENDER

The Buyer's advocate during the loan approval process.

APPRAISER

An independent third party hired by the lender to assess the property value.

ESCROW

A neutral third party between the buyer and seller who ensures that the purchasing process proceeds as agreed. This organization also executes the transfer of money and property title.

PROPERTY TITLE

The legal right to use and modify the property or transfer interest to others via a deed.

LISTING MANAGER

Responsible for the communication of responsibilities, deadlines, and documents during the process.

TRANSACTION COORDINATOR

Responsible for the communication of documentation completion and deadlines throughout the process.

INSPECTION REPORT

A statement of the condition of the property along with a list of recommended repairs.

LOAN APPROVAL

After all relevant forms and financial documents have been submitted to the underwriter approval is designated in 2 stages: conditional approval and final loan approval, which indicates that you are "clear to close" and all conditions have been met.

APPRAISAL REPORT

A statement of the value of the property along with comparisons to the value of similar properties in the area.

DISCLOSURES

All the information about the property's history and relevant information regarding its location and environmental risks.



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