

# Seller's Guide



Presented by Jonathan Sarrow

Luxury & Multifamily Properties

# IN THIS SELLER'S KIT

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- ❖ About Me
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- ❖ Pricing Strategy Overview
- ❖ Preparing Your Home for Market
- ❖ Marketing Approach
- ❖ Negotiating Buyer Offers & Closing the Deal
- ❖ Escrow Process
- ❖ Next Steps – What to Expect

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# WELCOME!

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Hello!

Thank you for downloading this Seller's Guide from my website. This guide is designed to give an overview of what goes into selling a home and is yours to keep. In it you will find insights on the sales and marketing process as well as how we work.

There are seven areas of expertise and proficiency required for an agent to maximize the sale of your home:

1. Value and Pricing
2. Preparing property for the market
3. Marketing
4. Cooperation with other agents
5. Buyer acquisition
6. Negotiation
7. Systems, support and execution

This presentation is the first step in outlining my expertise and experience in these critical areas which when viewed as a whole, sets the bar for a Luxury Real Estate Specialist. My goal, through experience, study and practice is to achieve the next level: Trusted Advisor to you in all matters of real estate.

In addition, should we have the opportunity to work together, these materials will help prepare us for our first and subsequent appointments and what you can expect during each.

I appreciate your interest and hope to assist you with the next step in your real estate journey.

Best regards,



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# A PARTNERSHIP BUILT ON TRUST AND EXCELLENCE



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With over 20 years of experience in the high-pressure business world with companies like the NFL, CBS, and FOX Sports, I bring a wealth of deal-making expertise to navigate today's real estate market. When you work with me, my experience with negotiations and relationships are put to work for you, striving for the highest standards of excellence.

Our team handles all aspects of real estate including residential & luxury sales, investment properties, property management/leasing (residential & commercial), vacation rentals, relocations, and complex sales (probate, short sale). We tailor plans around timing, offer structure, financing and value-add improvements, backed by a vetted network of lenders, inspectors, contractors, and escrow.

I work with SHE IS HOPE Realty because we are both singularly focused on providing the best experience for our clients as well as giving back to our community by uplifting single-parent families through our associated non-profit, SHE IS HOPE LA. With SHE IS HOPE Realty, you receive expert advocacy—and every closing helps another family move forward.

My undergraduate degree is from UCLA with a B.A. in English and have a J.D. from Loyola Law School. I was born and raised in Los Angeles and currently live in Studio City with my wife and two sons.



*A portion of the proceeds from each one of our real estate transactions is donated to the nonprofit - SHE IS HOPE LA to uplift single parent families..*

# FACTORS IMPACTING A HOME'S VALUE

A combination of factors go into how a home's value is determined. Some are in your control such as upkeep and design; others are fixed, such as neighborhood and local amenities. Some significant items are:

- ❖ Square footage, design style, year built and overall upkeep
- ❖ The property's lot size, layout, view and terrain
- ❖ Level of craftsmanship and finishes used in construction
- ❖ Local amenities, schools, shopping and entertainment nearby
- ❖ Location, location, location:  
Neighborhood appeal and livability
- ❖ Actual prices of recently sold homes in the area; Zillow estimates may not be the accurate value



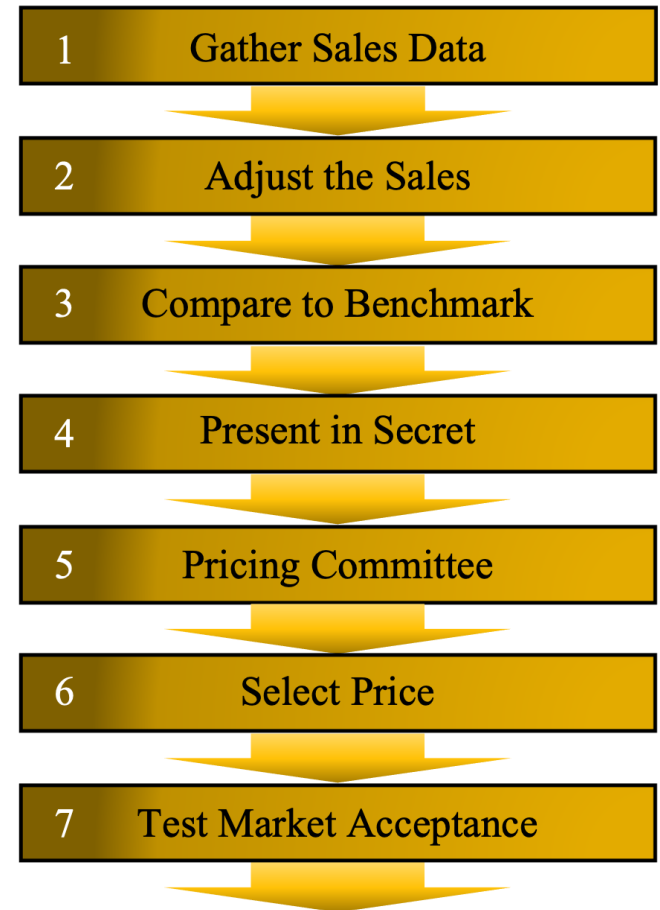
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# PRICING STRATEGY

Our relentless focus on market data combined with your unique goals sets the benchmark for our approach. Our strategy and expertise positions your home for maximum interest; we are methodical and take a step-by-step approach to pricing.

- ❖ Review home's features, collect recent market data, professionally shoot photos
- ❖ Increase/decrease value of comps based on comparison of features to your home
- ❖ Present to you before bringing to brokerage Pricing Committee
- ❖ Present to Pricing Committee for review independent of our discussion
- ❖ We jointly select the price to go to market & go live which will test market acceptance
- ❖ Slightly overpricing carries risk that can scare off buyers, while slightly underpricing can create excitement to get buyers to see the property



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# PREPARING YOUR HOME

First impressions begin the moment a buyer arrives, and home preparation is essential. A well-kept exterior signals pride of ownership and sets the tone for the entire showing. Think about what you like to see when you are looking at homes, whether online or in person. We will walk you through our tailored recommendations to ensure your home shines the very best.

## The Basics

- ❖ Keeping the lawn freshly mowed and edges trimmed for a manicured look.
- ❖ Clearing away outdoor clutter such as tools, toys, or unused furniture.
- ❖ Decluttering rooms to create a sense of openness and flow.
- ❖ Removing personal items, such as family photos or religious décor, so buyers can imagine the home as their own.
- ❖ Pulling weeds and adding fresh mulch to garden beds for a crisp, vibrant finish.
- ❖ Washing exterior windows until sparkling clean to let in maximum light.
- ❖ Professional cleaning

## Lighter Lift Upgrades

- ❖ Arranging for a handyman to handle minor repairs or touch-ups.
- ❖ Refreshing the front door with a new coat of paint to create a welcoming entry.
- ❖ Painting or repairing fences to enhance the property's overall charm.
- ❖ Landscape or garden updates, such as trimming trees or adding curb appeal.
- ❖ Cleaning gutters so the home appears well-maintained from top to bottom.
- ❖ If appropriate, professional staging.
- ❖ Interior and exterior paint refresh as needed.
- ❖ If larger projects are necessary, we can connect you with a network of qualified professionals.

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# MARKETING AND PROMOTION

We believe your home deserves more than the standard “list it and leave it” approach. Our strategy is designed to capture maximum buyer attention, create urgency, and drive the highest possible offers. We tailor our approach to the specific characteristics of your home, positioning it as a ‘must-have’ property, including several of our tactics as outlined below.



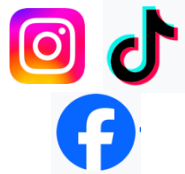
Professional Photos  
Aerial Drone Views



Targeted Digital  
Advertising



Custom  
Website



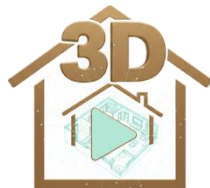
Social Media  
Campaigns



Email Buyer  
Database



Print and  
Direct Mail



3D Virtual  
Tours



Private Showings/  
Open House

## Key Takeaways

- ❖ We position your property as attractive to serious buyers
- ❖ Maximize visibility through multiple channels
- ❖ Drive urgency through marketing and pricing
- ❖ Our promotion tells your home’s unique story
- ❖ Position as negotiating from position of strength
- ❖ Our campaigns are professionally produced, designed to stop scrollers and make them look

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# EVALUATING OFFERS BEYOND THE PRICE TAG

While every seller hopes for the highest possible sales price, the truth is that not all offers are created equal. The number on the contract is only one piece of the puzzle, and sometimes, the “highest” isn’t the “best.” Some key items to consider in addition to price:

- ❖ **Price vs. Appraisal value:** Price offered is higher than property will likely appraise for – meaning lenders will not approve a buyer loan for the entire offered price and deal falls apart.
- ❖ **Cash offer vs. buyer financing:** Cash offers do not require loan or appraisal contingencies and can lead to faster timeline to close.
- ❖ **Type of financing:** What kind of financing is the buyer proposing? More common loans such as conventional (20% down), FHA or Veterans loans represent lower risk.
- ❖ **Contingency timelines:** How long of a window is the buyer seeking to inspect the property, secure a loan and an appraisal? The longer the contingency window, the longer it will take for escrow to close.
- ❖ **Deposit amount:** An earnest deposit is money the buyer deposits into escrow shortly after a contract is signed. 3% is a common amount for buyers to commit for a deposit.
- ❖ **Credits:** Many buyers will ask Sellers to pay the commission of the Buyer agent. This is a negotiated point between the Seller and Buyer consistent with new rules for agent compensation implemented in 2024.

Our role goes beyond bringing offers to the table. We act as your strategist, negotiator, and advocate from the first showing through the close of escrow. By carefully analyzing the strength of each offer and leveraging our negotiation expertise during inspections, we ensure that you don’t just sell your home, you sell it with confidence and with minimal stress.

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# ACCEPTING AN OFFER AND NEGOTIATING ESCROW

The negotiation process doesn't end when an offer is accepted. In fact, one of the most crucial stages for protecting your bottom line happens during inspections and repair requests. This is where our expertise and long-standing vendor relationships truly pay off for our clients.

Consider this common scenario: a buyer's inspection report claims the sewer line is damaged and provides a repair estimate of \$14,000. Left unchecked, that number would often lead sellers to reduce the price or credit the buyer.

However, we've built a network of trusted, vetted professionals and we can bring in a reputable contractor for a second opinion. Our specialist may quote the same job at \$7,800—nearly half of the buyer's inspector's number. That's more than \$6,000 in savings for the seller, simply by knowing who to call.

This approach extends to all aspects of the inspection phase—plumbing, roofing, electrical, landscaping, and more. Instead of sellers feeling pressured into costly concessions, we step in with solutions and accurate data, allowing you to save thousands and keep more equity in your pocket.

## Key Takeaways

- ❖ Critical negotiations happen during escrow, after the offer is accepted
- ❖ We position your home to be in the most advantageous bargaining position it can be
- ❖ Sellers are able to make counterproposals (or say no) to Buyer asks during escrow
- ❖ Buyer contractual timelines must be met; if not, the Seller may be able to cancel the contract.
- ❖ Seller has timelines too; we manage the process to ensure compliance by both parties.
- ❖ Once escrow closes, the deal is officially done!

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# NEXT STEPS - WHAT TO EXPECT

To get the process started, as with any agent the first step is to discuss and review the listing agreement. The listing agreement sets forth a number of items such as length of term, commission, marketing instructions, permissions on use of photographs, for sale signs, lockboxes and a host of other items. As it has quite a few pages, I have included a blank copy for you to review.

Once we are aligned on terms and have signed the agreement, the next visit will be to evaluate your home. Additionally, we will discuss home preparation that works for you, which ideally should be completed prior to scheduling the photo shoot. During the photo shoot, I will present my initial recommendation on pricing, after which I will present to our Pricing Committee.

After the photo shoot is completed and we settle price, we are ready to go live and bring buyers to your home!



## Key Takeaways

- ❖ Review listing agreement and Q&A
- ❖ After listing agreement signed, home evaluation visit and pricing process begins. Plan home preparation and photo shoot
- ❖ Implement home preparation
- ❖ Photo shoot plus initial pricing discussion
- ❖ Pricing Committee review and recommendation; build marketing assets
- ❖ Once price agreed upon, go live with marketing

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# ABOUT SHE IS HOPE REALTY

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- ◆ Established in 2019 by Tisha Janigian to provide unparalleled customer service and integrity while giving back to the community.
- ◆ SHE IS HOPE Realty specializes in residential property sales and purchases, residential and commercial property management, investment properties, civilian and military relocations, probate and short sales.
- ◆ A portion of the proceeds from each sale goes to support SHE IS HOPE LA, a non-profit dedicated to educate and empower single parents who are starting over in their lives.
- ◆ When you work with SHE IS HOPE Realty, you are doing more than hiring dedicated advocates, problem solvers and negotiators - you are part of a solution to help strengthen single parents and their children within the community

[www.sheishoperealty.com](http://www.sheishoperealty.com) | [www.sheishopela.org](http://www.sheishopela.org)





# THANK YOU



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# APPENDIX



# RECENT SALES



- ◆ 18890 Carmel Crest Dr, Tarzana, CA 91356 - Represented Seller - \$3,500,000
- ◆ 2531 N Commonwealth Ave, Los Angeles, CA 90027 - Represented Seller - \$2,430,000
- ◆ 2371 San Elijo Ave., Cardiff, CA 92007 - Represented Seller - \$2,175,000
- ◆ 6132 Mount Angelus Dr, Los Angeles, CA 90042 - Represented Buyer \$1,350,000
- ◆ 6431 E. El Roble Dr., Long Beach, CA 90815 – Represented Seller \$1,235,000 (In Escrow)
- ◆ 8303 Gustav Ln Canoga Park, CA, 91304 - Represented Buyer - \$950,000
- ◆ 4519 9th Ave, Los Angeles, CA 90043 - Represented Seller - \$943,870
- ◆ 9101 S 8th Ave Inglewood, CA, 90305 - Represented Seller - \$905,000
- ◆ 2711 East Washington Street, Carson, CA 90810 - Represented Seller and Buyer - \$850,000
- ◆ 2561 Cathy Ave, Pomona, CA 91768 - Represented Buyer - \$720,000
- ◆ 125 N Allen Ave APT 312, Pasadena, CA 91106 - Represented Buyer and Seller - \$490,000
- ◆ 5728 Skyview Way Unit F, Agoura Hills, CA 91301 - Represented Buyer \$445,000
- ◆ 8435 Burnet Ave UNIT 408, North Hills, CA 91343 - Represented Seller - \$320,000
- ◆ 74620 Copperhead Rd Bradley, CA, 93426 - Represented Buyer - \$200,000



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# LISTING AND PROMOTION STRATEGY

2.5% 3.0% 3.5%

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• Strategic Market Pricing	✓	✓	✓
• Photography	✓	✓	✓
• Aerial Drone	✓	✓	✓
• Exclusive Broker Preview Events	✓	✓	✓
• Custom Built Property Website	✓	✓	✓
• International Listing Syndication	✓	✓	✓
• Targeted Email Campaigns	✓	✓	✓
• Curated Open House Experiences	✓	✓	✓
• MLS Showcase with Full Media Package	✓	✓	✓
• Buyer Match & Reverse Prospecting	✓	✓	✓
• Precision Social Media Advertising	✓	✓	✓
• Weekly Seller Progress Reports	✓	✓	✓
• Neighborhood Outreach & Door-to-Door Campaigns	✓	✓	✓
• Decluttering Assistance		✓	✓
• Termite Inspection & Report		✓	✓
• 3D virtual tour on custom website		✓	✓
• Expanded Social Media Ads		✓	✓
• Detailed Floor Plan		✓	✓
• Neighborhood postcard mailers		✓	✓
• Twilight photography		✓	✓
• Home Prep with Light Cleaning (Seller handles trash)			✓
• Professional Home Inspection			✓
• Premium Catered Open Houses			✓
• \$500 Closing Cost Credit for Repairs			✓