



SAN DIEGO  
COASTAL LUXURY



GROUP

# SELLER'S GUIDE

A Complete Guide to Selling Real Estate in San Diego

# WELCOME

TO THE HOME SELLING PROCESS



## THE SAN DIEGO COASTAL LUXURY GROUP IS HERE TO HELP.

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The San Diego Coastal Luxury Group is a recognized leader in luxury residential real estate in the North San Diego Coastal region. Our unparalleled knowledge of market trends, along with bespoke marketing, premier negotiation skills, and complete discretion provide clients with distinct insight and an invaluable advantage. We treat every client as a VIP and provide an elevated, curated experience while maintaining a track record of excellence in customer service.

Throughout this process, you can count on The San Diego Coastal Luxury Group to guide you smoothly through your transaction and provide expert answers to your questions. We are happy to serve you.



# WHY WORK WITH US

THE BENEFITS OF WORKING WITH A BROKER



## USING A REAL ESTATE BROKER CAN HELP ALLEVIATE THE BURDEN & MAKE YOUR TRANSACTION EASY AND EXCITING

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Selling a home in San Diego is unlike any other real estate transaction in the world. There are many intricacies and pitfalls that you must be aware of in order to guarantee a successful sale. Utilizing a knowledgeable real estate broker will ensure that the transaction goes smoothly.

Communication in a real estate transaction is key due to the vast number of parties involved. The parties include the following individuals: Seller, Seller's broker, Escrow officer, Home inspector, Title company, Buyer, Buyer's broker, Buyer's lender (if buyer requires a mortgage), and Appraiser.



### **We educate.**

Our goal is to provide you with accurate price valuations, market knowledge and understanding. We map the process so you know where you're at and what your next steps are. You will understand what you're signing. We have an extensive network of lenders, home and pest inspectors, contractors, and other vendors we use to help facilitate a smooth transaction.

### **We follow up and follow through.**

Our relationship with you does not end when the transaction ends. Our commitment is to keep you connected with our network. We understand the privilege of being entrusted to bring your dreams to life.

### **We work with honesty.**

We will disclose all of our relationships in the transaction. We won't mislead you to make you feel good. We will advocate for you with integrity and professionalism.

### **We listen.**

We seek to understand your challenges, goals, and needs and develop a customized strategy to achieve them. We work as your guide to navigate and make sure you are comfortable every step of the way. During the course of working together, you may share personal, financial, and other information with us. We will not disclose this to anyone.





# COMPASS IN SAN DIEGO



## #1

REAL ESTATE SALES BROKERAGE  
BY SALES VOLUME IN 2024\*

## #1

REAL ESTATE BROKERAGE BY  
UNITS SOLD IN 2024\*

### NEIGHBORHOODS WE SPECIALIZE IN

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- Cardiff
- Carlsbad
- Carmel Valley
- Del Mar
- Encinitas
- La Jolla
- Rancho Santa Fe
- Solana Beach



RANKED TOP

5%

OF REAL ESTATE  
AGENTS IN SAN DIEGO  
(SDAR 2024)

RANKED TOP

1.5%

OF REAL ESTATE  
AGENTS NATIONWIDE  
(REALTRENDS 2024)

#1

MARKET SHARE IN  
SAN DIEGO  
(COMPASS)

San Diego County is one of the most desirable real estate markets, and we know that navigating the selling process can seem challenging. However, with our expertise, breadth of knowledge, and national network, you are in dedicated and trustworthy hands. We will guide and advise you during every step of the selling process.



MEET OUR TEAM

SCAN THE QR CODE TO READ MORE  
ABOUT OUR AGENTS.





# SUCCESS BY NUMBERS

THE SAN DIEGO COASTAL LUXURY GROUP ADVANTAGE

74

TRANSACTIONS FROM  
2021-2024

\$69.5M

TOTAL SALES VOLUME FROM  
2021-2024

San Diego County is one of the most desirable real estate markets, and we know that navigating the selling process can seem challenging. However, with our expertise, breadth of knowledge, and national network, you are in dedicated and trustworthy hands. We will guide and advise you during every step of the selling process.

Our team reviews detailed data of comparable properties and recently sold homes in your neighborhood, in addition to any upgrades you have made, to determine your home's market value. We will also consider the state of the current market and any economic conditions, location, and views that may affect the value of your home.





# THE SELLING PROCESS

## A VISUAL GUIDE

The following page outlines the process for you as the Seller. As your agent, I will be assisting you in every one of these steps along the way - I will ensure that you have the best professionals, position and preparation for every aspect of this transaction, in order to ensure you are protected and successful.

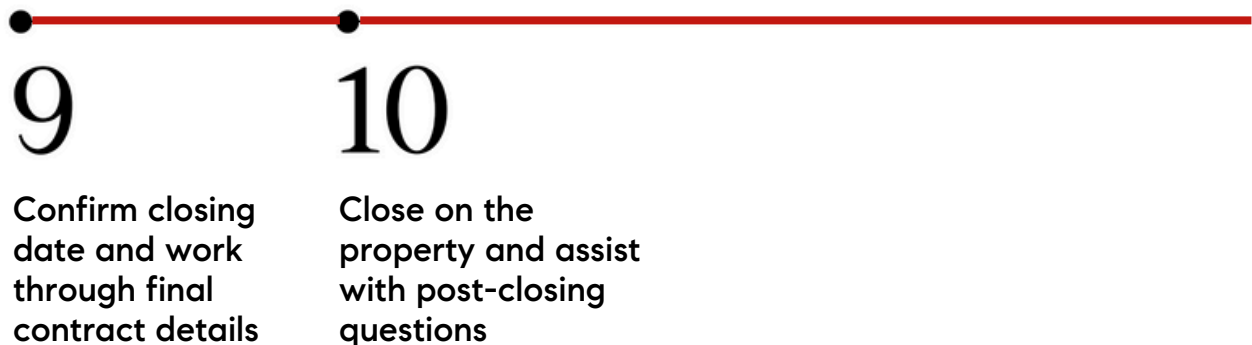
### PRE-MARKET



### ON-MARKET



### CLOSING



# WHAT TO EXPECT

## DURING THE SELLING PROCESS

Selling a house is no simple task. Working with an agent is the best way to ensure you have an expert on your side, guiding you at every turn as you navigate pricing, paperwork, and more.

### STEP 1: Make a Good First Impression

Selling a house requires a significant amount of time and effort, even though it may seem simple at first glance. Doing it right takes expertise and an understanding of what buyers are looking for. A professional considers things like: Do you need to take down your personal art? What's the right amount of landscaping to boost your curb appeal? Your time and money are important, and you don't want to waste either one focusing on the wrong things. A real estate advisor relies on experience to answer these questions and more, allowing you to make the right investments to prep your house before you list.

### STEP 2: Maximize Your Buyer Pool – and Your Sale

Today, the average home is getting 3.9 offers, according to recent data from the National Association of Realtors (NAR). That's great news if you're planning to sell, since the more offers you receive, the more likely you are to sell your house in a bidding war, and for a higher price. Real estate agents have an assortment of tools at their disposal, like social media followers and agency resources, that will ensure your house is viewed by the most buyers. Without access to these tools and your agent's marketing expertise, your buyer pool – and your home's selling potential – is limited.

### STEP 3: Understand the Documentation, Including the Fine Print

Today, when a house sells, more disclosures and regulations are mandatory, meaning the number of legal documents to juggle is growing. It's hard to understand all the requirements and fine print (especially if you're not an expert). That's why your advisor is an invaluable guide. Your agent knows exactly what needs to happen, what all the paperwork means, and can work through it efficiently. We'll help you review the documentation and avoid any costly missteps that could happen if you tackle it on your own.





#### STEP 4: Act as Your Expert Negotiator

If you sell without a real estate professional, you'll also be solely responsible for all negotiations. That means you have to coordinate with:

**The buyer**, who wants the best deal possible

**The buyer's agent**, who will use their expertise to advocate for the buyer

**The inspection company**, which works for the buyer and will find concerns with the house

**The appraiser**, who assesses the property's value to protect the lender

Instead of going toe-to-toe with all these parties alone, lean on an expert. Your agent relies on experience and training to make the right moves throughout the negotiation. We'll know what levers to pull, how to address each individual concern, and when you may want to get a second opinion.

#### STEP 5: Price It Right

Real estate professionals have the expertise to price your house accurately and competitively. To do so, we compare your house to recently sold homes in your area and factor in its current condition. There's a lot that goes into selling your house, and it takes time, effort, and expertise to truly do it right. Before you decide to sell your house yourself, let's discuss your options to make sure you get the most out of your sale.



# COMPASS TOOLS & PROGRAMS

## Assessing Our Strategy and Monitoring the Market

At Compass, we are empowered with data-driven technology to deliver modern buyer and seller experiences. Collaborative and connected, our agents enjoy direct access to the country's top properties and the 30,000+ agents who represent them. But, just as we leverage our national network, we're also attuned to the nuances that make each market so special. Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.

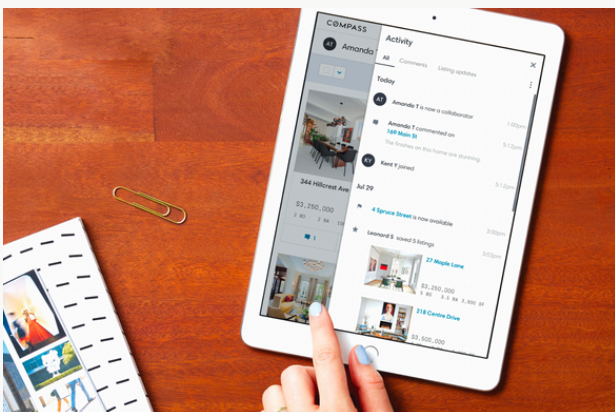


### COLLECTIONS

Collections allows us to have a collaborative conversation on your home selling process with instant updates on comparable listings and access to insider knowledge previously only available to the agent community.

### MARKET ANALYSIS

Compass puts real-time residential real estate market data at your fingertips. Instantly access the most recent transaction data as well as historic sales trends. Access the latest activity, as well as long-term trends from multi-year transaction histories.



### INSIGHTS

Insights is a detailed, custom dashboard that allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.

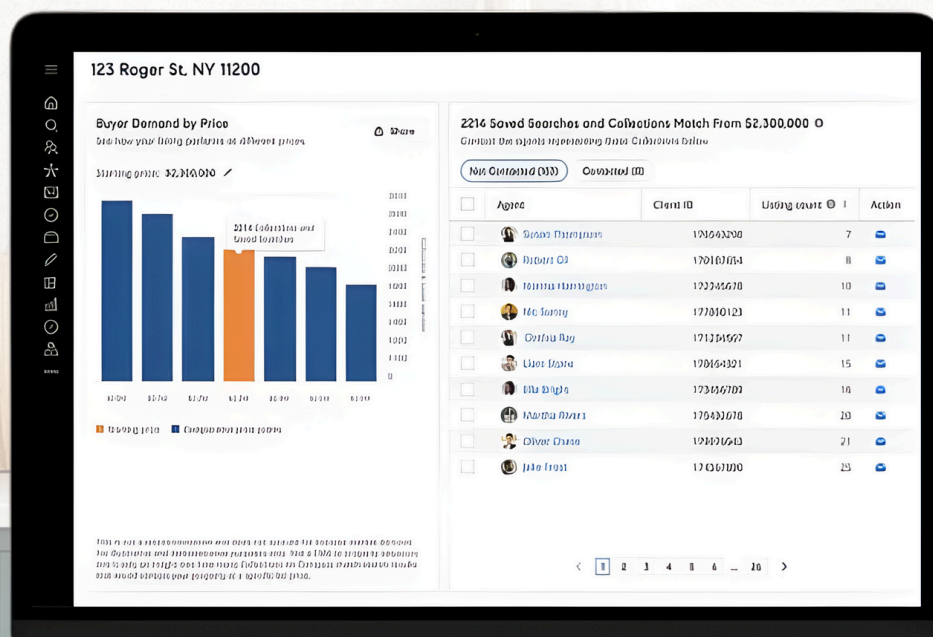


# BUYER DEMAND TOOL

MORE STRATEGY. BETTER OUTCOMES.

See the demand for your type of home in your neighborhood — by price, beds/baths, and ZIP.

With Compass's proprietary tool, you can see how many serious buyers are currently looking for a home like yours. Using real-time buyer activity and millions of saved searches across the Compass network, this technology provides insight into demand at different price points, helping you price confidently and position your home strategically for the strongest results.



## HOW WE'LL USE IT ON YOUR LISTING:

### BEFORE LAUNCH:

- Run your specs at the likely list price and nearby bands to see where demand is deepest.

### AT LAUNCH:

- Align price and outreach to attract buyers who are actively in searching in your price range.

### AFTER LAUNCH:

- Monitor shifts so any adjustment adds measurable buyers—not just hopes.

# REALM GLOBAL NETWORK

## EXCLUSIVE MEMBERSHIP

REALM is a collection of the most accomplished real estate professionals ever assembled. REALM members have exclusive access to real estate professionals who represent 140+ different brands around the globe.

Because Julie Han is a founding member of REALM, a global collaborative network of the top 0.1% of agents across the country and internationally, we have access to a curated network of high-net-worth buyers for your home, which helps our clients get exposure to new areas and to a much wider audience.



**291,996**

Clients represented by the members  
of the REALM network

**\$28.9M**

Average net worth of prospects in  
Wealth-X database

**\$8.9B**

Amount of listings represented by  
REALM professionals

### A True Global Network...

NEW YORK	BOSTON
CHICAGO	MIAMI
DALLAS	SAN DIEGO
SEATTLE	LONDON
ASPEN	GREENWICH
MAUI	TORONTO

...and more

### Exclusive Access to Qualified Buyers

REALM has partnered with the leading members of wealth management, advisory and reporting in order to provide the most up to date and accurate data on high net worth and ultra high net worth individuals available. Our members have extraordinary access to the latest wealth reports, as well as exclusive access to wealth managers who oversee the largest family offices and assets of wealthiest individuals in the world.

REALM members also have access to dossiers which provide necessary answers for accurate wealth mapping. Our data access and marketing intelligence profiles are designed to position each property at the apex for its release in order to maximize exposure to qualified buyers, and minimize the time spent on market.



# SELLER QUESTIONNAIRE

START YOUR SELLING JOURNEY



## **Let us help you start your next chapter.**

The San Diego Coastal Luxury Group is a team of experienced, hard-working REALTORS® serving luxury properties in North San Diego County with a proven track record of closing transactions quickly and making even the loftiest real estate goals possible. With superior market knowledge that attracts the attention of sellers and buyers alike, our goal is to treat every client as a VIP with best-in-class customer service and personalized results.

## **Sell your home with us.**

To ensure we meet your unique needs and preferences, we kindly invite you to fill out our comprehensive seller questionnaire. This questionnaire is designed to delve into your specific requirements and any special requests you may have.

By completing this questionnaire, you will help us understand your vision and streamline the selling process. Your satisfaction is our utmost priority, and your valuable input will enable us to provide you with a stress-free, seamless transaction.

**Scan the QR code below to complete the Seller Questionnaire and take your next step in selling your home.**



# WHAT DOES A SELLER'S AGENT DO?

## 90 THINGS A SELLER'S AGENT DOES FOR A SUCCESSFUL TRANSACTION

### UNDERSTANDING THE MARKET

1. Research the prices for comparable homes sold or on the market currently to prepare a Comparative Market Analysis.
2. Gather information on neighborhoods and surrounding properties.
3. Pull market trend data to understand what's happening within the broader region and neighborhood.
4. Attend broker tours to see other available properties on the market.
5. Stay connected to local buyers, sellers and other agents to maintain a constant view into what is driving the market.
6. Prepare a Comparative Market Analysis (CMA).

### RESEARCHING THE PROPERTY

7. Understand the full history of the property, including any changes and improvements made.
8. Determine any geographic risks for the property and the surrounding area.
9. Assess the current condition of the property.
10. Develop proposal for property improvements, remodeling and staging.
11. Learn all relevant details and attributes of the property, including number of bedrooms, bathrooms, square footage, acreage, etc.
12. Look up the property's tax information.
13. Research any localized rules and regulations applicable to property.
14. Collect maps, surveys and reports associated with the property.
15. Obtain proof of ownership.
16. Develop a comprehensive listing marketing strategy.



## STRATEGIZE WITH THE SELLER

- 17. Understand the client's interest in investment, risk and monetary return.
- 18. Learn personal details about the seller and what is motivating them to sell their property.
- 19. Provide pricing for current condition versus improved condition.
- 20. Advise the client about potential pricing strategies reflecting the current market.
- 21. Create presentation materials regarding the property.
- 22. Create a communication plan with the client.

## DOCUMENTATION

- 23. Create and complete a listing agreement package for the client.
- 24. Prepare and produce other relevant buyer and seller protection forms.
- 25. Invite the client to navigate through all documents together.
- 26. Review all forms in disclosure package.

## PREPARATION OF THE PROPERTY

- 27. Determine when property can be accessed.
- 28. Schedule all media appointments, including photographer, videographer, aerial photographer, staging professional and/or cleaning services.
- 29. Order and install "For Sale" sign and any other relevant signage.

## PREPARATION OF THE PROPERTY

- 30. Secure and register electronic key box and deliver to property.
- 31. Recommend vendors to client for improvements prior to listing.
- 32. Order a floor plan.
- 33. Advise on all agreed upon improvements including landscaping, painting, fixture updates, minor and major renovations, etc.
- 34. Plan listing date.
- 35. Consider creating a "Private Exclusive" and "Coming Soon" listing.
- 36. Create pre-marketing collateral.
- 37. Write listing description.
- 38. Input listing into MLS.
- 39. Create and execute open house and showings schedule and update MLS listing with corresponding times.
- 40. Update MLS with corresponding times and client preferences for showing appointments.
- 41. Maintain consistent communication with seller to provide ongoing updates on progress.
- 42. Submit finalized listing documents for compliance review.

## PREPARE MARKETING

- 43. Design materials that showcase the property, such as emails, brochures, social media posts, Workplace posts, digital white board, etc.
- 44. Expose property internally to over 30,000 Compass agents.
- 45. Create a "Just Listed" video to post on social media.
- 46. Print materials for open houses and showings.
- 47. Post listing on social media as a "Coming Soon" or new listing.
- 48. Conduct & create a reverse prospect campaign.
- 49. Create QR codes for the property.
- 50. Create "Just Listed" postcards to send to neighborhood.



## ACTIVATE & MARKET LISTING

- 51. Publish listing to MLS and IDX to third party sites.
- 52. Create Collections to show comps related to the property.
- 53. Broadcast listing to personal and professional networks through social media posts and email blasts.
- 54. Share property with Compass network and other agents at Sales Meetings and via personal outreach.
- 55. Create and run digital ads to target buyers and markets.
- 56. Monitor any changes in the market to refine listing strategy and make needed updates (revising price, terms, etc.) accordingly.
- 57. Refine listing marketing strategy based on feedback.
- 58. Communicate progress of listing.

## SHOW THE PROPERTY

- 59. Communicate with the client to confirm schedule and preparation.
- 60. List the open house to the MLS and verify times are correct.
- 61. Coordinate and host broker tours and open houses.
- 62. Organize specific marketing campaign for the open house.
- 63. Provide access to network of local lifestyle partners.
- 64. Arrive at the property in advance of scheduled open houses to turn on lights and verify show readiness.
- 65. Accompany showing appointments when appropriate or required

## OFFERS & NEGOTIATIONS

- 66. Compile, organize and communicate any received offers to seller.

## OFFERS & NEGOTIATIONS

- 67. Advise and strategize with client on all offers and create or approve any counter-offers.
- 68. Present counter-offer to buyer's agent.
- 69. Complete all relevant documentation for counter-offer.
- 70. Liaise between seller and buyer's agent for any additional counter-offers, advising the seller along the way to secure the most advantageous price and terms.
- 71. Update finalized offer package and coordinate signatures of both parties.
- 72. Notify client when terms are agreed upon.
- 73. Share disclosure package.
- 74. Attach all completed documents to compliance checklist.
- 75. Update MLS listing status.

## INITIATE TRANSACTION

- 76. Send executed offer package, receipt of purchase and sale contract to escrow company.
- 77. Create mutual overview.
- 78. Arrange and track earnest money, and have buyer send earnest money receipt, after verbal confirmation with escrow officer to designated escrow account.
- 79. Create and execute closing timeline and transaction review.
- 80. Stay in close contact with all relevant parties through next steps.

## DISCLOSURES & CONTINGENCIES

- 81. Share seller's disclosure package.
- 82. Share all documents with transaction coordinator.
- 83. Communicate earnest money, down payment, contingencies and deadlines with all parties.
- 84. Coordinate and confirm pest inspection (if applicable).



## DISCLOSURES & CONTINGENCIES

- 85. Coordinate and confirm appraisal.
- 86. Ensure buyer funds are collected in full.

## FILE DOCUMENTS & CLOSING

- 87. Send out recorded and closed emails.
- 88. Ensure copies of signed closing documents are shared with buyers agent, seller, mortgage company, etc.
- 89. Update MLS listing status.
- 90. Ensure funds are submitted and all commissions are allocated appropriately.



JULIE HAN IS YOUR  
TRUSTED SELLER'S AGENT.

# LET'S WORK TOGETHER

WE LOOK FORWARD TO TAKING THE NEXT STEP



CONTACT OUR TEAM TO GET STARTED.

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After more than 20 years of representing residential real estate clients, there is no denying our passion for people and our communities in America's Finest City. The excitement of selling our client's biggest asset and matching them to their dream homes has driven and inspired our entire careers - and it's just the beginning. We can't wait to bring your biggest real estate dreams to life.



# TERMS YOU SHOULD KNOW

## REAL ESTATE LANGUAGE & KEY TERMS

### **Appraisal**

Assessment of the property's market value, for the purpose of obtaining a mortgage, performed by a licensed appraiser

### **Annual Percentage Rate (APR)**

The borrower's costs of the loan term expressed as a rate. This is not their interest rate.

### **Beneficiary**

The recipient of benefits, often made from a deed of trust; usually the lender.

### **Closing Disclosure (CD)**

Closing Disclosure form designed to provide disclosures that will be helpful to borrowers in understanding all of the costs of the transaction. This form will be given to the consumer three business days before closing.

### **Close of Escrow**

Generally the date the buyer becomes the legal owner and title insurance becomes effective.

### **Comparable Sales**

Sales that have similar characteristics as the subject real property, used for analysis in the appraisal. Commonly called "comps."

### **Consummation**

The point in time when a borrower becomes contractually obligated to the creditor on the loan depends on applicable State law. Consummation is not the same as close of escrow or settlement.

### **Deed of Trust**

An instrument used in many states in place of a mortgage.

### **Deed Restrictions**

Limitations in the deed to a parcel of real property that dictate certain uses that may or may not be made of the real property.

### **Disbursement Date**

The date the amounts are to be disbursed to a buyer and seller in a purchase transaction or the date funds are to be paid to the borrower or a third party in a transaction that is not a purchase transaction.

### **Earnest Money Deposit**

Down payment made by a purchaser of real property as evidence of good faith; a deposit or partial payment.

**Easement**

A right, privilege or interest limited to a specific purpose that one party has in the land of another.

**Endorsement**

As to a title insurance policy, a rider or attachment forming a part of the insurance policy expanding or limiting coverage.

**Hazard Insurance**

Real estate insurance protecting against fire, some natural causes, vandalism, etc., depending upon the policy. Buyer often adds liability insurance and extended coverage for personal property.

**Impounds**

A trust type of account established by lenders for the accumulation of borrower's funds to meet periodic payments of taxes, mortgage insurance premiums and/or future insurance policy premiums, required to protect their security.

**Legal Description**

A description of land recognized by law, based on government surveys, spelling out the exact boundaries of the entire parcel of land. It should so thoroughly identify a parcel of land that it cannot be confused with any other.

**Lien**

A form of encumbrance that usually makes a specific parcel of real property the security for the payment of a debt or discharge of an obligation. For example, judgments, taxes, mortgages, deeds of trust.

**Loan Estimate (LE)**

Form designed to provide disclosures that will be helpful to borrowers in understanding the key features, costs and risks of the mortgage loan for which they are applying.

**Mortgage**

The instrument by which real property is pledged as security for repayment of a loan.

**PITI**

A payment that includes Principal, Interest, Taxes, and Insurance.

**Power of Attorney**

A written instrument whereby a principal gives authority to an agent. The agent acting under such a grant is sometimes called an "Attorney-in-Fact."

**Recording**

Filing documents affecting real property with the appropriate government agency as a matter of public record.

**Settlement Statement**

Provides a complete breakdown of costs involved in a real estate transaction.





Julie worked with us in selling one house and purchasing another. Much of the transactions were in parallel, complicating some of the requirements. Julie managed both of these in an excellent manner, kept them moving, and demonstrated great attention to detail until everything was completed. I highly recommend Julie as a competent and resourceful professional in all regards.

- DAVID G.



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