



**TYLER POTTER**

REAL ESTATE

# SELLER GUIDE



**COLDWELL BANKER**

**SOLANO  
PACIFIC**





# MISSION

*and who we are*

## OUR MISSION

Exceeding all expectations while serving your real estate needs.

## WHY WORK WITH US

Founded in 2003, Tyler Potter Real Estate is a full-service team, backed by Coldwell Banker Solano Pacific. We specialize in helping buyers and sellers in Benicia, Vallejo and the surrounding areas feel confident about the real estate process, take advantage of investment opportunities and find the perfect space to call home.

## CALL US

(707) 592-9006

## SEND AN EMAIL

[tyler.potter@coldwellbanker.com](mailto:tyler.potter@coldwellbanker.com)

## STOP BY

Coldwell Banker Solano Pacific  
900 First Street Benicia, CA 94510

## ONLINE

[tylerpotterteam.com](http://tylerpotterteam.com)  
[www.facebook.com/TylerPotterTeam](https://www.facebook.com/TylerPotterTeam)



# MEET TYLER



Owning a home is a keystone of wealth, both financial affluence and emotional security.

- SUZE ORMAN

## **TYLER POTTER**

REALTOR®

Senior Sales Counselor

DRE #: 01364481

I began my real estate career in 2003 after twelve years as a television sports reporter. Today, I am a Senior Sales Counselor here at Coldwell Banker Solano Pacific in Benicia, where I have spent my entire real estate career. My family and I are proud to call Benicia home! I devote myself to serving the needs of my clients before, during and after each transaction. I am honored to be in this business and hope you will choose me to be your Realtor.

Whether you are buying or selling, I will provide sound, helpful advice to aid you in the process and I will do so with an enthusiastic and hard working attitude! My goal is to consistently exceed your expectations by first listening to you. I will ALWAYS have your best interests at heart and it is because of this, my clients continue coming back to me and sending me their referrals. Thank you for the opportunity to serve you and I'll never take your business for granted!



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# CLIENT *testimonials*

We could not have chosen a better Realtor. Tyler consistently offered sound, conservative, data-driven advise and analysis. He always had our best interest clearly as his primary goal. Professional, reliable, prompt, honest, energetic, enthusiastic, hardworking and courteous. Thank you, Tyler.

**- ANN PHUONG VO**

Tyler has a great attitude. He is hard working, and he demonstrates his respect for clients during the process of buying a home. He is a true professional with extensive knowledge of real estate. He made the process smooth.

**-VALERIE YIM**

Tyler Potter helped us sell our home in Vallejo. During the sales process, he was professional, approachable and friendly. As a professional, he was very engaging. He has an extensive knowledge of real estate. I recommend him highly.

**-REINA SAGHAFI**

Tyler assisted us with the purchase of our home. Tyler comes well equipped for real estate with a very positive and proactive attitude, together with a strong knowledge of real estate. His professionalism is of the highest level.

**-RICHARD AND BONNIE KEELEY**

If you had to pick someone in Solano County for real estate, this is the man you would want to represent you.

**-MANLIN FOUNG**



Thank goodness for Tyler Potter. He is professional, kind and energetic. Tyler is very knowledgeable of the real estate market. He answered our questions quickly and addressed our concerns professionally.

**- RICHARD AND SHEILA HASTINGS**

Tyler is a great agent. He is very dependable and has an attention to detail that made us feel confident that everything was going to be done right and in a timely manner. I would recommend Tyler to all of my family and friends, and he is the only agent I will deal with if and when we move again.

**- CINDRA SANCHEZ**



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# WHAT TO EXPECT

## *as a seller*

**As a seller, you should be as prepared as possible for some or all of the following:**



### PRE-LISTING

- Start packing and remove clutter. This will make the home appear more spacious.
- Remove all personal photos.
- Hire a professional cleaner to thoroughly clean your home.
- Hire a professional carpet cleaner.
- Have all the windows professionally cleaned.
- Remove valuables. While we like to trust all potential buyers walking through your home, it's better to err on the side of caution and remove personal items and jewelry that cannot be replaced in the event they are damaged, lost or stolen.
- Remove or replace any fixtures you plan to take with you.
- Fixtures are considered part of the sale so if you love the chandelier in your entryway, plan to replace it before the house is listed.

### DURING SHOWINGS

- Be prepared for potential buyers to open closets, cabinets, and drawers.
- Open curtains and blinds to let light in and turn on lights. Keep the thermostat at a comfortable temperature.
- Showings can last anywhere from as little as 5 minutes up to an hour.
- Lights may be left on.

### AFTER SHOWINGS

- Every agent that shows the property will be asked for feedback. Not all agents provide feedback, even when asked.
- When received, this feedback will be shared with you.



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# HOME ENHANCEMENT *checklist*

You've decided to sell your home! When selling, it's important to look at your home from a different perspective, the buyer's perspective. The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs. Hire professional service providers on an as-needed basis to make enhancements easier.

## EXTERIOR

- Mow the lawn and trim trees and shrubs away from the house
- Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- Store tools and other equipment neatly in the garage
- Add exterior lighting
- Wash windows, inside and out
- Sweep all sidewalks and driveways
- Repair doors, windows, and major cracks in sidewalks and/or driveways
- Repair roof shingles, shutters, gutters, siding and fencing
- Add a doormat at the entrance
- Clean up the front/back yards with new sod, plants, flowers and mulch
- Add a potted or hanging plant
- Add new house numbers

## INTERIOR

- Clear clutter from countertops and tables including gadgets, dishes, pots and pans, toiletries, newspapers, magazines and mail
- Clean all appliances, sinks, bathtubs, showers, floors, mirrors, carpets and windows
- Repair any broken appliances, non-working cabinets and drawers
- Straighten children's play area and store extra toys
- Remove extra furniture and rearrange to define areas
- Put away clothes, towels, extra bedding, shoes and jackets and organize them in closets
- Organize linen closets, medicine cabinets, etc.
- Polish fixtures and faucets in the kitchen and bathrooms
- Dust lighting fixtures, mantels, baseboards and crown moulding, if necessary
- Deodorize garbage areas and rooms where pets have been
- Add throw rugs, potted plants and candles to freshen up
- Apply touch up paints to areas where needed
- Get new shower curtains and coordinated towels and bath mats
- Caulk and grout tile in the kitchen and bathrooms if necessary
- Make sure showers and bathtubs are mold-free
- Make sure furnace, A/C and hot water heater are in working order
- Box up and store or dispose of any unnecessary items



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# HOW TO BOOST YOUR HOME'S *curb appeal*

Minor updates to the exterior of your home won't take a lot of effort on your part, but will go a long way towards improving a buyer's opinion of the overall condition of your home, which can lead to higher-priced offers.

## LAWN + LANDSCAPING

- Mow your lawn twice a week, pull weeds and rake up your leaves.
- Trim hedges and shrubs, as well as tree limbs that are located near the roof.
- Keep driveway and walkways clear of snow, debris and ice.
- Plant a variety of colorful flowers that complement one another and bloom throughout the growing season.

## HOUSE

- Clean your windows and gutters, and pressure wash your siding and decks.
- Freshen up the exterior of your home with a coat of paint.
- Get a new front door. If this isn't possible, replace the hardware and stain or paint the door.
- Install new accents like house numbers, kick plates, doorbell buttons or mail slots.
- Add an awning over your deck or patio to enjoy the outdoors for more of the year.

# 76%

of homebuyers  
drove by the home, and 64%  
walked through the homes,  
after viewing it on the  
internet.

- Replace your roof, if necessary. To keep the growth of moss and fungus at bay, place a strip of zinc underneath the shingles along the roofline of your house.



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# BEST+WORST ROI renovations

A major mistake sellers make when undertaking a home improvement project is tailoring it to their own personal style without considering potential resale value. Here are the best and worst renovations for Return on Investment.

## PROFESSIONAL DE-CLUTTERING

Cost \$468  
ROI 432%

## DEEP CLEANING

Cost \$167  
ROI 935%

## LAWN CARE SERVICE

Cost \$268  
ROI 352%

## FRESH MULCH

Cost \$340  
ROI 126%

**BEST FOR ROI**

**WORST FOR ROI**

## KITCHEN UPGRADE

Cost \$23,140  
ROI -0.08%

## BATHROOM REMODEL

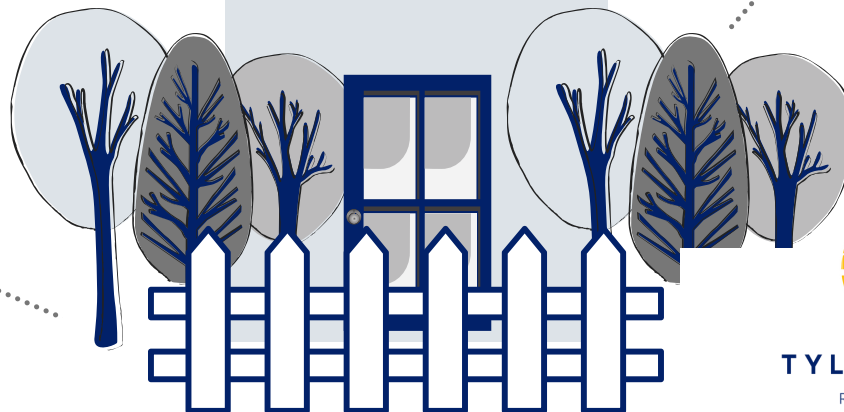
Cost \$10,284  
ROI -1%

## PROFESSIONAL TREE CARE

Cost \$1,387  
ROI -2.45%

## HIGH-END LANDSCAPING

Cost \$5,249  
ROI -9%



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# THE FHA *appraisal*

**Below is a list of items an FHA appraiser may be looking for during an appraisal. \***

- Electrical outlets near water fixtures require Ground Fault Circuit Interrupter (GFCI) outlets, GFCI outlets have the “Test” and “Reset” buttons and are a safety device.
- Built-in appliances and any appliances conveyed in the purchase agreement need to be operational.
- Utilities (gas, water, and electrical) need to be operational.
- All interior and exterior wood surfaces need to be free of chipping or peeling paint if home is built in 1978 or prior.
- Heating furnace and central air need to be operational.
- Exterior grading must reveal positive drainage from the structure.
- Windows need to be operational.
- Roof life must have at least 2 years remaining.
- Toilets, sinks, and showers must be operational.
- Home must be free of mold.
- Appraiser must have adequate access to the attic and crawl space free of debris and trash for “head and shoulder” inspection.
- Home must be free of all trip hazards or safety concerns (i.e. large uneven exterior concrete, in-ground pools must be filled with water).
- If a condo or mountain home, it must have year-round access and be FHA approved.
- If legal non-conforming, must provide burn down letter or appraiser must comment property can be legally rebuilt if destroyed.

*\*Talk to your loan office for complete requirements.*



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# LISTING YOUR HOME *as a smart home*

**Homeowners want smart home devices for lots of different reasons, but security and energy management are among the most significant.**

Homeowners are taking their homes into the 21st century with “smart home” technology. Whereas many new homes already come equipped with smart home technology and voice command devices, you can upgrade an older home to make it smart home efficient.

To be qualified as a smart home, a property at least must have an internet connection and a smart security or smart temperature system.

Energy companies sometimes offer a rebate for installing items such as a Nest. Here are a products that can make your home smarter, safer and more efficient.

- Doorbell Cameras (Ring, Google Nest, etc)
- Garage Door Openers
- Safety Detectors
- Smart Lighting
- Appliances (Stoves, Refrigerators, Ovens)
- Entertainment Systems
- Carbon Monoxide and Smoke Detectors
- Outdoor Sensors
- Smart Plugs
- Smart Light Switches
- Key Pads and Door Locks
- WYZE Smart Home Starter Pack



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# 7 FEATURES TO SELL YOUR *home faster*

Here are the most common features buyers want in a home.\*

1

## HARDWOOD FLOORS

Cost to install: \$7-\$9 per square foot for hardwood.  
Wood laminate and vinyl as little as \$3 per square foot.

For 82% of buyers, hardwood floors are a desirable selling point in a home. Hardwood floors tend to be more durable and easier to maintain than carpet. They also offer a timeless aesthetic to a home. Homeowners can add rugs to improve the warmth of a space or tie the room together. Consider wood laminate or luxury vinyl plank flooring for affordability.

2

## ENERGY-EFFICIENT WINDOWS + APPLIANCES

90% of buyers prefer energy-saving appliances and 87% prefer energy-saving windows. Energy-efficient windows can reduce heating and cooling costs by 12%.

Cost to install: \$270 to \$800 each for window.  
Cost varies for appliances.



3

## EXTERIOR LIGHTING



90% of buyers want a home with outdoor lighting, including spotlights, walkway lights and pendant lights. Not only does this lighting highlight your home's curb appeal, it's also a safety measure. For example, motion lights will turn on whenever they sense movement.

Cost to install: \$63 to \$135 per fixture.

4

## LAUNDRY ROOM

While many homes have a nook in the hallway or within a bathroom for a washer and dryer, most buyers (92%) of all ages want a separate laundry room with space for appliances and room to sort and iron. The best place to add a laundry room is in the basement or an area where plumbing is accessible and there are utility lines.

Cost to install: \$1,000 to \$10,000.



5

## GARAGE STORAGE SPACE

Storage is important to 81% of buyers, especially if they have growing families. Additional storage in the garage or basement keeps the main living areas free of clutter and is more accessible than an attic space. You can install pegboard on the wall for tools, improve the lighting and electrical circuits or add cabinets.

Cost to install: \$2,025 to \$2,363 for a 380 square-feet.



6

## EAT-IN KITCHEN

Many buyers (80%) like the appeal of eating their meals in the kitchen, especially if they have children. Creating space in the kitchen for a small table and chairs can be simple, but check with a contractor first.

Cost to install: \$1,000 to \$10,000.

7

## PATIO

Cost to install: \$960 per 120 square foot

More than 84% of buyers feel a patio or deck is an important home feature. Many people entertain outside during the warmer months of the year and a patio allows them to do so without having to modify their home.



\*Source: Kiplinger.com

# WHY I WORK

## *by referral*

When it comes to finding a great service provider, there is nothing like getting a referral from someone you know and trust who has used that provider and received great service. That's why I choose to work by referral. Trust is a big deal, especially when it comes to the professional you choose to handle the largest purchase you'll ever make—the purchase (or sale) of a home. Here are the benefits to you:

### MORE TIME TO SERVE YOU

Unlike many real estate agents, my primary source of new business is referrals from people who know and trust me. That means I don't have to spend all my time prospecting for new leads and business. This allows me to dedicate myself fully to the activities that benefit you most and deliver truly exceptional service.

### SERVICE THAT CONTINUES AFTER THE SALE

I devote myself to serving the needs of my clients before, during and after each sale. Instead of disappearing after the closing, you can expect me to keep in touch. I will send you valuable information each month, and will also call from time to time just to check in and see if you need anything.

### SERVICE THAT WILL EXCEED YOUR EXPECTATIONS

I know that I must earn your future referrals, so I aim to exceed your expectations. I have a vested interest in making sure that you are completely satisfied at the end of our transaction together. I want you to be so “fired-up” that you can't wait to tell your friends and family about me and the fantastic service you received! When you come across an opportunity, I'd appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide.

### WHAT I CAN DO FOR YOU BEFORE, AFTER AND DURING THE SALE.

I'M PART OF A NETWORK OF AGENTS WHO SELL **1 OUT OF EVERY 8 HOMES** IN NORTH AMERICA

If you have a friend or family member who is moving out of the area, I can ease the transition by making sure they are connected to the right agent!



Refer you to my trusted list of Handymen, general contractors, interior designers, roofers, painters, flooring installers, plumbing/electrical/HVAC specialists

Provide you with up-to-date information and statistics on local market conditions.

Give advice on upgrades that will enhance your property's resale value.



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