

SELLER'S PLAYBOOK

SCOTT HIMELSTEIN



This Seller's Playbook is **the ultimate** guide for you to learn how to sell your for more money - stress free!



> YOUR GUIDE TO STRESS-FREE SELLING!

Welcome! I'm truly glad you're here.

Many homeowners believe selling a home comes down to luck, timing, or simply waiting for the right buyer to appear.

The reality? It doesn't.

Selling your home successfully is about having the right strategy, clear guidance, and honest information—not the fluff or half-answers you often hear. That's exactly what this Playbook is designed to give you: real insights, straightforward steps, and zero gimmicks.

By being here, you're already ahead of many sellers throughout the San Fernando Valley and greater Los Angeles area. You're taking the time to understand how to protect your equity and avoid the costly mistakes that can impact your bottom line. That tells me you care—and that's what sets you up for success.

Inside this Playbook, you'll find simple, easy-to-follow steps. No confusing jargon. No industry "buzzwords." Just clear, honest guidance every homeowner in Porter Ranch and surrounding Los Angeles communities should have—but rarely gets.

If you ever feel stuck, overwhelmed, or unsure, don't hesitate to reach out—ask a question or share what you're dealing with, and I'll help guide you through it.

Everything I share—whether here, on YouTube, or in this Playbook—is built around one mission: giving you the truth so you can sell your home confidently, avoid unnecessary stress, and maximize your value in today's Los Angeles, California real estate market.

Follow the steps. Keep it simple. Ask questions when you need to.

You've got this—and I'm right here with you .

WHAT REAL SELLERS SAY!

REAL COMMENTS FROM THE TRUTH IN REAL ESTATE COMMUNITY

I had an outstanding experience working with Scott Himelstein Group, Park Regency. From start to finish, they made the process of selling my home smooth and stress-free. Their market knowledge, professionalism, and communication were exceptional. Scott and his team provided great advice on pricing and preparing my home for sale, and their marketing strategy attracted strong interest right away. We received multiple offers within days, and Scott skillfully negotiated to get us an excellent final price.

What stood out most was his genuine care and attention to detail — I always felt informed and supported every step of the way. I highly recommend Scott Himelstein to anyone looking to sell or buy a home. Truly one of the best in the business!

MARINA AND JOSEPH OSNAS

Aside for being a super nice person, Scott's frank advice based on his knowledge of the volatile real estate market paid off for us with an offer over asking price within the week, and a second offer soon to follow. Working with Scott and his team was stress-free.

From the tips on the most appealing interior paint color, to his included staging service, amazing photos of the home for marketing, and his narrated video walk-through of our house and neighbor/community in a very professional and interesting way. Just watch Scott on YouTube and you'll see what i mean. We can truly say that meeting and working with Scott exceeded our expectations and was a highlight in our year!

DALE WONG

I can't say enough good things about working with Scott Himelstein and his team. I live over 1,000 miles away, and he made the entire process of selling my home feel effortless. He handled everything from coordinating repairs and staging to managing showings and keeping me informed every step of the way. Communication was clear, timely, and honest, and I always felt like my property was a priority. The house sold smoothly and for a great result, despite the distance. If you need a real estate agent you can truly trust, especially if you're not local, Scott Himelstein with Park Regency Realty is the one.

NEIL WYENN

LET'S DO THIS!

Want to know how to get your home ready to sell?

Maybe you're not sure where to start. You don't know who to call first—an agent or a decorator. Should you remodel? Paint? It feels like this should be easier, but instead, it's overwhelming and hard to know where to begin.

I've worked with thousands of clients, and every transaction has added to my experience. This isn't something most homeowners can figure out on their own without a clear plan and the right guidance.

What I know for a fact is this: sellers who take the time to educate themselves early in the process make more money and experience far less stress. And yes—selling a home can feel overwhelming if you're not prepared.

If you don't plan ahead, you could end up spending money in the wrong places. The last thing you want is to invest tens of thousands into updates that don't actually increase your home's value.

The sellers who connect with me early—even years in advance—are the ones who see the best results. They make smarter decisions and avoid unnecessary stress.

Selling your home is a process, and knowing how to navigate it makes all the difference. With nearly half a billion dollars in real estate sold and years of sharing honest advice, I've simplified everything into five key steps.

GET THESE RIGHT,

and you'll be in a strong position to sell for more.





WHAT TO KNOW?

Scott Himmelstein's Basic Blueprint: Five Steps to Getting Your Home Ready to Sell

Introducing my **Five Step Basic Blueprint**—follow these steps, and you could add tens of thousands of dollars to your home's sale

➤ STEP ONE

Sell with Strategy: Balance getting the best price with keeping stress low. Decide what matters most to you—maximizing profit or keeping the process smooth in the competitive Los Angeles market.

➤ STEP TWO

Smart Upgrades: Learn which upgrades truly add value in local neighborhoods and which are just money pits. Invest wisely to enhance your home's appeal without overspending.

➤ STEP THREE

Staging on a Shoestring: Make your home irresistible on a budget. From decluttering to smart furniture placement, create a first impression that stands out online—where most Los Angeles buyers start their search.

➤ STEP FOUR

Pricing Playbook: Find the perfect listing price that attracts buyers and maximizes your return. Overpricing can scare off potential buyers, underpricing leaves money on the table in today's San Fernando Valley market.

➤ STEP FIVE

Agent Matchmaker: I'll help you connect with the right real estate agent—someone who understands the Porter Ranch and greater Los Angeles market, prioritizes your goals, and guides you smoothly through the selling process.

Each step is designed to give you the knowledge and tools to confidently sell your home faster and for more money.

STEP ONE - STRATEGY

Sell with Strategy: Find Your Sweet Spot Between Price and Peace of Mind.

Cash in hand, stress in heart know what matters most before you start.

Selling your home can be stressful, and I often say there's a direct link between the stress you experience and the money you ultimately make. The key is **deciding what matters more to you: maximizing your profit or keeping the process calm and manageable**. Sure, everyone wants top dollar—but is it worth the added stress?

Take some time with your family or co-decision makers to answer these questions so everyone is on the same page and your plan is clear:

- Where will you move next?
- Which part of selling your home worries you the most?
- Would you accept slightly less money to reduce stress?
- How would you handle buyers who won't meet your price, or market changes?
- Are you flexible with your plans to help sell your home faster?
- If your home doesn't sell, will you rent it or take it off the market?
- How much are you willing to spend on updates or repairs?
- What needs fixing, and what are you unsure about?
- Have you tracked your home's maintenance over time?



- How do you feel about multiple showings are you okay with lots of people viewing your home?
- Do you have the right furniture and layout for staging?
- Does your home need painting, and if so, what color?
- Have you reviewed recent sold and listed prices in your neighborhood?
- What do you notice about photos of homes that sold nearby?
- What's the highest- and lowest-priced home around?
- What is your home's appraised value versus its market value?
- How much do you want to get for your home, and what's the lowest price you'll accept?
- How will you choose the right agent to guide you?

STEP TWO

Smart Upgrades – What Pays Off and What Doesn't Scott Himmelstein's Investment Matrix

Updating your home can boost its appeal, but without a clear strategy, it can drain your profits. Many homeowners spend thousands on upgrades that don't deliver a good return don't let that happen to you! This step is critical to saving money and making smart, cost-effective decisions.

Whether you're preparing to sell or just curious about your home's value, my Investment Matrix breaks upgrades into five key categories to guide your choices.

1

Restoration Required

Some homes need more than just a cosmetic touch-up—they require serious repairs. Think outdated plumbing, old electrical systems, or structural issues. In this category, focus on essential repairs that make the home safe and functional rather than on fancy finishes. Buyers here are often investors or those ready to take on major renovations.

2

Concealable Condition

This category is a step above, but still requires careful attention. Your home might have updated kitchens or bathrooms, but older systems and normal wear-and-tear are noticeable. Here, prioritize deep cleaning, minor repairs, and small improvements that enhance presentation. It's about making the home show-ready without spending on big updates that won't increase your profit.

3

Surface Shine

Surface Shine homes look fantastic at first glance—think updated kitchens, stylish finishes, and modern décor. But beneath the surface, essential systems or maintenance may be lacking. While the home may appear move-in ready, savvy buyers will notice issues during inspections. If your home falls here, be ready for potential negotiations or requests for concessions after inspections.



UPGRADES

4

Unpolished Potential

Unpolished Potential homes are mechanically sound but may feel a little dated. These properties are hidden gems: a solid foundation with room for small, targeted updates that can generate big returns. Buyers value homes that are well-maintained and livable, even if they aren't ultra-modern. This category is all about maximizing potential without expensive renovations.

5

Modern Move-In

Modern Move-In homes are fully updated, from infrastructure to aesthetics. These turnkey properties appeal to buyers looking for a hassle-free experience. Achieving this level can be expensive, so it's important to balance your investment with realistic expectations for return. Done wisely, upgrades here can streamline the selling process and attract buyers quickly.



STEP TWO – UPGRADES



Smart Upgrades – What Pays Off and What Doesn't Scott Himmelstein's Investment Matrix

Still Unsure Which Category Your Home Fits?

Not every home needs to be a Modern Move-In to sell well. The key is knowing which category your property falls into so you can make smart, targeted decisions on pre-sale improvements.

Use Scott Himmelstein's Investment Matrix to score your home and identify its category. This tool helps you focus on updates that give the best return, avoiding wasted money on changes that won't increase value.

Here's how it works:

- Rate each part of your home based on age and condition, using a simple 1-to-5 scale (1 = new/excellent, 5 = old/poor).
- Add up your scores to see which category your home falls into.

This isn't about whether your home will sell—it will. It's about helping you decide how much to invest if you plan to move in the next few years.

Use the matrix as a guide, but trust your judgment and make decisions that make sense for your home and your goals.

Remember, these categories are based on my experience with thousands of sellers.



Scott Himmelstein's Investment Matrix

Which category does your home fit into?

Knowing your home's category helps you make smart, informed decisions about pre-sale improvements. Remember your home doesn't need to be a Modern Move-In to sell successfully!

How to use the matrix:

Circle the age or condition of each item in your home. ,Add up your total points ,Check the results on the next page to see which category your home falls into.

This simple process will guide you on where to focus your efforts and investment.

Component	1 Point	2 Points	3 Points	4 Points	5 Points
Furnace	1 - 5 Years or N/A	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
A/C	1 - 5 Years or N/A	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Windows	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Kitchen	1 - 10 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Master Bathroom	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Other Bathrooms	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Paint	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Furniture	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Age of Home	1 - 10 Years	11 - 20 Years	21 - 30 Years	31 - 40 Years	41 Years +
Roof	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Cleaning Frequency	Weekly		Monthly		Infrequently
Seller's Market?	Yes		Unsure		No
Foundation	Excellent		Fine		Poor
Layout of Home	Excellent		Good		Poor
Location	Excellent		Good		Poor
Deferred Maintenance	None		Some		A Lot
Outdoor Space	Excellent		Some		None
Landscaping	Excellent		Some		None
Floors	Hardwood	Luxury Vinyl Plank	Tile	Carpet	Vinyl
Is There a Reason Someone Wouldn't Buy Your home?	No. It's perfect.		Maybe. Not Sure.		Yes

STEP TWO - UPGRADES

Smart Upgrades — What Pays Off and What Doesn't Scott Himmelstein's Investment Matrix

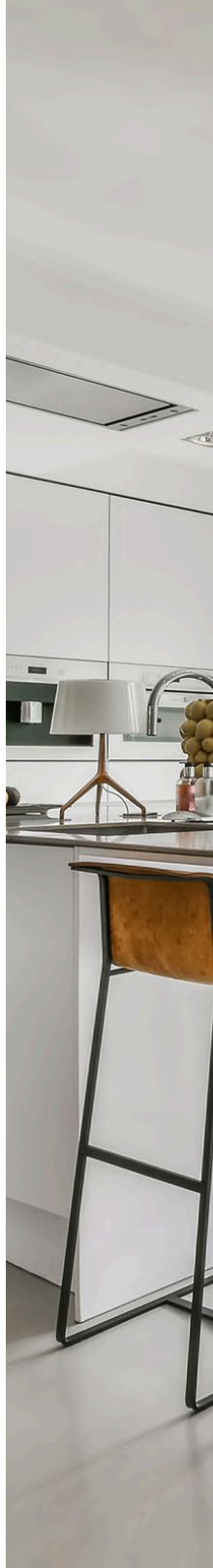
Please indicate your results here: TOTAL POINTS = _____
OUR CATEGORY IS _____

Restoration Required: 81-100 points Significant repairs and updates needed.
Focus on essential repairs, safety improvements, and major updates.

- Budget: 1-3% of home value Reasoning:
- Homes in this category often require only basic updates to address essential repairs and safety concerns.
 - The goal is to spend minimally on necessary repairs to make the home livable and functional without over-investing.
 - Fixing disclosure items, essential repairs, and deep cleaning.
- Focus:
- Essential repairs for disclosure items (e.g., roof leaks, electrical issues)
 - Deep cleaning and decluttering Basic safety and functionality improvements
- Avoid:
- Any updates; these buyers are focused solely on price and profit potential.

Concealable Condition: 61-80 points Some visible issues, moderate updates needed to conceal flaws and enhance marketability. Focus on paint, minor repairs, and cosmetic touch-ups.

- Budget: 2-5% of home value Reasoning:
- Homes in this category need minor updates to improve presentation without extensive renovations.
 - The investment focuses on fixing visible issues and making minor cosmetic improvements that can significantly enhance the home's appeal.
 - This percentage allows for modest updates, like painting and minor repairs.
- Focus:
- Minor cosmetic updates (e.g., fresh paint, new hardware)
 - Repair obvious issues (e.g., broken fixtures) Cleaning and decluttering
- Avoid:
- Spending on cosmetic upgrades; these buyers want to update themselves.





Surface Shine: 41-60 points Good cosmetic appeal but may have underlying issues. Requires some investment to keep buyers interested. Focus on deferred maintenance, staging, and aesthetic improvements.

- **Budget:** 1-3% of home value **Reasoning:**
 - Homes in this category often require only basic updates to address essential repairs and safety concerns.
 - The goal is to spend minimally on necessary repairs to make the home livable and functional without over-investing.
 - Fixing disclosure items, essential repairs, and deep cleaning.
- **Focus:**
 - Essential repairs for disclosure items (e.g., roof leaks, electrical issues)
 - Deep cleaning and decluttering Basic safety and functionality improvements
- **Avoid:**
 - Any updates; these buyers are focused solely on price and profit potential.

Unpolished Potential: 31-40 points High potential for value increase with cosmetic updates. Newer mechanicals but outdated aesthetics. Focus on cosmetic updates, curb appeal, and staging.

- **Budget:** 5-10% of home value **Reasoning:**
 - Homes in this category have a lot of potential for value increase with cosmetic updates and staging.
 - Investment in this range can transform the home's appeal, making it attractive to buyers looking for move-in-ready homes with modern touches.
 - The focus is on significant cosmetic enhancements and creating an appealing environment for potential buyers.
- **Focus:**
 - Kitchen and bathroom minimal updates
 - Staging Landscaping and curb appeal improvements
- **Avoid:**
 - Extensive remodels, as these buyers are more interested in updating to their own taste over time as your home is in excellent condition and "livable"

STEP TWO – UPGRADES

Smart Upgrades – What Pays Off and What Doesn't Scott Himmelstein's Investment Matrix

Modern Move-In: 20-30 points Excellent condition, minimal updates needed. Features are modern and market-ready. Focus on maintenance, minor touch-ups, and showcasing features.

- Budget: Up to 5% of home value Reasoning:
 - These homes are already updated and require minimal investment to maintain their current appeal and functionality.
 - The investment focuses on maintaining systems, enhancing presentation, and minor touch-ups to showcase the home at its best.
- Focus:
 - Maintenance and minor touch-ups Enhance presentation with accessories and staging
 - High-quality photos for marketing Ensure all systems are in excellent condition
- Avoid:
 - Leaving any deferred maintenance issues unaddressed, as they expect perfection.

Example Calculations: \$300,000 Home Value

- Restoration Required: \$3,000 - \$9,000
- Concealable Condition: \$6,000 - \$15,000
- Surface Shine: \$9,000 - \$21,000
- Unpolished Potential: \$15,000 - \$30,000
- Modern Move-In: Up to \$15,000

\$500,000 Home Value

- Restoration Required: \$5,000 - \$15,000
- Concealable Condition: \$10,000 - \$25,000
- Surface Shine: \$15,000 - \$35,000
- Unpolished Potential: \$25,000 - \$50,000
- Modern Move-In: Up to \$25,000

\$800,000 Home Value

- Restoration Required: \$8,000 - \$24,000
- Concealable Condition: \$16,000 - \$40,000
- Surface Shine: \$24,000 - \$56,000
- Unpolished Potential: \$40,000 - \$80,000
- Modern Move-In: Up to \$40,000



STEP TWO - UPGRADES

Smart Upgrades – What Pays Off and What Doesn't Scott Himelstein's Investment Matrix



- Why These Percentages Make Sense
Let's talk about why these percentages are important. They're all about balancing cost and return on investment (ROI). Spend too much, and you might not get your money back. Spend too little, and your home might not attract buyers. It's a fine line!
- Now that you know your home's condition, you can pinpoint which updates will give you the highest return when selling and which won't move the needle.
- Avoiding Over-Improvement: No one wants to over-improve their home beyond neighborhood standards because that can actually hurt your ROI. These guidelines help you avoid putting too much money into upgrades that won't pay off. Focus on High-Impact Areas: The percentages encourage you to focus on high-impact areas like kitchens, bathrooms, and curb appeal. These are the spots that really catch buyers' eyes and boost your home's value.
- You don't want to be the homeowner who discovers too late that a new quartz countertop or a deluxe master suite didn't actually increase your home's value. This advice could save you thousands while helping you make smart, strategic decisions.
- Of course, updates are always worthwhile if you enjoy them while living in the home. But if your goal is to maximize profit when selling, use this chart to focus on the improvements that deliver the best return on your investment.



Smart Upgrades What Pays Off and What Doesn't

High Return, Low Expense – Definitely Worth It

- These upgrades give your home great value for minimal cost:
- Fresh paint throughout the home
- Update or replace lighting fixtures
- Service the HVAC system
- Pest control
- Septic inspection and pumping
- Test and replace smoke and carbon monoxide detectors
- Update hardware and hinges
- RegROUT tiles and refresh caulk
- Trim trees and bushes
- Re-stain or seal wooden decks
- Add a fresh layer of mulch
- Improve landscaping with healthy green grass
- Maximize storage and declutter
- Power wash exterior surfaces: patio, porch, driveway, and home exterior
- Clean carpets
- Repair fencing
- Clean gutters and downspouts
- Remove personal items for a cleaner presentation
- Upgrade overhead lighting and old fixtures
- Add potted plants to front walkways and backyard
- Replace or repair the doorbell
- Declutter and organize the garage
- Repair the roof if needed (not a full replacement)

Moderate Return, Moderate Expense

Potentially worth it. Check with your real estate agent to see if it fits the market.

- Refinish hardwood
- Replace the roof
- Replace the countertops
- Install crown molding
- New fencing
- Update the electrical panel

Low Return, Low Expense *This is just basic maintenance. It won't increase your return on investment much, but it can help make your home more sellable.*

- Mold inspection and remediation
- Install or upgrade ceiling fans Weatherstripping
- Chimney sweep and inspection
- Fertilize the lawn
- Replace sump pumps

Low Return, Expensive *Avoid these upgrades unless they're essential repairs or you want them in your own home. You most likely won't see a return on this investment.*

- HVAC replacement
- Add or upgrade a deck or patio
- Redo cement walkways
- Replace the driveway
- Finish an attic Solar panels
- Update or add an irrigation system
- Upgrade to energy-efficient appliances Soundproofing



STEP TWO - UPGRADES

Homeowner Maintenance & Replacement Guide

The truth is, a home that's cared for year after year will always sell for more. If you set aside a budget for regular maintenance and repairs now, you'll avoid big, costly surprises later. Stay on top of these items consistently, and when the time comes to sell, your home will stand out as well-loved, well-kept, and worth top dollar.

Structural & Exterior

- *Roof* – Inspect yearly; replace asphalt shingles every 20–25 years (or sooner if curling, missing, or leaking).
- *Siding* – Power wash yearly; repaint wood siding every 5–7 years; replace vinyl or fiber cement after 30–50 years.
- *Windows* – Check seals yearly; replace every 20–25 years (or sooner if drafty, fogged, or rotting).
- *Doors & Weatherstripping* – Replace weatherstripping every 2–3 years; front door lifespan is 20–30 years (steel/fiberglass) depending on wear.
- *Decks & Patios* – Reseal or stain wood every 2–3 years; replace wood decks after 15–20 years if boards or joists rot.

Interior Essentials

- *Flooring* – Hardwood can be refinished every 7–10 years; carpet lasts 7–10 years; vinyl/laminate 10–20 years.
- *Paint (Interior)* – Repaint high-traffic rooms every 3–5 years; bedrooms/living areas every 5–7 years.
- *Cabinets* – Refinish/paint every 10 years if worn; full replacement lifespan is 20–30 years depending on quality.
- *Countertops* – Laminate lasts 10–15 years; granite/quartz can last 50+ years but may need resealing every 1–3 years.

Systems & Utilities

- *HVAC System* – Service twice a year; replace furnace/AC every 12–15 years (if efficiency drops or repairs pile up).
- *Water Heater* – Flush yearly; replace tank models every 8–12 years; tankless lasts 15–20 years.
- *Plumbing Pipes* – Inspect for leaks yearly; copper lasts 50+ years, PEX 40+ years, polybutylene (1980s/90s) possibly should be replaced now. Lead pipes should be assessed now.
- *Electrical Panel* – Inspect every 3–5 years; panels typically last 25–40 years.
- Upgrade if outdated (e.g., fuses, Zinsco, Federal Pacific).
- *Sump Pump* – Test twice a year; replace every 7–10 years.

Appliances Lifespan

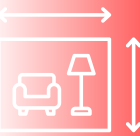
- Refrigerator: 10–15 years
- Dishwasher: 7–10 years
- Washer/Dryer: 10–12 years
- Oven/Range: 10–15 years

STEP TWO - UPGRADES



Outdoor & Landscaping

- *Driveway/Walkways* – Seal asphalt every 3–5 years; concrete can last 30+ years but repair cracks immediately.
- *Fence* – Wood lasts 10–15 years (stain every 2–3 years); vinyl/metal lasts 20–30 years.
- *Gutters* – Clean twice a year; replace every 20 years (sooner if sagging or rusting).
- *Septic System* – Pump every 3–5 years; tank lasts 20–30 years with good maintenance.
- *Trees & Landscaping* – Trim yearly; remove dangerous/dead trees immediately (buyers hate deferred tree care).



Interior Essentials

- *Flooring* – Hardwood can be refinished every 7–10 years; carpet lasts 7–10 years; vinyl/laminate 10–20 years.
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- *Doorbell & Fixtures* – Always working → signals care.
- *Caulk & Grout* – Replace when cracked/moldy → makes bathrooms look new.
- *Roof & HVAC* – If buyers see “end-of-life” systems, expect \$10K–\$20K less on offers.
- *Windows* – Fogged glass and drafts scream “money pit” to buyers.
- *Appliances* – A mismatched or failing set drags down kitchen appeal immediately.





STEP THREE - STAGING

Staging on a Shoestring - Prep for Perfect Showings

Fake It. Take It. Make It. Your first showing happens online! That's right—before buyers even step through the door, they're already forming an opinion based on what they see in photos. If your home doesn't stand out in those images, you could miss out on thousands.

But don't worry! There are easy, affordable ways to make your home look irresistible for that all-important first impression. With a few strategic updates and clever staging, you can "**fake it**" by making it look stunning without breaking the bank, "**take it**" by grabbing buyers' attention with great photos, and "**make it**" by turning those views into offers so that you make the money!

Why Bother Staging Your Home? Staging your home can make a world of difference when it comes to selling quickly and for top dollar. Here's why:

- ✓ **Sell Faster:** Staged homes typically sell quicker than those that aren't spruced up. When buyers can envision themselves in a space, they act fast.
- ✓ **Get Better Offers:** A well-staged home looks well-cared-for, which can lead to higher bids from buyers. **Make a Stellar First Impression:** Most house hunting starts online, and homes that are staged simply look better in photos and listings.
- ✓ **Connect on an Emotional Level:** A beautifully staged home can tug at the heartstrings of potential buyers, making them more likely to make an offer.



Home Staging 101: The Golden Rules Staging doesn't mean just paying to bring in furniture. It's so much more than that! Follow these simple steps to make your home stand out:



1. Deep Clean Like There's No Tomorrow - Buyers notice everything. A spotless, clean home creates a great first impression and shows that your home has been well cared for. Make regular deep cleaning a priority during the selling process.



2. Declutter to Impress - Cut the clutter! Store away personal items and keep surfaces clear. This allows buyers to see the space itself and imagine how they would make it their own.



3. Furniture Placement is Key - The way your furniture is arranged can make rooms feel bigger, more functional, and inviting. Thoughtful placement shows off your home's potential and versatility.



4. Dress It Up - Add stylish, neutral decor for the final touch. A few well-placed pieces of decor can warm up your space without making it feel too personal, helping buyers connect with the home emotionally.

Staging on a Shoestring - Prep for Perfect Showings

The Most Important Staging Tip: Paint! Wondering what the single most important staging update is? Paint! A fresh coat of paint can completely transform your home, making it look clean, inviting, and ready for buyers. Not only does it freshen up your space, but it's also one of the most affordable updates that guarantees a return on your investment when you sell.

Why Paint Matters - First Impressions Count Your home's first showing is online, and buyers are making snap judgments based on those photos. A fresh, neutral paint color can make your home stand out in those listings and give buyers the confidence that they won't need to make immediate changes after moving in. Neutral, move-in-ready colors eliminate one of the biggest buyer objections: "I don't like the paint, and I need to change it."



STEP THREE - STAGING

Staging on a Shoestring - Prep for Perfect Showings

Lighting Changes Everything Colors can look completely different depending on the lighting throughout the day. That's why I always recommend testing paint with **Samplize peel-and-stick samples** before making a final decision. You can easily move these samples around different rooms to see how the color reacts to natural light, overhead lighting, and evening settings.

Get It Right the First Time Remember, painting is one of the simplest yet most impactful updates you can make before selling your home. Choosing the right shade can mean the difference between a quick, high-dollar sale and lingering on the market. Stick to these tried- and-true neutrals, and your home will shine!

Top Paint Colors for Selling Your Home Gone are the days of cold, stark grays—greige (a mix of gray and beige) has taken over as the go-to color for creating a welcoming atmosphere. To help you choose the perfect color, I've partnered with Samplize to offer large peel-and-stick samples. These samples make it easy to see how each color will look in your home before committing to one.

Best Timeless Paint Colors

When You Sell Your Home!

Whites & Neutrals:

- **White Dove (Benjamin Moore):** A soft, warm white with a hint of greige, ideal for living rooms, kitchens, and trim. Chantilly Lace (Benjamin Moore): A bright, crisp white—perfect for trim, ceilings, and modern spaces.
- **Alabaster (Sherwin-Williams):** A warm, inviting off-white that brings serenity to bedrooms, bathrooms, and kitchens. Paper White (Benjamin Moore): A cool, modern white with subtle gray undertones, perfect for minimalist interiors and small spaces like bathrooms.

Grays & Greiges:

- **Revere Pewter (Benjamin Moore):** A classic warm gray with slight green undertones, great for open floor plans and living rooms.
- **Collonade Gray (Sherwin-Williams):** A warm gray with beige undertones, ideal for kitchens and living rooms, pairing well with both warm and cool accents.
- **Balboa Mist (Benjamin Moore):** A soft, warm light gray for bedrooms and foyers.
- **A greeable Gray (Sherwin-Williams):** A universally loved warm greige that works beautifully in nearly any room, from open-concept spaces to living areas.
- **Edgecomb Gray (Benjamin Moore):** A soft greige for living rooms & kitchens.

Cool Grays:

- **Classic Gray (Benjamin Moore):** A light cool gray with a hint of warmth, great for small spaces or bedrooms.
- **Repose Gray (Sherwin-Williams):** A cool gray with soft blue undertones, perfect for bedrooms and bathrooms where a calming, sophisticated look is desired.
- **Silver Chain (Benjamin Moore):** A cool medium gray with subtle blue undertones, ideal for dining rooms and living spaces with a modern vibe.
- **Stonington Gray (Benjamin Moore):** A true cool gray with blue undertones, perfect for sleek, polished kitchens, dining rooms, or offices.
- **Gray Owl (Benjamin Moore):** A light, cool gray with blue and green undertones, creating a fresh, modern look in bathrooms and kitchens.

Unique Neutrals:

- **Moonshine (Benjamin Moore):** A cool light gray with a hint of green, perfect for airy bedrooms and bathrooms.
- **Accessible Beige (Sherwin-Williams):** A versatile beige with gray undertones that changes with the light, making it ideal for any room in the home.

STILL NOT SURE STAGING IS WORTH IT?

STAGING ON A SHOESTRING - CONTINUED PREP FOR PERFECT SHOWINGS

The National Association of REALTORS (NAR) Home Staging Survey highlights the significant impact staging can have on a home sale.

According to the data, 48% of listing agents say staging helps homes sell more quickly, while 20% report it can boost the sale price by 1% to 5% compared to similar homes that aren't staged.

Staging also helps create an emotional connection for buyers. In fact, 81% of buyer's agents say it makes it easier for clients to imagine themselves living in the home.

The key areas to prioritize are the living room, primary bedroom, and kitchen, these are the spaces buyers tend to connect with the most. Buyer expectations have also risen over time, largely shaped by what they see online and in media.

Despite these advantages, only 23% of agents stage every listing. Most instead suggest simple steps like decluttering, deep cleaning, and removing pets during showings, small changes that can still make a meaningful impact.

For a more detailed look at the data, you can view the full report on the **National Association of REALTORS** website.

Want to make your home show-ready? Use our Comprehensive Staging and Inspection Preparation Checklist, a straightforward yet effective guide to manage the final touches and ensure your home shines at every showing.

✓ Exterior and Yard

- Maintain the lawn by mowing, and neatly trim the shrubs, bushes, and trees.
- Nourish the lawn and plants by applying fertilizer or growth-enhancing treatments.
- Trim the edges of sidewalks and driveways to create a clean, polished look.
- Remove weeds from flowerbeds, rocks, and concrete cracks.
- Pull weeds from flowerbeds, rock areas, and cracks in concrete for a tidy appearance.
- Clean driveways, sidewalks, and patios with a power washer.
- Fix holes and cracks outdoors.
- Clean stains from driveways and sidewalks.
- Refresh fences and decks with paint or stain.
- Organize outdoor furniture and clear clutter.

✓ House Exterior

- Check gutters, downspouts, siding, windows, and shutters.
- Wash and repaint exterior surfaces as needed.
- Fix or replace damaged windows, doors, and screens.
- Inspect the roof for missing or damaged shingles and repair as needed.
- Refresh paint on house numbers, mailboxes, and doorbells.

✓ Front Porch

- Keep the area clean and inviting.
- Repaint the door and trim if needed.
- Sweep and tidy the porch.
- Add a new doormat for a fresh touch.
- Place potted or hanging plants for decoration.
- Use warm, bright light bulbs where needed.

✓ Interior General

- Thoroughly clean the entire home, including windows and screens.
- Clean carpets, vinyl, and tile floors.
- Fix any wall or ceiling damage, including holes and water stains.
- Remove all pet and smoke odors.

✓ Kitchen and Baths

- Deep clean countertops, appliances, and fixtures.
- Declutter surfaces and store small appliances away.
- Clean tile grout and re-caulk as needed.

✓ Lighting and Closets

- Swap in high-wattage bulbs for brighter lighting.
- Declutter and organize closets, removing out-of-season items.
- Add extra hangers and neatly arrange shoes.

✓ Attention to Details

- Secure loose doorknobs and fix dripping faucets.
- Lubricate noisy doors and drawers. Inspect and clean all switches and outlets to ensure proper function.

✓ Garage and Storage

- Discard unwanted items and neatly organize what remains.
- Arrange tools and equipment, and clean appliances.

✓ Heating and Cooling

- Clean the fireplace, service the furnace and air conditioner, and replace HVAC filters as needed.
- Ensure the water heater is clean and well-kept.

✓ Home Inspection Preparation

- Swap out any burnt-out bulbs and check that all lighting works.
- Check smoke and carbon monoxide detectors and replace if needed.
- Verify that all utilities are operational, including pilot lights.
- Make sure the attic, basement, and electrical panels are accessible.

DECLUTTERING 101



Don't Just Declutter... Give Direction

Decluttering isn't just about clearing out your house, basement, or closets, it's about creating clarity for both you and your family.

This section is designed for anyone feeling stuck, overwhelmed, or unsure where to start. You want to lighten the load, but you also want to ensure your children aren't left to figure it all out alone. Here, you'll find the guidance you need to bring peace of mind for yourself and your kids.

Many people spend years creating a home, gathering memories, and keeping meaningful items from different stages of life, but rarely provide their children with instructions on what to do with it all.

When the time arrives, your children often face confusion, stress, and fear of making the wrong choices. This section addresses that by guiding you on what your kids need from you now, so they can respect your wishes, prevent conflicts, and manage your home and belongings with confidence and clarity.

This is one of the most meaningful gifts you can give your family, clarity and guidance, not just possessions.

Your grown children value clear guidance more than material belongings.

They want to steer clear of guilt, arguments, uncertainty, and the "What would Mom want?" stress that arises when there's no clear direction.

This list takes care of all those challenges.

This isn't a will.

This isn't an estate plan.

This is a practical guide, the one your kids will genuinely rely on when they're in your home, making quick, emotional decisions under pressure.

Create it once, keep it in a single place, and you'll give your family the greatest gift possible.

DECLUTTERING 101

Don't Just Declutter...

Give Direction

➤ **LIST ONE: Compile a "Keep This" List**
This is the list your children truly need, without it, they're left guessing. Note the items that are important to you and explain why:

- Memorable or meaningful photos
- Family heirlooms
- Personal jewelry
- Correspondence or letters
- Military keepsakes
- Heritage or family artifacts
- Objects with significant stories

Your children won't know what matters unless you guide them. Here's what to include:

- The item
- Its significance
- Who should receive it
- Whether it should be kept, digitized, or displayed
- This transforms a cluttered collection into clear instructions.

➤ **LIST TWO: Make a "Let It Go" List**
List the items you want to part with, without guilt. Give your children the green light to let them go.

- Unneeded furniture
- Collectibles (dolls, plates, books, figurines)
- Old documents
- Seasonal decorations
- Clothes
- Outdated appliances
- Unused or old tools

Be clear: "You don't have to hold onto this. Donate it, discard it, or do as you wish. I don't want it to weigh on you." This eliminates most of the guilt they might feel.





➤ **LIST THREE: Make a Sentimental**

Your Children value stories more than you things. For each cherished item, included:

- A brief description
- Its origin
- People connected to it
- Its significance
- Your wishes for how they should handle it

This avoids the painful situation of a treasured keepsake being discarded because its story was unknown. It also prevents your children from holding onto everything out of fear of doing something wrong.

➤ **LIST FOUR: The "Important Documents" Guide**

Your family should know exactly where everything is. Record the location of each:

- Will or trust
- Property deed
- Mortgage documents
- Insurance policies
- Vehicle titles
- Bank accounts (exclude passwords)
- Safe deposit box and key location
- Life insurance details
- Pension and Social Security information
- Medical power of attorney / living will
- Password list (just the location)

➤ **LIST FIVE: The "House Know-How" List**

Your home holds many details your children won't automatically know.

Record:

- Location of the water shut-off valve
- Circuit breaker location
- HVAC system age and maintenance records
- Roof age
- Major renovations or updates (year and company)
- Septic or well information, if applicable
- HOA contact details
- Trusted contractors
- Recommended updates before selling
- Preferred real estate agent for selling the home

DECLUTTERING 101

Don't Just Declutter...

Give Direction

1. Begin with Simple Areas

- Cluttered drawers
- Expired groceries
- Old or unused medications
- Worn towels and linens
- Cleaning products
- Under-sink storage
- Duplicate kitchen items

2. Apply the 10-Minute Rule

- Set a 10-minute timer
- Choose a small area
- Declutter until the timer ends
- Repeat as necessary

3. Tackle One Category at a Time (Finish one before starting another)

- Footwear
- Cups and glasses
- Personal care items
- Desk or office supplies
- Books
- Seasonal decorations

4. Create Four Sorting Piles

- Hold onto
- Give away
- Discard
- Sell

Rule: ☐ If unsure, place it in the GIVE AWAY pile.

5. Save Sentimental Items for Last

Once you reach them:

- Photograph the item
- Capture a 10–20 second story about it
- Label the item
- Put it in a "Legacy Box"
- Optionally, note the intended recipient

6. Declutter in Stages

(Avoid trying to do everything at once)

- Stage 1: Simple items
- Stage 2: Items with mild attachment
- Stage 3: Sentimental or challenging items

7. Implement Reward Systems to Boost Efficiency

- 5-by-5 Rule: Clear 5 items each day, 5 days a week
- One-In, Two-Out: For every new item, get rid of 2
- Staging Shelf: Place "maybe" items on a shelf for 6 months
- Body Double: Work alongside someone for support
- Digitize: Scan photos, letters, and cards
- Paper Slide Method: Sort papers in 2-inch sections

8. Tackle Storage Areas First

(This frees up space for items you decide to keep)

- Garage Basement Attic Closets Cabinets

9. Get the Home Ready for Sale

- Cut down furniture
- Halve closet contents
- Clear floors and corners
- Remove heavy decorations
- Store or donate large items

10. Make Your Guidance List

- Record what to keep
- Note what can be donated
- Mark what should be discarded
- Label items with sentimental value

STEP FOUR - PRICING

Pricing Guide: Set Your Home for Maximum Profit



This can be challenging for sellers to understand. Pricing your home too high can be a costly mistake, I've seen people lose a significant amount just by overpricing by \$25,000. Don't let that happen to you. I'll guide you through setting the perfect price to maximize your profit.

It's important to understand that the "right" price isn't simply what you hope for, it's what buyers are actually willing to pay. Many sellers get this wrong, risking thousands in lost profit. Even overpricing by \$25,000 can result in major losses. Don't worry! We'll help you find the perfect balance between market value and appraisal to avoid this common mistake.

Appraised Value vs. Market Value:

What Sellers Often Miss

Understanding the difference between appraised value and market value is crucial, but many sellers overlook it. Here's the breakdown:

- Appraised Value:** This is the figure an appraiser assigns to your home, mainly for banks to confirm that a buyer's requested loan is justified. It's determined by objective data like square footage, age, condition, and recent sales of similar properties.
- Market Value:** This is more subjective, it's the price a buyer is willing to pay for your home, shaped by its unique features, current demand, and emotional appeal. Unlike appraised value, market value can vary, reflecting how buyers perceive your home and the overall market climate.

STEP FOUR - PRICING

Pricing Playbook - Keep Pricing Your Home for Maximum Profit

Why It Matters: Grasping the difference and importance of each is essential. **Here's why:**

- **Choosing the Right Price:** Your starting listing price can determine the success of your sale. Price too high, and you may turn buyers away. By understanding both your home's appraised value and its potential market value, you can set a price that's accurate and attractive.
- **Negotiation Advantage:** Knowing your home's value lets you negotiate with confidence. Whether handling low offers or discussing terms, this knowledge gives you the leverage to achieve the best outcome.
- **Maximizing Earnings:** After all, every seller aims for this. By setting the right price from the beginning, grounded in a clear understanding of both appraised and market values, you increase your chances of selling fast and securing the highest price.

Let's Get It Right: As we go through this process, keep in mind that your goal is to sell your home for the highest price possible. By grasping the key differences between appraised value and market value, you're taking a major step toward that goal. I'll be with you every step of the way to make sure you avoid the common pitfalls of overpricing.



Reach an experienced agent, Scott Himelstein, in just 48 hours! Visit <https://www.liinks.co/scotthimelstein> or scan the QR code.





Pricing Playbook - Find the **EXACT** Price for Your Home

This approach is divided into four essential steps to assess your home's value. Following this guide will give you a clearer, more accurate picture of your home's worth, rather than depending on guesswork or partial information. To price your home correctly, focus on these four key numbers:

1. Appraised Value

- **Definition:** The formal estimate of your home's value, provided by a licensed appraiser, usually needed by mortgage lenders.
- **Factors Taken Into Account:** Square footage, location, age, condition, and recent sales of similar homes over the past 3–6 months.
- **Objective Perspective:** This value follows a formulaic method and may not reflect current market trends.
- **Example:** An appraisal could use comparable sales from a nearby town, even if buyers see that area differently, simply because it's within the appraiser's radius.

2. Market Value

- **Definition:** The amount a buyer is ready to pay for your home right now, reflecting the current real estate market conditions.
- **Influenced by:**
 - Supply of homes (low inventory can increase value)
 - Interest rates (higher rates can lower value)
 - Distinctive features or potential drawbacks (e.g., near a train track or in a rare, sought-after location)

- **Key Point:** Market value can vary from appraised value depending on buyer demand and competitive factors.



STEP FOUR - PRICING

3. Set a Price to Sell Quickly

- **Definition:** The fast-sale price, what your home could sell for right away without renovations or upgrades.
- **Purpose:** Provides a baseline to see what your home might fetch in a quick-sale situation.
- **Key Point:** Even if this isn't your listing price, knowing it is essential to understand how market conditions and timing could affect your sale.

4. List Price

- **Definition:** The calculated listing price designed to draw buyers, taking into account both appraised and market values.
- **Considerations:** In a rising market, price at or just above appraised value; in a declining market, price slightly below appraised value.
- **Key Point:** Setting a competitive price that matches market conditions helps attract buyers while avoiding the pitfalls of overpricing.

Nine Steps to Determine Your Home's Value

This step-by-step guide brings together key insights from your video and organizes them into a clear process to help sellers accurately evaluate their home's worth.

1. Use Zillow to Establish a Starting Value

- **Action:** Begin by inputting your home's details into Zillow.
- **Why:** It offers an automated estimate based on recent sold and active listings, giving you a starting point.
- **Pro Tip:** Don't rely on it completely, it's algorithm-based, not a detailed market evaluation.

2. Conduct a Focused Area Search

- **Action:** Limit your search to your specific neighborhood, school district, or a closely defined area.
- **Why:** Buyers often make decisions based on hyper-local factors like location and schools.
- **Pro Tip:** Don't include homes from different areas, even if they're nearby (such as a neighboring town).



3. Review Active Listings

- **Action:** Review all homes currently listed for sale in your selected area.
 - Compare details such as square footage, location, number of bedrooms and bathrooms, condition, yard size, and other key features.
 - Stay objective, focus on facts, not emotions.
- **Tool:** Use the Seller's Playbook Spreadsheet to log details for each active listing.



4. Review Homes Sold in the Past 3–6 Months

- **Action:** Find comparable homes (comps) that have sold within the last 3–6 months.
 - Begin with 3 months of data for fast-moving markets, or extend to 6 months if needed.
 - Record the information in your spreadsheet, noting important details such as square footage, bedrooms, location, and major features like pools or basements.
- **Why:** These comparable sales establish the foundation for your home's appraised value, its official worth on paper.

5. Establish the Market Value

- **Action:** Assess the price a buyer would be willing to pay for your home today.
 - Is the market rising (low inventory, high demand) or falling (high inventory, low demand)?
 - Do your home's unique features increase or decrease its value (e.g., prime location, needed repairs)?
 - Think like a buyer: would they pick your home over a newer or more updated option?
- **Why:** Market value changes with supply and demand, and often differs from the appraised value.

6. Keep a Neutral Perspective

- **Action:** Be honest and realistic throughout the process.
 - Rely on data rather than emotions to determine your home's value.
 - Consider your home's drawbacks or limitations (e.g., lack of a basement in a basement-preferred neighborhood, awkward layout, etc.).
- **Why:** Staying objective avoids overpricing and ensures your home meets buyer expectations.



STEP FOUR – PRICING

7. Review Significantly Lower-Priced Homes

- **Action:** Check out homes listed well below your anticipated price range.
 - Compare their features to your own.
 - Record these homes in your spreadsheet to see how buyers view value.
- **Why:** Buyers consider all available options, including lower-priced homes. Knowing this helps you avoid overpricing.

8. Identify Your "Quick-Sale Price"

- **Action:** Determine your quick-sale price, the lowest amount your home could sell for today without any upgrades or improvements.
- **Why:** This baseline shows how time and market conditions could affect your sale price.
- **Pro Tip:** Even if you don't list at this price, it's valuable to know what your home would bring in a fast-sale situation.

9. Set Your Listing Price According to Market Trends

- **Action:** Assess whether the market is trending upward or downward:
 - If the market is rising: Price at or just above the appraised value.
 - If the market is declining: Price slightly below the appraised value to draw buyer interest.
- **Why:** Matching your listing price to current market conditions keeps you competitive and helps avoid overpricing.
- **Pro Tip:** Work with a trusted real estate agent to validate your pricing strategy.

Following these steps will give you an accurate, realistic view of your home's value, enabling you to set a price that appeals to buyers and maximizes your profit.



STEP FIVE - AGENT

> Agent Matchmaker: Discover Your Ideal Real Estate Partner

An agent who isn't afraid to challenge your decisions is one who puts your profits ahead of their commission.

Success isn't just measured by the number of homes they've sold, it's about finding someone who prioritizes your needs and delivers the hard truths when necessary. Choosing the wrong agent can cost you both money and peace of mind. Below, I break down the qualities of an exceptional agent and the red flags to watch for, so you can stop guessing and start finding your ideal real estate partner.



Red Flags to Watch for in a Real Estate Agent

- **Price Conversations:** If your agent avoids discussing pricing, that's a warning sign. You need someone honest about what your home is truly worth.
- **Shying from Tough Talks:** A strong agent won't avoid difficult conversations—whether it's feedback from buyers or tough talk about pricing.
- **Strategy and Feedback:** Your agent should focus on strategy, continually adjusting based on market trends and feedback.
- **Ghosting:** If your agent is often MIA, that's a dealbreaker. You need someone responsive and on top of things.
- **Friend First, Agent Second:** Hiring a friend may seem convenient, but professional boundaries matter. They should act as your agent first, friend second.
- **Lack of Initiative:** An agent who only takes orders won't serve you well. Look for someone proactive who suggests what's best for your sale.
- **Accessibility Issues:** Difficulty reaching your agent is a red flag. They should be readily available, not constantly sending you to voicemail.
- **Solo Act:** An agent without a support team can lead to missed opportunities. A team ensures your sale keeps moving forward.

STEP FIVE - AGENT

> Agent Matchmaker Part 2: Finding Your Ideal Real Estate Partner

- **Clear Communication:** A great agent simplifies the complex selling process, breaking it into easy-to-understand steps.
- **Local Expertise:** Your agent should know the ins and outs of your local market to be truly effective.
- **Handles Tough Topics:** If they shy away from difficult conversations, they're not serving your best interests.
- **Experience Matters:** Choose an agent who has seen it all and can navigate any situation confidently.
- **Modern Marketing:** Their marketing strategies should be current and strong, especially on social media.
- **Strong Network:** An agent's network can open doors, make sure yours has solid connections.
- **Honesty:** An agent who admits when they don't know something is trustworthy. Honesty is essential.
- **Full-Time Dedication:** Real estate isn't a side hustle. Your agent should be fully committed.
- **Aligned Goals:** Ensure your agent's objectives match yours for a smoother selling experience.
- **Master Negotiator:** Negotiation is key, your agent should know how to secure the best deal for you.
- **Buyer Responsiveness:** Test how they handle potential buyers (even anonymously) to gauge their responsiveness and work ethic.



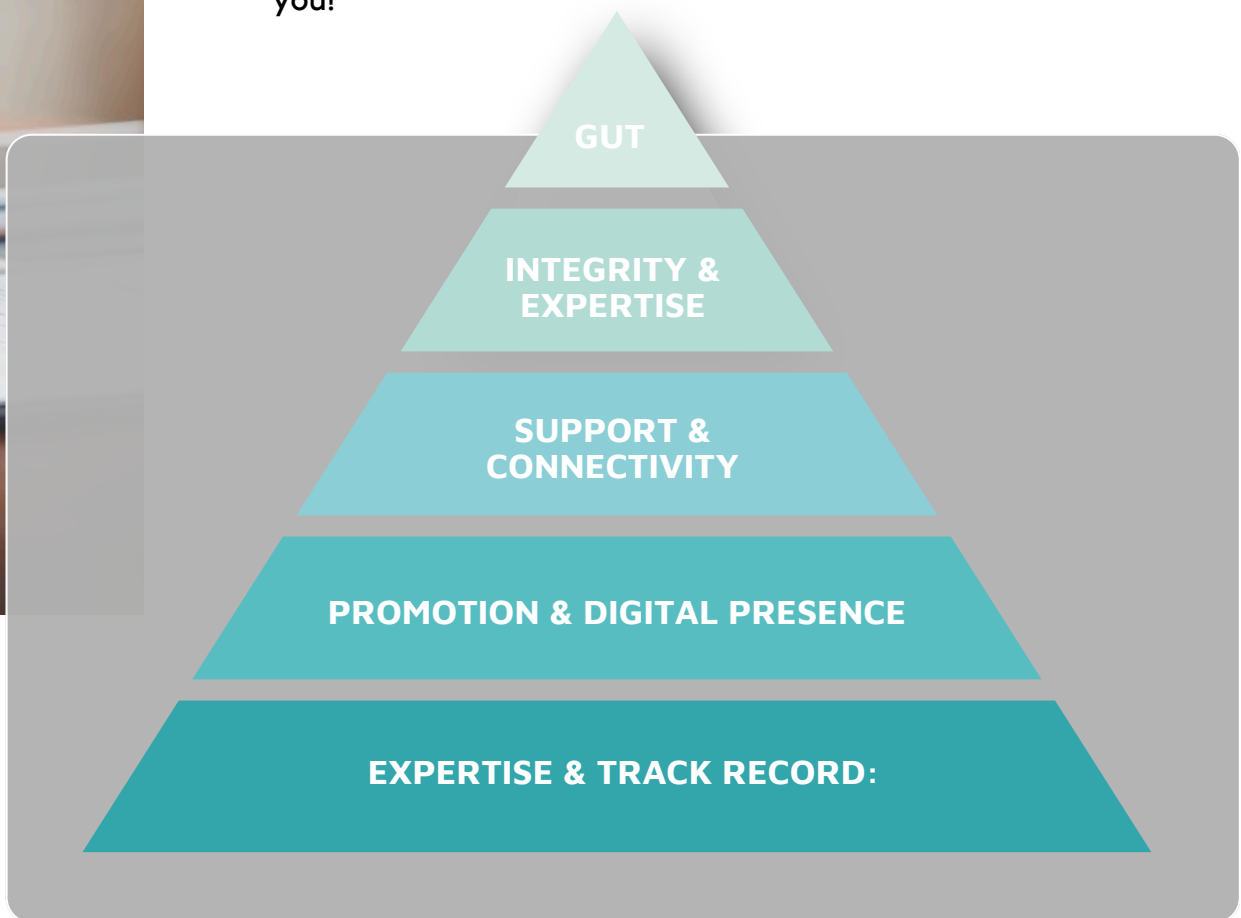
Choosing the right real estate agent is crucial, spotting a few red flags early can save you both stress and money. Remember, I'm here to guide you through every step of your home-selling journey. Let's connect you with the perfect agent for your needs, I can introduce you to experienced agents I trust across the country.

> Agent Matchmaker Part 3: Finding Your Ideal Real Estate Partner

Still wondering how to choose the right real estate agent?

I'm giving you the exact guidance you need to understand the key qualities of a GREAT agent. With this knowledge, you can make a confident choice! **Bad advice can be costly, and often, you don't realize the price until it's too late.**

After working with thousands of agents, I've identified five key pillars to help you determine if an agent is the right fit for you!



STEP FIVE - AGENT

> Agent Matchmaker Part 4: Finding Your Ideal Real Estate Partner

Pillar 1: Expertise & Track Record

Transaction Volume: Avoid agents with too few completed deals. Look for someone who has handled at least 120–150 transactions in the past three years.

Caution: If an agent has completed over 500 deals, you might be passed off to another team member.

Years in Business: Experience counts, but quality matters more than quantity. Aim for a minimum of five years, and make sure they work full-time, no part-timers.

Local Market Expertise: Your agent should be well-versed in your area. Check how many homes they've sold in your zip code to confirm they understand the local market dynamics.



Questions to Ask About Expertise & Track Record:

1. How long have you been working as a real estate agent?
2. Do you work full-time in real estate?
3. How many transactions have you completed?
4. Where do you live, and how well do you know my area?
5. Do you primarily work with buyers or sellers?
6. Can you provide examples of recent listings you've sold in my area?
7. What is the average time your listings spend on the market?
8. What percentage of the list price did your recent sales achieve?
9. Can you share an example of a challenging negotiation you successfully managed?
10. Do you have a clear pricing strategy?
11. Can you provide a summary of your recent transactions, and where can I find more details online (e.g., Zillow)?
12. What has been the most difficult listing you've ever sold?
13. Would you describe the current market as a buyer's or seller's market?



Agent Matchmaker Part 5: Finding Your Ideal Real Estate Partner

Pillar 2: Promotion & Digital Presence

Professional Website: Their website should be polished and easy to navigate, it reflects how effectively they'll market your home.

Social Media Activity: An agent should maintain an active presence on platforms like Instagram, Facebook, or TikTok. A well-curated online profile shows they take marketing seriously.

Visual Presentation: Top-notch listing photos are non-negotiable. If their listings don't look clean and professional, they may not be presenting homes effectively.



Questions to Ask About Promotion & Digital Presence:

- 1.What's your strategy for marketing my home?
- 2.Can you walk me through your website and social media profiles?
- 3.Do you generate leads through your website?
- 4.Where does most of your business come from?
- 5.Do you personally manage your social media, or does a team handle it?
- 6.Can you share examples of past listing photos you've used?
- 7.What sets you apart from other agents?
- 8.Who do you consider your biggest competitor?



STEP FIVE - AGENT

> Agent Matchmaker Part 6: Finding Your Ideal Real Estate Partner

Pillar 3: Support & Connectivity

Honesty: Their marketing claims should align with their real results. Verify that their track record supports what they promise.

Team Support: A busy agent should have a team to assist with the process, but ensure you're not passed off to someone inexperienced.



Questions to ask about support & connectivity:

1. Do you handle everything yourself, or do you have a team or support staff assisting you?
2. How frequently will we communicate throughout the listing process?
3. What's your preferred way to stay in touch, phone, email, or text?
4. How do you handle situations when you're unavailable?
5. What are your working hours, and how quickly can I expect a response?
6. If I have administrative questions, like scheduling showings, who should I contact?
7. Will you provide regular updates and feedback? How do you manage that process?
8. Will you be present for showings?
9. If you're out of town, who will be my point of contact?



Agent Matchmaker Part 7: Finding Your Ideal Real Estate Partner

Pillar 4: Integrity & Expertise

Genuineness: Look for an agent who is genuine, not just skilled at self-promotion. Use the questions below to really get to know them.

Client References: Ask the agent to provide a past client you can speak with about their experience working with them.

Client-Focused Approach: An agent who would rather step back from a deal than pressure you into overpricing shows they prioritize your best interests.



Questions to ask about integrity & expertise:

- 1.What do you enjoy most about being a real estate agent, and what do you find challenging?
- 2.Can you share references from previous clients?
- 3.Who has been your most challenging client?
- 4.Who do you consider your toughest competitor?
- 5.What do your clients value most about working with you?
- 6.Can you describe a time when a client ended your services?
- 7.What do you do if a buyer approaches you directly?
- 8.How do you justify your commission?
- 9.Why should we choose you as our agent?
- 10.Can we cancel our listing at any time?
- 11.How do you handle situations with multiple offers?



STEP FIVE - AGENT

> Agent Matchmaker Part 8: Finding Your Ideal Real Estate Partner

Pillar 5: Gut Instinct & Personal Connection

Listen to Your Gut: If something doesn't feel right, it likely isn't. You should feel both comfortable and confident with your agent.

Likability: Ultimately, it's essential to genuinely like and trust the person representing you. If the connection doesn't feel right, don't hesitate to keep searching.

In the past, these questions have typically been used to determine if an agent is the right fit. They're "get-to-know-you" questions, just listen closely to their answers, see if you like their personality, and make sure you feel comfortable having them represent you in this transaction.



Questions to ask about your gut instinct & personal connection:

1. How should we prepare our property for sale?
2. What's the ideal listing price for our home?
3. What makes you the right agent for us?
4. Can you share a bit about yourself and your family?
5. Are there any questions you usually ask to get to know your clients better?

Grasping How Commissions Work

When putting your home on the market, it's important to have a clear understanding of how commissions are handled, particularly if the buyer does not have an agent or if their agent does not request a commission. **You may question how the additional funds are allocated.** This section aims to clarify these details, helping you navigate the process and avoid potential misunderstandings.

Major Updates in Commission Structure

1. **Flexible Commission Arrangements:** Sellers are no longer automatically required to pay the buyer's agent. While you aren't obligated to provide compensation to an agent who brings an offer, offering a commission is often recommended. Many buyers are unwilling to pay their agent directly, so providing a commission can increase the likelihood of selling your home.
2. **Dealing with Unrepresented Buyers:** If a buyer comes without an agent and you've agreed to pay a commission, it's important to clarify with your agent how that payment will be handled.
3. **Stay Informed:** Certain agents might expect the full commission even if they didn't introduce the buyer. Make sure to review your contracts thoroughly and understand the terms.

Steps to Take:

1. **Choose a Competent Agent:** Select an agent who is open, clear, and well-versed in the updated commission structure.
2. **Examine Your Contract:** Make sure you fully understand the commission terms and any provisions concerning dual agency.
3. **Seek Clarity:** Ask your agent straightforward questions about their compensation and your responsibilities.
4. **Consult the Managing Broker:** If anything seems unclear or questionable, bring your concerns to the managing broker.





NEED AN AGENT?

Allow Me to Connect You with a Trusted Agent Today!

Choosing the right real estate agent shouldn't feel like risking your life savings, but for many sellers, that's exactly the reality. They often go with a familiar name, a friend's recommendation, or the first agent who picks up the phone. This approach can lead to lost money, sleepless nights, and a lack of confidence in the entire process.

The reality is that most sellers don't really know what to look for in an agent, and many agents take advantage of that. That's where we come in.

Over the years, we've worked with thousands of agents nationwide, seeing the exceptional, the mediocre, and the ones you definitely want to avoid. We can pinpoint exactly who will safeguard your equity and who could unknowingly end up costing you tens of thousands of dollars.

We don't leave it to chance, we thoroughly vet every agent.

We connect you exclusively with agents who prioritize your profits over their commission, those who aren't afraid to give you the hard truth and who show up with strategy, not empty promises. This is your fastest way to avoid the biggest mistake sellers make: hiring the wrong agent.

The Hidden Challenges Most Sellers Overlook

This is what can go wrong when you choose the wrong agent, and believe me, it happens more often than you think!

- They avoid pricing discussions to avoid upsetting you, which can leave your home overpriced, cause stress, and keep it on the market longer.
- They shy away from tough conversations, feedback, necessary updates, or strategy changes, so your listing falls behind.
- They disappear, leaving you to chase them for updates.
- They let you take the lead instead of advising you, due to lack of confidence or experience.
- They can't clearly explain the market, leaving you confused and unprepared.
- Their marketing is outdated, so potential buyers scroll past your home online.
- They have no support team, which allows important details to slip through the cracks.
- They lack knowledge of your local market, so they rely on guesswork for pricing.
- They avoid difficult conversations, hoping issues resolve on their own.
- Their negotiation skills are weak, which can cost you money.
- They're often unreachable, and in the meantime, potential buyers move on.

Each of these problems ends up costing you money, wasting your time, and stealing your peace of mind.





The best part of letting us connect you with an agent?

It costs you nothing. We receive a referral fee from the agent we recommend, but only once your home closes. The agent we refer will not raise their commission to cover this fee; it's simply part of how they do business.

So, what's holding you back?

Let us connect you with the ideal agent for your needs, completely free of charge!

Selecting the right agent is the most critical decision you'll make when selling your home.

You can take a gamble... or you can rely on a proven system supported by years of experience, thousands of agents, and millions in closed transactions.

Let us connect you with an agent who will safeguard your interests, guide you wisely, and fight to maximize your profits.



No guesswork.
No stress.
No unnecessary loss of money.

MORE MONEY! LESS STRESS!

“Feedback from sellers who have worked with our agents

We knew the first time we met Scott he was the perfect fit for the sale of our home. He had vast knowledge of the area we lived in and understood the current climate of our real estate market. He made the sale of our home go very smoothly. I can't recommend Scott and his team enough. They're the best!- **Maggie Judson**

Scott and his team are amazing! Very possibly the best in Los Angeles. Having dealt with a number of agents in the past, I can honestly say that he is the best I have ever worked with. Our situation was somewhat complicated. He helped my 95 year old mother, who lives hundreds of miles, away sell a house locally. Scott was able to handle every problem quickly and efficiently and to our happy satisfaction. He and his team are friendly and easy to communicate with. Whenever we had a question or issue, he would get back to us very quickly, so we didn't have to wait to handle things. I wouldn't want to use anyone else! I highly recommend his services.- **Jordan Brown**

Scott and his team are amazing in selling real estate. They have years of hands on experience. His passion for real estate is second to none. Scott is very responsive and provide valuable advice and support even in the after hours. He has the skills and knowledge to sell your home quickly. He recently helped sold one of my niece's property in less then two weeks with multiple offers. I highly recommend Scott to anyone who is looking to sell or buy a property.- **pfho**

Selling our home with Scott was the easiest part of our move. His goal was to accommodate us and our wishes- no pressure from him to do anything else. He was very knowledgable and always available to communicate with us and to help us with his vast team of professionals. We loved working with him. -**omurajan49**

Scott and his team were outstanding and very professional – highly recommend them to anyone looking to purchase or sell a home. We moved for business reasons from Porter Ranch, CA, to Texas. This was a quick requirement, and Scott handled all the lifting so we could make the fast move and sell our home, saving us money. We reached out to Scott and his team because they coordinated all the requirements, including home staging, open houses, paperwork, the escrow company, and removing some items we were not taking – basically, a valued team to coordinate everything so we could focus on our Next Steps. Scott is a well-known figure in the Port Ranch area and was highly recommended to us by other friends in the area! You could try to coordinate everything yourself, but if you want peace of mind and less stress, call Scott HimelstEin and his team!- **Donald Panthen**

Scott went above and beyond to make sure our house sold on a rushed timeline with lots of obstacles slowing us down. He has a deep understanding of his work and knows how to get you to the finish line. He's also very communicative and and is able to explain things clearly to make sure you always have all the information you need. Highly recommend.-**Cole Sydnor**

Scott is amazing!! He helped me sell my house after my husband passed away. He knows the local market well and came up with a suggested sales price that led to an offer over asking after just one weekend of open houses, even with the current high interest rates! He was there to guide me the whole way and was quick to respond to any questions I had. I cannot recommend Scott enough.-**astone321**

ASK ME ANYTHING!

No question is too small—I've got you.

As mentioned earlier, by following my Basic Blueprint and its five steps, you'll gain more knowledge than many real estate agents when it comes to selling your home quickly and for the highest possible price. And since you've downloaded my playbook, you now have direct access to me.

If you have questions—send me a DM or email me directly.

Whether it's about selling your home, buying your next one, preparing your property for the market, or figuring out the right strategy for your situation, I'm here to give you clear, honest guidance. No pressure. No obligations. Just real answers.

Think of this as your direct line to expert advice—helping you make confident decisions with one of your most valuable assets.

So don't hold back. Reach out—you're already on your way to becoming the most informed homeowner on your block.

Here are some of the most common questions I get (you're definitely not alone):

- Is it time to replace this light fixture?
- My home has been listed for 90 days—why hasn't it sold yet?
- What's the best flooring option to replace worn-out carpet?
- I'm planning a kitchen remodel—where should I start?
- How much should I budget for a bathroom renovation?
- How do I determine the right asking price for my home?
- Should I replace the carpet?
- Should I repaint my cabinets?
- For my roof—repair or replace?
- How can I sell my current home and buy a new one at the same time?
- What should I expect from my agent during showings?

ABOUT SCOTT HIMELSTEIN

SCOTT HIMELSTEIN is a top-performing real estate leader, trusted advisor, and the driving force behind one of the most respected real estate teams in the Greater Los Angeles area. As the founder of the Scott Himmelstein Group at Park Regency Realty, Scott has built a reputation for delivering exceptional results, innovative marketing, and a client experience rooted in integrity and expertise.

With more than 21 years in the business, over 500 career transactions, and 250+ verified five-star reviews across platforms like Google and Zillow, Scott consistently ranks among the top 1% of REALTORS® in Los Angeles and Porter Ranch. His track record reflects not just volume, but consistency, trust, and a deep commitment to protecting his clients' best interests.



Scott Himmelstein isn't just helping clients buy and sell homes—he's elevating what a real estate experience should feel like.

His accomplishments include:

- Ranked in the top 1% of REALTORS® in Los Angeles and Porter Ranch
- Over 500 successful career transactions
- 250+ verified five-star client reviews
- 100.35% list-to-sales price ratio
- 26.2 average days on market
- Recognized by RealTrends and multiple industry awards

Scott is widely known for his expertise in probate and trust sales, where families and estates rely on his professionalism, discretion, and ability to navigate complex situations with care. From luxury properties to first-time buyers and downsizing sellers, his approach is always strategic, thoughtful, and results-driven.

Through the Scott Himmelstein Group, he has created one of the most comprehensive and effective marketing systems in the Greater Los Angeles area—leveraging cutting-edge technology, data-driven strategies, and exclusive programs that give his clients a clear competitive advantage in any market.

Unlike many agents, Scott and his team don't take a one-size-fits-all approach. They listen first, understand each client's unique situation, and deliver tailored solutions designed to maximize value and minimize stress.

Beyond real estate, Scott brings a unique background in sports broadcasting, having worked with major networks covering the NFL, MLB, NBA, NHL, and PGA, including events like the Super Bowl, NBA Finals, and World Series. This experience sharpened his ability to perform under pressure, communicate effectively, and deliver at the highest level—skills that now directly benefit his clients in every transaction.

Fluent in both Spanish and Portuguese, Scott serves a diverse community across the San Fernando Valley, Santa Clarita, Simi Valley, Conejo Valley, and surrounding areas. Known not just as a real estate expert but as a true local authority, he and his team provide insight into everything from schools and neighborhoods to restaurants, parks, and lifestyle.

Today, Scott continues to grow his presence both online and in the community, building a trusted brand that homeowners turn to for guidance, results, and a seamless real estate experience. Through his team, systems, and client-first philosophy, he is setting a higher standard for what buyers and sellers should expect from their real estate advisor.

Unlock the secrets to a stress-free, high-profit home sale!

↓ **DOWNLOAD**

**your Seller's Playbook today
and start selling smarter, not harder.**



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SCAN ME

