

Covid 19 Restrictions

The world changed in 2020 with this outbreak and our real estate restrictions and guidelines have been updated frequently, and sometimes daily.

On July 13, 2020 Gov. Newsom restricted indoor dining and many businesses. Although real estate has been deemed an essential service, our guidelines have varied between full Shelter In Place to strict rules for everyones safety.

Once a property is actively for sale, there are no 'in-person' Open Houses. There are no Broker Tours. All Open Houses are 'virtual' and buyers are allowed to view a property, if they have reviewed photos online, are sincerely interested, and verified their qualifications to be able to purchase.

There are only 3 people allowed to view at any given time. That would include a realtor and two buyers at a time. All must sign that they are not exhibiting a fever or symptoms and have not knowingly been exposed to the virus within the past 14 days. All persons are to wear a mask, use hand sanitizer and gloves while in the property.

The listing agent is expected to have hand sanitizer available and doors and windows open for ventilation so that buyers do not need to touch anything. Kitchen cabinets and closets doors are to be open so that buyers can view without touching.

The property is to be cleaned in between visits. At least surfaces wiped down.

Although this seems daunting, buyers have become more used to the drill and properties are selling. Interest rates are still down, and buyers seem more anxious than ever to purchase.

SUSAN KINGSLEY

A FULL TIME REALTOR WITH A LOCAL FOCUS, HELPING PEOPLE DISCOVER THE HEART OF WALNUT CREEK



Susan Kingsley transitioned from a fulfilling career in education back into real estate in 2002, where she previously worked in mortgage lending and property management. As a teacher she was known, respected and trusted, and that reputation continues with her clients and throughout the Real Estate community. It is very rewarding to build solid relationships with each of her clients as she demonstrates over and over how dedicated she is to their needs. This is a very personal business, just as teaching had been.

- Member of the National Association of Realtors (NAR)
- Member of the California Association of Realtors (CAR)
- Member of the Contra Costa Association of Realtors (CCAR)
- CCAR Professional Standards Committee Member 2016, 2017, 2018
- CCAR Grievance Committee Member 2014, 2015
- CCAR Education Committee Member 2011, 2012, 1013
- BBB A+ rating since 2006
- Certified Luxury Home Marketing Specialist – Designation since 2008
- Angie's List since 2014-2019
- Top Agent Network Member since 2016-2019
- FIVE STAR PROFESSIONAL Award 2016, 2017

COMPASS

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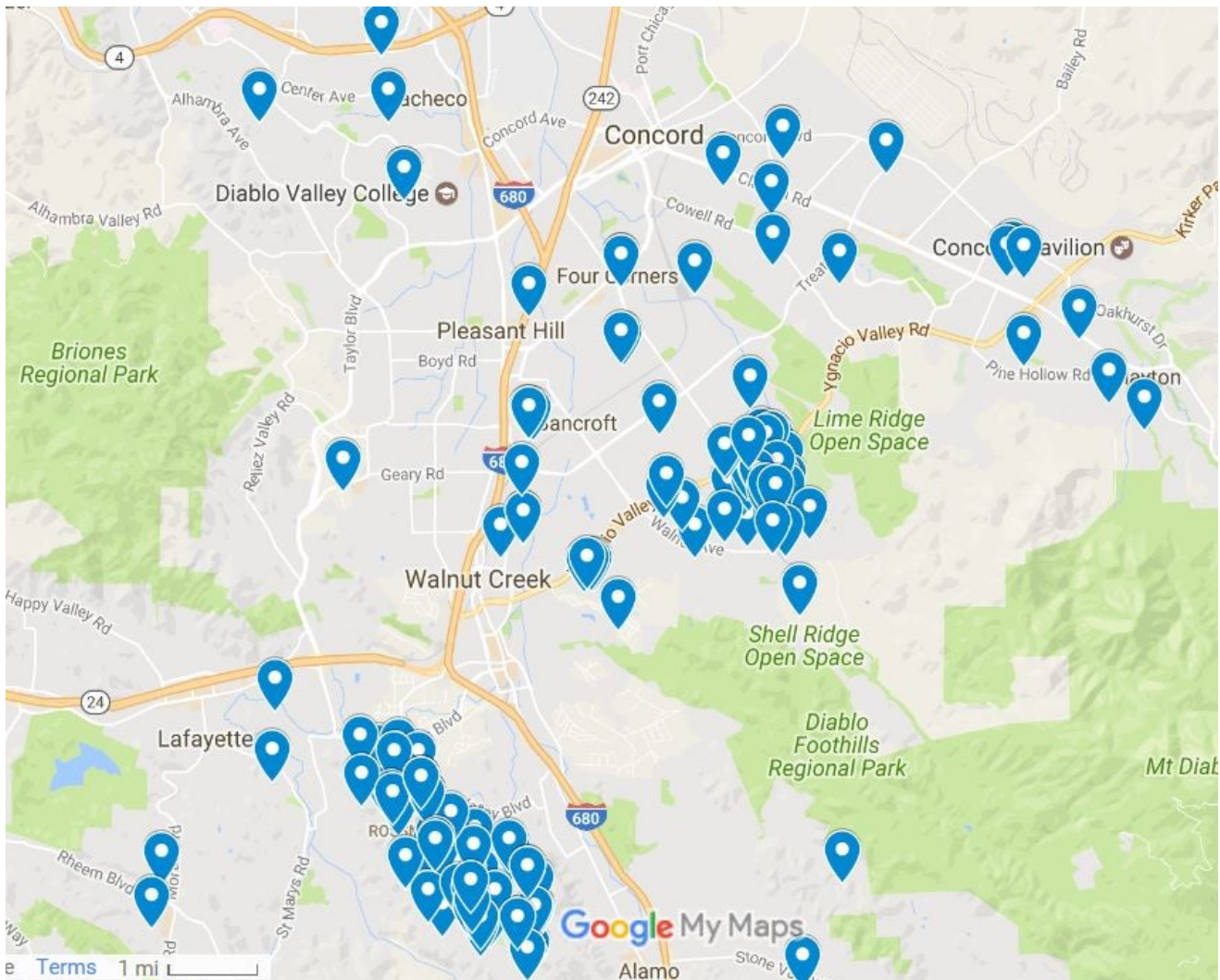
Susan approaches life, both professionally and personally, with a sense of optimism and openness. She is an excellent listener and organized, paying close attention to details and making certain that your questions are fully answered and your goals are achieved. Her motivation and inspiration stem from a genuine desire to help others and she understands your desire to remain well informed at every phase of a transaction.

On the personal side: Susan is a native of California and she has watched Walnut Creek grow from a town, with orchards in her backyard, into a cultural and commercial hub, serving all of Contra Costa County. She and her husband, Alan, are residents of Walnut Creek, where their children, Anna and Ted, attended Northgate schools K-12. They have been active 'empty nesters' for over 15 years. She loves traveling and trying new restaurants with her husband as much as she loves rolling up her sleeves and working on their home and garden.

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SUSAN KINGSLEY

The Experience From 100's of Transactions Does Matter



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TESTIMONIALS

“...the Mary Poppins of real estate...”

I don't think there are enough words in the English language to convey how deeply Bob and I appreciate all of the time, qualities, ideas, suggestions and resources that you provided for us to facilitate the sale of our house. I received a survey about you yesterday and I ended up saying that you were the Mary Poppins of real estate for your intelligence, order, grace and kindness.

- Carol & Bob C. Walnut Creek

“...great advice...”

I have been involved in 12-15 real estate transactions in my lifetime and never has one been so well coordinated and so effortless for me. She (Susan) gave great advice and followed thru to perfection on the marketing plan. She made the transaction so easy! Great Job!

- Merrill Furlow Rossmoor/ Walnut Creek

“...we always felt valued and respected...”

Susan Kingsley was by far the most professional realtor we interviewed, but also the most approachable and sincere. I am convinced that selecting her to represent us in the sale of our home is who we achieved the best possible outcome. She had all the resources and connections of a large agency at her disposal, but we never got lost in the corporate shuffle. We always felt valued and respected thanks to her personal attention...

- Andrew T. Walnut Creek

“...your optimism is very refreshing to see.”

Just a note to thank you for providing such excellent service. This being my first California real estate transaction, it seemed daunting at times. However, in the end, it turned out to be my most enjoyable purchase so far. You are one of the most competent and professional individuals I have met, and your optimism is very refreshing to see. You never missed an appointment, were always on time, and did everything you said you would do and then some. I have no doubt that when you presented my offer to the seller, he was impressed by your energy and enthusiasm, and this helped in his decision to accept. Again, thank you. I love my new home, and hope to have a long and happy residence here.

- Norm G. Walnut Creek

TESTIMONIALS

“...She understands how stressful purchasing a home can be...”

I can not say enough great things about Susan! Susan is responsive, knowledgeable, warm and makes you feel like family. She understands how stressful purchasing a home can be and she is by your side the entire time. She understands the market and will give you her honest opinion. Susan is well connected in the industry and is highly respected. She has great contacts and every issue (if there is one) has a solution. We have used Susan 5 times, for purchasing and selling homes combined. Susan helped us purchase our dream home, and when our offer was accepted she was as emotional as we were. I would highly recommend Susan and her team.

- Rick O., Danville

“Susan used her creativity, knowledge and energy to sell my condo at a very good price in just a few weeks after another experienced agent had not been able to sell it for 1 1/2 years.”

- Nancy M., Rossmoor/ Walnut Creek

“...your optimism is very refreshing to see.”

“Susan was very professional. She knows real estate inside and out and she worked with us every step of the way to insure that my mother-in-law’s home purchase in Rossmoor went smoothly. She even took us out house hunting on Easter Sunday, which is over and above what any realtor should be doing.

We will definitely use Susan again on any future real estate transaction, as she is a pleasure to work with!”

- Robyn & Kipp L., Rossmoor/ Walnut Creek

Susan recently helped us sell our home. This was a wonderful experience, and she was by far the best real estate agent I have worked with to sell a home. (This was home sale #7!).

Susan critically reviewed our home, and provided us with a list of "must do" items for us to do to ensure that the home would show to the best advantage. She coordinated many of the little details to help us be ready for when the house actually went on the market. She was even ready to provide suggestions for how to get the work done, if we couldn't do it ourselves.

You should interview several real estate agents, and Susan is a "must interview" for your transaction, we think she was awesome!

- Debbie P. Walnut Creek

BEFORE

AFTER



MARKETING YOUR HOME

THE DETAILS REALLY DO MATTER

Staging is the art of styling a property to increase its market value and give it a competitive edge in today's real estate market. In order to sell your home quickly for the highest price, it is important to stage your home. A staged home increases the 'Wow' factor. A staging consultation for your home is part of the service I provide, at no cost to you.

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WHO PAYS FOR WHAT IN CONTRA COSTA COUNTY

The *SELLER* can generally be expected to pay for:

- Real Estate Brokerage Fees
- Document preparation fee for transfer deed - \$50
- Notary fees - \$25 - \$120
- Payoff all loans in sellers' name
- Interest accrued to lender being paid off, reconveyance fees, lender pre-pay penalties
- Termite inspection fee (*per contract*) - \$150 - 250
- Natural Hazard Report - \$100-\$130
- Tax pro-ration (*for any unpaid taxes*)
- Any bonds or assessments
- Any unpaid HOA dues, HOA document fees – \$200 - \$600
- Home Warranty (*according to contract*) – \$250 - \$500
- County Transfer Tax/Conveyance Tax - \$1.10/k
- Documentary Transfer Tax - \$50

The *BUYER* can generally be expected to pay for:

- Title Insurance Premiums
- Escrow fees - \$1,000-3,000
- Document preparation fee- \$50
- HOA Transfer fee split \$200 ea
- Notary fees - \$25 - \$120
- Recording charges for all buyer documents - \$125
- Interest on new loan from funding date until end of month
- Inspection fees (*Property, Roof, etc.*)- Vary by firm & # of Inspections
- All new loan charges (*Doc Prep, Underwriting, etc.*) - \$1100 - \$1500
- Tax pro-ration (*from date of acquisition*)
- Credit report - \$50
- Appraisal fee – \$500 - \$1000
- Fire Insurance Premium for first year – .0035% of Loan Amount
- Impounds if applicable

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CONVENIENCE IN YOUR BUSY LIFE

- Most forms can be signed electronically so that your vacation and work schedules are not interrupted. This is an option.
- I am glad to send copies of all documents to any family or friends who might be helping with the transaction.
- With your permission I would arrange a staging consultation to give another professional's opinion of what might make your home the one that gets multiple offers.
- I will schedule and be present for any pre-sale inspections to insure that our home is ready for the best buyers.
- I can make arrangements with trusted tradespeople for any repairs and details that should to be done prior to marketing.
- Reports will be emailed to update you on all activity and feedback.
- I promise to represent only you, and not a buyer, on the sale of your home. This gives you a distinct negotiating advantage. You will always know that I am on your side.

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Compass Concierge

COMPASS CONCIERGE is the only Brokerage who will pay for repairs (including deep cleaning, packing, moving, landscaping, painting, staging, repairs and even new roofs), based on estimates made by licensed tradespeople, with no upfront or hidden fees to the seller, ever. They even cover the removal and disposal of unwanted items.

The seller pays dollar for dollar after their home sells. Personal items can be moved to storage prior to work being done.

Reimbursement is made to COMPASS at sale of property with no interest or fees for the funds that are used in the interim.

Buyers expect to see a property in 'move-in' condition when it goes on the market, AND they will pay more for this experience. If they LOVE your home, it is not unusual for them to move in within 2-3 weeks. That is why all packing is done prior to marketing and your home is looking its very best.

Marketing Plan Summary

3572 Eris Court

My Goals Are:

- A. **Get You Where You Want To Be In A Timely Fashion**
- B. **Make The Transaction As Smooth As Possible**
- C. **Put You In The Best Possible Negotiating Position**
- D. **Get You The HIGHEST POSSIBLE PRICE**

A Marketing Plan That Works: COVID UPDATES TO FOLLOW

1. **Convenience In Your Busy Life**— From start to finish, contracts and offers can be signed securely and electronically, allowing you to be out of the area and still able to accept and negotiate offers throughout a transaction. This also allows for multiple trustees to sign and receive copies for their records. If you would prefer to meet in person for signatures, I will do that also.
2. **Staging Consultation** – With your permission, I will bring my professional stager to preview your property and to give suggestions. This comprehensive evaluation usually takes up to 1 hour and I provide this consultation at no cost to you.
3. **Inspections** – I will make appointments and be present for all inspections necessary prior to marketing. I also make it a point to protect your best interest by being present for any inspections the buyer may request during the escrow period.
4. **Painting/Repairs** – Having needed repairs done prior to going on the market places you in a stronger negotiating position. I have a network of trades people I have used in the past and who I trust. They provide timely and competent workmanship with competitive prices. I regularly check on the progress of any work being done. We can discuss the Compass Concierge Program.
5. **Opening Pre-Escrow** — Having this done right away insures that there are no surprises found during a sale that would cause any delays and concerns for the buyer. A copy of your trust is always reviewed by a title company prior to a sale. This is the time to do it.
6. **Best Foot Forward** – Research shows that a home that is professionally staged will sell for more money in a shorter amount of time. Highly recommended. We can discuss the Compass Concierge Program.
7. **Picture Perfect** – I pay for a professional photographer to show your home at its very best, in print and internet advertising. I also schedule drone photography to capture a sense of the surrounding area.
8. **Signage** – Once your property is getting close to being ready for market, I will place a sign in your yard, and a directional sign a block or two away, if possible. Compass has developed a reputation for professionalism and marketing fine. Buyers will homes know about your home and be anxious to see it.

Marketing Plan Summary

9. **Secure Viewing Access** – A lock box will be placed on your property with your agreement. This will make showing your home easier while providing the security of knowing who was viewing your home. I will receive email/text updates showing the time and date of any visits an agent has made.
10. **Multiple Listing Service (MLS)** I do not ever suggest an 'Office Exclusive' listing. My fiduciary duty is always to look out for the best interest of my client. I believe that maximum exposure will generate the most interest in the property. Your property listing will have complete information plus the maximum photos allowed, so that other agents will have all of the information they need to share with their buyers.
11. **Professional Brochures** – Purchasing a home should include a memory from all of the buyer's senses. I will have full color flyers printed on heavier paper to reflect the quality of your property. With the current Covid-19 some things have changed.
12. **Weekly Marketing Meeting aka Jungle Drums** — This is attended by Rossmoor's most active Realtors and I will let them know ahead of time that your great property is "Coming Soon". Building up the anticipation is critical.
13. **Broker Tour** – (because of Covid-19, broker tours are not available right now) I will be present during that important initial Broker Tour to point out your home's many features, and to answer questions. I will serve enticing refreshments to encourage all Realtors to attend.
14. **Neighborhood Sneak Peak** – (This will depend on Covid-19 guidelines) With your permission, I will invite 25-50 neighbors for a sneak preview, and encourage them to bring friends who may be interested in buying your property.
15. **Special Feature Indicators** – The special and unique features of your home will be indicated by signs throughout so agents and buyers will not miss these important details. (Includes Covid-19 reminders to not touch)
16. **Welcoming Atmosphere If Vacant** - I always have all plug-in lamps on timers, set to go on around 10:00am and off around 8:00pm. There will be soft music in the background, water bottles in the refrigerator and candy on the kitchen counter to create additional good memories for all buyers. (candy & water not with Covid)
17. **Disclosures.io** — I upload all disclosures and reports online and provide the link to all Realtors with interested clients. This allows them to review and make offers that are informed and insures that timelines are adhered to.
18. **Newspapers** – Many buyers look at the Sunday paper for Open House opportunities. I will advertise in the Contra Costa, San Ramon Valley Times, and the San Francisco Chronicle. I also participate with the marketing group's collective Open House monthly schedule.
19. **Covid-19** - Any and all in-person marketing that is allowed, will be done.
20. **Internet Marketing** – Research shows that over 90% of home buyers will begin their search online. Your property will be featured on my personal website as well as appearing on Compass's website and up to 20 other of the top real estate search sites. The property will have its own full-featured virtual tour at www.3572ErisCt.com

Marketing Plan Summary

21. **Viewing Statistics** – Viewing Statistics - [Realtor.com](#), [Zillow.com](#) & [Trulia.com](#) Your property will have an “*Enhanced Listing*” or “*Featured Listing*” which attracts more buyer attention.
22. **Adwerks** — Yes, that really is spelled correctly. I will set up an online ad that will appear on Facebook feeds for people showing an interest in Walnut Creek. Social Media has become another viable option for marketing.
23. **You Are Informed** - I will email reports showing how many people have clicked through to get more information via the internet. This is a huge indicator of interest. I am also just a phone call away and I invite you to call/text at any time to check on progress. Selling a home is stressful and sometimes it just feels good to be able to talk about it.
24. **Agent Feedback** – I will follow up with agents who have shown your home and pass any comments on to you.
25. **Your Side of the Fence in Negotiations** – I only represent you and never the buyer on the sale of your home. This is a question that all sellers should consider when interviewing Realtors. I strongly believe that this is part of my fiduciary duty to you. I will use all of my skills, experience and training to negotiate in **your** best interest, and clearly lay out the pros and cons of each offer and buyer. The goal is always to net you the most money in the least amount of time.
26. **During the Escrow** – All contract deadlines will be closely watched and careful attention will be paid to completion of all forms. As part of my team, I employ a full time transaction coordinator with years of experience, to monitor each detail.
27. **Close of Escrow—SOLD – Covid rules to apply:** I will be present with you at the title company while you are signing your final documents, to make certain that all instructions have been followed. If you are required to be out of the area, arrangements can be made for you to sign using the services of a mobile notary, wherever you are.
28. **Pack and Go** – After all contingencies have been removed, just pack what you are taking and close the door behind you. I will arrange and pay to have your home professionally cleaned after you leave. This is my gift to you. I will also make certain that all arrangements are made to get keys to the new owner.
29. **Have I Forgotten Anything That Is Important To You?** I have included, what I see as the most important elements leading to a smooth transaction and getting you where you wish to be concerning the sale of your property. Since, during the course of a transaction, there are literally hundreds of things that I will do, including changing light bulbs on vacant properties if they burn out, I would appreciate knowing if you feel something has been overlooked.

I have had consistently 100%+ satisfied clients. I invite you to read the unsolicited comments from my past clients. Their words say it all.

Visit www.ThisFeelsLikeHome.com

SELLERS' ADDENDUM DISCLOSURE TO DO LIST

1. Collect information about past repairs, remodeling and ongoing maintenance. This will go into a word document. Example below.

Property Address, City (At the top)
Seller Addendum (label of disclosure)

Include:

Year (chronological or reverse chronological order)

Work Done (window replacement/repair, appliance replacement/repair, landscaping, roof, leaks, sewer back-up, lighting, flooring, doors, drainage...)

2. You will initial the bottom of each page and sign and date the last page.
3. Contact your local city to get a copy of the permit history of your home.
4. Contact your insurance provider and ask for a history of any insurance claims placed on the property in the past 5 years. They are hopeful that you will use them in the future and will not charge for this. It will be mailed to you and I will need a copy of it for your file and as a disclosure to the future owner.
5. Call, or authorize me to call, for pre-sale inspections (Preliminary title report, termite inspection, chimney inspection, roof inspection, home inspection)

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RECOMENDATIONS

- Buyers do not remember as much about the property when they see personal items.
- ‘Why are they selling?’ is the first question, even though it really doesn’t matter to them in the long run. People are always curious.
- Buyers have likely sold their home and are ready to move. They may be getting a loan because interest rates are low.
- Buyers may have interest in moving quickly and will pay more for the ability to have a property they can own quickly.
- It is very likely that the buyers will be a couple with both working. In their perfect world they will get their keys on Friday with movers outside the door, unpack on Saturday and Sunday and go to work on Monday.
- Buyers will pay more to be able to have the property ready to go with no painting or updating needed when they move in.
- Buyers would rather finance preparation work and updating over 30 years, than to have to pay as they go down the road.

Since the property needs to be entirely empty before the buyers get their keys, my recommendation is to do it now and to take your time to move/store what you want to take with you, and find a new home for what you no longer need and want. It is less expensive to paint the interior and replace flooring when the property is empty. When personal items are removed, you will see that the walls very likely need to be painted. The single easiest and highest return on a sale is a fresh coat of paint.

Do the heavy lifting of sorting, selling, donating, trashing now, prior to marketing. Anything left to be removed after an offer is accepted will not come at a good time. There is no good time to do these things and my experience has taught me that the stress level of trying to do too much at the end is not efficient, but is HIGHLY stressful.

BUT....Your timeline and scheduling is most important. My job is to point out options and you make the decisions. If you wish to have as-is, that will happen.

RECOMMENDATIONS (cont.)

Prior to seeing your home the typical options are to:

1. Leave the property as is....In most cases this is not the best option.
2. Empty visible clutter and leave things in cabinets, closets and garage....it may not sell in a timely fashion and not for as much money, because buyers will open the cabinets and closets and start thinking about prior owners. Not usually the best choice for netting the highest amount at close of escrow. Most properties truly benefit from being painted inside and most of the time having the flooring replaced.
3. Remove all personal items and leave furniture for 'self staging'. This leaves a buyer unable to visualize a new and fresh beginning. Taste may not be generic. This also leaves you with the responsibility of having things moved the week before the new buyers get their keys.
4. Remove all personal things and leave property freshly painted, with new flooring but empty. With Covid-19, this is seen more often.
5. Remove all personal things and leave property freshly painted, with new flooring, empty and staged. My experience is that this give the potential buyers the most warm fuzzies and takes them from 'I like the property' to 'I want to write an offer and live in this home.'

Inspections should include Termite, Property Home Inspection and roof inspection. Any work discovered should be completed prior to marketing.

Get estimate on interior painting, replacing flooring, staging. The estimates are free and if doing all or some of these things will net you double what it costs, then it is well worth doing.

The final sale price of your home will depend on how many things are done in preparation for sale, what is going on in the world when it is ready for market, and what the current interest rates are. Some things are out of our control, but preparation is not.

Your Moving Guide

To make sure your move runs smoothly, I thought you'd appreciate these helpful moving tips.

6 weeks before move

- If you are moving to another area or state, remember that I am a great resource to introduce you to someone in your new area.
- If you're planning a garage sale, set a date.
- If you have children, arrange to transfer school records.
- Notify insurance companies of the move.
- Start a "Move File" for all receipts, papers and estimates related to your move.

4 weeks before move

- Choose a van line/rental truck company you will use and give them tentative pick-up/delivery dates.
- If you are moving to a new city, be sure and ask your attorney, doctor and other providers for referrals and any necessary records.
- If you have pets, schedule a check-up and be sure to get a copy of their records from the veterinarian.
- Confirm timelines with me and/or your landlords.

2 weeks before move

- Schedule disconnect dates with your local utility companies and cable company.
- Notify new utility companies and cable company of connect dates in the new home.
- If you have a lawnmower or any other power equipment, drain them of oil and gasoline. (moving companies will not move them if they are full)
- Cancel newspaper delivery and trash pickup effective on your move date.
- Confirm that the carpet, floors and drawers will be clean before moving into your new home.

1 week before move

- Clean out refrigerator and defrost freezer.
- Have your car serviced if you will be driving a long distance.
- Confirm connect dates for utilities in your new home.
- Be sure to have the Post Office forward all mail to your new address.
- Transfer or close your banking accounts.
- Be sure to get all items from your safe or deposit box.
- Pack a survival kit with basic tools, bathroom essentials, kitchen essentials, eyeglasses, address book, checkbook, clock, change of clothes and directions to your new home.

Packing for the move

- Bend from your knees and not from your back when lifting.
- For large appliances, remove loose fittings and accessories and pack separately. Tie down, tape or wedge all movable parts and doors.
- WRAP...anything you don't want scratched or broken...with blankets, curtains, sheets, plastic or paper.
- LABEL anything you wrap or place into a box.
- Color Code: Using different colors of tape for each room works great when movers are unloading.
- Plants help make a home feel homey, so don't forget them. Store them in plastic bags with holes punched for air. Check agricultural regulations on moving plants or fruit trees in your area.
- Moving can be overwhelming for your pet. Remember to help make the move calm and comfortable for your pet too!

Moving Day

- Spend the entire day at home with the movers.
- Carry any valuables or family heirlooms with you.
- Specify a "DO NOT MOVE" area where you place items you do not want the movers to take with them.
- Right before the movers leave, take a final tour of your home, making sure nothing has been left in drawers or closets and that all doors and windows are locked.

At your new home

- When you first arrive, check boxes for external damage. If damage is found, check the contents.
- Place some of your colored tape above the door to the room where those boxes will go. This will speed up the process when the movers know where to put things, without asking you.
- Make certain the beds are assembled before the movers leave.
- Plug in large appliances before your large furniture blocks the outlet.
- Locate your survival kit and put it where you can find it and won't forget it.
- Obtain numbers needed in an emergency such as the fire department and police.
- Check with the post office on any mail that is being held for you.
- Register your cars.
- Register to vote in your new area.

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