

# COUNTRY REAL ESTATE

Real Estate · Est. 1987

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TRUTH OVER TRANSACTION

## The Home Seller's Guide

From your first conversation to closing day — everything you need to list and sell your Tehachapi home with confidence.

## WELCOME

# Selling your home, done right

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Selling your home is one of the largest financial decisions you will make. You deserve to know exactly who is handling your largest asset, and exactly what happens at every step.

Since 1987, Country Real Estate has helped Tehachapi families sell their homes with honest advice, accurate pricing, and strong negotiation. We are a local, broker-led brokerage, and every transaction is reviewed by the broker. Our approach is simple: we tell you the truth, we build a strategy around your specific goals, and we do not waste your time with fluff.

This guide walks you through exactly how we get your home sold, from our first conversation to the day we hand over the keys. You will know what to expect at every step. That is the standard we hold ourselves to.

### OUR PROMISE

"We tell sellers what their home is worth, not what they want to hear."

# Why sellers choose Country Real Estate

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- **Local since 1987.** We know Tehachapi, Bear Valley Springs, Stallion Springs, Golden Hills, and the surrounding areas — the streets, the buyers, and what moves a home here.

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- **Honest pricing from day one.** We price on the evidence, not the hope. A home priced right sells faster and for more.

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- **Full MLS exposure and marketing.** Professional media, syndication to the major portals, and a marketing plan built for your property.

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- **Broker-reviewed on every transaction.** The broker reviews every contract, so nothing is missed and nothing is rushed.

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- **Clear communication.** You hear from us regularly, in plain language, with no surprises at the closing table.

**One point of contact, start to finish.** Your Country Real Estate agent guides you through every step, backed by the full office and broker oversight.

# The selling process

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Eight clear steps from listing to closing. Here is the path your sale will follow.

1

## **Listing consultation**

We tour the home, learn your goals and timeline, and map the strategy together.

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2

## **Pricing strategy**

A comparative market analysis sets a competitive, evidence-based list price.

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3

## **Preparing your home**

Decluttering, repairs, and staging advice to maximize appeal and value.

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4

## **Photography & timeline**

Professional media and a clear launch schedule so we hit the market strong.

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5

## **Marketing & online debut**

MLS, the major portals, and targeted promotion put your home in front of buyers.

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6

## **Offers & negotiation**

We review every offer with you and negotiate price and terms in your interest.

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7

## **Escrow & contingencies**

Inspections, appraisal, and disclosures, managed to keep the deal on track.

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8

## **Closing day**

Final signatures, funding, and the handoff of keys to the new owner.

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# From consultation to launch

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## 1 • Listing consultation

We start with a conversation, not a contract. We walk the home, talk through your goals and timeline, and explain how we work. You leave knowing what your home can do in today's market and what the plan is to get there.

## 2 • Pricing strategy

We provide a comparative market analysis built on recent, comparable sales — not guesswork. The right price attracts strong buyers early. Overpricing sits; underpricing leaves money on the table. We make sure neither happens.

YOU RECEIVE: A WRITTEN CMA AND A RECOMMENDED LIST PRICE.

## 3 • Preparing your home

Small moves create big returns. We give honest, room-by-room advice on decluttering, light repairs, and cleaning, plus staging guidance to help buyers picture themselves living there.

## 4 • Photography & timeline

Buyers shop online first, so presentation matters. We schedule professional photography and set a clear launch timeline so your home debuts at its best.

# From market to closing

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## 5 • Marketing & online debut

Your home goes live on the MLS and syndicates to the major portals, supported by targeted promotion. Maximum exposure means more qualified buyers and better offers.

## 6 • Offers & negotiation

We review every offer with you in plain language — price, terms, contingencies, and the strength of the buyer. Then we negotiate hard and honestly to protect your bottom line.

## 7 • Escrow & the contingency period

Once you accept, the clock starts. We coordinate inspections, the appraisal, and disclosures, and we manage the contingency timeline so the transaction stays on track to close.

TYPICAL ESCROW RUNS 30 TO 45 DAYS.

## 8 • Closing day

Final documents are signed, funds are disbursed, and the sale records. We are with you to the finish — and we hand over the keys.

## WHAT TO EXPECT

# The standard we hold

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- **Straight answers.** We tell you the truth, even when it is not what you hoped to hear.
- **Regular updates.** You always know where your sale stands.
- **Broker oversight.** Every contract is reviewed before you sign.
- **Evidence-based pricing.** Decisions made on real data, not hope.
- **Strong negotiation.** We protect your interests at every turn.
- **Local expertise.** Tehachapi is our home market, since 1987.

## GET STARTED

# Let's talk about your home

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### VISIT

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