
HOME SELLER'S GUIDE

Everything You Need to Know About Selling Your Home

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About This Guide

Selling your home is one of the largest financial decisions you'll ever make. This guide walks you through every stage of the process — from the first conversation to final close — so you know exactly what to expect, how to prepare, and how to get the best possible outcome.

My approach is simple: I act as an advisor first. That means giving you honest information, real options, and a plan built around your specific goals — not a one-size-fits-all checklist. Whether you're selling in 30 days or 18 months, the information in this guide will help you make confident, informed decisions.

"Sellers often leave a lot of money on the table. But if you invest a little effort and resources, you can make so much more." — Scott Nell, The Nell Team, Equity Union Real Estate

The Selling Process — Step by Step

01 The Initial Consultation

We start with a conversation, not a pitch. I want to understand your goals, your timeline, and what a successful sale looks like for you. Whether you're thinking about selling in 30 days or 18 months, this conversation builds the right plan.

02 Preparing Your Home for Market

Preparation is where sellers either win or leave money on the table. I help you identify the highest-ROI improvements and coordinate professional vendors — with no up-front costs through our HomeSale Loan program. Think paint, flooring, landscaping, staging, deep cleaning, and pre-listing repairs.

03 Pricing Strategy

Pricing is a strategy, not a guess. As a Pricing Strategy Advisor (PSA), I conduct a rigorous Comparative Market Analysis to find the right number. Overpricing kills momentum. Underpricing leaves money behind. Strategic pricing drives competition and maximizes your net proceeds.

04 Marketing Your Home

Every listing gets the same high-production treatment regardless of price point: professional photography, drone footage, Matterport 3D tour, twilight shoots, professional staging, targeted social media advertising, and the full Equity Union digital marketing platform.

05 Showings & Open Houses

We coordinate showings to minimize disruption to your life while maximizing buyer exposure. Your home is staged to show in its absolute best light. Research from the National Association of Realtors shows staging can make a listing sell up to 73% faster. First impressions drive offers.

06**Offers & Negotiation**

As a Certified Negotiation Expert (CNE) and former attorney, I don't negotiate by instinct — I negotiate by strategy. That means structured offer analysis, counter-offer strategy designed to maximize your net proceeds, and legal fluency to navigate complex contingencies and multiple-offer situations.

07**Inspection, Escrow & Close**

We advocate for pre-inspections before listing to protect your timeline and prevent surprises. Through escrow, we manage every detail: contingency deadlines, repair negotiations, lender and appraisal coordination, and final walk-through logistics. Our goal is a clean, smooth close.

Maximize Your Return — Pre-Listing Upgrades

Scott Nell of The Nell Team pioneered a 'seller-mini-flip' strategy that generates extraordinary returns on targeted pre-sale improvements. In one documented case, a \$100,000 investment in paint, flooring, landscaping, and staging turned a \$2M appraisal into a \$2.85M sale — in three months. Returns of 200–400% on targeted improvements are not uncommon.

High-Impact Improvements

- Fresh interior paint (neutral palette)
- New flooring or carpet cleaning
- Landscaping and curb appeal
- Kitchen and bath touch-ups
- Decluttering and deep cleaning
- Professional staging

The HomeSale Loan Program

- No up-front costs to you
- Funds paid back through escrow at close
- Professional project management
- Minimal owner involvement required
- Full team: designers, contractors, vendors
- Can be as simple as one week of styling

White Glove Service — Every Listing, Every Time

Regardless of listing price, every property receives the same level of care, preparation, and marketing. Here's what every seller receives:

✓ Professional Photography	✓ Drone / Aerial Footage	✓ Matterport 3D Tour
✓ Twilight Shoots	✓ Professional Staging	✓ Deep Cleaning
✓ Pre-Inspection Strategy	✓ Full MLS Listing	✓ Direct Mail & Email Campaigns
✓ Targeted Digital Marketing	✓ Social Media Advertising	✓ Contract Management
✓ Offer Review & Negotiation	✓ Escrow Coordination	✓ HomeSale Loan (No Up-Front Costs)

Trust & Probate Sales

If you're selling an inherited property or navigating a trust sale, the process has additional layers — court timelines, fiduciary obligations, family dynamics, and legal complexity. As a Certified Trust & Probate Specialist and former attorney, this is a specialty for me, not an afterthought.

- Court confirmation and probate sale expertise
- Trust sale navigation for successor trustees
- Attorney and fiduciary referral network
- Sensitive, discreet handling of estate properties
- Complex title, lien, and solar loan resolution experience

Frequently Asked Questions

How long does it take to sell?

Well-prepared, well-priced homes in the Burbank area typically go into escrow within 2–3 weeks. Escrow takes 30–45 days. Total: 6–10 weeks from listing to close is a reasonable baseline.

What does it cost to sell?

Sellers pay agent commissions (now fully negotiable post-NAR settlement), closing costs, transfer taxes, and any agreed-upon repairs. I walk through all of this in our consultation so there are no surprises.

Should I make repairs before listing?

Usually yes — but strategically. Not every repair yields a dollar-for-dollar return. I help you prioritize based on buyer expectations, inspection risk, and your budget.

Do I need to be home for showings?

No — and generally you shouldn't be. Buyers are more comfortable when sellers aren't present. We handle all showing coordination.

What if I'm not ready yet?

Let's talk now. Planning 6–12 months ahead puts you in a much stronger position — and I can help you think through timing, preparation, and market conditions long before you list.

What makes you different?

My background as a former attorney means I approach every transaction as an advisor and a fiduciary. I don't just facilitate — I advocate. And my partnership with The Nell Team gives every client access to resources, data, and a vendor network that most individual agents simply can't match.

A Sample of Recent Results

Property	Role	Result
913 Sherlock Dr. · Burbank	Represented Seller	\$2,675,000 — over 40% above Zillow/Redfin estimates. Closed above \$1,000/sq ft.
8628 Hollywood Blvd. · Los Angeles	Represented Seller	\$2,166,000 — nearly 9% over asking in 5 days. Multiple offers.
4590 Ensenada Dr. · Woodland Hills	Represented Seller	\$1,549,000 — into escrow in 7 days with multiple offers. Pre-inspected and disclosure-ready at launch.
80 Flintlock Ln. · Bell Canyon	Represented Buyers · \$1,650,000	Negotiated a brand new roof after water intrusion discovered during inspection.
2408 Detour Dr. · Los Angeles	Represented Seller · \$1,390,000	Complex property with a cloud on title. Creative problem-solving closed what others might have walked away from.

Ready to take the next step? Let's have a real conversation — no pressure, no obligation.

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