

# SELLER'S *Guide*

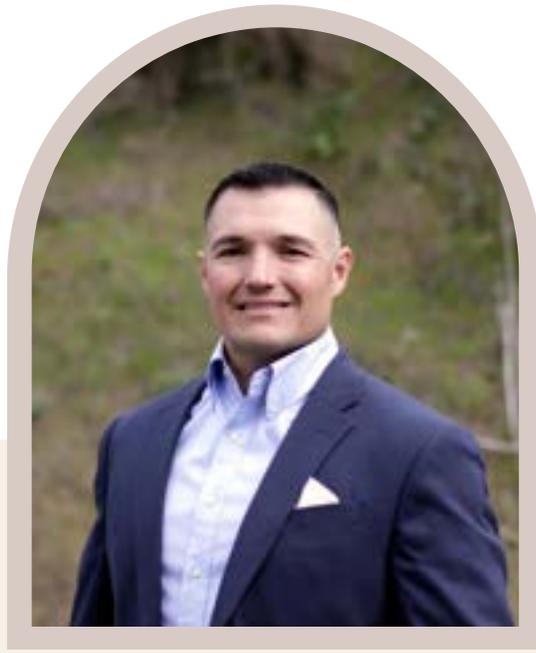


Dom Tartaglia

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# *Hello!*

## I AM DOM TARTAGLIA

I am the broker/owner of Tartaglia Homes. I am the fourth generation in my family to own and operate an independent real estate company. With my home base in San Luis Obispo, I service the entire Central Coast, San Luis Obispo and Santa Barbara Counties. I specialize in real estate sales, agricultural real estate, marketing, property management, and vacation rentals but I can also provide real estate consultation for aspiring home buyers and investors. I also have a small fleet of drones and digital cameras to put your property in the best light.

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WHAT THEY'RE  
SAYING

# CUSTOMER *Testimonials*



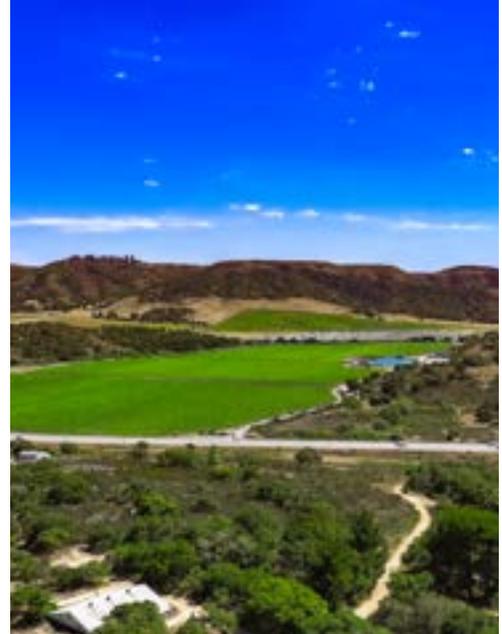
In a fast-moving market, having someone like Dominic – always on the front foot, well-informed and punctual – makes all the difference. Our entire family felt so lucky to have him by our side. After working with a plethora of agents over the years, my mom even said he’s the only realtor she’ll trust to help her buy in San Luis Obispo County. If you get the chance to work with Dominic to find your next home, grab it – you won’t regret it!

KACEY W.S.



My husband and I were a little hesitant to move to a town that we only vaguely knew. After interviewing many realtors, we were relieved to find Dominic. He talked to us in-depth about what we wanted and what we did not want. Being an area native, he was able to sit down with us and explain the different residential areas and what would work best for our needs. He answered all our questions (and there were many), kept us up-to-date with the market, and guided us through the entire buying process. His client-focused approach and trustworthiness were important to us, and we feel truly blessed to have found him.

CASEY H.



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# CUSTOMER *Testimonials*

”



Dominic was my Realtor® for my investment property. He got me the property for under asking and I already have equity in the property because of him. I really appreciate the time he took to secure this property and his professionalism. I highly recommend him.

ALEXA H.

”

Dom was an absolute pleasure to work with on the purchase of our home in San Luis Obispo! From our first conversation to closing day, he was professional, approachable, and completely invested in helping us find the right home.

What really stood out about Dom was his local expertise and proactive approach. Having been away from the area for years, we relied heavily on his guidance to navigate the competitive SLO market. He made sure my husband and I understood each step of the process and always had thoughtful advice to help me make confident decisions.

Thanks to Dom, we found a home that perfectly suits our needs and couldn't be happier. If you're looking for a realtor in the San Luis Obispo area, I highly recommend Dom.

BRITNI E.



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*Selling  
your  
Home*

# Home Seller's ROADMAP

Follow this high level road map as we work together to sell your home!



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# *Ten Steps to*

# SELLING A HOME

- 01** FIND A GREAT AGENT
- 02** ESTABLISH A PRICE
- 03** PREPARE YOUR HOME
- 04** MARKETING
- 05** LISTING
- 06** SHOWINGS
- 07** OFFERS & NEGOTIATIONS
- 08** UNDER CONTRACT
- 09** FINAL DETAILS
- 10** CLOSING

”

FOR HOMES OF  
DISTINCTION,  
MARKETING  
MUST BE  
EQUALLY  
DISTINGUISHED.

Dom Tartaglia

# PREPARING *Checklist*

## OUTSIDE THE HOME

- Take care of the landscaping [cut the grass, water the flowers, trim the trees and bushes] Curb appeal matters in the sale of your property.
- Remove weeds
- Repaint or re-stain any porches, entryways, and doorways
- Fill in any cracks in the driveway, sidewalks, and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors
- Remove any clutter



## INSIDE THE HOME

- Repaint the home in a neutral color [ preferably white]
- Remove and replace any personal items
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear of clutter or obstructions

# 01

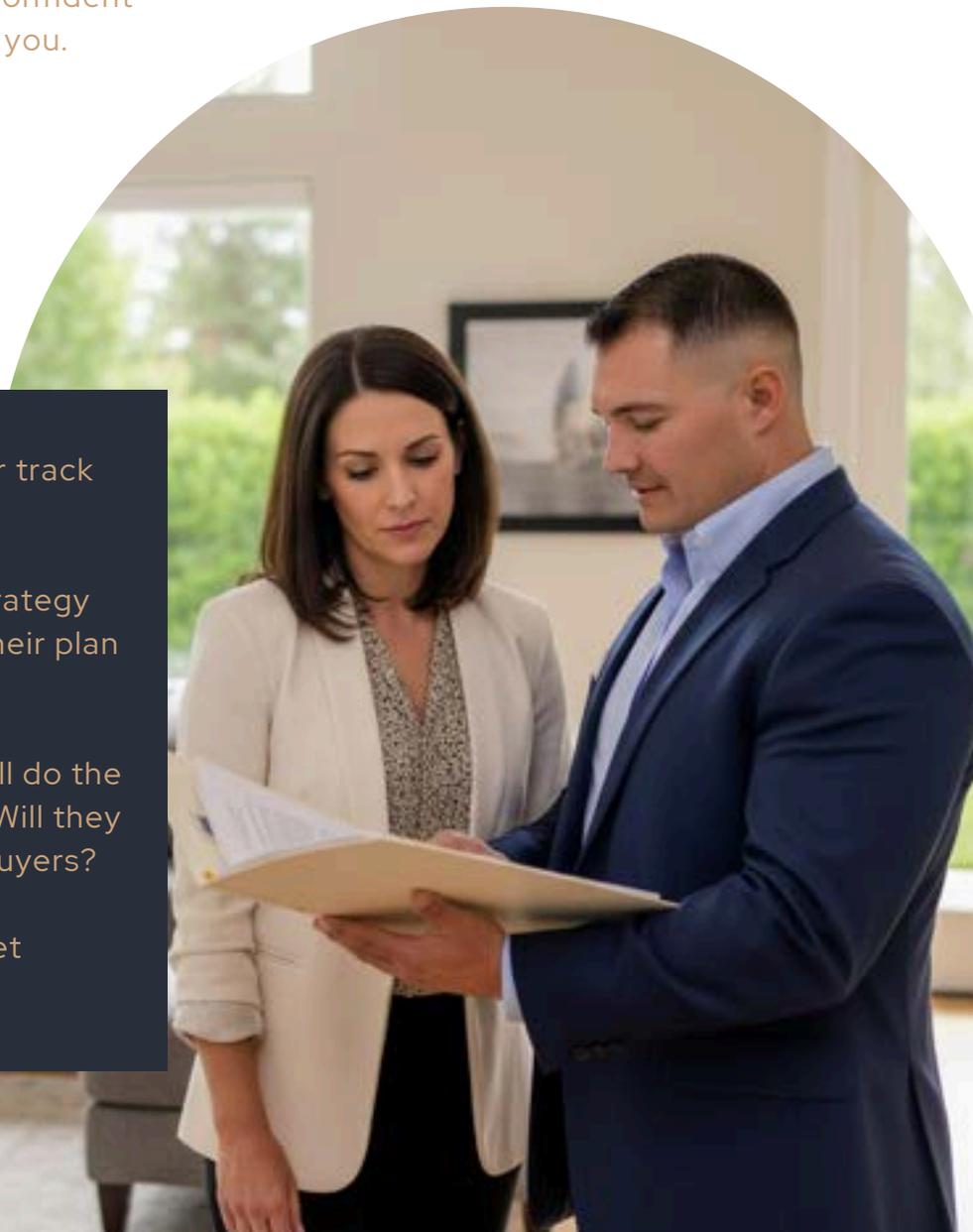
## FIND A

# *Great Agent*

Finding a great agent does not need to be a challenge but there are some key considerations you should have in mind.

I highly recommend talking to friends and family to learn about their experiences with local real estate experts. Once you have a list of potential agents, set up a meeting and get to know them. They are going to be representing YOU and one of your home so you should feel confident that they are a good match for you.

- Research and check their track record and testimonials.
- Marketing and pricing strategy matter. Ask them what their plan is for your home.
- Communication: How well do they communicate with you? Will they communicate well with buyers?
- Confirm their local market knowledge.



# 02 ESTABLISH *a Price*

Discuss how they are going to value your home and what your expectations are for your sales proceeds. If they have comparable sales to help determine a value, you should review and compare them to your own home.

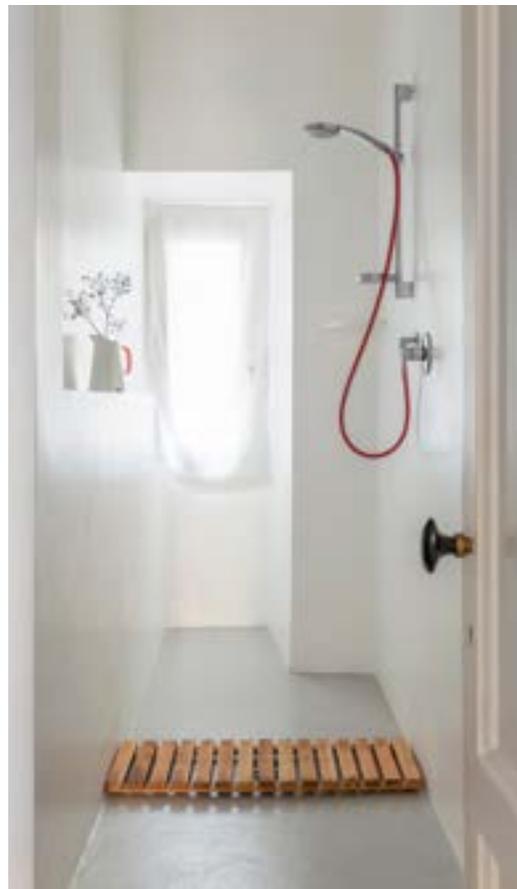
This is also a good time to discuss commission pricing with your agent. Remember that commission is negotiable but it needs to be confirmed upfront with your agent and their broker.



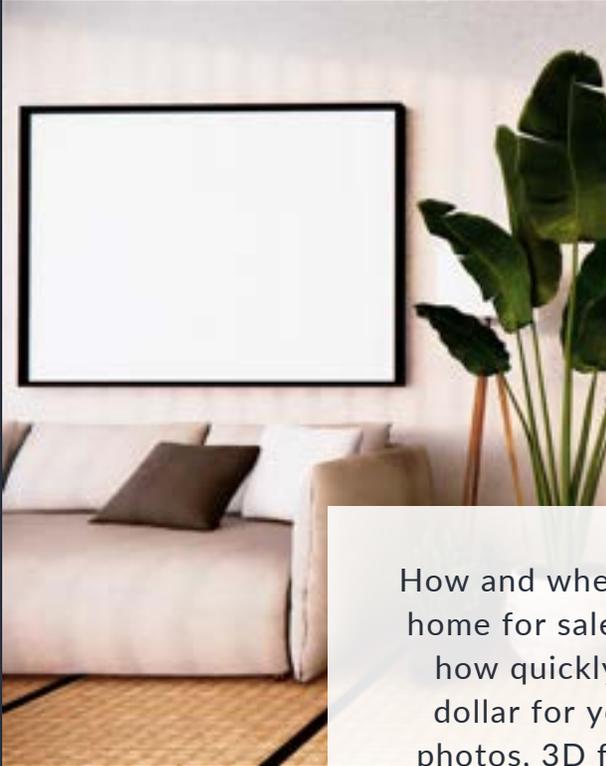
# 03 PREPARE *your Home*

## HOME STAGING TIPS

- The way you style your home can be a make-it-or-break-it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Always get professional photos taken as these are the first impression the potential buyer will have of your house.



# 04 *Marketing*



How and where you market your home for sale can greatly affect how quickly you can get top dollar for your home. Digital photos, 3D floor plans, videos, websites, social media, and traditional open houses should all be a part of your marketing plan.



# 05 *Listing*

Congratulations! You have officially listed your home for sale.

When I list a home, I use my network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

This stage can be exciting for sellers! Buyers start scheduling showings, other agents start talking about offers, and you get to see what price your home is going to sell for at last.



# 06 *Showings*

You probably remember what it was like as a buyer looking at home after home. Each time you hoped for just the right house.

Make your house stand out from others on the market so when buyers walk through the door their first impression is, "WOW!" What they see, smell and feel when they are in your home can guide their heart to falling in love with your home.

Homes free from clutter, strong smells and personal items allow buyers to re-imagine themselves living in the house as if it is already theirs.

You may have to be away from your house quite a bit during this phase. Think ahead about where you will go or where you can secure your pets while buyers look at your home.



# 07 OFFERS & Negotiations

This is the back and forth stage with buyers. Talk with your agent about what the contracts mean and what the implications of each term are. Price is not the only thing you should be thinking about.

Timelines, inspections, contingencies and repairs are just a few things that come up during this phase that can affect when you close and how much net profit you walk away with.



# 08 UNDER *Contract*

Once you have signed a contract and agreed on the terms, your agent will open escrow for you. You will become familiar with many other real estate contracts during this stage as disclosures, reports, inspections and information is exchanged between you, the buyer and your escrow officer.

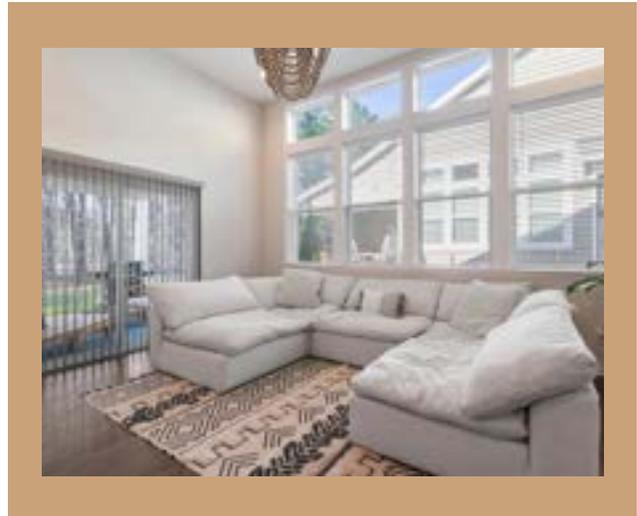
Depending on your contract, you may have to make your home available for inspectors and appraisers to come through and examine your home.



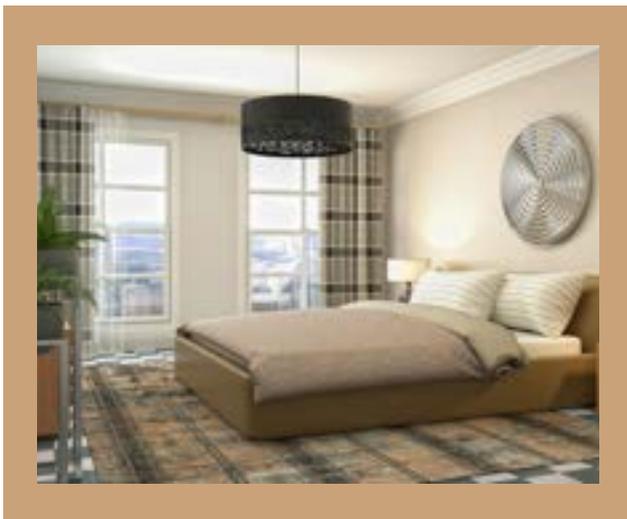
# 09 FINAL *Details*

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



# *Closing* 10



Congratulations, you made it! You get your check for the net proceeds from the sale of your house and give the keys to the new owners.

Don't forget to transfer the utilities out of your name and forward your mail.

You should also check in with your agent and make sure that you have a copy of the documents from your sale.



# Resources

## LANDSCAPING & OUTDOOR

- B&T Construction, Inc  
..... 805-235-2891
- Cesar's Landscaping, LLC  
..... 805-904-3621
- Sage Landscapes  
..... 805-574-0777
- Central Coast Landscape Products  
..... 805-595-3478

## ELECTRICAL & PLUMBING

- Culbert Plumbing  
..... 805-594-1020
- San Luis Electric  
..... 805-835-5062
- G&S Appliance Repair  
..... 805-541-1445

## HOME INSPECTOR

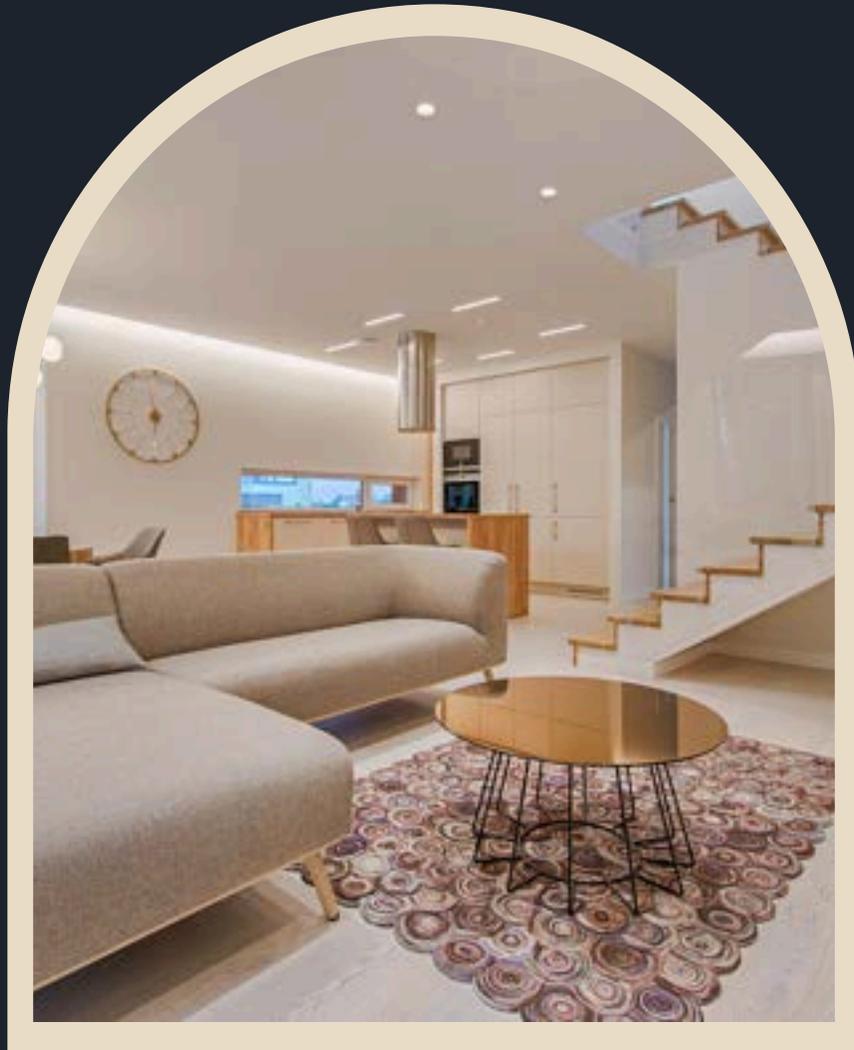
- Cornerstone Home Inspection  
..... 805-619-5092
- Key Termite  
..... 805-466-2451
- Al's Septic  
..... 805-528-0432
- Filliponi & Thompson Drilling, Inc  
..... 805-466-1271



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