

SELLER'S *Guide*

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**Better
Homes**
and Gardens.
REAL ESTATE

MATURO



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WE ARE TEAM SANTIAGO

What you can expect from us, and what we ask in return.

We are Jabel and Debbie Santiago with the #1 lifestyle real estate brokerage, Better Homes & Gardens. To us, real estate is personal. It's about people, families, and the trust placed in us during some of life's biggest decisions.

We lead with respect, dedication, and genuine empathy — where we guide with heart, compassion and integrity. While we provide the professionalism and fiduciary care our clients deserve, we're intentional about keeping the experience comfortable, supportive, and deeply human. When you work with us, you're not just a client — you're treated like family.

Our promise is simple: honest advice, clear communication, and strong, straightforward negotiations that protect your best interests. No pressure. No games. Just advocacy you can count on.

We welcome and serve everyone with dignity and respect. Kindness, integrity, and loyalty are at the heart of everything we do.

Buying or selling a home is more than a transaction—it's a life moment. Our role is to guide you with clarity, integrity, and strong communication from start to finish.

To serve every client well, we operate by the following standards:

Communication & Availability

- We respond to calls, texts, and emails within 24 business hours.
- Sunday is reserved for faith, family, and rest unless you are under active contract and an urgent matter arises.
- Urgent contract-related matters will always be prioritized.

Clear communication builds confidence. We promise to keep you informed at every step.

Preparation & Commitment

- Buyers must be pre-approved (not just pre-qualified) before scheduling private home showings.
- Sellers will receive a pricing consultation and strategy session before listing.
- All clients will sign the appropriate agency agreement prior to us providing representation.

This protects you, protects us, and ensures we are fully committed to each other.



Showings & Appointments

- Showings are scheduled with reasonable notice and confirmed in advance.
- Please arrive on time. If you are running late, notify us as soon as possible.
- Repeated cancellations without notice may result in limited showing availability.

We value your time — and we ask that you value ours as well.

Negotiation & Professional Representation

- We will advocate strongly and ethically on your behalf.
- We provide honest market advice — even when it may not be what you hoped to hear.
- All offers, counteroffers, and decisions remain yours — our role is to guide and advise.

We do not pressure. We educate.

Documentation & Deadlines

- All requested documents must be submitted in a timely manner.
- Deadlines in real estate are firm — missing them can cost money or contracts.
- We will remind you of important dates, but partnership requires participation.

Mutual Respect

- We treat every client with dignity, patience, and transparency.
- We expect respectful communication in return.
- Real estate can be emotional — and we are here to walk through it calmly together.

Our Promise

We promise to:

- ✓ Be prepared
- ✓ Be responsive
- ✓ Be strategic
- ✓ Be honest
- ✓ Be compassionate

And most importantly — to treat your goals as if they were our own.

At Team Santiago, we don't just open doors — we walk with you through them.

If at any time you feel uncertain, confused, or overwhelmed, please talk to us. The best transactions happen when communication stays open.

We're honored to serve you.

With gratitude,

Jabiel & Debbie Santiago

Jabiel & Debbie, Team Santiago

We are here to help you:	Jabiel	jabiel@teamsantiago.homes	609-470-7241
	Debbie	debbie@teamsantiago.homes	609-992-3289



*Selling
your
House*

Home Seller's ROADMAP

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



Jabiel & Debbie

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

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HOME...
IS WHERE
YOUR STORY
BEGINS

Team Santiago

PREPARING *Checklist*

Recommendations

OUTSIDE THE HOME

- Take care of the landscaping [i.e., 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



INSIDE THE HOME

- Repaint the home in a neutral color [preferably white]
- Remove and replace any personal artifacts
- 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*

Selling your home is a big deal — and the right agent protects you from costly mistakes. A good listing agent helps you price it correctly from the start, so you don't sit on the market or leave money on the table. They also guide you on what to fix (and what not to waste money on), how to stage it for strong first impressions, and how to position your home so buyers feel that "I need this house" urgency.

Just as important, an agent handles the behind-the-scenes work that most people don't see: marketing, scheduling showings, qualifying buyers, negotiating offers, managing inspections and appraisal issues, and keeping the deal moving to closing. In short—your agent isn't just selling a house... they're managing a process, protecting your bottom line, and making sure you don't have to carry the stress alone.

Some of the behind the scenes work your agent does when no one's watching:

- Marketing
- Scheduling showings
- Qualifying buyers
- Negotiating offers
- Managing inspection
- and so much more!



02 ESTABLISH *a Price*

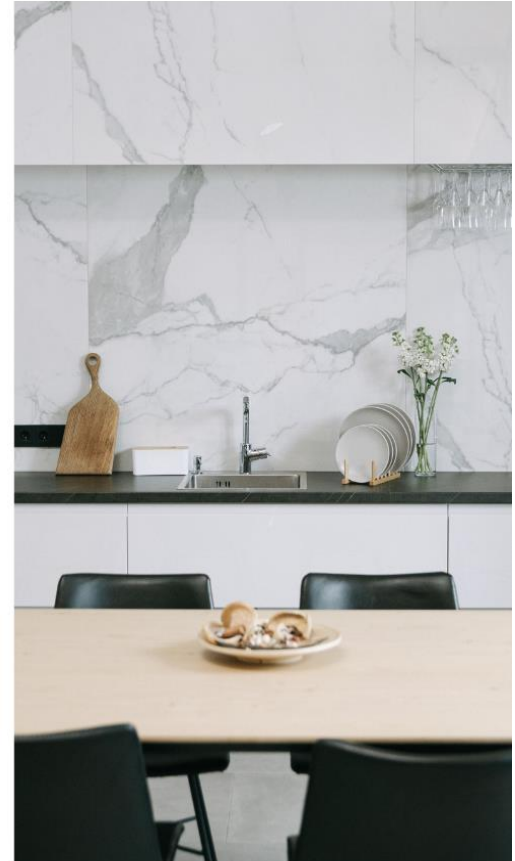
Setting the right price from the very beginning is one of the most important parts of selling your home, because buyers don't just look — they compare. If a home is priced too high, it can sit on the market and lose momentum; if it's priced too low, you may leave money on the table. This is where a great agent comes in: we create a Comparative Market Analysis (CMA) by studying homes like yours that are active, under contract, and recently sold, then we factor in your home's features, condition, updates, lot size, location, and current buyer demand. The goal is to find the sweet spot — a price that attracts strong interest quickly and puts you in the best position to sell for fair market value (or better).



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*

As your listing agent, I'll market your home with a clear, proven plan designed to attract the right buyers fast and create strong interest from day one. That includes professional photos (and video when it makes sense), a compelling listing description that highlights what buyers care about most, maximum exposure on the MLS and top home-search websites, and targeted social media marketing to reach buyers who are actively looking in our area. I'll also tap into my agent network, host strategic open houses when appropriate, and keep you updated every step of the way so you always know what's happening and why.

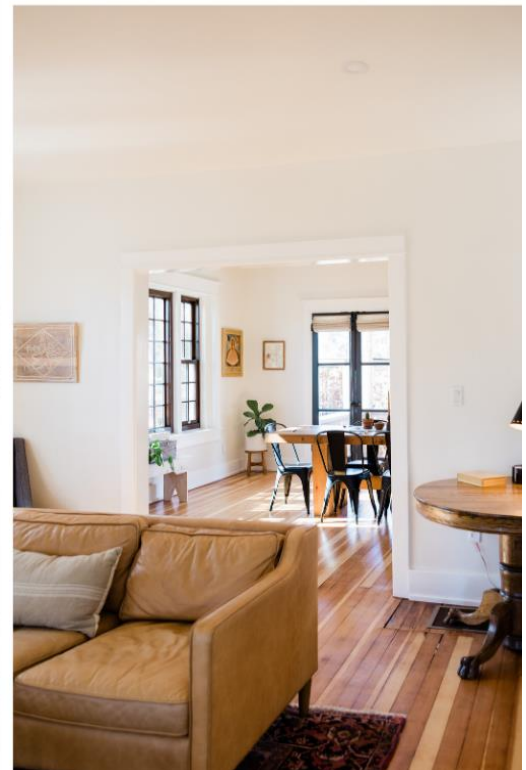


05 *Listing*

Congratulations! You have officially listed your home for sale.

We will use our network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passerby's know of your intentions to sell.



06 Showings

Home showings are how buyers “fall in love” with your home, so the goal is to make access easy while still respecting your life and your privacy. Most showings are scheduled through an app/agent system with a set window of time, and buyers usually have an agent with them. The more flexible we can be with times, the more buyers we can get through the door—and more traffic usually means stronger offers. That said, seller restrictions are completely normal.

If you have work schedules, pets, health concerns, kids’ naps, or you simply want a little structure, we can set clear rules—like “no showings after 7pm,” “24-hour notice,” “weekends only,” “no overlapping appointments,” or “pets must be crated.” Just keep in mind: the more restrictions we add, the smaller the buyer pool becomes. My job is to help you find the right balance—protected and comfortable, but still market-friendly.



07 OFFERS & Negotiations

When the offers start coming in, my job is to help you read between the lines — not just the price, but the financing, contingencies, timelines, and how solid the buyer really is. I'll walk you through every option in plain English, recommend the strongest strategy, and negotiate firmly on your behalf to protect your bottom line while keeping the deal moving forward. Whether we're choosing the best offer, countering for better terms, or navigating multiple offers, you won't be guessing — you'll be confident, informed, and fully supported from "we got an offer!" all the way to "we're under contract."



08 UNDER *Contract*

When a home is under contract, it means the seller has accepted an offer and both sides have signed an agreement — so the home is officially “spoken for,” but not sold yet. At this stage, the buyer is working through key steps like inspections, appraisal, and final loan approval, while the seller completes any agreed-upon items and prepares for closing. Think of it like “we’re engaged, not married yet” — it’s a strong commitment, but the deal becomes official once everything is cleared and the home closes.



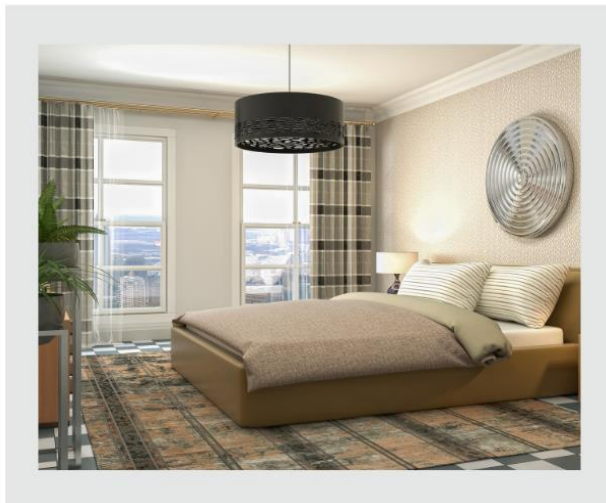
09 FINAL *Details*

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



Closing day for the seller is the finish line — the day you sign the final paperwork, your mortgage (and any liens) get paid off, and your proceeds are distributed based on the closing statement.

Once the deed records and funds are released, the sale is official, the keys are handed over, and you're free to step into your next chapter.

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Guiding you with heart, compassion & integrity.

www.teamsantiago.homes

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