LA CREATIVE REALTY

A CURATED REAL ESTATE EXPERIENCE

THE CREATIVE'S GUIDE TO REAL ESTATE

Seller's Guide (Q3 2026)

@LACreativeRealty

THE CREATIVE'S GUIDE TO REAL ESTATE

SELLER'S GUIDE

Q3 2026 EDITION

Your property. Your next chapter.

Selling a property is both a financial decision and a meaningful transition. The strongest results begin well before a listing goes live—with a clear understanding of your goals, your timing, and what makes the property valuable to the right buyer.

Whether you are selling a home, studio, office, storefront, warehouse, or live-work space, thoughtful advice matters. LA Creative Realty brings preparation, positioning, marketing, and negotiation into one coordinated strategy—so each decision supports the outcome you want.

Every property has a story and every seller has a different objective. Our role is to understand both, build the right strategy, and guide each decision toward the strongest possible result.

Gabe Rudner - Founder

MAXIMIZING PROPERTY VALUE

Strategic preparation focuses resources where buyers will notice

We assess the property through a buyer's eyes, then help you decide what to repair, improve, stage, or leave alone. The goal is not to spend indiscriminately—it is to direct time and money toward the details most likely to strengthen perception, reduce objections, and protect your return.

Creative positioning makes the property memorable to the right audience

Every property has a distinct use, character, and story. We identify the features that matter most—whether residential, commercial, creative, or live-work—and translate them into compelling photography, copy, and marketing. Clear positioning helps qualified buyers recognize the opportunity and act with confidence.

Evidence-based pricing and skilled negotiation protect the outcome

We study comparable sales, current competition, buyer behavior, and your priorities to establish a pricing strategy. Once offers arrive, we evaluate price, terms, financing, timing, and risk together—then negotiate deliberately to improve the complete deal, not only the headline number.

THE SELLING PROCESS

PHASE 1 | Preparation 📝

1. LACR Strategy Call

- Define your objectives, timing, property needs, and the decisions ahead

2. Property & Market Review

- Walk the property and identify its strongest features and likely buyer objections
- Review recent sales, active competition, and current demand
- Discuss occupancy, access, timing, and any sale-related constraints
- Establish a preliminary pricing and preparation strategy

3. Seller Disclosures

- Gather property records, leases, permits, HOA materials, repair history, and other relevant documents
- Complete required disclosures carefully and early so buyers can evaluate the property with fewer surprises

4. Prepare the Property

- Prioritize repairs, improvements, cleaning, landscaping, and staging based on likely return
- Coordinate trusted vendors when useful and avoid spending where the market is unlikely to reward it

5. Pricing & Launch Plan

- Set the list-price strategy, target buyer, campaign schedule, showing plan, and communication cadence
- Confirm photography, media, property copy, and launch materials

THE SELLING PROCESS

PHASE 2 | Market & Negotiate 🎬

6. Create & Launch the Campaign

- Produce photography and marketing materials
- Launch the listing across appropriate public, broker, and direct channels

7. Showings & Market Response

- Manage private showings, broker previews, and open houses as appropriate
  - Protect agreed access and occupancy boundaries
  - Follow up with prospective buyers and their agents
  - Track questions, objections, and recurring feedback
- Review activity with you and distinguish meaningful market signals from isolated comments
- Adjust presentation, access, or strategy when the evidence supports it

8. Offers, Negotiation & Acceptance

- Confirm buyer qualifications and review each offer in full
- Compare price, deposit, financing, contingencies, closing date, possession, credits, and other terms
- Estimate likely net proceeds and identify execution risks
- Discuss whether to accept, counter, invite improvements, or continue marketing
- Negotiate deliberately while maintaining leverage and clear communication
- Select the offer that best supports your financial and timing priorities
- Complete signatures and deliver the accepted agreement to escrow

THE SELLING PROCESS

PHASE 3 | Escrow & Closing 🏡

9. Open Escrow & Organize the File

- Deliver the contract to escrow and title
- Confirm the buyer's deposit and key contractual dates
- Provide disclosures, reports, access instructions, and requested property documents
- Coordinate with the buyer's agent, lender, inspectors, appraiser, escrow, title, HOA, tenants, and vendors as applicable
- Maintain a clear calendar of obligations and decision points

10. Investigations & Contingencies

- Manage investigations, appraisal, requests, and deadlines
- Evaluate requests against cost, risk, leverage, and priorities

11. Prepare for Closing

- Complete agreed work, final disclosures, escrow documents, and move-out plans
- Review the estimated settlement statement and coordinate the buyer's final verification

12. Closing

- Once documents are signed, funds are received, and the County Recorder confirms recording, the sale is complete. Escrow disburses proceeds and possession transfers according to the agreement.

FAQ'S

Can I sell while the property is occupied?

Often, yes. We plan access, notice, presentation, and communication around occupants while accounting for the lease and applicable rules.

What disclosures am I responsible for?

Requirements vary, but sellers generally disclose known material facts and applicable property, HOA, lease, and environmental information. We organize the process.

How do we determine the listing price?

We weigh comparable sales, current competition, demand, condition, and your timing to balance buyer attention with negotiating leverage.

What happens when we receive multiple offers?

We compare the complete economics and risk—not only price. Deposit, financing, contingencies, timing, possession, credits, and qualifications all matter.

Should I renovate or sell the property as-is?

It depends on cost, timing, condition, and buyer expectations. We identify improvements that may add value—and those unlikely to repay their cost.

How long will the sale take?

Timing includes preparation, marketing, negotiation, and escrow. We outline a realistic schedule around the property and your preferred transition date.

What does it cost to sell?

Costs may include brokerage compensation, escrow, title, transfer taxes, preparation, repairs, and buyer credits. We review an estimated net sheet with you.

Do I need to stage the property?

Not always. Full staging, selective styling, occupied presentation, or virtual staging may work. We recommend the approach that best supports the positioning.

FAQ'S

(Continued)

What are contingencies and why do they matter to a seller?

Contingencies give the buyer defined opportunities to investigate, obtain financing, confirm value, or satisfy other conditions. Their scope and timing affect certainty. We monitor every deadline and help you evaluate requests without losing sight of the overall deal.

What is escrow?

Escrow is a neutral third party that holds funds and documents, tracks required instructions, and coordinates closing once the parties have met the agreement's conditions.

What happens during the buyer's inspections?

The buyer may investigate the property, review disclosures and records, and request repairs, credits, or a price adjustment. A request is not an automatic obligation. We assess the facts, the contract, market leverage, likely cost, and your priorities before recommending a response.

When do I receive the sale proceeds?

After all closing conditions are satisfied, documents are recorded, and escrow is authorized to disburse. Escrow pays agreed charges and existing liens, then sends the remaining proceeds according to your instructions—commonly by wire or check.

THE NEXT STEPS

Ready to unlock the full value of your property?

Book your seller strategy call

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