



---

## 2018-2019 HOME SELLERS GUIDE

### SANTA CLARA COUNTY

**WHO YOU WORK WITH MATTERS!**  
Brought to you by Brian Tanger of Tanger Homes

---

## ABOUT BRIAN TANGER



Brian was born and raised in the Santa Clara County. Brian continues to reside in Santa Clara County with his wife and three children. Living in Santa Clara County his entire life has enabled Brian to have unparalleled insight into the nuances of this area and why a potential buyer would rather live here than other parts of the Bay Area. His understanding of technology and how it pertains to Real Estate, Along with his work ethic and negotiation skills have enabled Brian to be a consistent top producer in the area. Professionalism, Customer Service & Values are not just cliché to Brian. He truly believes these attributes contribute to the success of buying and selling homes for his clients. Brian's partnership with Sereno Group further enhances his ability to redefine and enrich the quality of your Real Estate experience



Hello Neighbors,

2018 continues to be another strong year for the Santa Clara County housing market. Although inventory in Santa Clara County has doubled for single family homes since this time last year, we are still seeing on average over the last 120 days about a 1.688% sale price vs. list price delta on single family homes in areas 1-19. As we enter into 2019, I want to provide you, my neighbors and friends, with the best tools available to help you sell your home for top dollar.

This 2018-19 Home Sellers Guide provides a step-by-step introduction to getting your home ready to sell. I've included home improvement tips that will get your home market ready, important information on estimated costs for sellers, as well as highlights from my marketing plan that I offer to clients.

Since Santa Clara County is a VERY specific market, it is imperative that you work with an agent that is knowledgeable about the school system, walkability, upcoming projects etc... If you are considering selling now or in the near future, please contact me, I would be happy to answer any questions you may have. I have sold homes in this area recently, and can give you up-to-date information on values and trends that you should know before selling.

As a lifelong resident of Santa Clara County, I LOVE this area and have a personal vested interest to ensure every home in this area sells for the highest price possible!

You can reach me directly at 408-203-3990.

Your Neighborhood Real Estate Specialist,

– Brian Tanger

## BRIAN TANGER HAS YOUR BACK!

These have been identified by sellers as some of the most important reasons a Real Estate Agent can add Value to a buyer or seller

**Fact 1: HIGHEST PRICE** – Brian's marketing plan and knowledge of the area, as well as his relationships with many agents who buy homes in Santa Clara County will help you sell your home for top dollar in any market.

**Fact 2: STRESSFUL** – Selling a home is one of the most stressful transactions a person will ever take part in. A team dedicated to help you through the process before, during and after the close of escrow can ease this stress for you the homeowner.

**Fact 3: COMPLIANCE** – Selling a home has many legal documents that you fill out and sign throughout the process. Having a seasoned agent who is backed by a large Brokerage like Sereno Group insures the process will be completed legally and ethically.

**Fact 4: AREA EXPERT** – Brian has the experience and knowledge of living and working in Santa Clara County for an entire lifetime. Today's residential Real Estate market is very, very hyper localized. Knowing the school boundaries, different housing developments, restaurants, sporting activities, parks etc. helps Brian to market the home like nobody else in the area.

**Fact 5: TRUST** – The first thing Brian always asks himself during a Real Estate Transaction, "If this was myself or my mother, father, sister or brother, how would I want to proceed." Feel free to go on Yelp or Zillow and see what so many buyers and sellers have said about Brian.

### Your Personal Marketing Plan Includes:

- Pre-marketing of property to Sereno Group network of agents over 8 Bay Area offices
- Ongoing social media demographic and geographic targeting to in-market buyers
- Professional photographs and virtual tour
- Custom website for your home, ie. [www.123mainstreet.com](http://www.123mainstreet.com)
- Exposure on SerenoGroup.com as a Coming Soon and Featured Property
- Syndication to all major 3rd party feeds (ie. Zillow, Redfin, Trulia)
- Coordinate Staging Consultation
- Professional house cleaning
- E-Flyer to over 6,000 buyers agents in Santa Clara County
- High Quality Color Brochures
- Just Listed announcement postcards
- Two post Sereno "For Sale" signs
- Door Knocking
- Hosted Agent Preview at local Broker's Tour
- Open Houses



*Your personalized marketing solution begins with a 1-on-1 consultation with Brian. Your home is your biggest asset and deserves the very best!*

**Call me directly at (408) 203-3990 to set up an initial consultation.**

## WHAT IS A “COMPARABLE MARKET ANALYSIS” (CMA)?

**When does a Realtor provide me with a suggested value for my home? And, how do they come up with these figures?**

Meeting with a licensed Realtor is really the first step in the process of selling your home. Upon touring the property, a Realtor can put together a Comparable Market Analysis (some call it a “valuation”) that will give you their assessment of your home’s value.

A Comparable Market Analysis should include the following information:

- A list of all neighborhood activity within the last 90 days, including Actives, Pendlings and Solds. This should include a map and detailed information on each comparable listing (“comp”)
- An analysis of average days on market – how long does it take a home to sell in my neighborhood?
- An analysis of average list price and average sale price for homes that fall within a small radius of your neighborhood
- A suggested market value range for your home, taking into account the property’s condition and location (such as street and schools)

In addition, your Realtor should also include information on their services – after all, you need to determine if they are the right fit for you!

- Realtor biography
- Brokerage name and background
- Realtor’s Marketing Plan

### HOME VALUES ARE ON THE RISE IN 2018!

Call Brian to get his professional analysis of your home’s worth this spring.

He knows the local market and is your best resource for real estate news and trends.



# FREQUENTLY ASKED QUESTIONS

## HOW MUCH SHOULD I FACTOR IN FOR CLOSING COSTS?

Your Realtor should provide you with Net Sheets showing a breakdown of all estimated costs. Sellers in Santa Clara County are usually responsible for items such as title and escrow fees, broker commissions and city/county transfer taxes (sellers pay County tax and 50% of the City tax). However, all these items are NEGOTIABLE.

## SHOULD I SELL BEFORE I BUY?

The answer depends on your financial situation – please reach out to me if you need a good referral to one of my trusted lenders. Many folks are unable to juggle two mortgage payments and need to sell first. By having the cash proceeds on-hand, you'll be in a solid position to make strong offers on the buying side.

## HOW DO I MAKE SURE I HAVE TIME TO FIND A REPLACEMENT PROPERTY IF I SELL FIRST?

The transition between homes can be handled in many ways. Please refer to my answer regarding Rent Backs for information on how you can stay in your home for 30-60+ days after you close escrow, at no-cost to you.

Sellers can also ask for a Reverse Contingency – where their accepted offer is subject to them finding a replacement property. When I negotiate this for sellers up front, it ensures that buyers cannot close on the house until the sellers successfully find a suitable replacement property.

## WHAT IS A RENT BACK?

A Rent Back is often something offered by prospective buyers that enables the seller to stay in their home for an agreed upon period of time after escrow closes. The benefit is that Rent Backs are often offered in this market at no-cost to you, as a seller. You can stay in your home for 30-60+ days while you search for a replacement property.

## WHAT ARE THE SANTA CLARA COUNTY EXPECTATIONS FOR 2018-19?

The market continues to be a sellers market, HOWEVER, we have seen a “Leveling” off over the past 5 months. Although homes are still selling, they are taking longer to sell with less offers and lower List Price/Sale Price Ratios. Although we do not have a Crystal Ball (I wish I did!), Real Estate Analysts expect to see moderate to low appreciation levels with increased inventory levels in 2019. As many of you know, anywhere else in the country would be ecstatic with a market like we are currently in, however, this area has been extremely spoiled in 2017 with double digit appreciation.

If you have further questions I have kept in-depth stats just for Santa Clara County over the last several years.

## Important Contact Information

**San Jose Recycling & Garbage**  
(408) 535-3500  
[www.sanjoseca.gov](http://www.sanjoseca.gov)

**San Jose Water Company**  
(408) 279-7900  
[www.sjwater.com](http://www.sjwater.com)

**PG&E**  
(800) 743-5000  
[www.pge.com](http://www.pge.com)

**Composting**  
(408) 535-8550  
[www.sanjoseca.gov](http://www.sanjoseca.gov)

**City of Santa Clara Utilities**  
(408) 615-2300  
[www.santaclaraca.gov/residents](http://www.santaclaraca.gov/residents)

**Santa Clara County Tax Assessor**  
(408) 299-5500  
[www.sccassessor.org](http://www.sccassessor.org)

**Comcast**  
1-888-COMCAST  
[www.comcast.com](http://www.comcast.com)

**AT&T**  
1-855-400-7295  
[www.att.com](http://www.att.com)

Please contact me if you need any other numbers or contractor recommendations, such as:

- Painter
- Handyman
- Plumber
- Electrician
- Roofer



## HOME IMPROVEMENT – TIPS FOR ADDING VALUE

### ASK YOURSELF:

- What condition is my home in?
- Does it sparkle from a recent remodel?
- Have I done work in the past that could use some touching up?
- Does my home need substantial work compared to homes in my neighborhood?

### INTERIOR/EXTERIOR PAINT

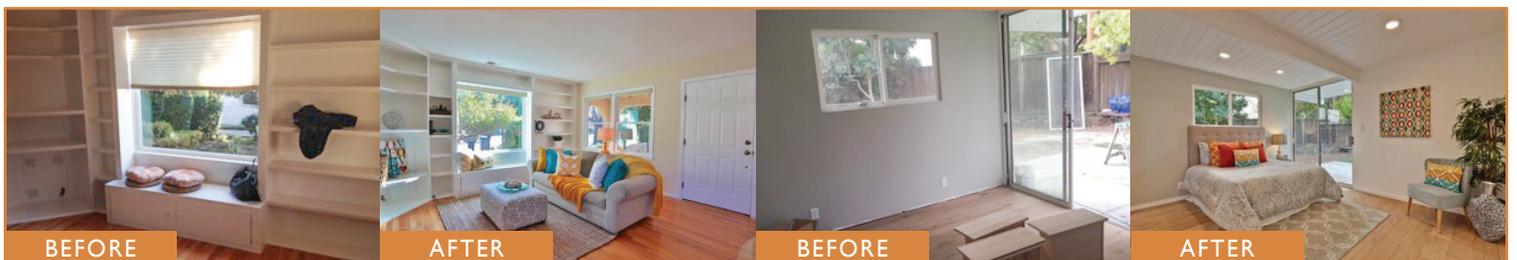
- A fresh coat of paint can dramatically affect the “feel” of a house. Use neutral colors where possible – you want prospective buyers to envision their style and tastes.
- If the outside of your home just needs a shine, consider employing a company to do a professional power wash. Years of dirt and discoloration will come off in mere seconds, giving your home a fresh glow.

### FLOORING

- If you have hardwood floors, determine if they could use refinishing. They are a strong selling feature when in good shape. If you have carpet that is worn, consider changing it out for a modestly priced replacement or hire a professional steam cleaner to take out the surface stains.

### BATHROOMS AND KITCHENS

- While a turnkey home with newly laid granite countertops is desirable, money spent on a full remodel is not always practical or recommended. Consult with your Realtor first. A fresh coat of paint and a resurfaced bath tub (yes, you can resurface tubs!) may be just enough.



### BENEFITS OF STAGING

Staging your home can add tremendous value when it comes to offer price. The rooms of a staged home tend to look larger (staging furniture is smaller) and blend together to create a ‘neutral’ feeling. Stagers can add small accent pieces or can furnish entire rooms.

# WHAT RECENT SELLERS ARE SAYING ABOUT BRIAN

“

Brian was excellent from the beginning. I told him my situation and he understood what to do right away. He provided detailed information about my property and the surrounding area and what would be the best price point. He kept me up to date and truly had my best interest in mind when dealing with the buyers and their agent. I had very little to worry about as he gained my trust from beginning to end. Exceptional professional. He also starts his day quite early based on the notifications I received from him. Thank you, sir for all your detailed hard work.

**Bryan O.**

Brian Tanger is THE best real estate agent in the San Jose area - he is a lifesaver! He sold my boyfriend's renovated house in San Jose in a little over a week through his high tech skills (website, email, electronic postings) and esteemed real estate agent contacts. The open houses had lots of foot traffic, and the house was sold in no time! I was completely amazed!! The sale of this house allowed us to move on with our lives, and I am completely \*grateful\* for Brian - thank goodness we found him!

Brian Tanger is personable, easy to talk to, flexible and gives sound advice, especially regarding housing market and trends. I would highly recommend Brian as your agent - he will represent you well and will take care of you while buying or selling a house in a quick, professional manner no matter how challenging the housing market may be. Thank you, Brian!

**Maile M.**

We had the pleasure of meeting Brian while viewing a home he was selling, just to get some ideas for construction on our own home. He was more than happy to help show us other homes with the same floor plan in his spare time. When we decided to sell our home we had choose Brian to represent us. He is by far the best agent to work with and was very reliable, helpful and had a lot of knowledge of the Bay Area. He helped us in preparing our home for sale and was able to sell our house after only one weekend of open houses. He exceeded our expectations and was not only our agent but became our friend. We highly recommend him to anyone looking to buy or sell their home.

**Lisa M.**



**BRIAN TANGER**  
SERENO GROUP

1100 Lincoln Avenue, Ste 170  
San Jose, CA 95125  
(408) 203-3990  
TangerHomes@SerenoGroup.com  
DRE # 01469107

