

SELLING YOUR HOME

MY STRATEGY TO GETTING YOUR HOME SOLD FAST



real

SELLING YOUR HOME

DOESN'T HAVE TO BE HARD

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of buying and/or selling your home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

CONTACT ME

Ryan Hammond

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RJ@CRAFTBAUER.COM

MATCHEDBYRJ.COM

@RYANJONHAMMOND





MEET THE _TEAM

RYAN (RJ) HAMMOND

Estate Diretor

Ryan, is a leader at the forefront of Real Estate technology and digital marketing. With a passion for streamlining processes and driving success, Ryan leverages his expertise to optimize team performance and transaction management. As a seasoned mentor, he also empowers new agents to reach their full potential, providing guidance and support every step of the way. His unique blend of technical savvy, operational expertise, and leadership makes him an asset to the organization



SHANA GATES

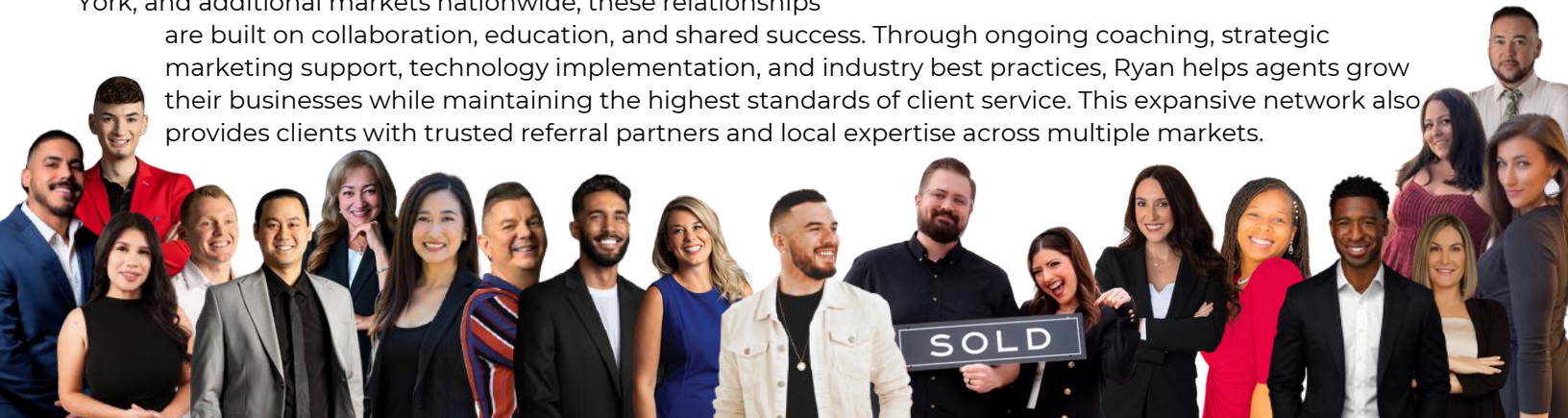
Principal Partner | Chief Strategy Officer

Shana Gates is an experienced real estate leader with nearly two decades in the industry and a strategic focus on the luxury market since 2012. As Principal Partner and CSO, she oversees a high-performing team known for delivering concierge-level service and innovative marketing to discerning buyers and sellers. Based in Indian Wells, Shana brings deep market insight, operational excellence, and a commitment to client success.

AGENTS PARTNERS AND NETWORK

In addition to serving his own clients, Ryan provides leadership, mentorship, marketing guidance, and business development support to a growing network of real estate professionals through Real Broker. Spanning Northern California, Sacramento, the Central Valley, the Bay Area, Orange County, Los Angeles, the Coachella Valley, Texas, New York, and additional markets nationwide, these relationships

are built on collaboration, education, and shared success. Through ongoing coaching, strategic marketing support, technology implementation, and industry best practices, Ryan helps agents grow their businesses while maintaining the highest standards of client service. This expansive network also provides clients with trusted referral partners and local expertise across multiple markets.





ABOUT ME

IaRyan Hammond is an Estate Director with Craft & Bauer | Real Broker, serving home buyers and sellers across Southern California with dedication, expertise, and a personal touch. A familiar face from the television show American Idol, Ryan brings the same warmth and authenticity that resonated with audiences to every client relationship he builds.

With nearly a decade of experience in residential, new construction, commercial, and land transactions, Ryan is a second-generation Realtor who views each deal not just as a transaction, but as the beginning of a lifelong partnership. Clients often tell him, "It feels like you're part of the family now," which reflects the personal connection he values most in his work.

Ryan's professional background extends beyond real estate. Having worked as a digital marketing specialist and marketing designer, he brings a unique edge to every listing. This expertise allows him to craft visually compelling campaigns and employ innovative strategies that capture attention, maximize exposure, and ultimately drive stronger results for sellers. His ability to combine creative design with advanced marketing technology ensures that properties stand out in even the most competitive markets.

Now based in Southern California, Ryan leads with cutting-edge digital marketing strategies designed to give sellers maximum visibility and buyers the best opportunities. His strong grasp of real estate technology and market dynamics ensures that clients stay ahead in a competitive landscape.

While Southern California is his home base, Ryan has not forgotten his roots in Northern California's Central Valley, where he grew up and launched his career. To this day, he maintains a trusted team there to serve clients in that region, offering the same high level of service and care to the communities that shaped him.

Ryan's favorite moments are walking buyers through homes, discovering what excites them most, and celebrating with them as they receive the keys to their new chapter. For sellers, he thrives on crafting tailored marketing plans that showcase each property's unique qualities and drive results beyond expectations.

With his blend of industry knowledge, marketing expertise, leadership experience, and a genuine heart for people, Ryan continues to be a trusted partner for both buyers and sellers across California—making the process as smooth, successful, and memorable as possible.

ESTATE DIRECTOR

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OUR COMMITMENT

01 THE TRUTH

I promise to tell you the truth about your property.

02 RESPECT

I promise to respect your confidence.

03 ADVICE

I promise to give you good advice.

04 TRANSPARENCY

I promise that you will understand what you're signing.

05 FOLLOW UP

I promise to follow through and follow up.

4 STAGES OF HOME SELLING

PRELISTING

- schedule an appointment
- meet with Staging Consultant
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement

PREP FOR MARKET

- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!

01

STAGE ONE : PRELISTING

YOUR CURRENT HOME



PRICING TO SELL FAST & FOR MORE MONEY

You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment into your home.

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes stale homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

**"SOMETHING MUST BE
WRONG WITH THAT
HOME."**

That thought will scare away many buyers, and it will prompt the ones who remain interested in attempting to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." Please take a look at the graph on the next page to see what we mean.



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OUR STEPS TO SOLD

STAGE TWO : PREPARATION



OUR
**EIGHT
STEPS**

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

PREPARING YOUR HOME

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

INTERIOR

**WASH ALL WINDOWS
AND MIRRORS**

**REMOVE ALL PET-RELATED
ITEMS AND FOOD**

**TAKE PERSONAL ITEMS
OFF THE WALLS**

**ALL LAUNDRY IS EITHER
PUT AWAY OR HIDDEN**

TAKE ALL TRASH OUT

**MOVE ALL SENSITIVE
PAPERWORK AND
MEDICATION TO A
SECURE AREA**

EXTERIOR:

**WASH ALL WINDOWS
AND CLEAN SCREENS**

TOUCH UP PAINT

**MOVE ANY EXTRA
VEHICLES FROM THE
DRIVEWAY**

**DISPLAY SEASONAL
FLOWERS AND
LANDSCAPING**

WEED ANY FLOWER BEDS

**CLEAN FRONT PORCH
AND SECURE ANY LOOSE
HANDRAILS**

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



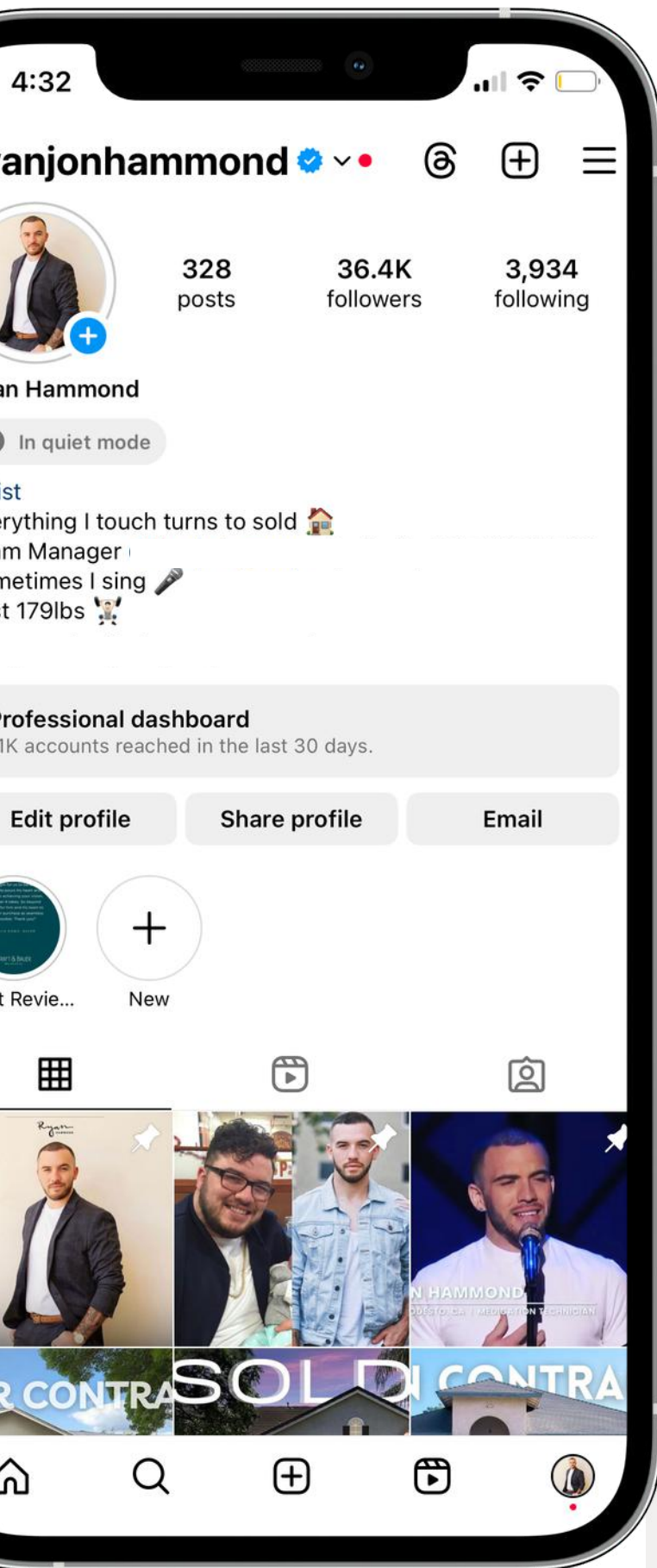
HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Receive an average of 87% more views than their peers across all price tiers.

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

Have a 47% higher asking price per square foot.

SOCIAL MEDIA STATS



- An average user spends 2 hours and 24 minutes per day on social media in 2020.
- 50.1% of the time spent on mobile is done using social media apps in 2020.
- Facebook is the most popular, costing people an average of 2 hours and 24 minutes each day.
- Youtube takes an average of 40 minutes per day.
- Users spend an average of 30 minutes per day on Snapchat in 2020.
- Instagram users are spending an average of 28 minutes on the platform daily in 2020.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.

We train constantly on the ever changing algorithms of the different social media platforms. We pride ourselves in being the #1 real estate page in our area based on followers and interaction.



OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR
HOME WITH AN
OPEN HOUSE**

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

HOW WE PREPARE

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Weekly Newsletter Blast
- Door Knock Neighborhood

PRINT MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are our top 3 marketing pieces we have printed with each listing.

01

Custom
Property
Brochure



02

3-Part
Custom
Postcard
Campaign



03

Custom
Home Tour
Flyers



FOLLOW UP MARKETING

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our team is trained and prepared to follow up immediately.



03

STAGE THREE : ON THE MARKET

MARKET ACTIVITY



LAST-MINUTE SHOWING CHECKLIST



- ☐ Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs
- ☐ Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- ☐ Keys and personal items should be stored away.
- ☐ Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- ☐ Take 15 minutes and organize / purge your fridge - because a buyer WILL look!
- ☐ Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- ☐ Play soft music
- ☐ Turn on all of the lights
- ☐ Organize toys or store them while your home is on the Market
- ☐ Less is more. Remove excess furniture if possible.
- ☐ Walkways to and from the home should be clean and clear.
- ☐ Make all of the beds.
- ☐ Take the trash out and consider hiding garbage cans.
- ☐ Minimize family photos
- ☐ Do a thorough cleaning - even if you have to hire a cleaning service
- ☐ Improve curb appeal: Mow the lawn and trim back overgrown shrubbery
- ☐ Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- ☐ Put fresh flowers or flowering plants on the dining room table
- ☐ Offer snacks and water
- ☐ Take all the magnets and pictures off the refrigerator.
- ☐ Open the windows - buyers love lots of natural light.
- ☐ Replace light bulbs that are burnt out. The better the lighting, the better the results.
- ☐ Hide feeding bowls, litter boxes, dog beds, etc.
- ☐ Do a final dusting, sweeping and vacuuming just before the open house or showing.

SHOWING YOUR HOME



STEP 1:

**A SHOWING HAS
BEEN REQUESTED**

STEP 2:

**YOU APPROVE OR
DISAPPROVE**

STEP 3:

**HOME IS PREPARED
FOR THE SHOWING**

STEP 4:

**YOU LEAVE AND THE
SHOWING IS COMPLETED**

STEP 5:

**FEEDBACK IS
RECEIVED**

STEP 6:

**REVIEW FEEDBACK
OR OFFER**

COMMON SHOWING MISTAKES

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their home, as it can make buyers feel uncomfortable. If you're selling your home on your own, without the help of an agent, consider using a lockbox for showings. If you're a for-sale-by-owner (FSBO) seller and you have to host the showing yourself, don't hover. Let visitors explore your house on their own, and just be available to answer questions.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.



SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The "why" is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

WHAT THEY SAY

"The furnace (or insert another large mechanical name here) is old and they're just not sure."

"They were hoping for an open floor plan."

"The floor plan wasn't right for them."

"They thought the rooms would be bigger."

"The rooms are smaller than they thought."

"They were surprised at the (insert name of something not shown in photos)."

"It was our first time out and they're just getting started."

"It smelled funny."

"The pet odor was strong."

"More work than they expected."

"Too much wallpaper."

WHAT THEY MEAN

The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.

Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.

You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.

They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

WHAT THEY SAY

"The showing went well."

"It's a lovely home, thank the sellers for us."

"The street was really busy."

"Didn't like the apartments behind the house."

"It's too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.)."

WHAT THEY MEAN

Who knows what that means but more than likely if it's not followed with an offer it means they're not interested.

Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It's better to confront those issues in the listing than surprise people at the showing.

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it's not followed with an offer – the feedback means the buyer didn't see the value in your house for the listing price. But, that doesn't necessarily mean that you're priced too high. (Although, it might mean that.)

Really, it's all about VALUE.

As your listing agent, I use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won't sell:

Location Condition Price

You can't change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don't want to. Because if buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren't buying your house? Well, that could be a number of things. But, the odds are good that it's a value problem and the market is rejecting your listing price. That's easy enough to fix – adjust the price.

WHAT TO DO WITH PETS DURING A SHOWING



Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

WHAT TO DO WITH PETS WHEN SELLING A HOME

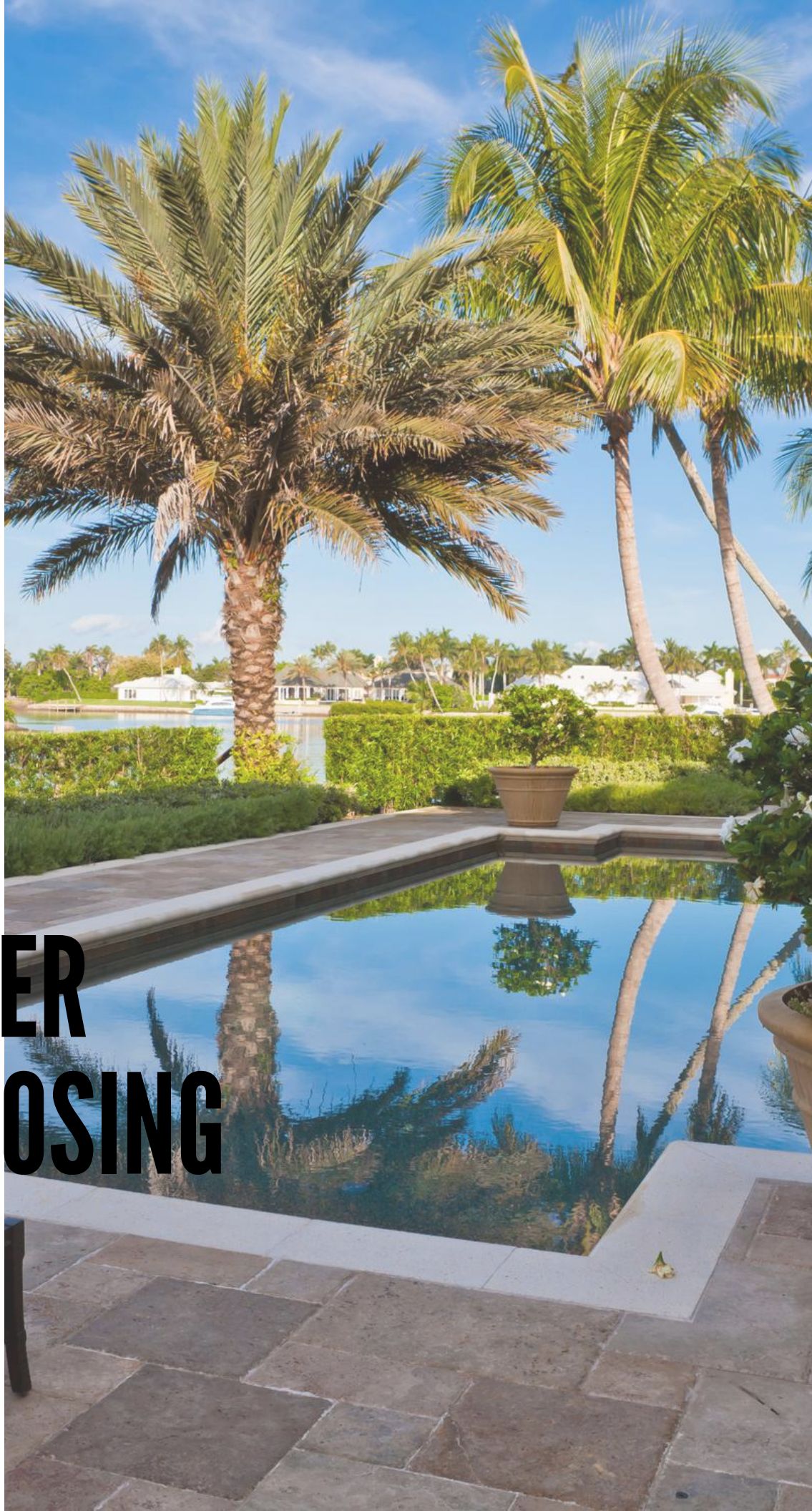
Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you

04

THE OFFER & CLOSING

STAGE FOUR : UNDER CONTRACT & CLOSING





THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

NEGOTIATING THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

1- ACCEPT THE OFFER AS WRITTEN

2- DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3- COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED
BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER
CONTRACT.**

CONGRATS!!



FINAL STEPS

ORDER THE INSPECTIONS

During the inspection period, we will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide the buyer with a list of findings.

ORDER THE APPRAISAL

The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the value of the house. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.

NEGOTIATE FINAL OFFER

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. Think “big picture” and don’t sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.
3. Keep your poker face. The buyer's agent will be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.



DISCLOSURES

In our state, the law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.



INSPECTIONS

It is important to understand the contingencies in the offers that are received. In our state, the default inspection contingency gives the buyer a little more than two weeks (17 days) to complete all inspections. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.



FINANCING/ APPRAISALS

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.



CLOSING

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we are here to guide you through every step of the way. We want to earn the role as your Real Estate Professional for LIFE...not just the single transaction.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition
- Get copies of medical records and store with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Schedule movers/moving truck
- buy/find packing materials
- START PACKING

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number

CLOSING DAY

CLOSING DAY

A photograph of a modern, single-story house with large glass windows and doors. In the foreground, there is a well-maintained green lawn. To the right, a rectangular swimming pool is visible, surrounded by a concrete deck. Several lounge chairs and two patio umbrellas are placed around the pool. In the background, there are palm trees and a range of mountains under a clear sky.

Closing is when you sign over ownership paperwork and you hand over your home's keys!

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to make has been done.

THEY WILL BE SURE TO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (ME)
- You
- Closing Officer

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close

CONGRATULATIONS! IT WAS A LOT OF HARD WORK BUT YOU ARE NOW OFFICIALLY CLOSED!!



WHY YOU SHOULD HIRE US

COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

MARKET PREPARATION

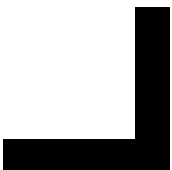
Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.





RYAN HAMMOND IS AN OUTSTANDING REALTOR! WE LISTED OUR HOUSE WITH A DIFFERENT AGENCY IN DECEMBER OF 2019. THE HOUSE SAT ON THE MARKET FOR MORE THAN SIX MONTHS. THEY PROVIDED LITTLE MARKETING AND VERY FEW SHOWINGS. WE DECIDED TO MOVE TO ANOTHER REALTOR. ONCE WE PLACED OUR FAITH WITHIN RYAN, THE HOUSE HAD OFFERS IN THE FIRST FEW DAYS. I GENUINELY BELIEVE HE WORKED HIS HARDEST TO SUGGEST IMPROVEMENTS THAT WE NEEDED AND HE DELIBERATELY SOUGHT THE RIGHT BUYERS. I HIGHLY RECOMMEND RYAN AS THE PERFECT REALTOR!

THE MORA'S



OUR PROMISE TO YOU

ONE

I promise to tell you the truth about your property.

TWO

I promise to respect your confidence.

THREE

I promise to give you good advice.

FOUR

I promise that you will understand what you're signing.

FIVE

I promise to follow through and follow up.

EVERYONE DESERVES TO FEEL AT HOME.

INCLUSIVE REPRESENTATION. EXCEPTIONAL SERVICE.

At Craft & Bauer Real Broker, we believe real estate is about more than buying and selling homes—it's about helping people build lives, create memories, and find a place where they truly belong.

We proudly serve and celebrate clients from all backgrounds, identities, family structures, cultures, and life experiences. Our team includes strong LGBTQIA+ representation, and every Craft & Bauer agent is committed to fostering a welcoming, affirming, and judgment-free experience for every client we serve.

We believe everyone deserves equal access to housing opportunities, exceptional representation, and a trusted advocate throughout the real estate process.

Whether you're a first-time buyer, a growing family, a relocating professional, a retiree, a member of the LGBTQIA+ community, or someone simply looking for your next chapter, our commitment remains the same:



TO TREAT EVERY
CLIENT WITH DIGNITY.



TO PROTECT EVERY
CLIENT'S INTERESTS.



TO CELEBRATE
EVERY CLIENT'S STORY.

BECAUSE HOME ISN'T JUST A PLACE.

It's where life happens. 

And everyone deserves the opportunity to feel at home.



A PERSONAL COMMITMENT

FROM RJ

As your Realtor®, my commitment is simple: I will advocate for you, protect your interests, and ensure you are treated with the dignity and respect you deserve throughout your real estate journey.

Every client comes to me with a unique story, unique goals, and unique circumstances. My job is not only to help you buy or sell real estate—it's to help you navigate one of life's biggest transitions with confidence.

I've built my business on relationships, trust, and advocacy. That means showing up when challenges arise, finding solutions when obstacles appear, and making sure my clients always know they have someone in their corner.

Whether you're purchasing your first home, relocating across the country, selling a longtime residence, or navigating unique circumstances, my promise remains the same:



YOU WILL BE SEEN.



YOU WILL BE HEARD.



YOU WILL BE PROTECTED.

Because you're never just another transaction.

You're family. — RJ



REAL CLIENTS. REAL STORIES. REAL RESULTS.



KRIS & JORDAN

CALIFORNIA → TEXAS RELOCATION

RJ helped us sell our home in Modesto, California and coordinated with a trusted Real Broker partner in Dallas, Texas to help us purchase our next home. The process felt seamless from start to finish, and we always felt supported every step of the way.

★★★★★

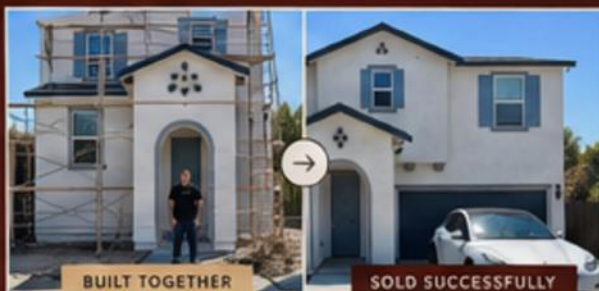


SUZIE & EMILY

FIRST-TIME HOMEBUYERS

As first-time buyers, we had a lot of questions and uncertainty. RJ guided us through every step of the process, advocated for us throughout the transaction, and made us feel celebrated and supported as we purchased our first home together.

★★★★★



VIC

ADVOCACY THROUGH EVERY STEP

After helping Vic purchase his newly built home, RJ later assisted with the sale following a legal name change. By working closely with title, escrow, and lending professionals, he ensured all documentation was handled correctly while making sure Vic was represented respectfully and accurately throughout the process.

★★★★★

CRAFT & BAUER



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Ryan Hammond



EVERYTHING I TOUCH TURNS TO SOLD

RYAN (RJ) HAMMOND

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