HOMESMART
ICARE REALTY

A Veteran-Owned Company

SELLER'S GUIDE



OUR GUIDE TO SELLING YOUR HOME

When it comes to serving my clients, they receive nothing but the best in communication, strategy, and a seamless experience from start to finish.

My objective is to deliver strong results while maximizing exposure through a powerful combination of digital marketing, local expertise, and a hands-on approach that connects with today's buyers.

My clients trust my professionalism, responsiveness, and dedication as I work every angle to ensure their goals are met and their transaction moves smoothly and efficiently.

I've successfully helped clients across multiple markets throughout California, proving my ability to adapt, research, and consistently deliver results beyond my immediate area.



On a more personal note, I enjoy staying active in the community and spending time outdoors. You'll often find me at local dog events with my dog, Waffles, or out hiking and fishing whenever I get the chance. I'm passionate about helping others, building connections, and being a positive presence in the communities I serve.

Javier Vazquez

REALTOR® DRE # 02241171

530-526-9060

javiervazquez.hsicare.com

javier@cedaroakre.com

1891 E Roseville Parkway
Ste 180 Roseville Ca 95661

You can also find me on

Why Choose *Me?*

I'm committed to delivering exceptional service and strong results every step of the way. As your dedicated advocate, my goal is to not only meet but exceed your expectations while building lasting relationships with each of my clients. My persistence and results-driven mindset ensure you receive personalized attention, clear communication, and consistent follow-through, along with a level of care and dedication that truly sets the experience apart.

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Experience

I bring strong communication and negotiation skills that help my clients close efficiently and with confidence. My results-driven approach, backed by the support and resources of HomeSmart ICARE, ensures every transaction is handled with expertise, strategy, and care.
While I'm highly active across the Greater Sacramento area, including Rocklin, Roseville, Elk Grove, and beyond, I've successfully helped clients throughout California, demonstrating my ability to quickly understand each market and consistently deliver strong results.

Technology

You'll benefit from the latest technology and tools designed to keep every transaction efficient, organized, and seamless from start to finish. I combine advanced digital marketing strategies with proven, hands-on grassroots efforts to maximize exposure, ensuring your home reaches the right buyers and stands out in today's competitive market.

My Commitment to You

My commitment is to guide you every step of the way, ensuring you feel confident and secure throughout one of life's most important decisions. I will protect your interests from start to finish, delivering a level of service that exceeds expectations and inspires you to confidently refer me to others.


State of California
Department of Real Estate
Real Estate Salesperson License
Javier Manuel Vazquez
BROKER AFFILIATION
None
This license is issued in a non-working status.
The licensee may not perform licensed activities.
Real Estate Commissioner
Identification 02241171 Issued: June 10, 2025 Expires: June 09, 2029

Proof of *Performance*



5 Bedrooms, 4 Bathrooms
Sacramento
8 Offers, $25k Over List Price



3 Bedrooms, 2 Bathrooms
Davis
Beat *2* other offers, closed $20k below list price in under 21 days, 1031 Exchange



3 Bedrooms, 2 Bathrooms
Antelope
Sellers Received *11* Offers and closed *$15k* over List Price



4 Bedrooms, 3 Bathrooms
Plumas Lake
6 Offers, buyers received *$10k* Credit and instant *$36k* equity

And, More!

Client Testimonials

Lee Ann Frontado



Javier is a jewel...so happy I got to work with him. He made the process so much easier. I'm eternally grateful to him! If you are looking for a realtor you will be so pleased with him. He goes above and beyond and returns his calls / messages immediately even when he is on vacation! Lol

Alex Watson



Javier & Hattie made our home buying process unbelievably easy & stress free! Being first time home owners, they walked us through everything & were helpful in explaining anything (everything!) we didn't understand. Best of all we found a beautiful home & came out with some friends in the process! We'll definitely be referring all our friends to Javier & "Homes by Hattie" & will be going back to them again when our family should ever outgrow our current home.

Sonia Robles



Javier has been incredible to work with from the very start. Even though we're still searching for the right home for our family, he's made the process smooth, stress-free, and easy to understand. He's always responsive, patient, and truly listens to what we're looking for.
We feel confident having him in our corner and highly recommend Javier to anyone starting their home search!

Steven Smith



Javier and Hattie and were an amazing team and made my first home buying experience as seamless as possible. They were quick to answer all of my questions and kept me well-informed throughout the transaction. Even after moving into my new home they have checked in several times. I am truly appreciative for them.

19-Point Marketing Plan to Sell Your Home

Preparation and Planning

1. Initial Consultation:We'll meet to understand your goals, expectations, and timeline for selling your home.
2. Market Analysis: I'll conduct a detailed market analysis to determine the best listing price for your home.
3. Property Assessment: I'll evaluate your home's condition and identify areas for improvement to maximize its appeal.

Staging and Presentation

4. Pre-Listing Inspection: A pre-listing home inspection will be recommended to identify and address potential issues.
5. Repairs and Upgrades: I'll coordinate necessary repairs and suggest strategic upgrades to increase your home's value.
6. Deep Cleaning: We'll arrange for a thorough cleaning of your home, including carpets, windows, and landscaping.
7. Curb Appeal Enhancement: Enhancements recommendsation's like landscaping and pressure washing will be made to improve your home's exterior.

Photography and Videography

8. Professional Photography: A professional photographer will capture high-quality images of your home.
9. Virtual Tours: We'll create a 3D virtual tour so potential buyers can explore your home online.
10. Drone Footage: Drone photography will be used to capture stunning aerial views of your property acreage.
11. Video Walkthrough: A video walkthrough will be produced to showcase your home's layout and features.

Online Marketing

12. MLS Listing: Your home will be listed on the Multiple Listing Service (MLS) with detailed descriptions and photos.
13. Real Estate Websites: We'll ensure your home is featured on popular real estate websites like Zillow, Realtor.com, and Homes.com.
14. Social Media Campaign: We'll launch targeted social media campaigns on platforms like Facebook, Instagram, and Twitter.
15. Email Marketing: Email blasts will be sent to my database of potential buyers and real estate agents.

Print Marketing

16. Brochures and Flyers: Professional brochures and flyers highlighting your home's features will be designed and distributed.
17. Local Newspapers: We'll advertise your home in local newspapers and real estate magazines as well as post cards.

Networking and Events

18. Open Houses: Open houses will be scheduled and promoted to attract potential buyers.
19. Private Showings: Private showings for qualified buyers will be arranged with flexible scheduling.

This 19-point marketing plan is designed to showcase the comprehensive approach I take to selling your home, ensuring it stands out in the market and sells quickly and for the best possible price.



Road Map

HOME SELLING

1 Establish a Price

Review comparable homes
Discuss the difference between sold price and list price
Establish a price for your home

2 Prepare your Home

Clean and declutter home
View your home through the eyes of a buyer
We will have your home professionally photographed for the MLS

3 List it for Sale

Your home will go live on the MLS
Be prepared for buyers to come view your home
Research comps with an agent

4 Offers & Negotiation

We will review all offers
I will help you understand all the terms of the contract
You will be able to accept, deny or counter the offer.

5 Final Details

The buyer will typically perform inspection of the home
The buyer will finalize the loan with lender
Receive clear to close from lender

6 Closing

Review closing documents
Sign closing documents
Hand over your keys and celebrate selling your home



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are my few tips for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges and shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace light bulbs
- Put out new welcome mat
- Clean/repair/repaint front door
- Sweep walkway

General

- Replace burned-out light bulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize

Rooms

- Touch up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Refresh décor: throw pillows, bedspreads, towels

Kitchen and Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- Regrout sinks, tubs and showers

Before Each Showing

- Pick up toys and clutter
- Clear off counters and tabletops
- Turn on lights
- Make beds
- Make sure home smells inviting
- Set thermostat to comfortable temperature
- Put down all toilet seats
- Take animals with you



Photography Checklist

Preparing For Professional Photos

- Clean the entire house
- Create a list for the photographer of areas of your home your want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blind should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Curb Appeal: Cut the lawn, trim trees, and make sure your patio furniture is arranged
- Sweep the porch and exterior area
- Say Cheese!!

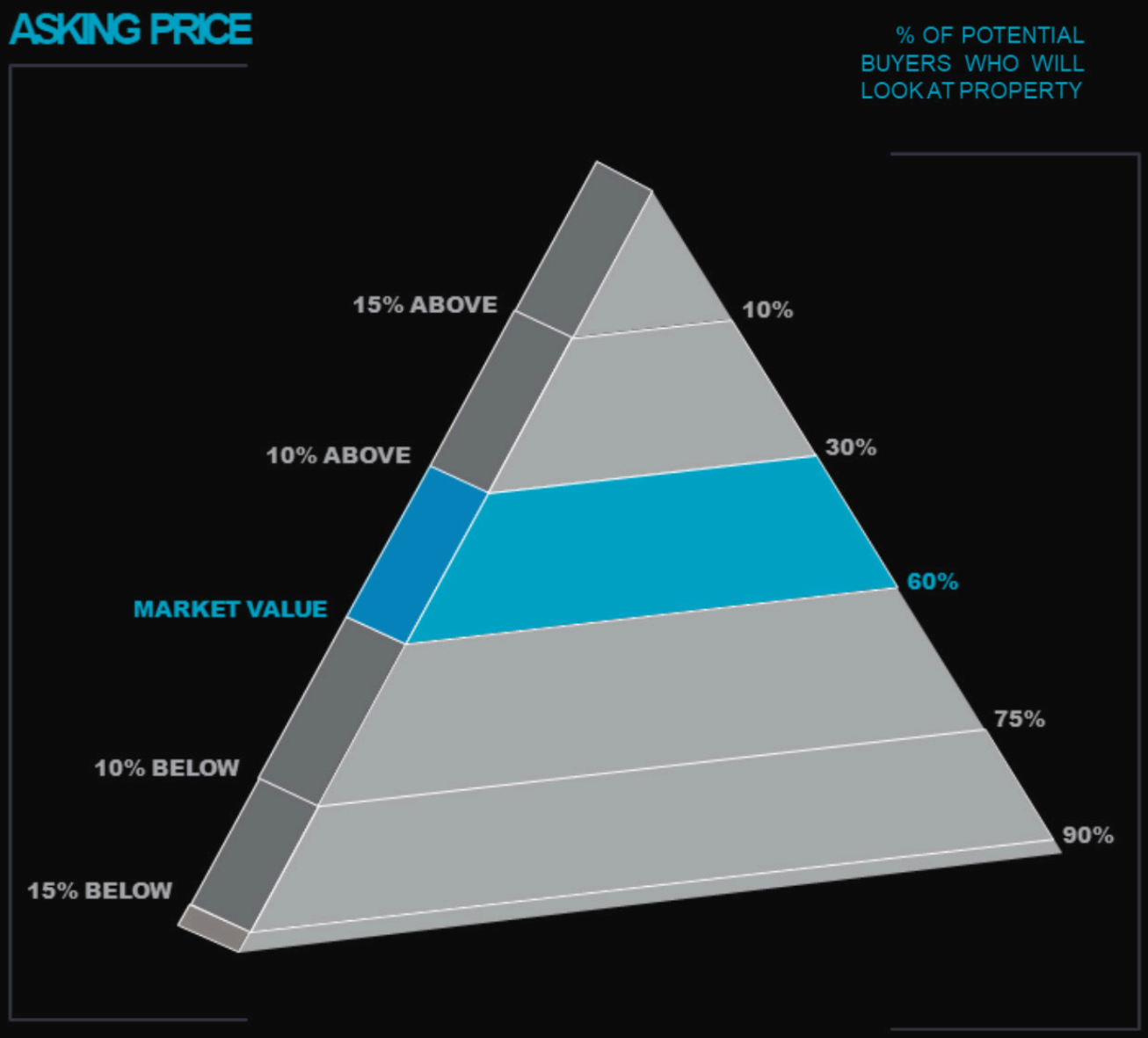
Shocking Truths...

- Homes listed with professional photography sell 32% faster.
- The average ROI on professional Real Estate Photography is 826%
- 60% of consumers say that great photos made them want to see the house

PRICE RIGHT & FIRST IMPRESSIONS

PRICING RIGHT

While you set your home's asking price, the buyer will set the sales price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value from the start will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.

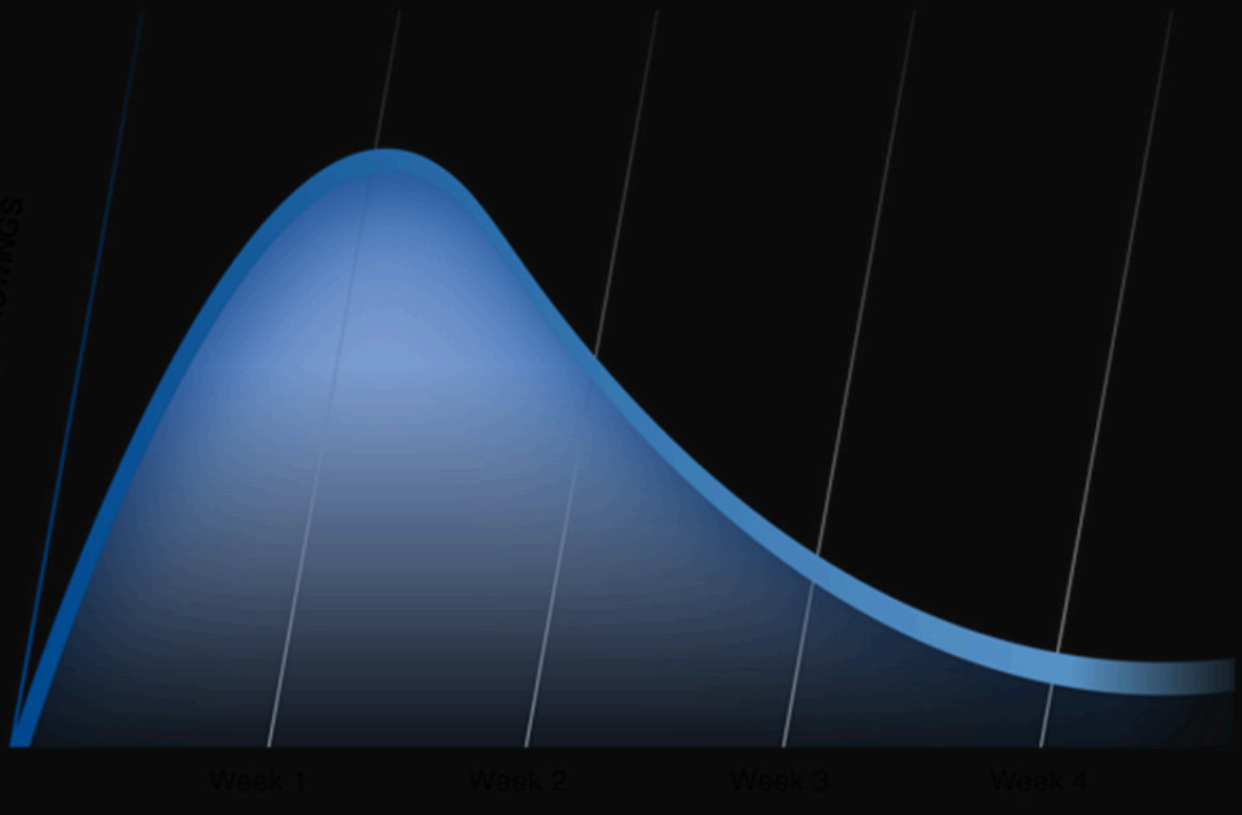


PRICE RIGHT & FIRST IMPRESSIONS

FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value from the very start



Pre-List
TO DO LIST

Bathrooms

Kitchen

Backyard

Family Room

Front Entry

Bedrooms

Miscellaneous

CLOSING DAY *Checklist*



Javier Vazquez

REALTOR®

@JavierVazquez

530-526-9060

It's been our pleasure!!

TASKS FOR SELLER ON CLOSING DAY

BEFORE

- [ ] Get all of your closing documents together.
- [ ] Your current home utilities should be canceled or transferred.
- [ ] Gather any appliance manuals, warranties, or other documentation
- [ ] Ensure that all household remote controls and keys are left at home.
- [ ] Switches should be turned off and any open valves should be closed.
- [ ] Cancel your current homeowner's insurance policy.
- [ ] Ensure that all personal belongings are removed.

ON THE DAY

- [ ] For the house inspection, double-check that you have receipts/documents for any repairs you've made.
- [ ] Have photo identification for the person who will be in charge of the house.
- [ ] Make all of the closing fees payments.
- [ ] Get all of your closing documents together.

AFTER

- [ ] Ascertain that the new owners have received all utilities.
- [ ] Make a copy of your closing documents and keep them in a secure location.

THE OFFICIAL MORTGAGE PARTNER OF

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CENTRAL VALLEY HOME LENDING

HomeSmart ICARE Realty and Central Valley Home Lending join together to give you a simpler, faster, cooler way to purchase your home. Our innovative finance technology and highly experienced mortgage team simplify the home loan process, saving you valuable time and money. With one simple streamlined application and soft credit pull your dedicated finance manager will anonymously and securely shop for the best mortgage solutions to meet your specific needs while ensuring you get the best pricing options. HomeSmart ICARE Realty and Central Valley Home Lending... everything you need for a seamless home buying experience.

3461 Fair Oaks Blvd. Suite 125, Sacramento, CA 95864

cvhlending.com NMLS # 2455817



Javier Vazquez
HomeSmart ICARE Realty
javiervazquez.hsicare.com
P: 530-526-9060
DRE # 02241171

Start Here

Gary Kesler
Executive Finance Manager
gary@cvhlending.com
P: 916-804-0142
NMLS# 693579



EQUAL HOUSING LENDER

Mortgage applicant(s) are subject to credit, income, asset and final underwriting approvals by the end-lender. Estimated savings disclosed, if any, vary based on the applicants' overall credit profile, product, interest rate availability in the marketplace, and other factors. Central Valley Home Lending NMLS #24558176. For state mortgage licensing information please go to nmlsconsumeraccess.org

THANK YOU!

Let's
connect!

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