HOUSE OF ZONSHINE'S GUIDE TO

SELLING YOUR LOS ANGELES HOME

YOUR GUIDE BY:

Julia Zonshine
House of Zonshine
Compass
DRE 02246696

PREPARE
With intention

POSITION
The market fit

NEGOTIATE
With confidence

CLOSE
On your terms

A SMARTER LOS ANGELES SALE

Selling well is not one decision. It is a sequence of smart ones.

This guide is for Los Angeles homeowners who want a clear plan before the sign goes up: what to prepare, how to price, how the home will be marketed, what happens when offers arrive, and how we protect the path to closing.

Los Angeles is not one market. A home in Sherman Oaks can require a different strategy from one in Silver Lake, Studio City, Los Feliz, or Valley Village—even at a similar price point.

We will build the plan around your home, your neighborhood, your timing, and what matters most after the sale.

THIS GUIDE WALKS WITH YOU

01 — Read your local market
02 — See the selling roadmap
03 — Prepare what buyers notice
04 — Price for the market you have
05 — Launch with intention
06 — Negotiate + close clearly

From the Valley and Foothills to Northeast LA, Central LA, and the Westside, strategy begins at the neighborhood—and often the block.

A NOTE FROM JULIA

My job is to make the entire sale feel clear: honest advice before we list, a preparation plan that respects your budget, pricing grounded in the right comparisons, marketing that gives the home its best first impression, and calm guidance through every decision after the offers arrive. I've got you.

START HERE

01 / understand the LA market

SAME CITY, DIFFERENT MARKETS

Los Angeles averages are useful context—not a pricing plan. Your real market is the competition a buyer will compare with your home today.

READ YOUR REAL MARKET

SUPPLY + DEMAND

How many comparable homes are active?
How long are they taking to sell?
Are buyers paying at, above, or below list?
Which price bands are moving?
What condition earns attention?

THE BIGGER PICTURE

Rates affect purchasing power. Inventory affects choice. Seasonality affects timing. But a well-prepared home can still create urgency when it enters the market as one of the strongest options in its category.

WHAT THE DATA MEANS

Days on market, sale-to-list ratio, and median price only become meaningful when the sample actually resembles your home. I will translate the numbers into plain language, explain what is signal versus noise, and update the strategy as the market moves.

START WITH THE RIGHT COMPARISON

Before we talk about a list price, we need to understand the market your home is entering—not the market from six months ago and not a headline about all of Los Angeles.

I will study active competition, recent comparable sales, pending activity, price reductions, days on market, and the details the spreadsheet cannot fully capture: street, light, architecture, condition, parking, privacy, views, lot utility, insurance considerations, and the emotional first impression.

Then we look at your priorities. Do you need certainty by a specific date? Are you willing to invest in preparation? Do you want maximum exposure, a quieter process, or flexibility around possession? The strongest strategy connects the market reality to your real-life goal.

This is also why copying a neighbor's price rarely works. Their timing, condition, buyer pool, concessions, and competition may have been completely different.

We will define the probable range, the risks on either side, and the evidence behind the recommendation—then keep reading the market from preparation through closing.

THE LOCAL MARKET LENS

ACTIVE COMPETITION – *What can a buyer choose instead of your home right now?*

RECENT SALES – *Which closed properties truly match the location, size, condition, architecture, lot, parking, and buyer pool?*

PENDING CLUES – *Which homes found buyers quickly, and what did their list price, presentation, and timing signal?*

PRICE REDUCTIONS – *Where did the market reject an asking price or presentation?*

MICRO-MARKET FACTORS – *School boundaries, hills, freeway access, street noise, insurance, views, lot utility, and even the side of the street can matter.*

POSITIONING TIP – *Buyers see the entire field at once. We should too.*

The goal is not to chase a broad citywide number. It is to understand the exact choices your most likely buyer will be weighing when your home launches.

02 / THE STEP-BY-STEP LA SELLING PROCESS

A home sale becomes easier when you can see the whole road before you take the first step. We will build one connected plan for preparation, pricing, launch, showings, offers, escrow, moving, and the decisions that depend on one another. The timeline below is the framework; your home and goals determine the pace.

BEFORE THE OFFER

1 – CONSULT
Goals, timing, property walk-through, market context, and decision criteria.

2 – PREPARE
Repairs, cleaning, editing, staging, landscaping, disclosures, and access plan.

3 – POSITION
Comparable sales, active competition, likely buyer, pricing strategy, and launch timing.

4 – LAUNCH
Photography, copy, digital assets, syndication, agent outreach, social, and showing plan.

5 – SHOW
Private appointments, open houses, feedback, and market response.

Open houses can be useful for maximum exposure. If you are living in the home, I understand that access can be challenging. Together, we will create a showing plan that supports both the sale and your daily life.

Every step should answer one question: what helps the right buyer recognize the value clearly and act with confidence?

AFTER THE OFFER

6 – REVIEW
Price, financing, contingencies, deposit, timing, concessions, and certainty—not just the headline number.

7 – NEGOTIATE
Terms, counters, backup strategy, and the balance between price and execution risk.

8 – ESCROW
Deposit, disclosures, inspections, appraisal, loan milestones, title, and agreed repairs or credits.

9 – CLOSE
Final verification, signing, funding, recording, possession, keys, and your next move.

The best offer is the one most likely to deliver the result you actually want.

YOUR TIMELINE

Your timeline may be fast, layered, or intentionally gradual. We will identify fixed dates, flexible dates, and the decisions that can create pressure later. If you are buying after you sell, relocating, leasing back, or coordinating a family transition, that plan belongs on the calendar from day one.

YOUR CUSTOM PLAN STARTS HERE

ONE CLEAR ROAD FROM CONSULT TO CLOSE

YOUR PLAN STARTS HERE

Before we shape the selling strategy, take a moment to name what matters most.
These answers help us build the plan around your timing, priorities, and real life.

WHAT WOULD MAKE THIS SALE FEEL SUCCESSFUL?

Check any that apply, then add your own.

- [ ] Maximize net proceeds
- [ ] Close by a specific date
- [ ] Create a smooth, low-stress move
- [ ] Protect privacy + flexibility
- [ ] Coordinate a purchase or relocation
- [ ] Other: ______________________

YOUR TIMELINE

Ideal list date ______________________

Ideal move or closing date ______________________

Dates or commitments we need to plan around

____

____

PREPARATION + ACCESS

What work feels comfortable? What should we avoid? What will make showings easier?

____

____

MY NON-NEGOTIABLES

____

____

PREPARE WITH PURPOSE

Preparation should make the home easier to understand, trust, and imagine living in. It does not automatically mean a renovation.

We will prioritize the work with the best likely return:

• repair visible maintenance issues
• deep clean from ceiling to floor
• edit furniture + personal items, or select the right stager for the home
• touch up or repaint where needed
• improve lighting + replace tired bulbs
• refresh landscaping + the entry
• organize closets, garage + storage
• service key systems when appropriate
• address odor, pet + moisture concerns
• complete disclosures thoughtfully

The right plan protects your budget while removing distractions that can cost attention, confidence, or negotiating leverage.

Every recommendation should pass three tests: Will buyers notice it? Will it photograph or show better? Is the likely value greater than the cost, time, and risk?

Some homes benefit from staging. Others need only editing, styling, and stronger light. Some repairs reduce uncertainty; others simply transfer your taste to the next owner.

We will separate essential work from optional polish and skip the projects that do not support the strategy.

THE PRE-LISTING PRIORITY CHECK

Safety + function
Deferred maintenance
Paint + patching
Deep cleaning
Windows + light
Front entry
Landscaping
Furniture scale
Closets + storage
Odor + pets
Disclosures
What buyers see first

04 / PRICE FOR THE LA MARKET YOU HAVE

Price is not a verdict on your home or a promise of what it will sell for. It is a positioning decision made for a specific moment. A strong list price should place the home inside the right buyer search, make the value legible beside the competition, and create enough confidence and urgency for buyers to act.

HOW THE CMA BECOMES A STRATEGY

A comparative market analysis is more than a list of nearby sales. I adjust for the details that shape buyer behavior: location, lot, architecture, condition, square footage, bedroom count, parking, privacy, outdoor space, views, updates, and current competition.

Buyers do not price a home by what the seller spent, what a neighbor hopes to receive, or what an automated estimate says. They compare the choices available to them now. We will review the likely value range, the case for the recommended position, and the trade-offs of starting above or below it.

You should understand the logic—not simply receive a number.

THE COST OF MISSING THE MARKET

The first days on market are when attention is freshest. If the price asks buyers to overlook the evidence, we can lose qualified clicks, tours, urgency, and negotiating leverage before a reduction ever happens.

Overpricing can mean:
• fewer qualified buyers see the home
• the strongest launch window passes
• later reductions create questions
• days on market begin to feel stale
• appraisal support remains difficult
• carrying costs continue

Pricing below the probable range without a deliberate plan creates a different risk. The right strategy balances exposure, evidence, urgency, net proceeds, timing, and your tolerance for uncertainty.

05 / MAKE THE LA IMPRESSION COUNT

MARKET WITH INTENTION

The launch should feel coordinated, not improvised. We will align preparation, photography, pricing, copy, digital presentation, agent outreach, listing syndication, social media, showings, and open-house strategy around one clear story.

Professional visuals earn the first look. Accurate, specific copy gives buyers a reason to stay. Broad distribution creates access. Thoughtful follow-up turns activity into useful feedback—and useful feedback into decisions.

OFFERS TO CLOSING

06 / LA NEGOTIATE + CLOSE

1 — REVIEW THE WHOLE OFFER

First, we compare the complete offer—not only the price. I calculate the likely net, review the buyer's financing and proof of funds, confirm the deposit, and flag contingencies, credits, appraisal language, closing dates, possession, and anything that could affect certainty.

Then you can see which offer best supports your actual goal.

2 — NEGOTIATE + OPEN ESCROW

Next, we choose the response: accept, reject, counter, or hold a backup position. A counter can change price, credits, contingencies, deposit, closing, possession, or several terms at once.

Once accepted, escrow begins. The buyer deposits funds, reviews disclosures, completes inspections, and moves through appraisal, loan, and title milestones while we track every deadline.

3 — PROTECT THE RESULT + CLOSE

Inspection requests and appraisal gaps are negotiations, not automatic verdicts. We return to the contract, the evidence, the home's condition, the buyer's leverage, your alternatives, and the net effect of each option.

After contingencies are removed, we coordinate signing, final verification, funding, recording, possession, and keys. The goal is a closing that supports what comes next—not merely a signed agreement.

OFFER REVIEW
We compare price + net proceeds, financing strength, proof of funds, deposit, contingencies, appraisal terms, credits, closing, possession, and execution risk.

NEGOTIATION
We decide what to accept, reject, or counter. Every term has value. A higher price may carry more risk; a cleaner offer may offer more certainty.

ESCROW
The deposit is delivered. Disclosures are reviewed. Inspections, requests, appraisal, loan, and title milestones move on contract deadlines. Contingencies are removed only when the agreement allows.

CLOSING
The buyer completes final verification. Documents are signed, funds arrive, title records, and possession and keys transfer according to the contract.

.

I WILL EXPLAIN WHAT IS HAPPENING, WHAT DECISION IS YOURS, WHAT I RECOMMEND, AND WHAT COMES NEXT

THE ANSWERS, BEFORE YOU ASK

HOW LONG DOES IT TAKE TO SELL IN LA?
Preparation may take days or weeks. Market time and escrow depend on price, condition, demand, financing, and the agreed contract. We will build the timeline backward from your ideal move.

DO I NEED TO MOVE OUT?
Usually, no. We can create a showing plan around real life. Vacant, occupied, and staged homes each require a different strategy.

WHEN IS THE BEST TIME TO SELL IN LA?
The best window is where the market and your life overlap. Spring may bring more buyers—and more competition. Other seasons can mean less inventory. We will weigh neighborhood activity, preparation time, carrying costs, and your next move.

WHAT DOES IT COST TO SELL IN LA?
Common costs can include brokerage compensation, escrow and title charges, transfer taxes, required reports, preparation, staging, repairs, credits, and loan payoff. I'll estimate net proceeds early; your escrow, title, tax, and legal team confirm final figures.

SHOULD I RENOVATE BEFORE SELLING?
Not automatically. We prioritize work buyers will notice and value.

WHAT ABOUT SHOWINGS?
We agree on notice, access, pets, valuables, open houses, and feedback before launch.

WHAT IF I'M BUYING AND SELLING IN LA?
We coordinate the sale, purchase, financing, possession, and moving timelines as one plan.

08 / NEXT STEPS IN LA

LET'S MAKE YOUR NEXT MOVE COUNT

I am a Los Angeles real estate agent who believes sellers deserve strategy without theater, honest advice without pressure, and a process that makes the next decision easier to see.

Bring me the home, the timing, the questions, and the outcome you want. I will help you read the market, prepare with purpose, position the property clearly, negotiate thoughtfully, and move from first conversation to closing with a connected plan.

Julia Zonshine | House of Zonshine
julia.zonshine@compass.com
818-859-0762
Compass | DRE 02246696

I've Got You