



**Shiloh Cabrera**  
REALTOR®  
YOUR NEIGHBORHOOD EXPERT

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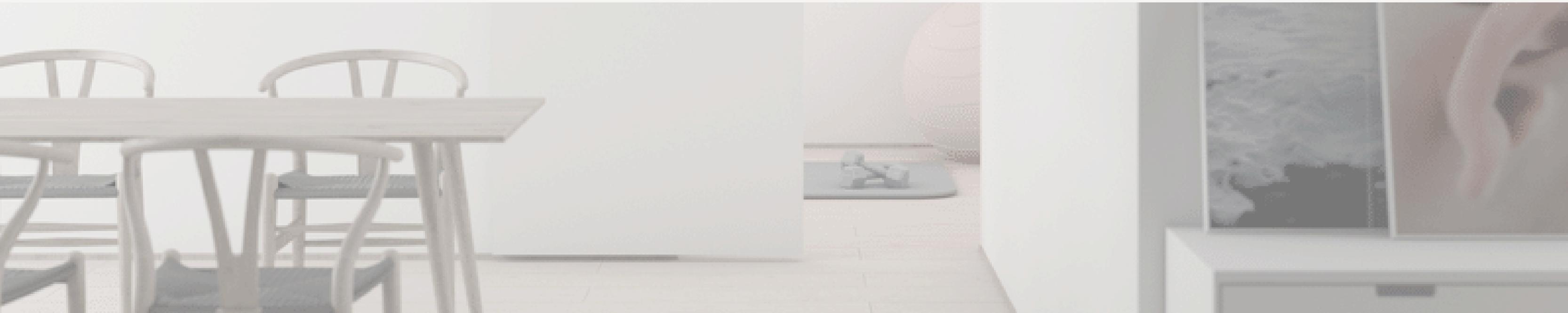
# SELLER'S *Guide*



**LUXE**  
PROPERTIES



# ABOUT ME



*Hello!*

I'm Shiloh Royale Cabrera



Shiloh Cabrera brings a powerful blend of real estate expertise, financial knowledge, and client advocacy to every transaction. With a background in banking, credit education, sales and lending, she understands how to guide clients through the full housing journey—from renting and first-time buying to selling with confidence.

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I'M HERE *To help you*



**SHILOH ROYALE CABRERA**  
REALTOR

I'm here to help you with all of your real estate needs — whether you're looking to rent, purchase your first home, sell your current property, or relocate to a new area. If you have little to no credit, are a first-time homebuyer, or feel nervous about the process, you don't have to navigate it alone — I'm your ally.

With years of experience guiding clients through financial and real estate decisions, I understand that every situation is unique. I will work with you every step of the way, answer all of your questions, advocate for your goals, and make sure you feel confident and informed throughout the entire process.

Your goals are my priority — and together, we'll turn your next move into a successful one.

# Home Seller's ROADMAP



*Shiloh Cabrera*  
REAL ESTATE AGENT

*Note: This is only a high level overview of a sell-side process. For more detailed steps, please refer to your real estate agent.*

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SELLING YOUR HOME  
ISN'T JUST CLOSING A  
CHAPTER — IT'S  
OPENING THE DOOR TO  
THE LIFE WAITING FOR  
YOU NEXT

*Shiloh Cabrera*

# *Ten steps to* SELLING A HOME

01 FIND A GREAT AGENT

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS AND NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING



*Preparing  
to Sell*



# Do I need to hire an agent?

*The answer is no, but here's why you should.*

You're not legally required to use a real estate agent to sell your home — but having one can make a significant difference in your results and your experience.

Selling a home involves much more than putting a sign in the yard. Pricing, marketing, negotiations, contracts, timelines, and legal details all matter. A skilled agent helps protect your investment and maximize your return.



## WHY HIRING AN AGENT IS A SMART MOVE:

- **Accurate Pricing Strategy** – Properly pricing your home to attract strong offers without leaving money on the table.
- **Professional Marketing** – High-quality photos, online exposure, listing strategy, and targeted promotion.
- **Negotiation Expertise** – Skilled handling of offers, counteroffers, and contract terms to protect your bottom line.
- **Legal Protection** – Ensuring contracts, disclosures, and timelines are handled correctly to reduce risk.
- **Access to Qualified Buyers** – Agents network with other agents and pre-qualified buyers.
- **Stress Reduction** – Coordinating showings, inspections, appraisals, and closing details so you don't have to.

WHILE SELLING ON YOUR OWN MAY SEEM LIKE A WAY TO SAVE COMMISSION, MANY HOMEOWNERS FIND THAT A STRONG AGENT HELPS THEM SELL FASTER, AVOID COSTLY MISTAKES, AND OFTEN NET MORE IN THE END.

01

# FINDING *a Great agent*

Finding a real estate agent you trust and feel comfortable with is just as important as finding the right home. Selling your home is a major life decision, and you deserve an agent who is fully committed to your goals and invested in your success.

For sellers, a strong agent makes the sale of your home easy and seamless — from pricing it correctly, marketing it effectively, coordinating showings, negotiating the best possible terms, and managing the transaction all the way to closing.

As your agent, I won't just list your home, I will position it to sell successfully.



## INDUSTRY KNOWLEDGE

I have access to a wide variety of resources that is not readily available to the public. They can help you determine the best price and time to sell.

## SMART NEGOTIATING

With my experience and expertise, I can help you negotiate the best price for your home.

## PROFESSIONAL EXPERIENCE

I partake in continuing education, training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork.

## CUSTOMER SERVICE

I am dedicated to helping you answer any questions that arise from this process. I treat you, how I would like you to treat me!

# ESTABLISH *a Price*

02



## LISTING PRICE

Setting the right listing price is one of the most important parts of the home selling process. The most buyer traffic typically happens within the first 30 days on the market, so pricing your home correctly from the start is crucial.

If a home sits longer than 30 days, buyers often begin to wonder why it hasn't sold and may assume something is wrong. Pricing too high can lead to fewer showings and no offers, causing your home to stay on the market longer. On the other hand, pricing too low could mean leaving money on the table and not maximizing your return.

The goal is to price it just right — attracting strong interest early while protecting your investment.

# ESTABLISH *a Price*

02

## WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood (this option can cost you up to \$800).
- I can perform an analysis on other homes for sale in the area and provide you with a sale price range (this is included with my service & is the most commonly used option amongst real-estate agents and their clients)



# PREPARE *your Home*

03

## HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

# PREPARING *Checklist*

## OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



## INSIDE THE HOME

- Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

*Finding  
a Buyer*



# Marketing

04



Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.

## MARKETING TIPS

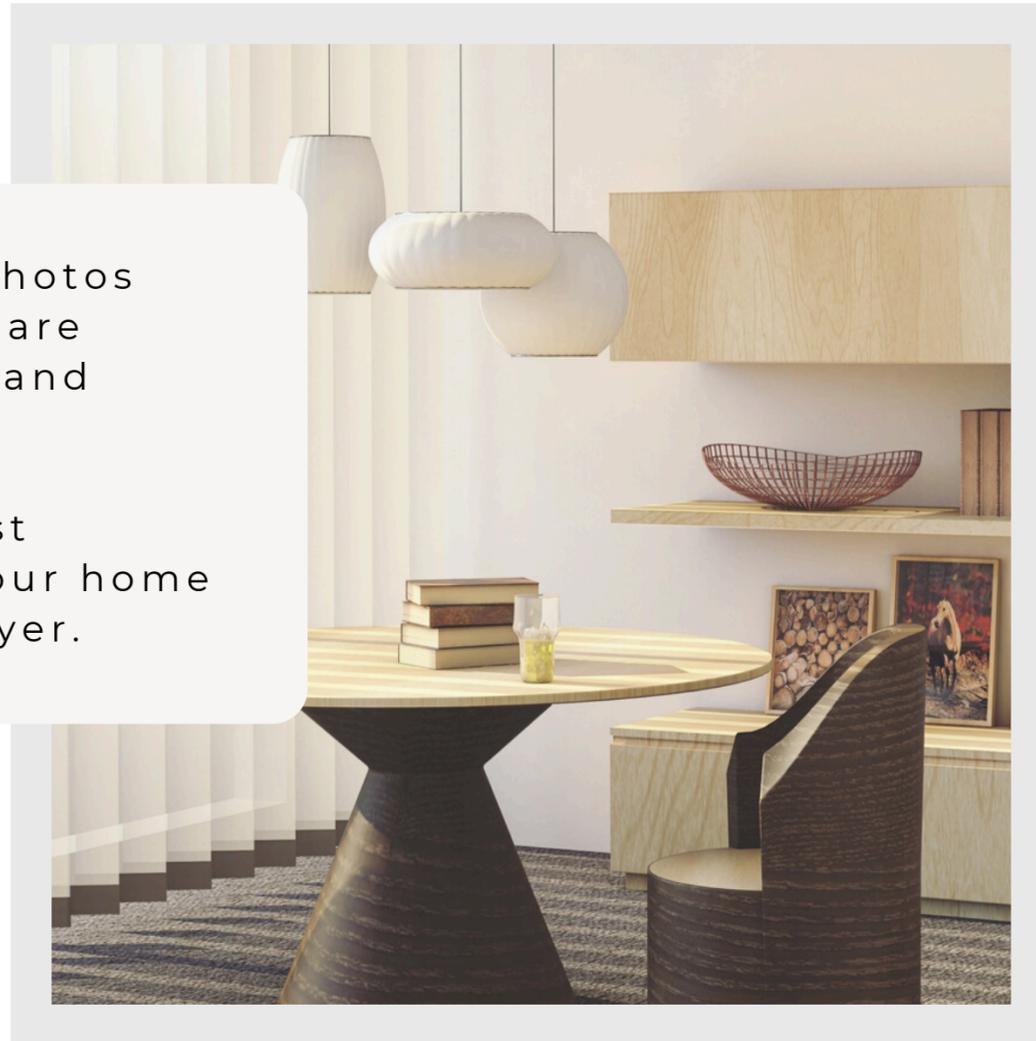
- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!

# Listing



Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



Congratulations! You have officially listed your home for sale.

Real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, agents can supply a sign for your front yard to let passerby's know of your intentions to sell.

# Showings



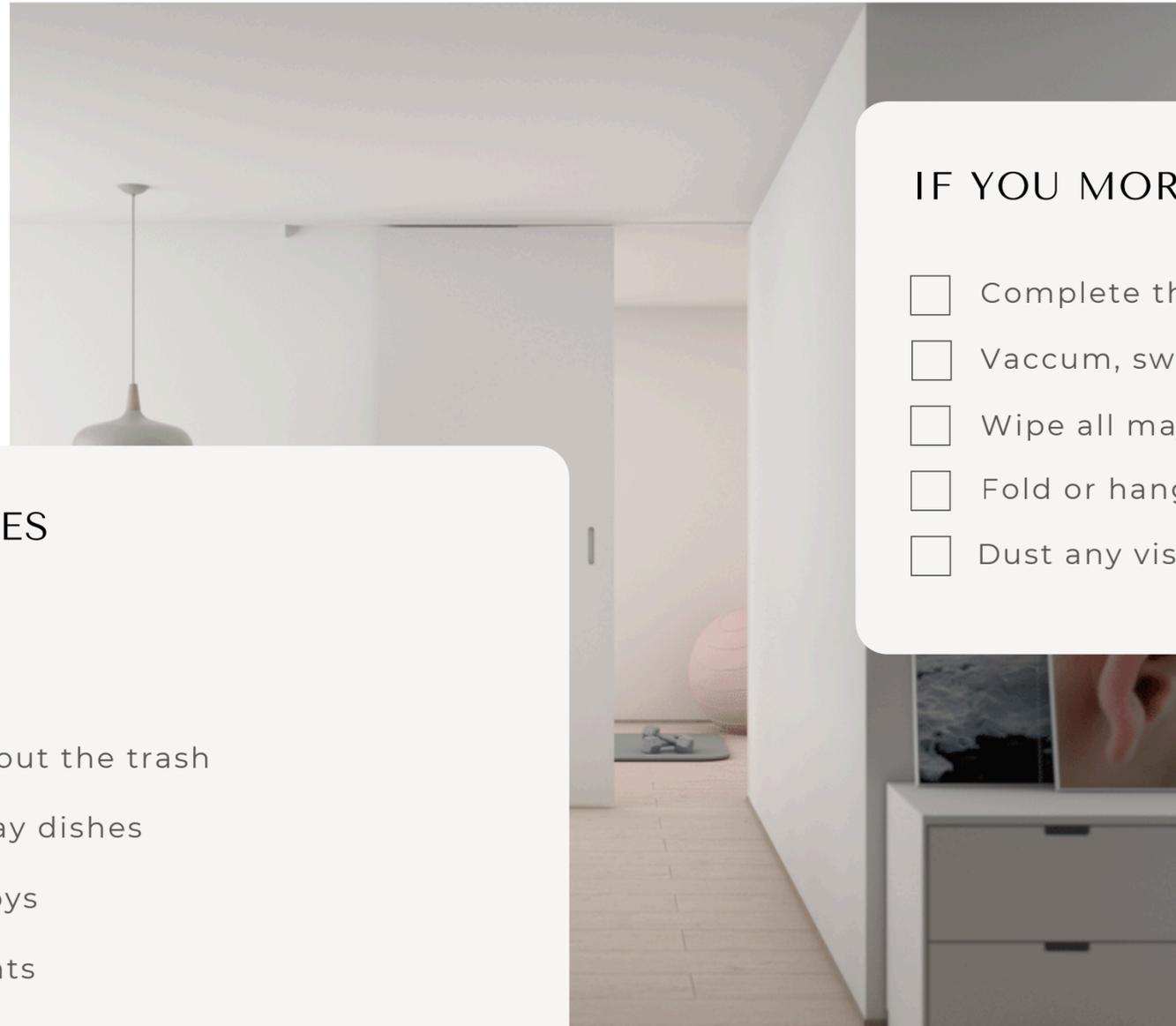
For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible. It's recommended that sellers are not present during showing times.



# SHOWING *Checklist*



## IF YOU HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights

## IF YOU MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas

FINAL *Steps*



# OFFERS *and Negotiations*

07



At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.

# Under Contract

08



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

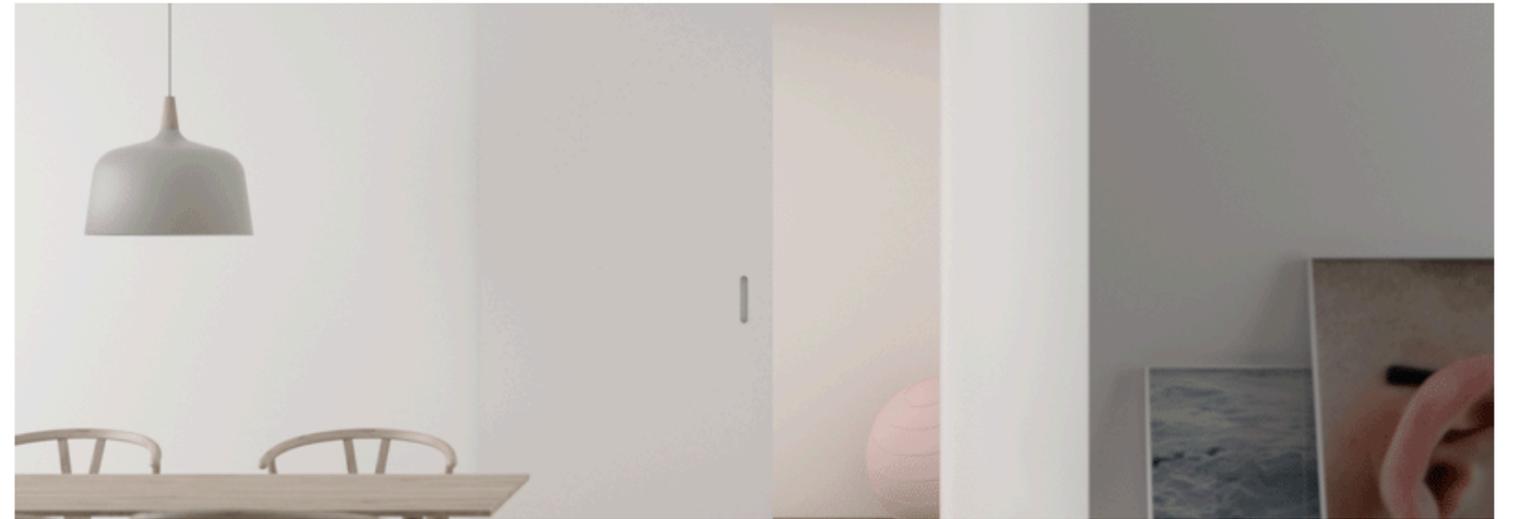
- Home inspection
- Title search
- Final walkthrough with the buyer

# FINAL *Details*

# 09

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



# Closing



Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

*Congratulations! You sold your home!*

# CUSTOMER

# Testimonials

Shiloh didn't just help us sell our home, she protected our interests. She negotiated post-occupancy terms that allowed us extra time in the home after closing, which made our transition so much easier. Her negotiation skills and attention to detail are outstanding. Highly recommend!

ANGIE J.

Shiloh made renting my apartment easy and stress-free. She handled everything — marketing, background and credit checks, and finding a great tenant. I felt confident knowing my property was in good hands. Highly recommend!

Ty C.

Going through a divorce is never easy, but Shiloh handled the sale of our home with professionalism and care. She worked respectfully with both of us, kept communication clear, and made sure everything stayed on track. Our home sold quickly, and the process was much smoother than we anticipated. We're both grateful for her fairness and expertise.

JACOB H.

Shiloh was incredible from start to finish. She priced our home perfectly, generated strong interest right away, and negotiated a great deal for us. The home sold quickly and the entire process felt organized and stress-free. If you want someone knowledgeable, responsive, and truly invested in your success, Shiloh is the one.

LASHONDA W.

*Shiloh Cabrera*  
REAL ESTATE AGENT

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# Resources

- LANDSCAPING & OUTDOOR
- HOME INSPECTOR
- CONTRACTORS
- TITLE COMPANY

- ELECTRICAL & PLUMBING
- PROFESSIONAL MOVERS
- LENDERS
- HOME INSURANCE

Ask your real estate agent for trusted service referrals.

As your Realtor, I have a reliable network of professionals — from lenders to inspectors to movers — that I and my colleagues have personally worked with and confidently recommend.





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