

Selling in the Bay Area Real Estate Market

A Strategic Seller’s Guide by Mario Alvior

Defining the purpose behind your sale

Why are you thinking of selling now, and what does the move make possible?

What would selling change for you and your family?

What timeline matters most to you, and what comes next?

What are your biggest concerns or worries about the selling process?

Selling a home is one of the biggest financial decisions you'll make.
My goal is to understand your goals before we ever talk about price.

Understanding the forces shaping today’s market

Buyer Demand

Sets how many buyers compete for your home and how quickly it sells.

Inventory Levels

Dictate how your home stands out against the other homes for sale.

Interest Rates

Shape what buyers can afford and how many are shopping.

A strong strategy helps sellers win in any market, not just a hot one.

The sequential path to a successful sale



Structuring your net proceeds

Before We List

- Pre-Listing Inspections
- Repairs & Touch-Ups
- Staging & Presentation

At the Closing Table

- Mortgage Payoff
- Closing Costs
- Brokerage Compensation

After the Sale

- Moving Costs
- Funds for Your Next Home
- Tax Planning (with your CPA)

Step 1 is always a walkthrough and a pricing conversation. Knowing your likely net before we list means no surprises at the closing table.

The difference between listing a home and selling it

The Traditional Approach

Put a sign in the yard and wait

Post photos on the MLS

Take the first offer that comes in

Mario’s Strategic Approach

- Pricing from live comparable sales, not a guess
- Pre-listing inspections and complete disclosures
- Professional photos, video, and 3D tours
- Targeted marketing to buyers and agents
- Negotiating price, terms, and credits
- Coordinating escrow, title, and the buyer’s lender

Identifying risks before you list

Property Condition:

Evaluating the true physical state of the home before buyers do.

Permits & Records:

Confirming past work is permitted and the square footage is accurate.



Seller Disclosures:

Documenting what you know about the home, honestly and completely.

Title & Liens:

Clearing ownership questions before they can delay a closing.

HOA Documents:

Reviewing dues, rules, and reserves when they apply.

My role is not just helping you list a home you love; it is helping you present it honestly, price it on evidence, and protect your equity before we ever go live.

Architecting a listing that stands out

The Winning Listing Equation

Sharp Pricing
Data-driven valuation

+

Standout Presentation
Photos, staging, and story

+

Maximum Exposure
MLS, online, and agent network

+

Offer Strategy
Terms that protect your bottom line

=

The Winning Sale

Every listing strategy depends on the home, the neighborhood, and the competition. The goal is to attract the most qualified buyers while protecting your bottom line.

Safeguarding your transaction in Escrow

Seller Inputs

- Clear Title
- Signed Documents
- Property Keys

Escrow's Role

Holds funds securely	Orders payoff demands
Processes loan approval	Records the final transaction

Buyer Inputs

- Earnest Money Deposit
- Loan Funds
- Signed Documents

Verifying the condition and value of your home

Pre-Listing Inspections

Purpose: Find issues before buyers do, so you control the fix.

Common Types:

General Home Inspection

Roof Inspection

Pest Inspection

Sewer Lateral Inspection

The Appraisal

Purpose: Confirms the home’s fair market value for the buyer’s lender.

Function: Protects the deal from falling apart on value.

I meet the appraiser with comparable sales in hand.

Transforming market roadblocks into strategic pivots

Threat:
Inspection uncovers major issues.

Solution:
We negotiate repairs or credits, or adjust the price with the facts in hand.

Threat:
The appraisal comes in low.

Solution:
We challenge the value with data, renegotiate the price, or adjust the terms.

Threat:
Showings slow down.

Solution:
We refresh the pricing, presentation, and marketing to bring buyers back.



I want you prepared for different scenarios so nothing surprises you. There is always a plan.

Preparation and protection secure your sale



My ultimate goal is to provide the local Bay Area market knowledge, relentless negotiation support, and education-first guidance you need to feel informed, confident, and protected.

The final steps to closing day

1. **Sign Closing Documents:** Finalizing the paperwork with a notary.
2. **Final Walkthrough:** The buyer confirms the home is in the agreed-upon condition.
3. **Loan Funds:** The bank wires the buyer’s funds to Escrow.
4. **Transaction Records:** Escrow officially records the sale with the county.
5. **Proceeds Wired:** Your net proceeds are sent to you.
6. **Keys Handed Over:** The milestone is reached.

Activating your listing strategy



This is Mario Alvior,
your local Bay Area Realtor.
Let’s build your strategy.



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MARIO ALVIOR

REALTOR® | CA DRE #02166378

Keller Williams Peninsula Estates

(650) 400-3548

marioalvior@kw.com

marioalvior.com

1430 Howard Ave, Burlingame, CA 94010