

The Seller's HANDBOOK

YOUR ROADMAP TO A SUCCESSFUL HOME SALE

Your Path To A Swift, Profitable, And Hassle-Free Home Sale



Jordona Hertz

YOUR LOCAL REALTOR®

Serving The Temecula Valley And
Surrounding Areas For The Last 15 Years

Follow On

 @jordona_your_realtor

 @jordonahertz



Congratulations And
WELCOME
TO THE HOME SELLING PROCESS!

You've just taken a key step toward selling your home: selecting the real estate agent that is right for you! Selling a home is one of the largest financial and life decisions most of us ever make, and it's my mission to make sure you feel supported and confident along the way.

My commitment to you is to keep you informed and educated in order to have the best home selling experience possible. Although I am here to guide you every step of the way, I hope this guide can serve as a useful resource, too. There is lots of information here, but please never hesitate to just reach out directly with any questions.

Thank you for the opportunity to help you sell your dream home and I look forward to beginning this journey together!

A handwritten signature in black ink that reads 'Jordona Hertz'.

Jordona Hertz, Broker And Team Lead

Hi There Nice To Meet You!

SO YOU'RE READY TO LIST YOUR HOME?

Jordona Hertz delivers a bespoke real estate experience built on results, strategy, and care.

With over \$300M sold and 500+ successful transactions, she brings a level of expertise that ensures every client is positioned to win in today's market.

As the driving force behind The Hertz Group, Jordona combines high-end marketing, sharp negotiation, and a people-first approach to create a seamless, tailored experience for every client.

Recognized among the Top 9 agents in Riverside County (2026) and consistently ranked among the area's top producers, she is proud to be a trusted name in Menifee and beyond.

MY GOAL IS SIMPLE: TO HELP YOU MAKE CONFIDENT DECISIONS AND ACHIEVE THE BEST POSSIBLE OUTCOME, WITH AS LITTLE STRESS AS POSSIBLE.

My clients aren't just transactions—they're people with different goals, timelines, and needs. No two situations are alike, and I take pride in delivering a personalized experience that leads to real results.



Jordona Hertz
THE HERTZ GROUP | LIC#01938232

- #1 REALTOR IN MENIFEE, CA
- \$300M+ IN SALES AND COUNTING
- BROKER AND TEAM LEAD

Meet The Team

THE TEAM BEHIND THE EXPERIENCE



Robertino Hertz

Owner | Marketing Director

Born and raised in Southern California, Robertino “Tino” Hertz began his career in real estate marketing as a photographer and videographer. His background in visual storytelling led him into the entertainment industry, where he worked on major film productions and award-winning digital projects. Today, Tino leads marketing and operations for The Hertz Group, overseeing video, photography, branding, and digital strategy to ensure every listing is positioned at the highest level.

P: (951) 210-4345 E: Tino@JordonaYourRealtor.com

Sara Guzel

Operations Manager

Having lived in Murrieta for over 20 years, Sara proudly calls the community home. She has witnessed the city’s growth firsthand and brings over a decade of customer service experience, with a background spanning event planning, construction, and real estate. Sara’s top priority is guiding clients through the buying or selling process with care and attention to detail. She is the right-hand support of our team, known for her positive energy, reliability, and warm smile.

P: (951) 293-2146 E: Sara@JordonaYourRealtor.com



Katie Ellis

Client Relations Assistant

Katie Ellis serves as our Client Assistant, playing a key role in facilitating client communication and keeping the business running smoothly behind the scenes. With a natural ability to stay organized and attentive, she ensures every client experience is seamless from start to finish. Outside of work, Katie is an accomplished musician and actively involved in her church. She values time with her husband and two children and loves traveling and making meaningful memories with her family.

P: (909) 229-1056 Email: Katie@JordonaYourRealtor.com

Meet The Team

THE TEAM GUIDING YOU HOME



Brooke Ellis

Realtor® | CA DRE #02132005

Brooke Ellis is a Real Estate Agent with 12 years of experience in sales. She specializes in customer care and brings over 7 years of experience leading support teams and building processes that enhance company success. Brooke is known for her positive attitude, tireless energy, and commitment to helping clients efficiently, with their happiness as her top priority. She is inspired daily by her family, dog, and close friends, and enjoys cooking, dancing, and traveling with her significant other.

P: (801) 885-5199 E: Brooke@JordonaYourRealtor.com

Jessica Garde

Realtor® | CA DRE #01900358

Serving the Temecula Valley since 2011, Jessica Garde is known for her compassionate, patient, and client-focused approach to real estate. As a trusted agent with The Hertz Group, she helps buyers, sellers, and investors navigate a wide range of properties, from condos and manufactured homes to luxury estates. With experience across diverse California markets, Jessica provides thoughtful guidance, strong negotiation, and a seamless experience at every price point.

P: (951) 541-1562 E: Jessica@JordonaYourRealtor.com



Amanda Burroughs

Realtor® | CA DRE #02192184

Amanda has been an active member of the Murrieta and Temecula community for over 35 years. She's excited to bring that community focus into real estate. As a Murrieta/Temecula native, Amanda has deep knowledge of the area and can be your guide in finding or selling your next home. With a strong passion for customer service, Amanda is ready to support you every step of the way. As a member of The Hertz Group, she brings hard work, integrity, and attentive client care into everything she does.

P: (951) 764-7095 Email: Amanda@jordonayourrealtor.com

The Hertz Group

A LEADER IN THE REAL ESTATE INDUSTRY



We're proud to be part of The Hertz Group, a boutique real estate brokerage built around personalized service and intentional strategy. As a smaller, client-focused team, we prioritize quality over quantity—allowing us to provide hands-on attention and a truly tailored experience for every client. Our brokerage is committed to:

- *Personalized Service: Direct, attentive guidance from start to finish*
- *Intentional Marketing: Custom strategies designed specifically for each home*
- *Expert Care: A detail-driven approach focused on results and client satisfaction*

OUR MISSION AT THE HERTZ GROUP IS TO ELEVATE THE REAL ESTATE EXPERIENCE THROUGH
THOUGHTFUL SERVICE, STRATEGIC MARKETING, AND EXPERT GUIDANCE—ENSURING EVERY CLIENT
FEELS SUPPORTED, INFORMED, AND VALUED.

Who You Partner With Matters

INDUSTRY INSIGHT THAT PAYS OFF

With years of experience in real estate, The Hertz Group has developed a deep understanding of market trends, pricing strategy, and effective marketing. We know how to navigate changing conditions and position homes to achieve strong results.

This means:

- *Strategic pricing and marketing designed to maximize your home's value*
- *Insight into market trends and opportunities before they become obvious*
- *Clear, transparent guidance to help you make confident decisions*



500+ families served



\$300+ Millions in Volume



#1 Agent Menifee, CA



Over a decade of experience

CONNECTED AND IN THE KNOW

In real estate, who you work with—and who they know—matters. Our experience has allowed us to build trusted relationships throughout the industry, creating added value for our clients:

- *Access to a vetted network of industry professionals*
- *Opportunities for additional exposure, including off-market insights*
- *Connections to trusted contractors, stagers, and service providers*



Hundreds of Families Served

AS OF 2026 500+ HOMES & \$300,000,000 IN VOLUME SOLD!



624 14th St, Manhattan Beach, CA

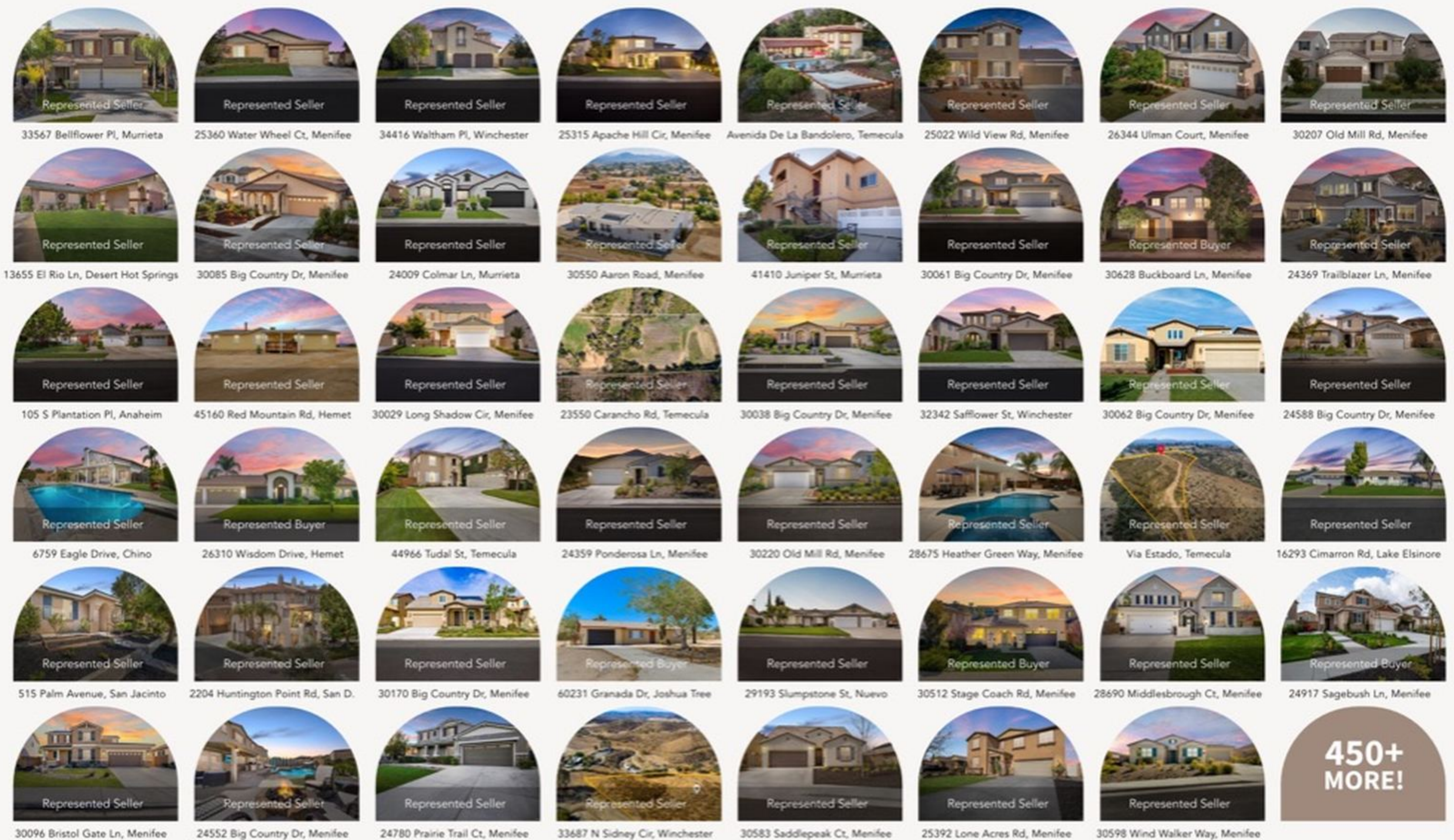


19452 Jasper Hill Rd, Trabuco Canyon, CA



433 Marlynn Ct, Escondido, CA

"THIS IS WHAT EXPERIENCE LOOKS LIKE WHEN IT MATTERS MOST"



Let's Talk Timing, Prep, and Priorities

LET'S GET CLEAR ON WHAT MATTERS MOST TO YOU



- ✓ How important is it to you that your home sells quickly?
- ✓ Are you open to making a few small improvements if they could help your home sell faster or for more?
- ✓ Would you prefer to sell the home exactly as-is, or are you open to small investments that could create more buyer interest?
- ✓ Are you willing to be flexible on price, timing, or terms to get the outcome you want?

Great! That gives me a clear picture of where you're at. Let's look at what today's buyers are thinking and how we can use that to your advantage



What Buyers Are Navigating in This Market

CHALLENGES AND MINDSET OF TODAY'S HOMEBUYERS

Today's buyers are navigating a much different landscape than just a few years ago.

Interest rates are higher, monthly payments are tighter, and uncertainty has made many of them more cautious. But with the right strategy, these challenges don't have to work against you, they can actually work in your favor.

Buyers are payment-conscious.

Higher interest rates mean monthly budgets are tighter. Buyers are still buying, they're just looking harder for homes that feel worth it. A clean, well-presented home that shows value will stand out.

Many buyers ask for concessions.

It's now common for buyers to ask for help with closing costs, which doesn't mean losing money. It simply requires us to adjust pricing and negotiation strategies as part of today's market dynamics.

Contingencies are back.

Most buyers today are keeping inspection and appraisal protections in place. But we can protect your position too, including using kick-out clauses and strong negotiation strategies.

Decision timelines are slower.

Buyers aren't rushing like they used to. It may take a little longer to get strong offers, but serious buyers are out there. Our job is to stay flexible and keep the momentum going.

If we position your home with today's buyer in mind (**clean, easy to say yes to, and priced right**) we'll be giving ourselves a good shot. **BUYERS ARE READY.** They just need to feel confident. Let's give them a reason to move fast.



Understanding the Current Market

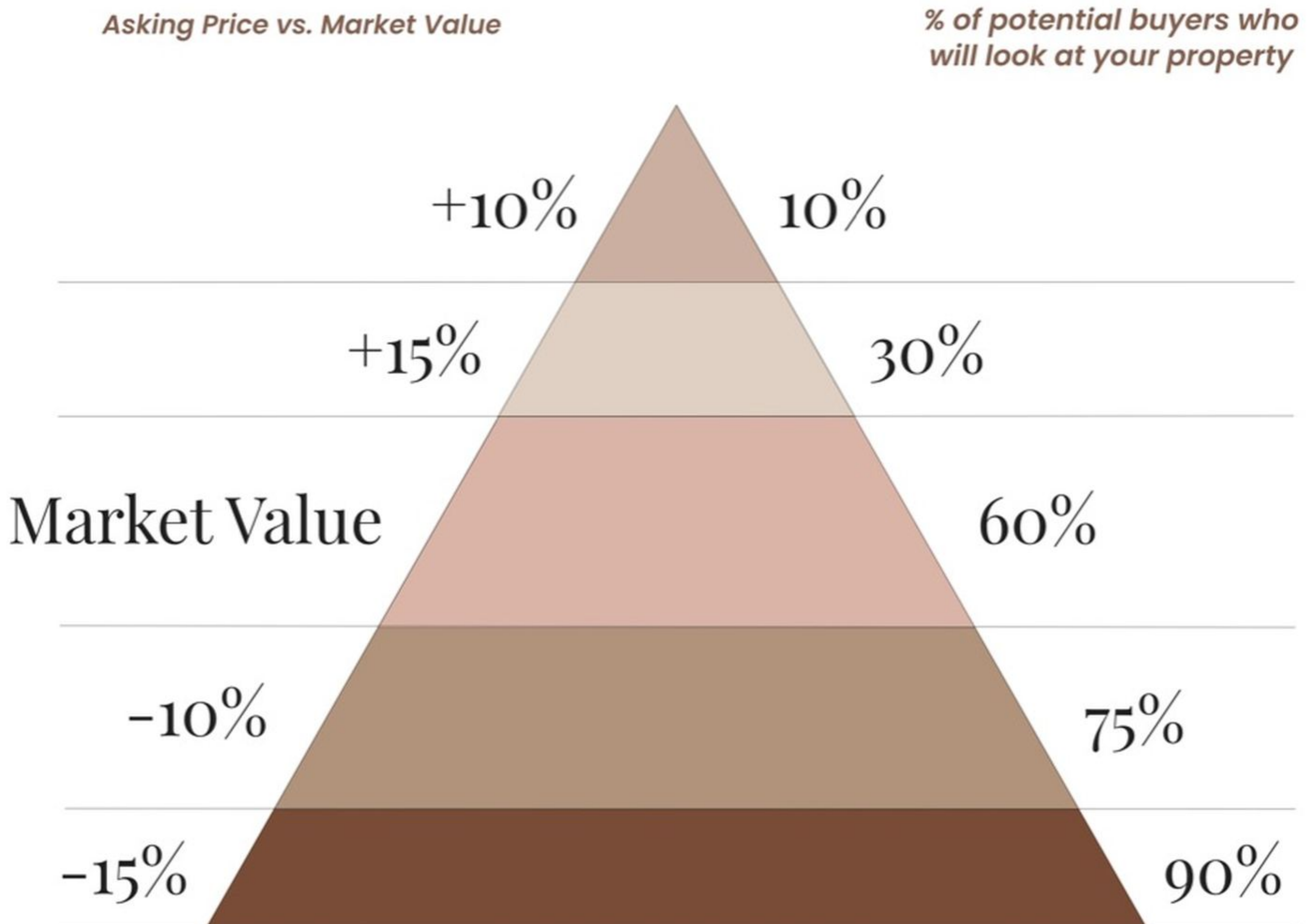
YOUR HOME'S PLACE IN IT

To price your home effectively, we need to look at three key categories of homes in your area. Each of these gives us valuable information that will help us position your home for a successful sale.

Active Listings	<i>We need to position your home competitively against these properties. Your home's unique features and condition will play a key role in standing out from this competition.</i>
Pending Listings	<i>These homes represent successful pricing and marketing strategies. We can learn from what worked for these properties to ensure your home attracts offers quickly.</i>
Sold Listings	<i>These sales give us a solid foundation for pricing your home. They also help us anticipate potential appraisal issues and ensure your home is priced to both attract buyers and pass appraisal.</i>

Impact of Price On Visibility

UNDERSTANDING THE PRICE PYRAMID





Let's Talk Pricing

OUR GOAL IS TO PRICE IT RIGHT OUT OF THE GATE

In today's market, how we price your home determines how well it performs.

We're not just putting a number on it, we're setting the tone for how it's perceived and how quickly it moves. A strong price gives us leverage, momentum, and more negotiating power

Why pricing it right from the start matters:

- **Homes priced right sell 2-3x faster** than homes that start high and reduce later. (NAR)
- **Price reductions can raise red flags**, even when there's nothing wrong with the home.
- **Overpricing delays your sale** and often leads to bigger concessions or a lower final sales price.
- **Underpricing isn't the goal**, but strategic pricing is, so we can attract attention, create urgency, and generate the strongest offers possible.
- **The real estate pros agree:** The longer a home sits, the harder it becomes to shift the narrative.

That doesn't mean we can't aim high,
it just means we need to be thoughtful.

Our goal is to meet the market where it is...

This isn't about guessing. It's about launching your home with confidence and a clear game plan to achieve your goals.



Creating Buzz the Moment We Launch

PREP IT. PRICE IT. LAUNCH IT RIGHT.

When we go live, we want buyers to feel like your home is the one to see.

That kind of urgency doesn't happen by accident, it's created.

Prep It

Buyers want to feel confident and excited the moment they walk in.

A clean, fresh, well-presented home builds trust and stronger offers. Simple updates can make a big difference, even if you're selling "as-is."

Price It

It positions your home where today's buyers will want to come see it. Pricing it right from the start means we can drive interest, create urgency, and avoid the need for price reductions down the road.

Launch It

Our goal: buyers see your home and say, "We need to go see this." From a strong launch weekend to targeted agent outreach and "coming soon" buzz, we're stacking the deck in your favor.

Here's how we generate early momentum:

Coming Soon Strategy

We use the 'Coming Soon' window to tease the listing, alert agents, and warm up interest before it's even available for showings.

Agent-to-Agent Buzz

We'll personally reach out to agents in our network who may have a buyer match, giving them a reason to preview or show it ASAP.

Launch Weekend Strategy

A polished online debut, targeted marketing, and an open house the first weekend all work together to create that "buzz" moment.

First Impressions Matter

Photos, description, staging! It all counts. We want buyers to be sold before they even walk in the door.

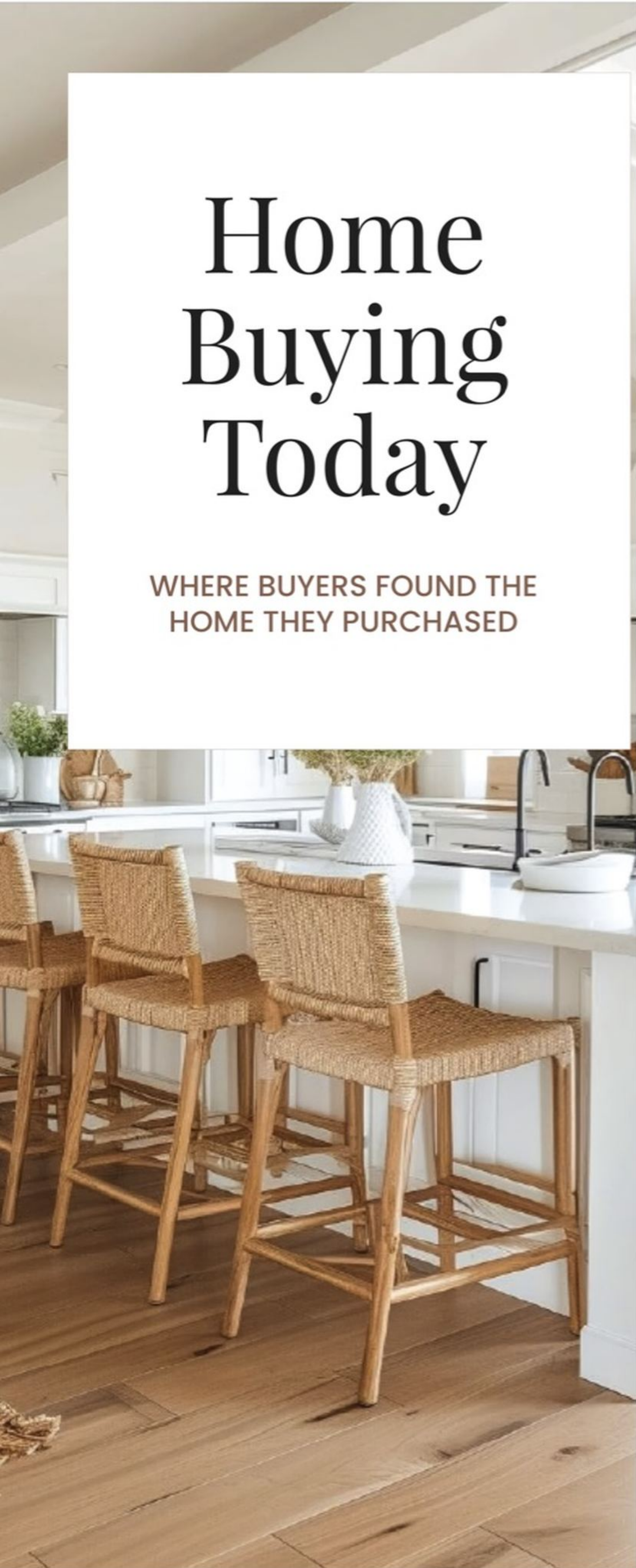
We can't always control how fast an offer comes in, but we can control how well your home shows up from the start. And momentum early on gives us the best shot at a strong offer.



Marketing Touchpoints

EVERY TOOL AT OUR DISPOSAL TO SHOWCASE YOUR HOME

- | | |
|--|---|
| ☐ Professional Photography | ☐ Targeted Postcard Mailing |
| ☐ Virtual Home Tour | ☐ Neighborhood Mailouts |
| ☐ “Coming Soon” Pre-Marketing | ☐ Broker-Only Preview Event |
| ☐ Custom Property Website | ☐ Public Open House |
| ☐ MLS Listing Launch | ☐ Print Advertising |
| ☐ Yard Sign on Property | ☐ Custom Property Brochure |
| ☐ Network Announcement | ☐ Instagram/TikTok Showcase |
| ☐ Email Marketing Campaign | ☐ Announcement at Brokerages |
| ☐ Social Media Promotion | ☐ YouTube Video Walkthrough |
| ☐ Website Feature | ☐ Facebook Feature |
| ☐ Online Listing Syndication | |



Home Buying Today

WHERE BUYERS FOUND THE
HOME THEY PURCHASED

52%

Internet

28%

Real Estate Agent

8% *Friend, Relative, Neighbor*

6% *Home Builder*

4% *Yard Sign/Open House*

3% *Knew the Sellers, Direct*

1% *Print Advertisement*

Our Strategy to Reach Today's Buyers

MARKETING PLAN FOR YOUR HOME

1	ESTABLISHING A STRONG ONLINE PRESENCE Optimized online listings with professional photography and virtual tours
2	LEVERAGING OUR EXTENSIVE AGENT NETWORK Leveraging our agent network to promote your property
3	PROVIDING IN-DEPTH PROPERTY INFORMATION Providing detailed property and neighborhood information
4	MAXIMIZING CURB APPEAL AND VISIBILITY Ensuring strong curb appeal and neighborhood signage
5	HARNESSING WORD-OF-MOUTH MARKETING Utilizing our reputation and client network for word-of-mouth marketing
6	IMPLEMENTING A DIVERSE MARKETING STRATEGY Employing a mix of online and traditional marketing methods

Ultimate Seller's Checklist

PREPARING FOR YOUR HOME LISTING PHOTOS & SHOWINGS

GENERAL

- ☐ Hang wreath and add welcome mat to the front door.
- ☐ Test all lights and replace bulbs as needed.
- ☐ Leave all lights on and all fans off.
- ☐ Touch up paint and fill holes or scratches in walls.
- ☐ Declutter as much as possible, removing excess furniture and personal items.

KITCHEN

- ☐ Clear countertops of all appliances if possible.
- ☐ Empty sinks and put away all dishes. Put all sponges, brushes, and dish soap under the counter.
- ☐ Empty garbage and move cans & bins to garage.
- ☐ Remove all artwork and magnets from refrigerator. Remove all items from the top of the fridge.
- ☐ Remove dog and cat beds, food bowls, litterboxes, etc.
- ☐ Remove extra rugs, potholders, trivets, and dish towels.

BEDROOM

- ☐ Make beds and tidy the rooms.
- ☐ Put away all clothing, toys, and valuables.
- ☐ Remove family photos and any inappropriate artwork.

BATHROOMS

- ☐ Clear all countertops of personal items.
- ☐ Clear shower stalls and bathtubs of all personal items.
- ☐ Clean mirrors and glass surfaces, empty garbage, and hide bins.
- ☐ Hang towels neatly and remove rugs.
- ☐ Remove plungers and cleaning items.
- ☐ Keep toilet seat and lids down.

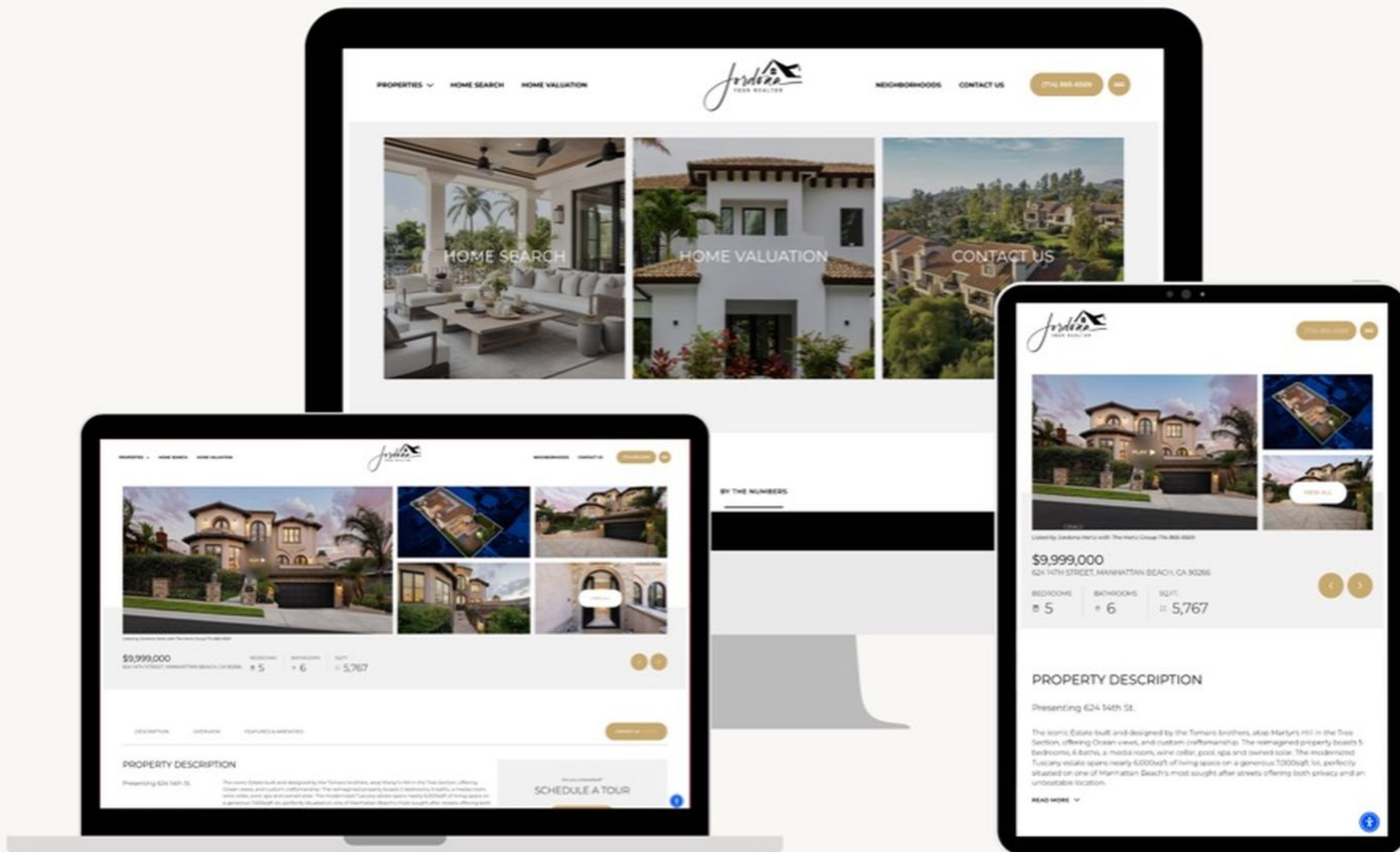
EXTERIOR

- ☐ Lawn should be freshly mowed & edged, and bushes trimmed.
- ☐ Neatly coil hoses.
- ☐ Pressure wash driveway.
- ☐ Move or remove any yard clutter.
- ☐ Organize patio furniture and children's toys.

Internet Exposure

MAXIMIZING YOUR HOME'S ONLINE PRESENCE

*According to the National Association of Realtors' most recent data:
97% of home buyers used the internet in their home search process.*



*To capture this vast online audience, we will list your home on
multiple high-traffic real estate websites:*

☐ Multiple Listing Service (MLS)

☐ Zillow

☐ Realtor.com

☐ Trulia

☐ Homes.com

☐ Redfin

☐ Local Brokerage Sites

☐ Custom Property Website



Social Media Strategy

LEVERAGING LOCAL SOCIAL MEDIA

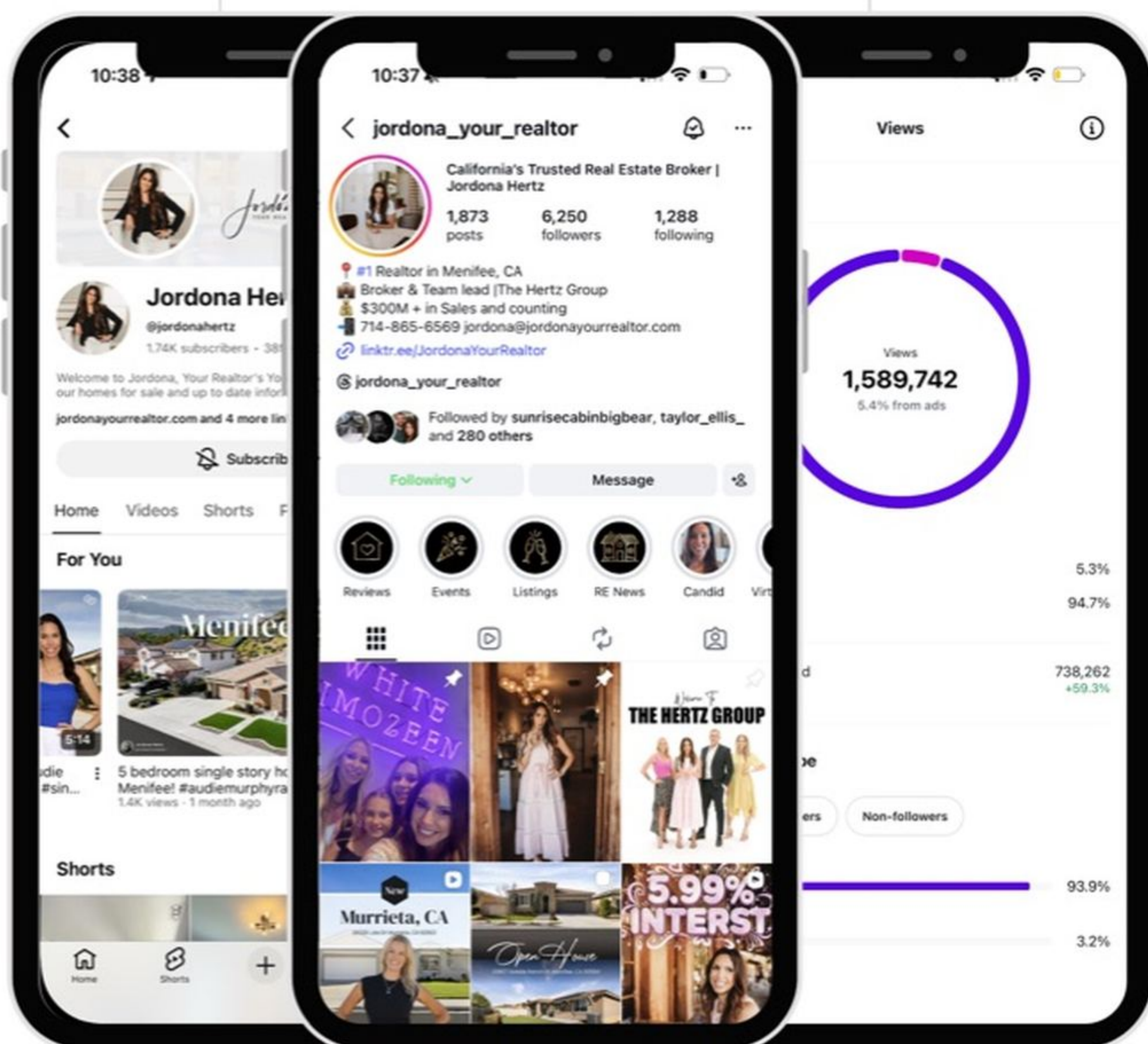
Our comprehensive social media strategy ensures your home gets maximum exposure across all major platforms, increasing the likelihood of attracting serious buyers and securing a quick sale at the best possible price.



Views ⓘ

2,292,082

- ☐ **Instagram**
100k Weekly Views
- ☐ **Youtube**
200k Weekly Views
- ☐ **Email Blasts**
20k Subscribers
- ☐ **Facebook**
75k Weekly Views
- ☐ **Tik Tok**
20k Weekly Views



Professional Photography

SHOWCASING YOUR HOME'S BEST FEATURES

As you can see, professional photography makes a dramatic difference in how your home is perceived online. Professional photos:

Why This Matters

- **87% of buyers** find photos very useful in their home search
- Listings with high-quality photography **sell 25% faster and often for more money.**
- Video tours can help prequalify buyers, **ensuring only serious** prospects schedule in-person viewings.
- Professional visuals help buyers **connect emotionally** with a property before they ever step foot inside.

Our Process

1. Professional staging consultation to ensure your home looks its best
2. Photography session with our expert real estate photographer
3. Video tour filming with professional equipment and editing
4. Creation of a professionally produced YouTube video tour using cinematic filming and editing to showcase your home online.

Before



After



By creating top-quality visual content, you help your home make a stunning first impression online, attracting more potential buyers and setting the stage for a successful, timely sale.

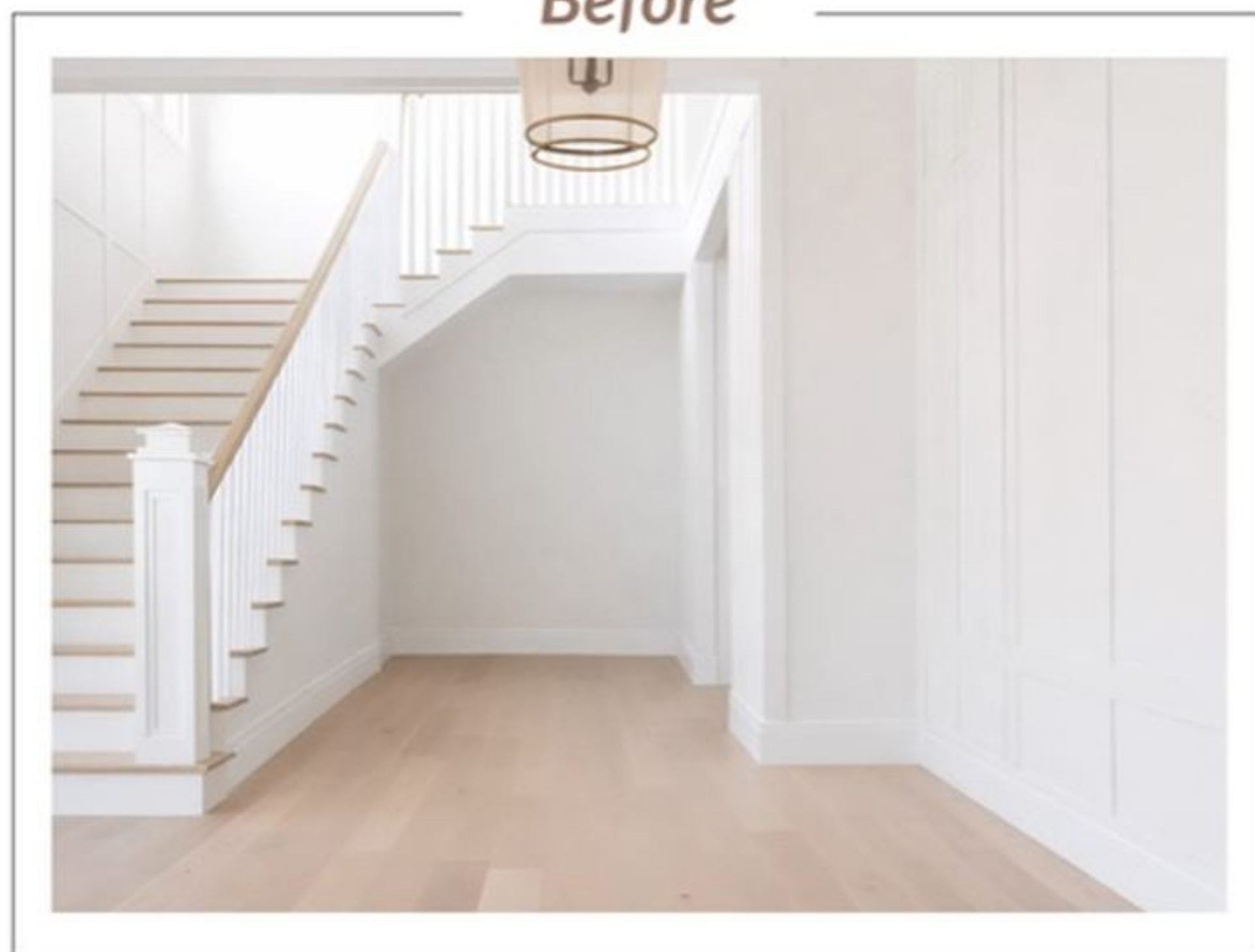


The Importance of Staging Your Home

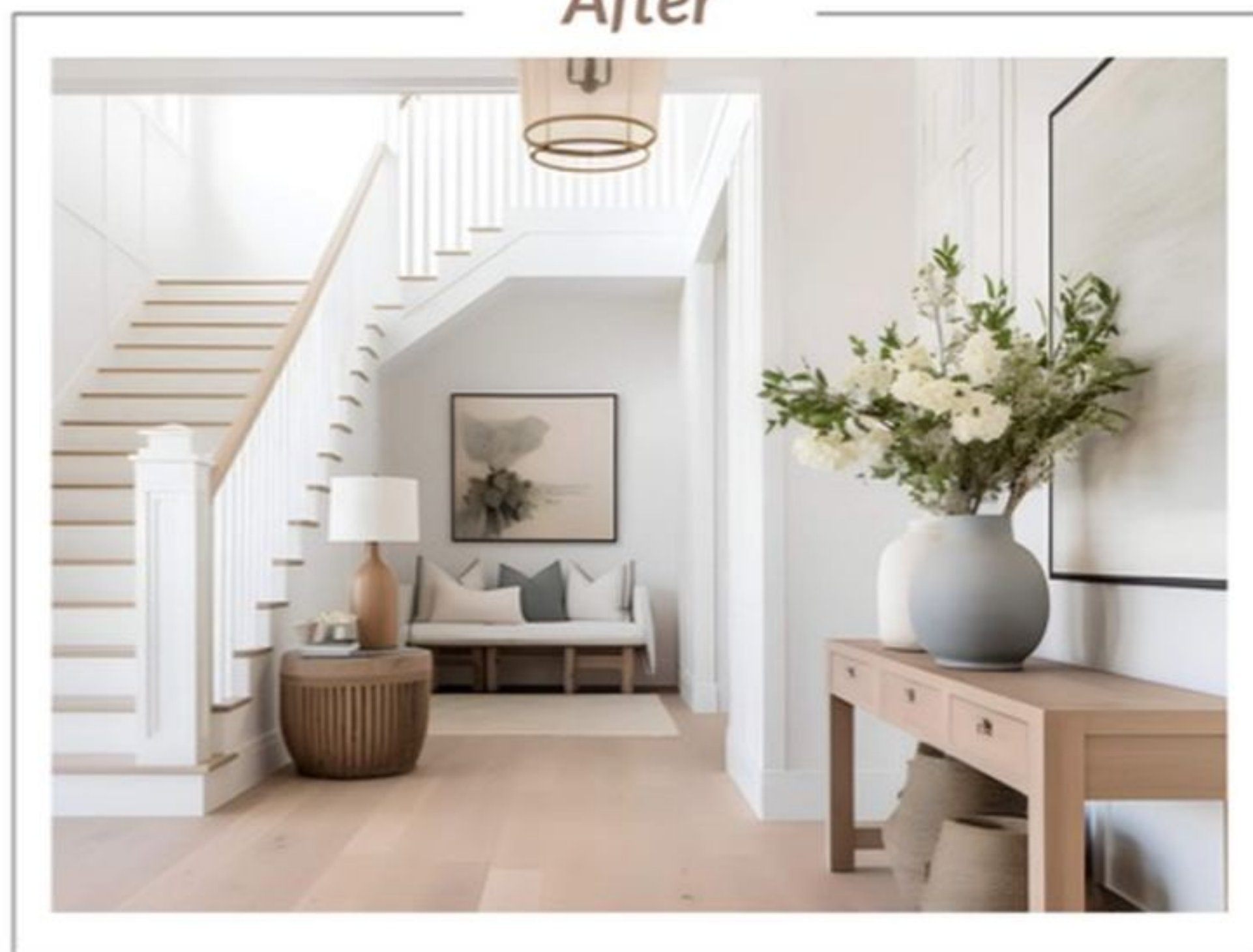
UP TO 5% HIGHER SALE PRICE WITH STAGING

Buyers form an opinion within seconds of entering a home. Thoughtful staging highlights the space, creates warmth, and helps buyers instantly imagine themselves living there.

Before



After



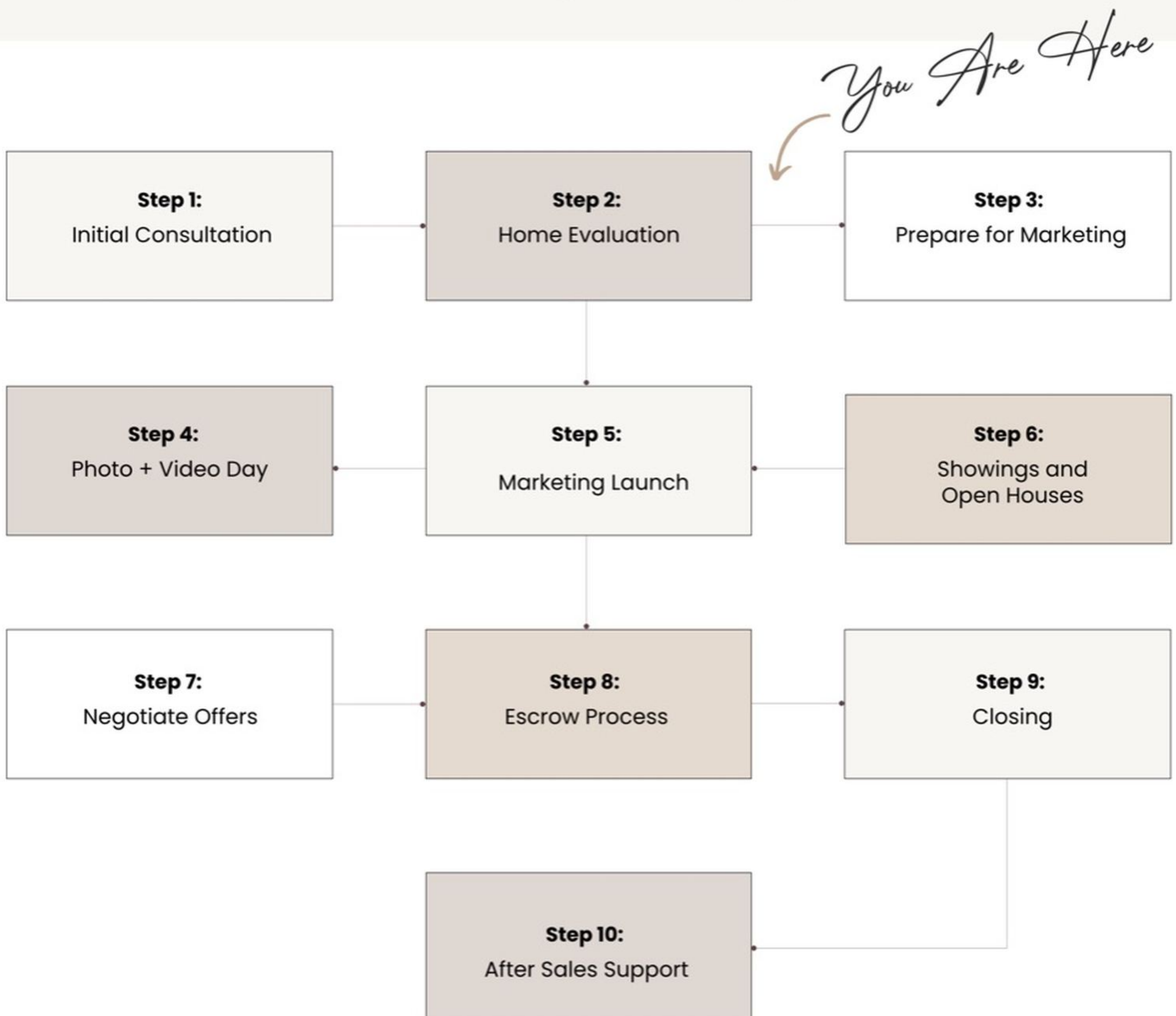
Why Staging Matters

- ✓ Highlights the home's best features
- ✓ Creates a warm, inviting first impression
- ✓ Helps buyers visualize living in the space
- ✓ Makes photos stand out online

Your Simple Guide to Selling Your Home

MY TRIED AND TRUE HOME SELLING METHOD

My 10-step approach makes home-selling efficient and stress-free, avoiding common challenges. Here's our game plan





Your Next Steps to Selling Your Home

WHAT YOU CAN EXPECT TO HAPPEN AFTER THIS MEETING

Step 3: Prepare for Marketing

- You'll get professional photography and staging guidance.
- I'll coordinate top-notch photography to showcase your home.
- You'll receive personalized staging tips to impress buyers.
- Your home will be "show-ready" for maximum appeal.

Step 4: Photo + Video Day

- Your home will be professionally captured with high-end photography and cinematic video.
- We create scroll-stopping visuals designed to grab attention instantly.
- This is where your listing comes to life and stands out from the competition.
- The full shoot typically takes up to 3 hours to ensure every detail is captured perfectly.

Step 5: Market Launch

- Your home officially hits the market across all major platforms.
- We launch a strategic marketing push to generate immediate attention and demand.
- Targeted exposure drives qualified buyers to your listing from day one.
- We monitor activity closely and position your home to create strong interest and momentum.

Step 6: Showings and Open Houses

- You'll get a streamlined, discreet showing process.
- I'll handle all showings and open houses professionally.
- You'll receive regular feedback and updates.
- Your daily life will face minimal disruption.



Step 7: Negotiate Offers

- I'll guide you through every offer, breaking down price, terms, and strength.
- We'll leverage demand and competition to negotiate the best possible outcome.
- I advocate on your behalf to maximize your net and protect your interests.
- You'll feel confident choosing the right offer, not just the highest one.

Step 8: Escrow Process

- You'll receive proactive solutions to address any inspection issues or appraisal challenges, keeping the transaction on track.
- I'll coordinate with inspectors, appraisers, and your buyer's team to promptly resolve concerns.
- I'll handle any roadblocks to ensure a smooth closing.
- I'll keep you informed every step of the way, so you always know the status.

Step 9: Closing

- Coordinate moving with your moving trucks.
- Shutoff major utilities and transfer if needed.
- Coordinate mail to be forwarded to your new address.
- Insure escrow has your payoff info and where you would like your proceeds wired.
- If your home is in a trust, make sure you have a bank account with that trust's name.
- Coordinate move out cleaning.

Step 10: After-Sale Support

- I'll continue to assist and provide resources after the transaction, helping with your next steps.
- I'll remain available to answer questions, offer referrals, and ensure your satisfaction long after the sale.
- I'll be your trusted partner for this sale and any future real estate needs.
- I'll support you through this transition and beyond.



Understanding the NAR Settlement

HOW IT AFFECTS YOU AS A SELLER



The key change: sellers are no longer required to offer compensation to buyer's agents as a condition of listing their home on the Multiple Listing Service (MLS).

HOW DOES THIS AFFECT YOU AS A SELLER?	HOW DOES THIS AFFECT BUYERS?	PROS AND CONS
• You now have more flexibility in deciding whether and how much to offer as compensation to buyer's agents. You're no longer obligated to • include a buyer's agent commission in your listing. You may need to consider new strategies for attracting buyers • and their agents to your property if you opt to not offer compensation to a buyer's agent.	• Buyers may now be responsible for paying their agent's commission out of pocket if sellers don't offer compensation. • Buyer's agents now must have signed agreements with their clients, clearly outlining their services and compensation. • Buyers might become more selective about using an agent or may try to negotiate agent fees.	<u>Pros:</u> • Increases exposure and showing activity • Incentivizes agents to prioritize your home • Can lead to stronger and faster offers <u>Cons:</u> • Adds to your overall selling costs • May impact your net proceeds • Not always necessary in high-demand markets



Do You Feel This Plan Has What It Takes to Get Your Home Sold?

ARE YOU READY TO PUT ME TO WORK FOR YOU?

I understand this is a big decision. What specific concerns do you have that we haven't addressed yet? **I want to make sure you feel completely comfortable before we move forward.**

I'm confident that together, we'll achieve a successful sale of your home. I'm looking forward to getting started and keeping you updated every step of the way. Let's make this happen!"

I'm going the extra mile to get your home **Sold** *fast!*



Thank You!

Thank you for considering me to help sell your home. My commitment to you is clear:

To sell your home for the most money possible, in the least amount of time, with the least amount of hassle.

Your dream sale is within reach, and I'm here to make it a reality. Let's take the first step together towards a seamless, stress-free sale. Let's get started today to begin your tailored home-selling experience, and let's turn that 'For Sale' sign into 'Sold'!

Jordona Hertz

YOUR LOCAL REALTOR®

Serving The Temecula Valley And
Surrounding Area For The Last 15 Years

Follow On



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@jordonahertz

Let's Connect

Scan the QR code to stay in
the know about local
happenings, hot new
listings, fun things to do,
and so much more.

