



YOUR HOUSE
SOLD
YOUR WAY

YOU SELECT

- ✓ The **Price**
- ✓ The **Terms**
- ✓ The **Move Date**
- ✓ The **Commission**

How to customize your home selling experience, avoid one size fits all agents, and remove barriers that put your relocation plans on hold.



RICHARD UPTON



Customizing our client's selling experience for over 20 years.

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TheRichardUptonGroup.com

“ The one size fits all approach to selling your home is usually the result of the agent with limited knowledge and training. They have been taught to sell homes one way with limited tools and can't provide solutions to each seller's individual needs, wants or challenges ”

We understand how frustrating this can be, and if you've been in this situation before, you're not alone. Other homeowners have encountered the same situation. Some homeowners, out of desperation, had an outcome they didn't really want but settled, or just gave up. Usually, it's completely unnecessary.

This is where the agent you hire makes all the difference. Some agents may have sold homes for a long time or even a large number of homes, this doesn't tell you how many sellers were into an assembly line approach or tell you how many people didn't sell because of lack of solutions. The sellers could still be shown the same assembly line way for everyone or had to settle for something different than they wanted.

There are a lot of lower quality cars made that way, only the higher quality ones are custom made. The good news is you can get that same tailor-made approach and on your terms. The real focus should be on how many homes they didn't sell. How many people's futures were put on hold and their hopes dashed when it didn't have to happen. The options were there, they just didn't know about them.

After discussing their unique situation, challenges, questions and their preferred outcomes with us, our clients have discovered that there are solutions to their specific needs. It relies heavily on the knowledge, training, creativity and applying or "tailoring" this experience to the seller's unique needs.

We found that Selling Your Home Your Way has the best outcome when it looks right, feels right and it fits right.



One size fits all approach never looks right



A Custom Tailored approach always comes out looking a lot better



HAVING YOUR SALE CUSTOM TAILORED TO YOU

People sell their homes for many reasons, some planned & some not. They usually fall into four categories.



THE HOUSE ITSELF

- ◆ It no longer meets your needs
- ◆ Neighborhood changes



FINANCIAL REASONS

- ◆ No money to upgrade the home
- ◆ Deferred maintenance on the home
- ◆ Needed access to the equity in the home
- ◆ Failing business or loss of income
- ◆ Inflationary cost of living going up



PERSONAL REASONS

- ◆ Job transfer
- ◆ Moving closer to family
- ◆ Moving on to the next fixer upper
- ◆ New interests and priorities
- ◆ Retirement



LIFE CYCLE CHANGES

- ◆ Changes in relationships
- ◆ Empty nests
- ◆ Death in the family
- ◆ Medical needs



In many cases the reasons for selling consist of more than just one reason. One situation may lead to another, then another and son on... The key is knowing how to apply specific solutions to specific needs. Here are a few of examples of how things could turn out better under trying circumstances with the right agent with the right knowledge and how to apply it to individual situations.



DIVORCE

It's not a good situation and emotions are running high. In most cases people want this to remain private. Putting for sale signs up, plastering it all over social media, flooding the neighborhood with announcements and dozens of strangers coming into your home at an open house is probably the last thing you want. Unfortunately, that may be the only way most agents know how to sell a home. Another missing element is knowing how to deal with everyone else involved, including other household members, any legal teams or the court system.

Many times, people delay or draw out the process because of replacement housing concerns or the stress of private matters becoming public. The truth is, you can sell your home with privacy, find replacement living arrangements and not have to be in constant sell mode for months. You have enough things to think about. We customize this process to go according to your needs.



RELOCATING OUT OF CALIFORNIA

Moving out of California, for good, seems to be a popular reason right now. It requires coordination between multiple parties in multiple locations. Finding a replacement home to purchase or rent, moving companies and timing can be challenging. Selling your home in one day and having to move out at the close of escrow could be an obstacle to getting the outcome you needed. Understanding your situation, knowing what solutions are available, and how to apply them, makes all the difference.



CASHING OUT MY EQUITY

A lot of people remember the housing crash of 2007 to 2013. That happened for a lot of reasons that people still disagree on even today. Most people say that won't happen again because things are different today. I'm not making any predictions. What I am saying is the situation many homeowners are in now, and they can't withstand a repeat event.

In 2007 to early 2008 the market started the freefall. People had 50% or more of their equity wiped out. For many, short sales and foreclosures were over 85% of the home sales. For those that kept their homes, the market has rebounded and now exceeds the values of their homes at the peak in 2006. The difference is they may have been 35 to 50 years old then. Now they are 55 to 70 years old. Another repeat of a housing cycle like that will wipe out their retirement funds. They have no more time to recover from another real estate cycle.

This is how stars are lining up for homeowners to make the move now.





THE BIGGEST OBSTICAL IN RELOCATING



I CAN'T FIND A REPLACEMENT HOME!

This is the main reason most people that want to buy or sell their homes don't. It's completely unnecessary in most cases. What's lacking is knowledge, or lack of effort or both from agents. For sellers it turns into a circle of frustration. The same situation that gets them multiple offers on their home for sale prevents them from finding a replacement home or getting their offers accepted on ones they do see that meets their needs. Those two items are

1. **Lack of inventory**
2. **Contingency of sale offers.**

First let's look at **lack of inventory**. That allows sellers (that's you) to get top dollar with multiple offers and allows you to dismiss any offers from buyers that have to sell their home in order to buy yours. There are simply too many qualified buyers that don't have to sell a home first making offers.

Now let's look at **Contingency of sale offers**. This simply states that I'll buy your home subject to me selling my home. In times past with a balanced market, you could submit contingency of sale offers and get them accepted. It provided a way to not be obligated to buy a home until your home closed escrow close to or concurrent with the replacement home. Not so in today's market. Why? Because of lack of inventory. Then homeowners simply don't sell their home seeing there is no replacement home and that leads to less homes for sale. The circle is now feeding itself.





SO, WHAT'S THE SOLUTION?

Knowledge and creativity are the key. Most agents and buyers look at the MLS system to identify homes for sale. Most people start online at the big national web sites even before they call an agent. BIG MISTAKE. Yes, I get it. No one wants a pushy agent bugging them when they just want information. And frankly, most agents have earned that title of pushy or self-serving. What most people don't know is this on line only approach severely limits their home inventory pool to select from.

Recent changes in the MLS system actually does not show two major categories of homes for sale on any agents web sites, whether is a national big name site or a local agents search engine. These two new categories that did not exist too long ago are hidden to the public directly. Only the local agents can find these homes listed for sale and then inform their clients. This is a big stumbling block to sellers who can't seem to find what's out there searching sites on their own.

Another big obstacle is the agent's inability in creating the inventory for the clients themselves. Usually it's a result of lack of knowledge or effort or both. There are over 10 different ways to identify, screen, and secure replacement homes other than the "Active" status home in the MLS system. That's in addition to the two hidden ones mentioned earlier.

Ok that's all great, but once we find a home through your expanded areas, aren't we still in the same situation with the contingent offer problem? NO!. For the same reason most agents suffer from (lack of knowledge and effort or both) clients end up paying the price. It's completely unavoidable.

New solutions to this contingency of sale situation for sellers that didn't exist even a couple of years ago have now appeared on the scene. This in response to the unique low inventory market. So those agents who learned how to sell homes years ago that don't learn, can't adapt and can't solve. There are new options that allow home sellers to purchase their replacement home first, then sell their old home once they move into the new one. All without having to qualify for or making two mortgage payments. Another new option allows homeowners to convert their loan based contingency of sale offers to non-contingent cash offers!

It's all about application of knowledge to a clients specific needs like a tailor making a custom suit. We do just that. We solve the low inventory crisis by creating our own inventory and showing homes for sale not seen on line. We remove the barriers of contingency of sale offers that hold most sellers back from their relocation plans.



WHAT'S NEXT?

This is all up to you. Knowing what I know, if I were thinking about selling my home, I would make sure I knew all the facts before making a decision. If there is an opportunity to learn how I could sell my home my way that I didn't know existed that affected my and my family, I would sleep better at night knowing that I at least looked into it further.

We'll be happy to go over those options with you when you're ready. In the mean time keep us in mind and let those that you talk to know that they too can benefit from our knowledge solutions based approach.

Take a look at what our clients had to say, and then a little bit more about my background

Real Results From Real Clients



Steve & Kendra M. from Menifee

"Richard was referred to us by our daughter. When he first came over to discuss our relocation out of state, we had so many questions. He listened carefully, answered every question, and let us know we could move the way we wanted to and put a plan together to make it happen. Never in our wildest dreams did we ever imagine it going so smoothly. Richard was very professional and even help us with a lot of things in Texas, including paperwork for our water company out there. We would highly recommend Richard to all of our family and friends. We would of never made it without your help. Best Agent ever!!!!"



Ross & Linda M. Beaumont

Richard was referred to us by our son, whom he recently helped relocate. Richard took the time to listen to what our moving plans were and made sure it worked the way we wanted it to. Richard helped us find the right agent in Utah and worked with them to make sure things went the way we wanted them to. We found the right home in Utah and closed escrows at the same time and had only one move, It was almost like he was there with us. We can't say enough about how much he knows and how he made our experience the best we could have hoped for. Thank You Richard!





MY JOURNEY



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I've been customizing real estate solutions for clients for over 20 years now. The foundation for how and why I do things the way I do started long before that.

I grew up in the Midwest in the middle of nowhere, in the middle of the woods and town was 16 miles away. It was a simple life and everyone knew everyone. It had its challenges though. Like many others we did not have money. My mom raised 5 kids on her own, and after losing our home we lived in motels for a few years with government aid and the help of the local church. No sympathy expected here though, I knew others that were even worse off than us.

I had few options at the age of 18 and the military was an option that provided what I needed at that time. Free housing, free food, a free education, a paycheck and stability. In the end it paid off in more ways than I could have imagined.

The lessons of focus, attention to detail, leadership responsibilities, abilities to adapt to changing situations, and knowing that the lives of others depended on your efforts, played a key role in how I developed as a person. Transitioning these traits to how helping homeowners with different circumstances and needs, has been the cornerstone of what we do, why we do it and how we do it.

After separating from the military in 1992, I stayed in southern California, got married, had two kids and started my Real Estate business in 2000. It's been a great journey with lots of twists and turns, and market fluctuations. I continue to embrace the trust and faith our clients have in us to get the results they want, the way they want, and when they want it.

