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The Selling Options Guide

Moving up or downsizing: four ways to sell in Riverside County, and what each one leaves in your pocket.



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AT A GLANCE

Four ways to sell. Each lands on a different number.



01

List with a full launch



02

Keep it, rent it, buy your next home



03

Renovate, then sell



04

Sell to a cash buyer

MOVING UP	DOWNSIZING
Time the sale and the next purchase together.	Free up equity, take on less upkeep, and time the move.

SIDE BY SIDE

OPTION	SPEED	PRICE	EFFORT	CERTAINTY	BEST FOR
01 List with a full launch	●●●○○	●●●●○	●●●○○	●●●●●	The strongest price, with time to prepare.
02 Keep it, rent it, buy your next home	●●○○○	EQUITY KEPT	●●●●●	●●●○○	Owners whose current loan or rent is worth keeping.
03 Renovate, then sell	●○○○○	●●●●○	●●●○○	●●○○○	Homes that need work, sold finished.
04 Sell to a cash buyer	●●●●●	●○○○○	●○○○○	●●●●●	Speed and certainty over the top price.

More dots: faster, higher price, more work, more certainty.

01

List with a full launch



FITS WHEN

You want the strongest price and have time to prepare the home.

HOW IT WORKS

Walk it and price it

Prep that pays

Concierge Marketing Campaign

Launch everywhere

Real comps, prep that pays, and a Concierge Marketing Campaign across the MLS, Zillow and social. Kione and Moses walk you through every offer to close.

The tradeoff: Prep, showings and time on market.

SPEED	PRICE POTENTIAL	EFFORT FOR YOU	CERTAINTY
●●●○○	●●●●○	●●●○○	●●●●●

BEST FOR The strongest price, with time to prepare.

02

Keep it, rent it, buy your next home



FITS WHEN

Your current loan or the rent the home could earn is worth holding on to.

HOW IT WORKS

1. Run the hold numbers
2. Lender and tax pro
3. Buy your next home
4. Lease the rental

Hold your current home as a rental and buy your next one, bigger or smaller. You keep your current loan and take on a landlord's work.

The tradeoff: Your equity stays in this home, and you carry two homes.

MOVING UP	DOWNSIZING
Keep your current loan while you buy the next home.	Keep the home earning rent, or sell it to free up equity.

> Talk with a tax professional and a lender before you decide.

SPEED	PRICE POTENTIAL	EFFORT FOR YOU	CERTAINTY
●●○○○	EQUITY KEPT	●●●●●	●●●○○

BEST FOR Owners whose current loan or rent is worth keeping.

03

Renovate, then sell



FITS WHEN

The home needs work and you would rather sell it finished.

HOW IT WORKS

Walk it together → Partner scopes it → The renovation → Full launch

Our renovation partner updates the home before it hits the market. You approve the scope, the partner runs the crews, and the finished home launches with a Concierge Marketing Campaign.

The tradeoff: The longest timeline, and renovation cost before you sell.

SPEED	PRICE POTENTIAL	EFFORT FOR YOU	CERTAINTY
●○○○○	●●●●○	●●●○○	●●○○○

BEST FOR Homes that need work, sold finished.

04

Sell to a cash buyer



FITS WHEN

Speed and certainty matter more to you than the top possible price.

HOW IT WORKS

1. Share your timeline
2. Buyer sees the home
3. Compare side by side
4. Close on your date

Kione and Moses connect you with third party cash buyers, then lay each offer next to your full launch net.

The tradeoff: Offers usually land below market value.

> Cash offers come from third party buyers and are subject to their terms.

SPEED	PRICE POTENTIAL	EFFORT FOR YOU	CERTAINTY
●●●●●	●○○○○	●○○○○	●●●●●

BEST FOR Speed and certainty over the top price.

NEXT STEP · FREE

See what each path nets you.

Moving up or downsizing, Kione and Moses prepare a personalized net sheet for your home: all four paths, side by side, with the costs and timing.

BOOK A FREE CONSULTATION · EMPIREREALESTATECA.COM

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DISCLOSURES

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This guide is general information. It does not give tax, legal or lending advice. Talk with a tax professional before deciding to keep a home as a rental. Cash offers come from third party buyers and are subject to their terms. Net sheet figures are estimates.

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