

Bay Area

Home Seller's Profit Checklist

The 3 "Deal Killers" and The 5 "Money Makers"

In the Bay Area, buyers make decisions based on the disclosure packet as much as the home itself. My proven Profit Checklist helps ensure your disclosures attract strong offers instead of negotiations for price reductions or seller concessions.

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Phase 1: The 3 "Deal Killers" (Risk Mitigation)

Fix these first to prevent buyers from walking away or demand thousands of dollars for concessions + credits and closing costs.

Pre-Home/ Pest and Roof Inspection/ Clearance

Many people think that although inspections are not mandatory for sellers in the Bay Area that they can save money by letting the buyers do their own inspections. While this seems like a good idea up front this decision could end up costing you thousands of dollars later.

1. Pest Inspection

- ☐ **Active Infestation:** Treat for termites, powder post beetles, or carpenter ants.
- ☐ **Dry Rot:** Replace any wood damaged by fungus/moisture (common in eaves, decks, and bathroom subfloors).
- ☐ **Earth-to-Wood Contact:** Ensure no wooden structures touch the soil.

2. Mandatory City Compliance

- ☐ **Sewer Lateral:** Perform a pressure test and obtain your Certificate of Compliance (Required in Oakland, Berkeley, Albany, etc.).
- ☐ **Sidewalk Ordinance:** Ensure your sidewalk is trip-hazard free (Required by many Peninsula and East Bay cities).
- ☐ **Water/Energy:** Ensure low-flow toilets and water heaters are strapped/properly vented.

3. Insurance & Safety "Red Flags"

- ☐ **Fire Hardening (AB 38):** If in a "High Fire Zone," clear 5ft of "ember-resistant" space around the home and install 1/8" metal mesh over vents.
- ☐ **Roof Health:** Clear debris from gutters and replace broken shingles. A "5-year roof certification" is gold in this market.
- ☐ **Electrical:** Replace any old "Zinsco" or "Federal Pacific" panels—these are major insurance red flags.

Pro Tip: The "Pre-Market" Secret

Get your inspections done BEFORE you list. Providing a clean, upfront Home, Pest, and Roof inspection packet allows buyers to make "non-contingent" offers, which helps drive the price up through a bidding war.

Phase 2: The "Money Makers" (ROI Updates)

Strategic updates that typically return \$2–\$4 for every \$1 spent in the Bay Area.

These are the upgrades that turn smart, strategic prep into a higher sales price often increasing your final result by tens or even hundreds of thousands of dollars.

1. The "Light & Bright" Paint Strategy

- ☐ **Interior:** Use a consistent, warm white (e.g., Benjamin Moore "Swiss Coffee" at 75% strength) across all rooms.
- ☐ **Kitchen Cabinets:** Instead of replacing them, consider painting. Modern sage greens or classic whites are excellent choices for 2026.

2. Cohesive Modern Flooring

- ☐ **Refinish:** If you have hardwood, sand and seal with a matte, natural finish.
- ☐ **LVP Transition:** If you have old carpet, replace it with high-quality Luxury Vinyl Plank (LVP) that flows through the whole house.

3. The Kitchen Refresh

- ☐ **Countertops:** Replace dated granite or tile with White Quartz.
- ☐ **Hardware:** Install matte black or brushed gold pulls and a modern gooseneck faucet.

4. Designer Lighting

- ☐ **Consistency:** Ensure all bulbs are "Soft White" (3000K).
- ☐ **Statement Pieces:** Replace "boob lights" with modern, minimalist pendants or flush mounts.

5. Low-Maintenance Curb Appeal

- ☐ **Drought-Tolerant Landscaping:** Use black bark/mulch and native California plants.
- ☐ **Front Door:** Paint the door a "pop" color or replace it with a modern wood/glass entry.