THE LA OWNER BRIEF PRESENTS

The Before-You-Sell Checklist

12 things every LA owner should know before signing anything

- ▯ 1. Know all five doors before choosing one.
  Open-market sale, investor sale, hold & rent, build, or keep it in the family with a plan. The right door depends on your timeline, condition, and goals — not on whoever contacted you first.

- ▯ 2. Get your real number — not a website estimate.
  Online estimates miss condition, micro-location, and buyer programs. Your number comes from recent SOLD homes like yours, nearby, in arms-length sales.

- ▯ 3. Understand the investor math before you admire the convenience.
  Cash buyers typically pay 60–70 cents on the dollar. On many South LA homes that spread runs $60,000–$150,000. Convenience is fine — just price it.

- ▯ 4. You don't have to fix it first.
  As-is homes sell. Conventional grant programs in many South LA census tracts put up to $50,000 toward a buyer's purchase — expanding who can buy your home exactly as it sits. Verify current programs with a lender.

- ▯ 5. Read every offer for an assignment clause.
  “And/or assignee” usually means a wholesaler plans to flip your contract for a fee that could have been your money.

- ▯ 6. Know your payoff before you negotiate.
  Request your loan payoff and check for liens now. Your equity — not your price — is the number that matters, and surprises here kill deals late.

- ▯ 7. See a seller net sheet before you commit.
  Price minus payoff, taxes, escrow, title, commission, and credits = your real walk-away number. If nobody's shown you one, ask why.

- ▯ 8. Don't empty savings on renovations without return math.
  Some repairs return their cost. Many don't. Decide repair-vs-credit with numbers, not nerves.

- ▯ 9. If the property is inherited, pause before anything.
  Title, probate status, and the stepped-up tax basis change everything about timing. One conversation with the right professionals can be worth tens of thousands.

- ▯ 10. Beware urgency — it's a tactic, not a market condition.

"This offer expires Friday" is pressure dressed up as scarcity. Real buyers of real property survive a week of diligence.

- ▯ 11. Decide what the money is FOR before you sell.

  Retirement income, a family home upgrade, the next property? The destination should pick the door — sometimes holding or building beats selling entirely.

- ▯ 12. Get one professional opinion with no strings.

  Before you sign with anyone — including me — see your options scored side by side with honest numbers attached.

Want all twelve answered for YOUR property?
The free LA Property Opportunity Report scores your home across every option — sell, rent, build, refinance, or hold — with honest numbers and one clear recommendation. No obligation, no pressure.
Request yours at laconnected.com — takes about a minute.