

HOME SELLER'S GUIDEBOOK

The Mountain Home Seller's Playbook.



Created for You by:

*Rachael Smith-Meadors
and Andy Meadors*

Photos by Visit Big Bear

YOUR HOME SELLING PLAYBOOK

A step-by-step guide to selling with confidence.



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HEY THERE, NICE TO MEET YOU!

SO YOU'RE READY TO LIST YOUR HOME?

We're here to guide you through it!



You're about to embark on an exciting journey - selling your home. While this process can sometimes feel daunting, we're here to show you a smoother, more enjoyable approach.

Our mission is to make selling your home as stress-free and rewarding as possible.

We're Rachael & Andy Meadors, and we're committed to making your home-selling journey better. We realize how complex and stressful the process can be for many homeowners. That inspired us to want to do things differently - to be the kind of agents who provide a smooth, rewarding, and even enjoyable experience for our clients.

Our goal is simple:

*To help you sell your home for the maximum value
in the shortest amount of time.*

*We know that's sounds like a cheesy sales line.
But we don't know how else to put it.*

By the time you finish this guide, you'll understand:

- How to navigate the home-selling process like a seasoned pro, avoiding common pitfalls.
- Strategies to potentially save thousands and earn top dollar for your home.
- The step-by-step process to make your home-selling journey smooth and enjoyable.
- Why working with the right agent can be your biggest advantage in today's market.

*Cheering you on,
Rachael & Andy*



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WHO YOU PARTNER WITH MATTERS

Industry insight that pays off

Approaching 2 decades in Big Bear real estate, we have mastered the ability to navigate the market and get clients top-dollar for their homes. *This means:*

- Our pricing strategies and marketing expertise will maximize the value of your home.
- You'll benefit from our keen eye for spotting hidden opportunities and trends early.
- Expect transparent recommendations from me, empowering your decisions every step of the way.

52

Homes Sold in 2025

10%

Market Share

15

Years Experience Since 2008

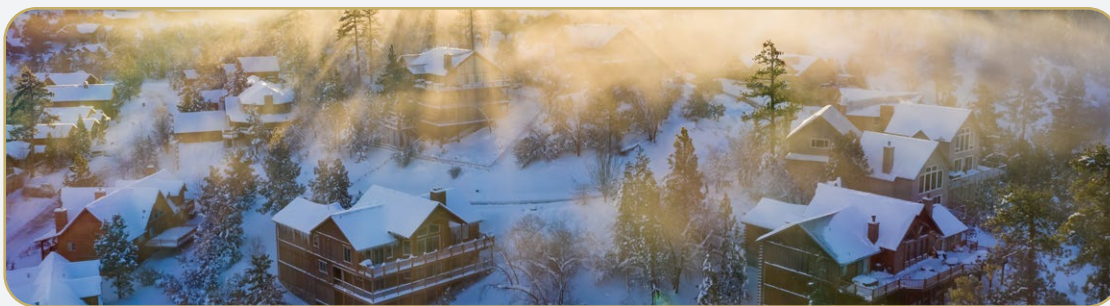
500+

Families Served

*On track for more success in 2026**We Love what we do in serving people***Connected and In-the-Know**

In this business, who you know can be as important as what you know:

- You'll have access to our vetted network of top industry professionals.
- Our industry connections mean we can leverage off-market opportunities to get your home maximum exposure.
- Need preparations, staging, or renovations help? We'll connect you with trusted contractors who actually show up.



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COMMON CHALLENGES WHEN SELLING

Hurdles We've observed over the years

Lacking Connections

How can insider access to inspectors, lenders, and other professionals benefit your sale?

Pricing Challenges

What's the right strategy to price your home competitively in a shifting market?

Marketing Roadblocks

What tactics can maximize visibility and generate genuine buyer interest?

Stressful Negotiations

How do you get the best deal without added stress and anxiety?

Inspection Issues

What proactive steps can you take to address potential problems before they become deal-breakers?

Closing Complications

How do you ensure a seamless, stress-free transaction from offer to keys?

Time Investment

Have you considered the time and effort required to manage all aspects of your home sale?

Emotional Distance

Can you remain objective about potentially the largest investment of your life?

Uncertain Timelines

How can you time the market to your advantage and avoid added stress?

Unpredictable Outcomes

What can you do to get the best possible results in any market condition?

These challenges are real — but every single one is solvable with the right strategy.



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WHAT THESE CHALLENGES MEAN

Potential impacts on your home-selling journey

Without a strategy in place, these everyday challenges turn into **real costs** like financial, emotional, and time-related. *Here's what's actually at stake:*

1. Leave Thousands on the Table

Improper pricing and negotiation could result in selling your home for far less than its true value.

2. Endless, Stressful Process

Ineffective marketing and unresolved issues can drag out the sale, costing you time, money, and peace of mind.

3. Tarnished Reputation

If your home sits on the market or issues go public, it could harm your reputation and complicate future sales.

4. Costly Mistakes

From pricing errors to hidden transaction fees, even small missteps can add up quickly and eat into your profits.

5. Indefinite Limbo

Without an effective plan, your home could sit on the market indefinitely, leaving you in an unsettled state.

6. Disappointed Expectations

Failing to achieve your desired sale price or timeline can be a major letdown after investing so much time and energy.

BUT THERE'S GOOD NEWS:
with the right approach, these challenges can be avoided. Let me show you how...

This is sad :/



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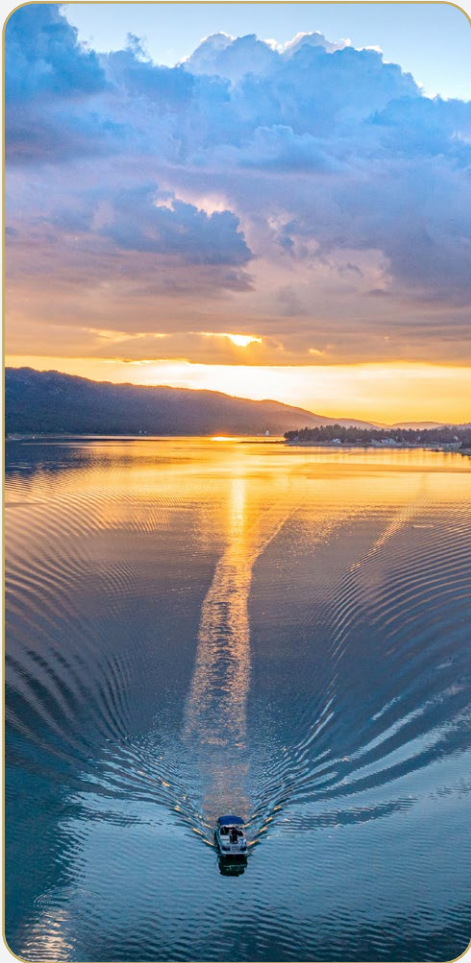
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...BUT THERE'S GOOD NEWS

Selling your home, stress-free

We've developed a proven system for selling homes efficiently, effectively, and with minimal stress. It's designed to guide you through each step of the home-selling journey with ease and confidence.



Streamlined Process

We've streamlined the home-selling process into a straightforward, step-by-step plan. By handling the complexities on your behalf, we ensure you never feel overwhelmed or unsure of what's happening next.

Maximized Profits

Our data-driven pricing strategies, marketing expertise, and keen market insights allow me to get you top dollar for your home - no leaving money on the table. We'll also use our industry connections to maximize exposure and attract the right buyers.

Hands-On Support

Throughout the transaction, we'll provide transparent, responsive communication and be your dedicated advocate. We'll handle the negotiations, paperwork, and any roadblocks that arise, so you can focus on your next chapter.

Enjoyable Experience

Selling a home can be an emotional experience, but we believe it should also be an exciting one. We incorporate interactive elements, celebrate milestones, and inject positivity to make the process fun and rewarding.



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THE 10-STEP METHOD

Our tried & true home-selling game plan

My 10-step approach makes home-selling efficient and stress-free, avoiding common challenges. Here's the full game plan at a glance:



We simplify the sale. You enjoy the move.

The next three pages break down each step in detail...



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STEPS 1-3: CONSULT, VALUE, PREP

Setting your home up to sell

We've developed a proven system for selling homes efficiently, effectively, and with minimal stress. It's designed to guide you through each step of the home-selling journey with ease and confidence.



Step 1: Initial Consultation

- A comprehensive consultation to understand your unique goals, timeline, and needs for selling your home.
- We'll create a customized home-selling strategy tailored to your specific situation.
- We will walk you through the Seller-Agent Agreement, explaining our relationship and how we'll be compensated.
- After this meeting, you'll have clarity on the home-selling process and what to expect.



Step 2: Home Valuation

- We'll do a detailed assessment of your home's current market value based on data, location, and unique features.
- We'll provide a competitively priced recommendation to attract the right buyers and maximize your profits.
- We'll collaborate to determine the ideal list price that aligns with your goals.
- You'll feel confident that your home is priced to sell quickly at the highest possible value.



Step 3: Prepare for Showings

- You'll get professional photography and staging guidance.
- We'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.



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STEPS 4-6: MARKET, SHOW, NEGOTIATE

Bringing the right buyers to your door**Step 4:
Marketing Launch**

- You'll receive a comprehensive multi-channel marketing strategy for maximum visibility.
- We'll use our network and innovative strategies to attract buyers.
- You'll receive regular updates on listing activity and feedback.
- Your home will stand out in the market.

**Step 5:
Showings & Open Houses**

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

**Step 6:
Review & Negotiate Offers**

- You'll get expert guidance on evaluating and negotiating offers.
- We'll advocate for you to secure the best possible terms.
- We'll strategize the optimal negotiation approach together.
- You'll feel confident in the final accepted offer.



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STEPS 7-10: CLOSE & CELEBRATE

From accepted offer to keys in their hand



Step 7: Due Diligence

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



Step 8: Seamless Closing

- You'll have a stress-free closing experience with all the paperwork and details handled.
- We'll guide you through the closing process, ensuring timely document preparation and a successful transfer of ownership.
- You won't have to worry about any last-minute surprises or complications.



Step 9: After-Sale Support

- We'll continue to assist and provide resources after the transaction, helping you with the next steps.
- We'll be your trusted partner for life on real estate needs.
- We'll support you through this transition and beyond.



Celebrate Your Success

- You'll experience the excitement and satisfaction of a job well done, with special celebratory touches to mark this huge accomplishment.
- We'll give you your closing gift, making your home sale an enjoyable, memorable experience.



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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 on the MLS.

How This Affects You as a Seller

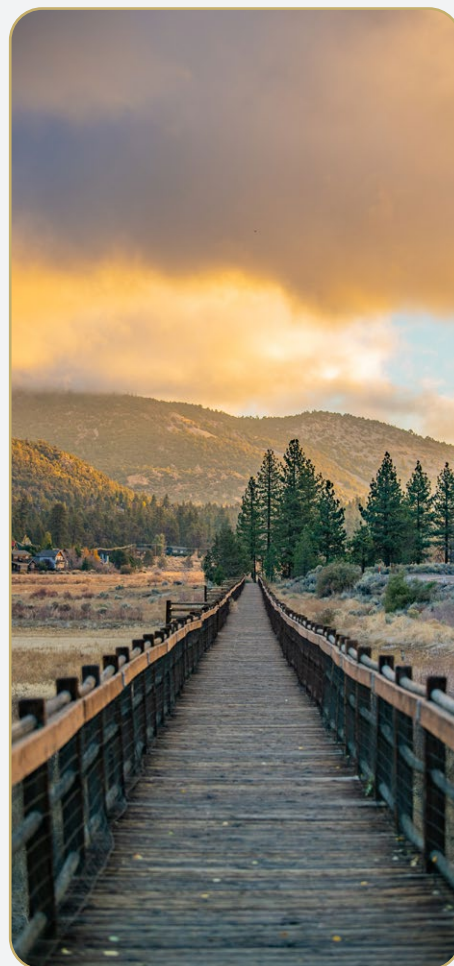
- You now have more flexibility in deciding whether and how much to offer in compensation to buyer's agents.
- You're no longer obligated to include a buyer's agent commission in your listing.
- You may need to consider new strategies for attracting buyers and their agents to your property if you opt to not offer compensation to a buyer's agent.

How This Affects Buyers

- 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.

How Do Buyer's Agents Get Paid Now?

- Buyer's agents can still be paid through seller-offered compensation if the seller chooses to offer it.
- If no seller compensation is offered, buyers may need to pay their agent directly.
- Some buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.



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SHOULD YOU OFFER COMMISSION?

Here are the facts to consider

The Pros of Offering Buyer's Agent Commission

Offering a buyer's agent commission is a strategic move that **can significantly impact the success of your home sale**. It incentivizes buyer's agents to prioritize your property, leading to increased showings and potentially faster offers. This approach can help your listing stand out in a crowded market, attract serious buyers, and ultimately lead to a quicker sale.

The Flip Side of Offering Buyer's Agent Commission

It's important to consider the additional costs involved. While a commission can enhance visibility and attract more buyers, it adds to your overall selling expenses. Evaluate how this investment aligns with your goals and market conditions to make an informed decision about whether to offer a commission.



There's no universal right answer.
We'll weigh the math against your timeline and market conditions together.



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COMPENSATION STRATEGIES

Three strategic approaches

Upfront Compensation Offer

With this approach, we're clear about our willingness to offer compensation when buyer's agents inquire.

- We'll respond to inquiries with a clear statement like, "Yes, we're offering X% to buyer's agents."
- This transparency can encourage more showings and potentially more offers.
- It sets clear expectations from the start, which some agents and buyers prefer.

Flexible Compensation Approach

This strategy keeps compensation as part of our overall negotiation toolkit.

- When asked about compensation, We'll say, "We're considering all offers. Please submit your offer, and we'll respond with an acceptance or a counter."
- This allows us to adjust based on the strength of each offer we receive.
- It could give us more flexibility in negotiations and potentially better overall terms.

No Compensation Offered

This approach makes it clear that we're not offering compensation to buyer's agents.

- If asked, We'll state, "We're not offering compensation to buyer's agents."
- This puts the responsibility of agent payment on the buyer.
- It might reduce the number of showings but could potentially lead to a higher net sale price for you.



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FREQUENTLY ASKED QUESTIONS

You may be wondering about some things

How do I determine the right price for my home?

We'll conduct a thorough comparative market analysis, considering recent sales, current listings, and your home's unique features to determine the optimal price.

What renovations or improvements should I make before selling?

Focus on high-ROI improvements like minor kitchen and bathroom updates, fresh paint, and curb appeal enhancements. We'll provide tailored recommendations for your property.

How long will it take to sell my house?

The timeline varies based on market conditions, pricing, and your home's appeal. On average, homes in our area sell within 50 days, but I'll provide a more specific estimate for your property.

What costs are involved in selling a home?

Common costs include agent commissions, closing costs, potential repairs, and staging. We'll review a detailed breakdown together so you know what to expect.

What are the tax implications of selling my home?

If you've lived in your home for at least two of the past five years, you can exclude up to \$250,000 (\$500,000 for married couples) of the profit from capital gains tax. Consult a tax professional for specific situations.

How will you market my home?

We use a comprehensive marketing strategy including professional photography, virtual tours, targeted online advertising, and leveraging our extensive network of buyers and agents.

Should I be present during showings?

It's best for sellers to be away during showings so potential buyers feel comfortable exploring and imagining themselves in the space.

How do I handle multiple offers?

We'll review each offer carefully, considering not just price but also terms, buyer qualifications, and likelihood of closing. We'll help you negotiate to get the best overall deal.



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MORE THAN A TRANSACTION

You deserve nothing but the best of the best

As we wrap up this guide, remember:

- Your home-selling journey is unique.
- With the right guidance, this process can be rewarding.
- The right buyer for your home is out there, **waiting...**

Our Commitment to You

We're not just here to help you sell a house; we're here to help you confidently move into your next life chapter. From our first meeting to long after the sale is complete, you can count on us as your trusted real estate resource.

I hope this guide has provided valuable insights and a clearer picture of the home-selling process. Remember, you don't have to navigate this journey alone - we're here to help turn your home-selling goals into reality.

Cheering you on, Rachael & Andy



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PROOF IN ACTION

Real success stories from real clients

Clark and Marissa — Relocating for Work

Challenge: Needed to sell quickly due to job transfer; worried about timing.

Solution: Launched an aggressive multi-channel marketing campaign. Leveraged my extensive network of agents and investors for off-market interest. Negotiated a rent-back agreement to provide flexibility with the buyers.

Result: Closed in 45 days at full asking price with ideal move-out date.

Jennifer and Charles — First-Time Sellers

Challenge: Anxious about the selling process and unsure about pricing their home.

Solution: Conducted a detailed comparative market analysis to determine optimal pricing. Implemented a data-driven pricing strategy, slightly under market value to generate multiple offers. Created a visually stunning listing with professional photography and 3D virtual tour.

Result: Multiple offers received, sold for 5% over asking price.

Dale — Downsizing Retiree

Challenge: Selling a beloved family home of 34 years — emotional process.

Solution: Took time to understand Dale's emotional attachment and concerns, providing patient support throughout. Arranged for organizing to assist with decluttering and packing. Targeted marketing to emphasize the property's potential for young families.

Result: Sold to a young family who loved the home's history, closed at asking price.

Fred and Nancy — Empty Nesters

Challenge: Selling a large family home that needed updates in a buyer's market.

Solution: Conducted a thorough market analysis to identify high-ROI renovations. Coordinated with trusted contractors for cost-effective updates to kitchen and bathrooms. Created a flexible showing schedule, including evenings and weekends.

Result: Sold for asking price in just 10 days.



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Hi! I'm Rachael Smith-Meadors.

DRE # 01923537

Your Trusted Partner in Real Estate!

I grew up in Louisville, Kentucky, in a loving family that instilled values of **kindness, respect, and honesty**. **My faith is the foundation** of my life, guiding me to live with gratitude and a heart for service.

Real Estate became my calling because it allows me **to make a meaningful impact by helping people** find their perfect home or investment while guiding them through one of life's biggest decisions with care and expertise.

With over 13 years as a top-producing agent in Big Bear and a **degree in Management and Marketing**, I bring a strategic approach and deep market knowledge to every transaction. I've successfully closed hundreds of deals, earning my clients' trust through professionalism and a results-driven focus. As a proud **owner and "Super Host" of two Airbnb properties**, I also offer valuable insights for those looking to invest in short-term rentals. Ask for my **Big Bear Airbnb Owner & Buyers Guide** booklet to learn what it takes to be successful as a owner and host.

One of my greatest accomplishments - and one that continues to grow - is building a **YouTube channel of more than 225,000 subscribers**. Through my videos showcasing Big Bear's neighborhoods, lifestyle, market insights, and hidden gems, I've had the privilege of helping hundreds of thousands of people discover what makes this mountain community so special.

Outside of work, my greatest joy is my family. **My three daughters - Addie, Cali, and Nora are my heart and inspiration**. My husband, Andy, is my real estate business partner and my world-adventure partner. Together, we have co-authored 2 books - **TRANSFORMED BY TROUBLE** (a guided faith journal to turn trials into triumphs), and our latest one is **DIVORCE TO DELIVERANCE** (a 360 page Christ-centered daily devotional prayer & gratitude journal using the 12-steps of Recovery to heal from divorce), both available on Amazon. My world at home is full of love and laughter, especially with our playful French Bulldog - Meatball!

Personally, **I love challenges and adventure**, whether it's competing in Ironman races, daily CrossFit, summiting Mount Whitney, or growing my real estate career. Publishing our books is one of my proudest achievements, alongside helping countless clients achieve their real estate dreams. **I'm always seeking growth, new goals, and ways to serve others better.**

Rachael Smith 



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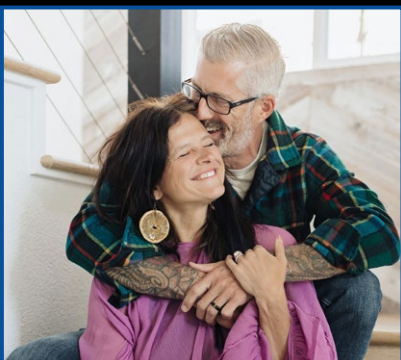
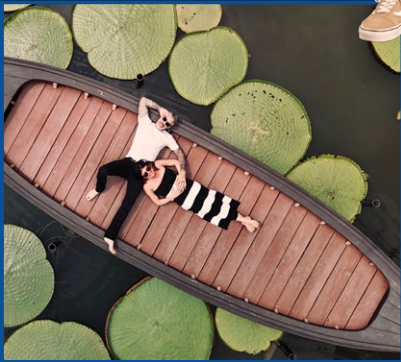


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Hi! *I'm Andy Meadors.*

DRE # 02280088

She married him. You can Trust him!

I bring more than 30 years of experience in **branding, marketing, and business development** to my career in real estate. As the owner of a branding agency, I've helped organizations build **trust, communicate their value, and stand out in competitive markets**. Today, I use that same marketing expertise to help buyers and sellers make confident, informed real estate decisions.

Beyond real estate, **my greatest joy is serving others**. I've co-authored *Transformed by Trouble* and *Divorce to Deliverance* and am currently writing a book focused on addiction recovery. Every Friday night, I lead a Christ-centered Life Recovery group using my own 12-step-based curriculum, and I have the privilege of sponsoring men as they walk their journeys toward freedom.

One of my favorite quotes is, **"You are most qualified to help the person you used to be"** -Ed Mylett. Having overcome my own struggles with addiction and adversity, that belief has become the mission behind my life. Whether I'm walking alongside someone through recovery, helping a family navigate one of the biggest financial decisions they'll ever make, or serving on home-building projects in Cambodia, my goal is always the same - **to help people find hope, healing, freedom, and a better future.**

When I'm not working, you'll usually find me training for an Ironman or HYROX event, exploring the outdoors, traveling the globe with Rachael, or enjoying everything the Big Bear lifestyle has to offer. As a former CrossFit gym owner and coach, I have a passion for helping people push beyond what they thought was possible - a mindset I carry into every area of life and business.

My faith, family, and desire to serve others are at the center of everything I do. Whether you're buying your first home, searching for the perfect investment property, or making your next move, I'd be honored to help guide you through the journey with confidence, integrity, and maybe even a little fun along the way. **My hope is that by the time we reach the closing table, you've not only gained a trusted Realtor, but a lifelong friend as well.**

A.

Together, It's Better.

We believe our clients deserve more than just one perspective. Together, we combine Rachael's proven real estate expertise with Andy's marketing, branding, and investment experience to provide a well-rounded approach to every transaction. From finding the right property and negotiating the best terms to evaluating investment potential and connecting you with trusted local resources, you'll have two dedicated professionals working on your behalf.

Our shared faith, commitment to service, and love for the Big Bear community shape everything we do. We believe God brings people into our lives for a reason, and we truly consider it a blessing to have you not only as our client, but as our friend.



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ON TO WHAT'S NEXT

Closing one chapter. Opening another.

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