

FREE SACRAMENTO HOME
SELLER REPORT

The 5 Costly Mistakes

Quietly Draining Sacramento Home Sellers of Tens of Thousands

...Before They Ever Reach the Closing Table



*What every Sacramento homeowner needs to know
before signing a single listing agreement.*

B Y

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INTRODUCTION

The Sacramento Seller's Quiet Disaster

Most homeowners don't realize they've lost the money until it's already gone.

Let me start with something most Sacramento real estate agents will never tell you, because telling you the truth would cost them business: **the average home seller in this market loses tens of thousands of dollars they should have walked away with — and they almost never know it.**

It doesn't show up as a single, dramatic moment. There's no envelope handed across the closing table that says "Here is the \$42,000 you didn't get." It's quieter than that. It happens in small decisions, made early, by an agent who didn't know better — or didn't care enough to do better. By the time the seller signs the final paperwork, the loss is baked in. Invisible. Permanent.

I've been in this business for **nearly three decades**. I've watched it happen thousands of times — across Sacramento, Placer, El Dorado, and Yolo Counties. Same mistakes. Same losses. Same shocked sellers, sitting at the closing table, signing a number that's a small fortune below what their home was actually worth on day one.

And here's what bothers me most about it: **every single one of these losses is preventable.** Not most of them. Not some of them. *Every single one.*



I wrote this short report because the same handful of mistakes show up over and over again — and Sacramento sellers deserve to know about them *before* they sign a listing agreement, not after closing. Once you've signed and listed, your leverage is locked. Once you've taken your first lowball offer because you've been on the market for 47 days and you just want to be done, the money is gone. There's no getting it back.

What you're about to read is, frankly, what most agents would prefer you never knew. Five quiet, costly mistakes that destroy seller equity in this market every single week. I'm going to show you what they are, why they happen, and exactly what kind of damage they do to your final number — the only number that actually matters.

Then, at the end, I'm going to tell you about the program I've built specifically to make sure none of these mistakes ever touch your home sale. I won't reveal the mechanics here. The full system took me almost three decades to develop and refine, and it's the kind of thing worth walking through in person, over coffee, with your specific situation in front of us. But I'll tell you exactly what it produces — and I'll tell you about the written guarantee that no other agent in Sacramento will put their name to.

If you read nothing else, read this: in real estate, what you don't know absolutely will cost you money. The good news is — once you DO know, you can make sure it never happens to your sale.

Read this slowly. Read it before you list. And when you're ready to make sure your home gets sold at *your price*, in the timeline that protects your equity, with zero unnecessary stress along the way — pick up the phone and call me at **(916) 212-7687**. I answer personally, seven days a week, and I'll walk you through how the program works for your specific home and situation.

Let's get started. The first mistake is the one almost everyone makes — and it's the one that quietly sets up every other loss that follows.

MISTAKE # 1

Hiring the "List & Pray" Agent

The most expensive decision most Sacramento sellers make — usually before they realize there was a decision to make.

Here's an uncomfortable truth: most real estate agents don't actually have a system. They have a license, a smartphone, and a hopeful attitude. That's not the same thing.

When you hire what I call a "list and pray" agent — which is the vast majority of agents working in Sacramento right now — what you're really hiring is someone who will: take your photos, write a generic description, throw your home onto the MLS, and then *wait*. They'll wait for an offer. They'll wait for the market to do their job for them. And when offers come in soft — or worse, when no offers come at all — they'll sit you down and tell you the same tired line every other agent like them has been telling sellers for thirty years: "*It's the market.*"

It's almost never the market. It's the launch. It's the absence of a real plan. It's the fact that your agent has no idea how to engineer a competitive environment around your home — so they just hope one shows up on its own.

And while they're hoping, the meter is running. Every single day your home sits on the market without strong activity is a day that quietly drains your negotiating power. Buyers and their agents see "Days on Market: 38" and they *smell it*. They know the seller is getting tired. They know the listing is going stale. The lowball offers start showing up — and they're almost always accepted, because by that point, the seller is exhausted and just wants out.



Here's the future I want you to picture, because it's the version most Sacramento sellers actually live: it's been six weeks since you listed. Showings have slowed to a trickle. Your agent is texting you that maybe — just maybe — you should consider "a small price adjustment." You knew you were leaving money on the table the moment those words came out of their mouth. But you say yes, because what else are you going to do? You drop the price ten thousand. Then twenty. You finally get an offer — fifteen below your reduced ask. You take it because you're done. You're so done. And just like

that, **\$45,000 of your equity is gone** — and you don't even fully realize it, because the agent has already moved on to the next "list and pray" listing.

A real system doesn't hope for offers. A real system engineers them — before your home ever goes live.

That's the real cost of mistake number one: hiring an agent whose entire "strategy" is putting up a sign and crossing their fingers. You wouldn't hire a contractor who said "I'll just kind of see what happens once I start swinging the hammer." You wouldn't trust a surgeon who said "We'll figure it out when we get in there." But sellers do exactly this every single week with the most valuable financial asset they own.

The agent you hire is the single most important decision you'll make in this entire transaction. It determines your final number. It determines your timeline. It determines your stress level for the next two months of your life. Choose wrong, and the next four mistakes in this report are practically guaranteed to follow.

Choose right, and you walk away with every dollar your home is worth — fast — without losing a night of sleep along the way. The choice really is that simple. And it's why I built my program the way I did.

MISTAKE # 2

Botching the Critical First 10 Days

Your launch window is the single most expensive ten-day stretch of your entire home sale. Most sellers waste it.

If I could carve one truth into stone for every Sacramento home seller, it would be this: **the first ten days your home is on the market are the most valuable days you will ever have.** Period. Nothing else even comes close.

That's the window when buyers are most motivated. That's when your home is brand new, fresh, and exciting in the marketplace. That's when buyer agents have it on the top of their email blasts. That's when the showings stack up. That's when the bidding pressure can build. **That's where top dollar lives.** And once that window closes, you are never getting it back.

Here's the painful truth most sellers learn way too late: the price you can command on day three of your listing is fundamentally different from the price you can command on day thirty. Same house. Same condition. Same market. Different leverage. The buyer pool that sees "Just Listed" treats your home with urgency and respect. The buyer pool that sees "38 Days on Market" treats your home like a clearance rack.



So why do most sellers botch this critical window? Because their agent treats day one and day twenty exactly the same way. There's no orchestration. No pre-launch buyer activity. No coordinated media. No strategy for creating *competitive demand* in those critical opening days. The home just... goes live. And then it sits. And the most valuable ten days of your entire sale tick by like sand through your fingers.

Picture this: you list on a Friday morning. By Sunday night, twelve qualified buyers have walked through your home, three have come back twice, and your agent is already managing competing interest. By Wednesday of the second week, you're reviewing multiple offers. By the following Monday, you are **under contract — at or above your asking price.** That's what a properly engineered launch produces. That's what your home is capable of when somebody actually knows what they're doing during those first ten days.

Now picture the alternative — the version most Sacramento sellers actually experience. You list on a Friday morning. The first weekend produces three lukewarm showings and zero offers. By the end of week two, you've had eight total showings and an offer that's \$35,000 below ask, with the buyer asking for \$12,000 in seller concessions on top of it. Your agent shrugs and says, "Well, it's something to work with." And just like that, you're already negotiating from a position of weakness — in a window where you should have been the one with all the leverage.

In Sacramento real estate, you don't actually compete on price. You compete on the quality of your launch. Sellers who control the first 10 days control the final number.

I won't walk you through the specific moves I make in those first ten days here. The full launch sequence took me years to refine and is proprietary to my program. But I will tell you exactly what it's designed to produce: a coordinated, high-energy debut that creates real competitive pressure from buyers in the exact window where it pays you the most. **Strong offers. Multiple options. Maximum leverage. Top dollar.** Not by accident — by design.

If your launch is wrong, almost nothing else you do for the rest of the transaction can fix the damage. If your launch is right, the rest of the deal becomes ten times easier — and tens of thousands more profitable. That's the math of mistake number two.

MISTAKE # 3

The Disclosure Trap That Costs Sellers Tens of Thousands

*California's disclosure laws are a minefield.
Most agents don't know it. You'll be the one who pays.*

This is the chapter I most wish every Sacramento seller would read before they list their home. Because this is where the most sophisticated, most expensive, most *preventable* seller losses happen — and almost no one outside the industry has any idea it's even a category of risk.

California has some of the most extensive real estate disclosure laws in the country. As a seller, you are legally required to disclose a long, specific list of things about your property: known defects, neighborhood conditions, prior repairs, pest issues, water damage, environmental factors — the list goes on. Get this wrong, and you don't just risk a deal blowing up at the eleventh hour. You can get sued *after closing*. Months or even years later. By a buyer who claims you concealed something material.

That lawsuit can cost you **tens of thousands of dollars in legal fees, settlements, or damages** — long after you thought your home sale was finished. I've seen sellers retroactively give back enormous chunks of their proceeds because their agent rushed through disclosures or didn't actually understand California law well enough to advise them properly.



Here's why this happens: most agents treat disclosures as paperwork. They hand you a stack of forms, tell you to "just check yes or no on these," and move on. They don't read the law. They don't understand the nuance. They certainly don't sit with you and make sure your disclosures are crafted in a way that protects *you*, as the seller, from future legal exposure.

And this is the part that frustrates me most: disclosure mistakes also kill deals at the worst possible time — the moment when your buyer's agent is looking for any reason to renegotiate. A poorly worded disclosure, an incomplete disclosure, or an inconsistency between disclosure and inspection? That becomes a renegotiation lever. Suddenly the buyer is asking for \$15,000 in credits to address something that should have been clearly disclosed and priced in from day one. You either give it up, or watch the deal fall apart.

Picture this: you're three weeks into escrow. You've already mentally moved out of the house. You've signed a lease on your next place. The packers are scheduled. And then your phone rings — your agent says the buyer is asking for \$22,000 in additional credits because of a disclosure issue. You're staring at three terrible options: give it up, fight back and risk losing the deal entirely, or scramble to find a lawyer. **All of which were preventable** — if your disclosures had been done right the first time.

In California, every disclosure you sign is a legal document that follows you long after closing. It is not paperwork. It is your protection — or, in the wrong hands, your exposure.

This is one of the areas where my background actually matters in a practical, dollars-and-cents way. As a long-time professor of real estate, I have a deep working knowledge of California Real Estate Law — and disclosures specifically are something I've taught, written about, and obsessed over for years. When you list with me, your disclosures are handled with the precision they actually require. Every form. Every nuance. Every protection.

Will I tell you exactly how I structure them? No — that's between you and me, in person, over your specific property. But I will tell you this: **when your disclosures are done right, deals don't blow up at week three**, and you don't get a lawsuit notice in your mailbox six months after closing. **Peace of mind**, in writing. That's what mistake number three actually costs you to fix — and what most sellers never realize they should be paying attention to until it's already too late.

MISTAKE # 4

Surrendering Control After the Inspection

This is where most Sacramento sellers quietly hand back \$10,000 to \$30,000 of their winning offer.

Here's a real estate truth almost no one talks about: **the inspection response is where deals are quietly stripped of profit.** You think the negotiation ended when you accepted the offer. It didn't. The real negotiation — the one that determines how much of your accepted price you actually walk away with — is just getting started.

Here's how it goes for most sellers. You accept what looks like a strong offer. You celebrate a little. You start mentally spending the proceeds. Then the buyer's inspection happens. A few days later, you get a long, intimidating document called a Request for Repairs, listing twenty-seven items the buyer wants addressed — most of them small, a few of them not, all of them packaged together to look as scary as possible. Your agent forwards it to you with a shrug and asks, "How do you want to handle this?"

And right there — in that exact moment — you're being set up to lose money. A lot of money. Because if your agent doesn't know how to handle inspection responses strategically, you are about to give back **\$10,000 to \$30,000 of your accepted offer** in repair credits and concessions. Sometimes more. And the worst part is, most of it was unnecessary.



The buyer's agent knows the game. They know that by inspection day, you've already mentally moved out of the house. You've started picking out furniture for your new place. You don't want this deal to fall apart. So they pile up the request — items they don't actually care about, items that aren't really defects, items that should have been priced into the offer to begin with — and they wait to see how much you flinch.

If your agent has no strategy for this moment, you flinch. You agree to most of it. You knock another \$18,000 off the deal because you're tired and you don't want to lose the buyer. **And just like that, your top-dollar offer turns into a middle-of-the-road sale** — and most sellers don't even fully realize how

much they just gave back, because the number on the closing statement is buried under twelve other line items.

Picture the alternative. Same offer. Same inspection. Same Request for Repairs. But this time, it's handled by someone who has been through this exact scenario thousands of times over almost three decades. Items get prioritized. Items get pushed back on. Items get reframed. And when the negotiation is done, instead of giving up \$22,000, you give up \$1,800 — for one legitimate item that genuinely needed addressing. **Same deal. \$20,000 more in your pocket.** That's the entire difference.

The inspection response is the single most under-appreciated negotiation in real estate. It's also where the best agents protect — and lesser agents quietly forfeit — a fortune.

I'm not going to lay out the specific frameworks I use for handling inspection responses here — those are part of how my program protects your final number, and they belong in our in-person conversation. But I will tell you this: under my program, *the post-acceptance phase of your sale is treated as carefully as the launch phase.* Because it has to be. The price on the contract isn't the price you actually take home. The final wire is the price you actually take home. And mistake number four is what stands between those two numbers for most sellers.

If you only remember one thing from this chapter: **the negotiation isn't over when the offer is accepted.** The negotiation is just beginning. Make sure the person handling the second half is just as sharp as the person who handled the first.

MISTAKE # 5

Caving on the "Small" Concessions

The final 72 hours before closing is where exhausted sellers hand back thousands without realizing it.

We're now in the home stretch. You're days away from closing. You've made it through the launch, the offers, the inspection. You can almost taste the finish line. You've already mentally moved into your new place. The packers are coming Tuesday. The buyer's lender is finalizing things. You just want this *done*.

And right at that moment — that exact, exhausted, almost-there moment — the small requests start showing up.

"Can the seller throw in the washer and dryer?" "The buyer's lender wants an extra week — can we extend escrow?" "There's a small ding on the garage door from the final walkthrough — can the seller credit \$850?" "The buyer would like a one-year home warranty included." Each request, on its own, sounds tiny. Almost embarrassing to fight over. **And that's exactly the trap.**



Because here's what most exhausted Sacramento sellers do in those final 72 hours: they say yes to everything. The washer and dryer? Sure, take them — they're worth maybe \$1,400. The extension? Fine. The credit? Whatever, \$850 isn't going to kill me. The home warranty? Yes, just to make this go away. The buyer wants the patio furniture too? At this point, take whatever you want, just close the deal.

Add it all up: **\$3,400 in appliances. \$850 in credits. \$650 in a warranty. \$400 in patio furniture. \$1,200 in extension-related costs. That's \$6,500 — gone in 72 hours** — given up in tiny pieces by a seller who was too tired to fight back. Multiplied across thousands of Sacramento closings every year, that's a quiet, billion-dollar transfer of wealth from sellers to buyers, happening one "small" concession at a time.

Buyers' agents know this dynamic perfectly. The final 72 hours is when sellers cave the easiest. They package the requests at the last possible moment, knowing full well that you don't want to risk blowing up a deal that's almost

done. *It's a strategy. It's not random.* And it works on tired sellers every single week.

Picture this: it's Thursday afternoon. Closing is Monday. The movers are confirmed. Your kids' new school enrollment starts the following Wednesday. Your phone buzzes. Your agent says the buyer is asking for \$4,200 in last-minute concessions, citing some "final walkthrough concerns." You have two options: cave and be done, or push back and risk a delay you can't afford. **If your agent doesn't have a plan for this moment, you cave** — because by Thursday afternoon at 4 p.m., you literally cannot afford not to. And the buyer's side knew that all along.

The last 72 hours of escrow is where buyers' agents collect their sellers' exhaustion in cash. Don't be the seller who pays the exhaustion tax.

How my program handles this final stretch is, again, something I'd rather walk you through in person. But the principle is simple: every request is anticipated. Every concession is examined. Every last-minute push-back from the buyer's side is met with a strategic response — not a tired *yes* from a seller who just wants to be done.

When the closing wire hits your account, the number should match what we agreed to on day one. Not what the buyer's agent managed to chip away over the final three days when you were too tired to notice. **That's mistake number five — and it's the last one standing between you and your full equity.**

Now, the only thing left is the solution.

THE SOLUTION

Your Price. Your Timeline. In Writing.

Introducing the program that protects Sacramento sellers from every mistake in this report — guaranteed.

You've now seen the five most expensive mistakes Sacramento sellers make. You've seen how each one quietly drains tens of thousands of dollars from sellers who didn't even know they were at risk. And — most importantly — you've seen that every single one of them is preventable when the right person is handling your transaction.

Now I want to introduce you to the program I built specifically to make sure none of these mistakes ever touch your home sale. It's called my signature "**Your Price Home Sale Program**", and it's the result of nearly three decades of refining what actually works for sellers in the Greater Sacramento region.

I'm not going to walk you through every component of how the program works in this report. The full system took me years to build, and the specifics are something I'd much rather discuss with you in person — over your particular home, your particular timeline, and your particular goals. What I will do here is tell you exactly *what it produces* for the Sacramento sellers who use it, and the written guarantee that backs all of it.



Here's exactly what my program delivers for you:

- **The Most Money for Your Home** — Your home is launched into a strategically engineered competitive environment designed to drive top dollar. You walk into closing with the highest price the market will produce for your property — not the discounted number a tired listing accepts.
- **Sold Fast — In 29 Days or Less** — Your home is under contract at YOUR price within 29 days. Not 60. Not 90. Not "whenever the market decides." Twenty-nine days, in writing.
- **Zero Stress, Start to Finish** — Disclosures handled with deep legal precision. Inspection responses negotiated strategically. Final-stretch

concessions held in check. One calm, experienced point of contact — me — from listing to closing.

- **A Written Guarantee No Other Sacramento Agent Will Make —** If I don't sell your home at YOUR price in 29 days or less, I pay you \$2,500 cash. In writing. Period. No fine print. No "market conditions" excuses.
- **Nearly Three Decades of Sacramento Experience —** Backed by my background as a long-time professor of real estate, my deep working knowledge of California Real Estate Law, and the experience of guiding thousands of Sacramento sellers through this exact transaction.

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T H E W R I T T E N G U A R A N T E E

**Your home SOLD at YOUR PRICE in just 29 days or less,
or I'll pay you \$2,500 CASH.**

Read that again. **If I don't deliver, I pay you.** That's not marketing language. That's a written commitment, signed at the time of listing, on a property-by-property basis. No other agent in Sacramento will sign their name to a guarantee like that — because no other agent in Sacramento has spent nearly three decades building the system that lets them deliver on it.

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Here's What to Do Right Now

Pick up the phone and call me at **(916) 212-7687**. I answer personally, seven days a week. We'll spend a few minutes on your home, your situation, your timeline, and your number — and I'll tell you straight up whether my proven "**Your Price Home Sale Program**" is the right fit for you. No pressure, no

theater, no salesy nonsense. Just a real conversation between two adults about getting your Sacramento home sold for the most money, fast, with zero unnecessary stress.

If we're a fit, we'll set a time to walk through your property in person and put the written guarantee in front of you. If we're not, you'll walk away with insights that will help you no matter what you decide to do next. Either way, you win.

Call (916) 212-7687 right now and... start packing.

Every day you wait, another home in your neighborhood goes on the market — and every one of those is direct competition for your buyers. The first seller to list into a fresh, hungry buyer pool wins. The ones who wait inherit whatever buyers are left over after their neighbors have already taken the best offers.

Don't be the seller this report was written about. Don't lose tens of thousands of dollars to mistakes you now know how to avoid. Don't hand your equity to a buyer who knew exactly how to take it from you piece by piece, while your agent stood there and shrugged.

Call me. Let's get your home sold at YOUR price, in YOUR timeline, with a written guarantee that no one else will offer you. You've already done the hardest part — you've made it to the end of this report, and you now know more about protecting your equity than 95% of Sacramento sellers will ever know.

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A B O U T T H E A U T H O R

Tamara Dorris



Tamara Dorris has been involved in the real estate industry for **nearly three decades**, serving mostly sellers throughout the Greater Sacramento Region — extending into Placer, El Dorado, and Yolo Counties. As a full-service agent, she focuses on helping sellers get the highest dollar amount with the least upgrade-investment, protecting their equity from the moment of listing all the way through the closing wire.

As a long-time **professor of real estate**, Tamara has a deep, working knowledge of California Real Estate Law — particularly disclosures, where most sellers face their greatest hidden legal exposure. Her teaching background shapes the way she advises her clients: she explains the law in plain English, walks them through every form, and makes sure their interests are protected long after the sale closes.

Notably, Tamara is also the author of "**It's Your Move: Inside Secrets to Help Buyers and Sellers**," a book written specifically to help sellers and buyers navigate the real estate transaction with more ease and less stress. The book reflects what her clients have come to expect from her in person: clarity, calm, and a relentless focus on protecting their financial outcome.

Her trademarked "**Your Price Home Sale Program**" — backed by the only \$2,500 written guarantee of its kind in the Sacramento market — is the culmination of her three decades of experience, her academic background, and her unwavering commitment to making sure every seller she represents walks away from the closing table with every dollar their home is worth.



Connect with Tamara

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Serving Sacramento, Placer, El Dorado, and Yolo Counties

Results and timeframes mentioned in this report are based on past performance and are not guaranteed for every property. Individual results vary based on market conditions, property location, price point, condition of home, and other factors. The guarantee and timeframe apply when specific program criteria are met. Ask Tamara Dorris for complete details and written terms during your consultation.

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