PARK PLACE REALTY · LICENSE: B.143790 · LONG READ

SELLING YOUR HOME — THE HONEST GUIDE.

*A long read, **without empty promises**, on what selling a home in Las Vegas or Clark County involves. **When it makes sense to wait, how price is determined, the full process**, and honesty about timing*

READ MORE

Start reading ↓ **Skip ahead — schedule a sell consultation →**

TRACK RECORD · LAS VEGAS · SINCE 2000

BOTH SIDES, SINCE *Mortgage and real estate — same year, same desk.*

FAMILIES · 5 CYCLES *Sat down with since 2000 — consultations across both lines. Boom, 2008, COVID, 2022 spike, 2026.*

REAL ESTATE + MORTGAGE *One broker, both sides of the closing.*

TWO LANGUAGES, ONE OFFICE *Both, every day, no scripts.*

FIRST CONVERSATION *No commitment, no follow-up unless you ask.*

SEVEN CHAPTERS · PICK WHERE TO LAND FIRST

WHAT THIS GUIDE *covers*.

Read top-to-bottom or jump to the chapter that matches what's on your mind.

07 · After closing

What happens with the money, the taxes, the move — three things planned in negotiation.

CHAPTER 01 · WHEN SELLING MAKES SENSE

THREE *questions* WORTH ANSWERING FIRST.

The decision to sell isn't just financial — it's also a life-stage decision. But the numbers matter.

Why do I want to sell?

The empty nesters on Pebble Road whose kids finally moved out. The growing family whose third child changed the math on the three-bedroom in Spring Valley. The Henderson household relocating because the job moved to Austin. The owner of the 1990s tract home on Sunrise Manor whose AC and roof are both nearing replacement at the same time. The longtime Summerlin owner sitting on twenty years of equity and a remodel they don't want to live through. Five different rooms walk into the same office. Each reason has different implications — selling because you *have to* is different from selling because you *want to*. Both are legitimate, and the listing and negotiation strategy adjusts to which one you are.

Does the current market favor me?

The Las Vegas market has seasons — generally more activity in spring and summer, less in winter. But "better market" isn't only about season: it also includes available inventory (how many homes like yours are for sale), current mortgage rates (which affect your potential buyers), and your specific neighborhood's conditions. An honest sell consultation walks through these indicators with you using open public data — no marketing PDF, just the picture.

Do I have flexibility on closing?

If you need the proceeds from the sale to buy your next home, the coordination matters. If you'll rent while searching, there's more leeway. If you're moving out of state, escrow timing affects your moving plan. The initial conversation with Jesse includes these details so the strategy fits your life — not the other way around.

Talk through your timing with Jesse →

CHAPTER 02 · HOW PRICE IS DETERMINED

THE *picture* COMES FROM OPEN DATA.

Price affects everything: how long it takes to sell, what kind of buyer you attract, and how much you end up receiving after negotiation. A well-priced home sells relatively fast and with less negotiation; an overpriced one sits, loses interest, and ends up selling for less than it would have at the right price.

The picture comes from open public data — recent sales, current listings, neighborhood trend lines — paired with your home's specifics. The pieces that matter:

Recent comparables — similar homes (size, age, condition, neighborhood) sold in recent months
Active listings — what similar homes are for sale right now, at what prices
Homes that didn't sell — listings that expired or were withdrawn, what they were asking
Neighborhood trend — prices rising, falling, or stable in your specific area
Adjustments specific to your home — differences in lot, renovations, condition, special features

A formal pricing opinion only happens later, after you've decided to list and Jesse has walked the property in person. Before that, the right move is the consultation: *a real conversation where Jesse opens the data with you and you leave with a clearer picture, not a PDF.* Schedule a sell consultation (parkplacerealtylv.com/sell/valuation) when you're ready.

CHAPTER 03 · HOME PREPARATION

WHAT TO FIX, *what not to*.

What's worth fixing before listing depends on the home's condition, the buyer type you expect, and the price range. Some fixes pay off; others don't.

Almost always worth it

Deep cleaning (interior and exterior)

Interior paint if colors are bold or damaged

Obvious repairs (doors that don't close, leaking plumbing, burned-out bulbs)

Decluttering (less stuff visible makes the home feel larger)

Curb appeal cleanup — first impression matters

Generally not worth it

Major renovations (new kitchen, new bath) — you rarely recoup the cost in sale price

Personal-taste changes (new carpet in unusual colors)

Luxury upgrades if your home is mid-to-low-range

The buyer's inspection may reveal items — some you fix beforehand, others get negotiated after. *Your agent helps you decide what to do now vs. what to leave for negotiation.*

See where prep fits — the full 11-step process →

CHAPTER 04 · THE PROCESS STEP BY STEP

EIGHT STAGES, *nothing skipped*.

1 **INITIAL CONVERSATION.**

You request a sell consultation, Jesse walks the open market data for your neighborhood with you live in 30–45 minutes.

2 **DECISION TO LIST.**

We agree on price, timing, conditions. You sign the listing agreement.

3 **PREPARATION.**

Cleaning, small repairs, professional photos, listing description.

4 **ACTIVE LISTING.**

The home goes onto the MLS and public sites (Zillow, Realtor, etc.). We start receiving tours, questions, offers.

5 **OFFERS AND NEGOTIATION.**

When an offer (or several) comes in, we analyze them together. We negotiate price, conditions, contingencies, closing date.

6 **ACCEPTANCE AND ESCROW.**

Once you accept an offer, you enter the escrow period — several weeks during which inspection, appraisal, the buyer's loan processing, and contract conditions are handled.

7 **INSPECTION NEGOTIATION.**

The buyer may request repairs or credits based on the inspection. We sit with you to evaluate how to respond.

8 **CLOSING.**

You sign the transfer, funds arrive in your account (after deducting what you owe on the loan, commissions, and taxes), and you hand over the keys.

For the deeper version of this stage map — the 11-step expansion that breaks each phase into its sub-stages — see the full selling-process map (parkplacerealtylv.com/sell/process).

MT. CHARLESTON · GOLDEN HOUR OVER THE WESTERN VALLEY

CHAPTER 05 · THE TEAM YOU'LL NEED

FIVE *roles*, ONE COORDINATOR.

Listing agent (us). Pricing strategy, listing marketing, negotiation with buyers and their agents, closing coordination.
Professional photographer. The listing photos are the first impression. A home with good photos shows more; with bad ones, shows less.
Title and escrow company. Verifies the title is clean (no pending liens), manages funds during the transaction, coordinates closing.
Structural inspector (optional, but recommended pre-listing). A pre-listing inspection tells you what problems buyers will find, so you make informed decisions about what to fix.
Your CPA or tax advisor. To understand capital-gains tax implications — especially if the home wasn't your primary residence every year.

Park Place Realty coordinates with the team and connects you with professionals if you don't have your contacts already.

Meet your coordinator — talk to Jesse →

CHAPTER 06 · THE COSTS OF SELLING

WHAT GETS *deducted* BEFORE MONEY LANDS.

Selling isn't free. Worth knowing what gets deducted from the sale price before money arrives in your account.

Agent commissions. Changed in 2024 nationally — now negotiated transparently. The specific compensation depends on the listing agreement and the buyer's offer.
What you owe on the current loan. Your mortgage payoff comes out of the sale price before you receive money.
Seller's closing costs. Title, escrow, transfer, certain local taxes. Generally less than the buyer's.
Negotiated repairs or credits. If you agreed to make repairs or give the buyer a credit after inspection, that comes out of the price.
Prorated property taxes. You pay for the part of the year the home was yours.
Prorated HOA fees. If applicable.

In the listing conversation, we give you an estimate of your *net proceeds* — the money that arrives in your account after all deductions. *It's an honest estimate, not an inflated number to get you to sign.*

Get your net-proceeds estimate — start the conversation →

THREE THINGS *planned* IN NEGOTIATION.

The money. Funds arrive in your account on closing day or one to two days later, depending on the method. *If you're buying another home immediately, we coordinate so the timing matches.*

Taxes. If the home was your primary residence in recent years, there's generally a federal capital-gains exemption up to a certain limit — but the specific rules depend on your situation. *Your CPA is the right person for that conversation, not your agent.* Let us know so we have the closing documents your CPA will need ready.

The move. Closing day has to match the day you physically leave the home. Generally the date is negotiated in the offer. Some families negotiate staying a few days after closing (renting back from the new owner); others coordinate moving the same day. We plan it with you during the negotiation phase.

You've read seven chapters. If your block is in your head and the timing question is in front of you, the next step is opening the data with Jesse. Schedule the consultation — no PDF, no pressure, no commitment.

4.8 ★★★★★ **35 reviews** · Google · verified

★★★★★

“It has been a pleasure working with Jesse Fonseca. He steered us in the right direction with the selling of the house and helped us all the way through.

SALVADOR VIDAL

Sold a home · *Google Local Guide*

★★★★★

"Thank you for all you folks do. I am very happy about the sale of my house. With the effort of everybody, the sale went very smoothly. Special thanks to Mr. Carlos Rendon. You made it happen!

RANDY BADUA

Sold a home · *Google review*

Verified Google reviews · record as of May 2026.

Read more client stories →

YOU HAVE THE GUIDE. NOW — THE CONVERSATION.

Tell us where you are. We call back when the conversation suits — not on a stopwatch.

Schedule a sell consultation → **Talk to Jesse**

TAKE IT WITH YOU

WANT THIS AS A PDF?

You just read the whole thing — nothing above was gated. The PDF is the same guide, formatted to print or keep on your phone, with the licence and contact details on the last page.

First name

What should we call you?

Email address

you@example.com

We send the guide here. No phone number needed.

Send me the PDF →

One email with the guide. We don't sell your address — see the privacy policy (parkplacerealtylv.com/privacy). Reply to that email and it reaches Jesse directly.

REAL ESTATE · MORTGAGE · *Bilingual*

400 S. Jones Blvd., Suite 300
Las Vegas, NV 89107

REALTY (702) 736-3000

MORTGAGE (702) 869-3000

Mon–Fri 9 AM — 5 PM · Sat 9 AM — 3 PM.

PROGRAMS

- ITIN mortgage program
- FHA home loans
- Conventional loans
- VA home loans
- Refinancing options

RESOURCES

- Las Vegas buyer’s guide
- Home seller’s guide
- Jesse’s story
- Client testimonials
- Media & press

LEGAL

- Privacy policy
- Terms of service
- Accessibility statement
- What we owe you (Duties Owed)

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Park Place Realty, LLC — Nevada License B.143790 · Broker: Jesse Fonseca.

Mortgage services through **Geneva Financial, LLC** (NMLS# 42056) · Jesse Fonseca, Branch Manager (NMLS# 393995, Branch NMLS# 2701750).

Park Place Realty and Geneva Financial are separate companies. Neither requires the use of the other.

Equal Housing Opportunity.

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