

HOMESELLING PROCESS

Selling a house typically includes many of the following elements. I will be your resource and guide every step of the way.

Initial Consultation

- ✓ Determine your needs and priorities
- ✓ Review “agency” choices and select appropriate working relationship
- ✓ Discuss Marketing Plan
- ✓ Establish Pricing Strategy

Design and Implement Marketing Plan

- ✓ Complete home enhancement recommendations
- ✓ Carry out scheduled marketing activities
- ✓ Show the property to brokers and prospective buyers
- ✓ Communicate with you on a regular basis
- ✓ Monitor results of marketing activities
- ✓ Modify Marketing Plan and Pricing Strategy as necessary

Review Offer and Reach Agreement with Buyer

- ✓ Buyer’s real estate professional presents offer
- ✓ Discuss and clarify proposed terms and conditions
- ✓ Negotiation; possible counter offers
- ✓ Reach final agreement

Complete Closing Process (per purchase contract)

- ✓ Deposit of buyer’s deposit money
- ✓ Sign documents
- ✓ Title search; preliminary title report to buyer
Inspections
- ✓ Removal of remaining conditions
- ✓ Buyer’s final walk-through of property

After-sale Service

- ✓ Help you find your next home, as needed
- ✓ Assist you with relocation, as needed
- ✓ Provide resources for other after-sale homeowner needs