THE HOME SELLING *process*

STEP 1

MEET WITH YOUR AGENT

- Discuss your needs
- **Research CMAs**
- **Set a competitive list price**

STEP 2

PREPARE TO LIST

- Deep clean & declutter
- **Make needed repairs**
- **Focus on curb appeal**
- **Stage home**

STEP 3

IMAGERY

- Professional photo session
- **Professional video session**
- **Professional drone session**

STEP 4

MARKETING

- Online marketing
- **Social media**
- **Signage**
- **Flyers**

STEP 5

SHOWINGS

- Ensure home is ready for showings
- **Receive feedback from agents**
- **Schedule open houses**

STEP 6

RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks **of each offer**

STEP 7

NEGOTIATE

- Most offers require negotiating either before or after inspections. I will negotiate on your behalf.
- **You can accept, counter,** or deny an offer

STEP 8

INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer

STEP 9

REPAIRS

- **Likely some small repairs will need to be made after inspections.**
- **Review my list of recommended vendors if needed**

STEP 10

CLOSING

- Final walk-through
- **Sign closing documents**