

The Home Selling Process

YOUR DECISION TO SELL YOUR HOME

This is the first step in the home selling process. Questions to ask yourself – Why do I want to sell my home? What is my timeframe to move? How much money do I want to receive at the closing table?

The process of selling your home begins here. I will discuss my professional experience and expertise in marketing home. I will review market research, recent sales of comparable homes to yours, assist you in determining your list price. I also will present the marketing plan I will use to get your home SOLD!

PROFESSIONAL CONSULTATION WITH ME

Pre-Listing Activities

PREPARING THE HOME

In order to maximize the return on the investment you made in your home you might want to consider having your house professionally staged. In addition, you might want to consider getting an appraisal to determine the current value of the property. A home inspection can address issues with the home as well as uncovering any adverse facts.

Optional
PRE-LISTING APPRAISAL

Optional
PRE-LISTING INSPECTION

The next step is to enter into an agency relationship as your designated agent so I can represent your interests and negotiate for you. You will sign a listing agreement and all the necessary disclosures in order to get your home on the market.

FORMALIZING OUR PARTNERSHIP

IMPLEMENT PROPERTY MARKETING PLAN

Networking

- Benchmark Agent Group
- Broker Open House
- Personalized Marketing to My Sphere of Influence

Public

- Benchmark "For Sale" Sign
- Open Houses
- Marketing & Advertising Materials (Brochures, Flyers, Postcards, etc.)

Online

- RealTracs/MLS
- Benchmark Website
- Zillow/Trulia/Realtor.com & Other Syndicated Sites
- Social Media Sites

I will coordinate all showings and carefully screen serious buyers only!

COORDINATE SHOWINGS TO PROSPECTIVE BUYERS AND AGENTS

PRESENTATION OF OFFERS TO PURCHASE

I will advise you on how to respond to an offer that is best for you.

I will work with the Buyer's agent to negotiate the terms and conditions of the contract acceptable to you.

NEGOTIATING OFFERS & COUNTER OFFERS

ACCEPTANCE OF OFFER AND BINDING THE CONTRACT

CONTRACT TO CLOSE PERIOD
I will work with the title company, inspectors, appraisers, the buyer's agent/closing coordinator etc. to ensure everything is coming together.

CONTRACT ADMINISTRATION

Common Contingencies

- Inspection
- Financing
- Appraisal
- Sale of Home

Before Closing

- Transfer of Utilities
- Mortgage Payoff
- Submit any Final Documentation
- Final Walk-thru
- Coordinate keys, remotes, gate codes, owner's manuals

Review Closing Disclosure

PREPARING FOR CLOSING

Schedule Your Move!

At closing, you will sign the paperwork necessary to transfer title to the buyer and receive the proceeds from the sale of your home!

CLOSING & POSSESSION