

INTRODUCTION

Selling a home can be a rewarding but complex process. This guide will provide you with the essential information and tips you need to navigate the home-selling journey successfully. From preparing your property to closing the deal, I've got you covered.

INITIAL CONSULTATION

So you've decided you want to sell. The very first thing to do would be to get in touch with a Realtor®. A knowledgeable expert can help guide you through the process to make selling your home a breeze. There's a lot of ground to cover in this meeting, so I'll hit the highlights. We'll go over the following things.

- **Understand Seller's Goals:** Meet with the seller to discuss their reasons for selling, financial goals, timeline, and any concerns.
- **Explaining the Process:** Provide a clear overview of what selling a home entails and what you should expect.
- **Define My Role:** Realtors® play a pivotal role in listing process and it is important to hammer down what the Realtor's® duties are to you as the seller as well as talking about commissions.
- **Walk Through:** For me to understand how to get you the best deal, it's important for me to take a look behind the curtains (literally) and get a true feel for your home. This is where we can talk about any improvements to be made.

PREPARE THE HOME FOR SALE

Once you've gone through your initial consultation, it is important to get your home ready to sell.

- **Make Repairs:** Is there some loose carpeting that you've walked past for years? Does the paint need to be freshened up? We will decide what are wants and what are needs depending on circumstances.
- **Staging:** Staging your home can bring it to life - allowing buyers to imagine themselves there.
- **Content:** Photos and videos of your home as well as other add-ons such as floor plans and upgrade lists can showcase your home to potential buyers.

PRICE

This is the big one. Everybody wants to know what their house is worth. My website has some great tools to get a quick estimate, but there are other tools I have to accurately gauge your home's value.

- **Comparative Market Analysis (CMA):** I have access to tools that can get a pretty accurate number for your neighborhood, as well as how your home compares to real listing data.
- **Appraisal:** Most times this is something left to the buyers' lender to take care of, but there are times where a licensed Appraiser may be a benefit to your home.
- **Price Strategy:** What's our strategy? Are we pricing to sell? Are we waiting for the highest offer? We'll talk through the best pricing strategy for the market and for you.

CREATE A MARKETING PLAN

Once you sign all the contracts, it's time to come up with a marketing plan.

- **List on MLS and Real Estate Platforms:** Post the property on the Multiple Listing Service (MLS) and other major platforms (e.g., Zillow, Realtor.com).
- **Online and Offline Marketing:** Use digital ads, social media, and email campaigns. Plan for open houses, yard signs, and brochures.
- **Leverage Networks:** I will share the listing with other agents and potential buyers.

MANAGE SHOWINGS AND OPEN HOUSES

I have the tools to make sure everybody that comes through your house is vetted and accompanied by an agent. You won't have to worry about a thing.

- **Coordinate Showings:** Arrange a schedule for private tours and ensure the home is clean and presentable.
- **Host Open Houses:** Promote and conduct open houses to attract potential buyers.
- **Gather Feedback:** Collect and share feedback from showings to refine the marketing approach if necessary.

REVIEW AND NEGOTIATE OFFERS

This is the fun part! Once we start receiving offers we will go over them together to compare.



Presenting Offers

Explain each offer, including terms, contingencies, and financing details so you fully understand the components of an offer.



Negotiations

I will work to secure the best possible price and terms, balancing your priorities with buyer expectations.



Multiple Offers

If applicable, I will guide you through a competitive bidding process.

PREPARE FOR CLOSING

Once an offer is cleared of any contingencies and any necessary action is completed during the negotiation period, we can sit back and get ready for the closing table!



Connect With the Closer

Similarly as a buyer, the closer will reach out to schedule a closing and take care of any paperwork, transfer information, city/county requirements, and anything else regarding the sale of your home.



Moving Out

If you haven't already, now is the time to move all of your belongings out of your home and making it as clean as possible for the next person to call it home.



Shutting Off Utilities

You will want to contact all of your utility companies and schedule the shut off or transfer of all services for the date of closing to ensure no lapses in payments.



Closing Day

It's time to finalize the paperwork! You will either attend an in-person closing, or you will sign all documents electronically before the closing date.

Post-Sale Follow-Up

My duties don't stop at the closing table! As your Realtor® it is my job to make sure you have all the information you need after the sale of your home! There are tax considerations to be made. Or maybe you're in need of something with your new home. Whatever it is, I'll be right there with you.



THAT'S IT!

Congratulations on the sale of your home! The goal is to have a sale go as smooth as possible while making sure you get to cash that check at the end of the whole process.