

# THE SELLING PROCESS

It is essential to understand that selling a home is a step-by-step process that should begin with the selection of an Agent who will skillfully guide you through the entire process.

## Initial Consultation and Planning

- Determine your needs and priorities
- Confirm decision to sell with all persons on title
- Review agency choices and select appropriate working relationship
- Discuss marketing plan and establish pricing strategy
- Discuss home improvement recommendations (repairs/staging)

## Devise and Execute Marketing Plan

- Complete home improvement recommendations if needed
- Agent places home on market (place on MLS if appropriate)
- Proceed with scheduled marketing activities
- Show the property to brokers and prospective buyers
- Communicate with you on a regular basis
- Monitor and evaluate results of marketing activities
- Revise Marketing Plan and Pricing Strategy as necessary

## Review Offers and Reach Agreement with Buyer

- Agent presents offers
- Discuss and clarify proposed terms and conditions
- Negotiate offer including possible counter offers
- Reach final agreement

## Complete Settlement Process (per purchase contract)

- Open escrow; deposit buyer's earnest money
- Receive escrow instructions and sign documents
- Title search; preliminary title report to buyer
- Review inspections and disclosures
- Complete any needed repairs
- Removal of remaining contingencies
- Final inspection and walk-through by Buyer and Seller
- Loan funding / remaining funds deposited into escrow
- Record deed of title
- Seller moves, Buyer moves in

## After-Sale Service

- Possibly help you find your next home
- Assist you with relocation needs
- Provide resources for after-sale home owner needs