

# SELLING YOUR HOME: AN OVERVIEW

1

## GETTING STARTED TO LIST YOUR HOME

### INITIAL CONSULTATION

- Understand your objectives, priorities and time frames
- Discuss selling process
- Examine local market conditions
- Discuss pricing and marketing strategies
- Review Listing Agreement
- Consider options after sale of home



### PREPARING YOUR HOME

- Visit comparable homes on the market in your neighborhood
- Discuss possible renovations and repairs
- Remove personal items
- Review use of personal furniture or staging



### DISCLOSURES AND INSPECTIONS

- Complete seller reports
- Complete necessary inspections to provide to buyers
- Open Pre-Escrow with Title Company

### PURCHASING A REPLACEMENT HOME

- Possibility of staying in your home after sale
- Understand your objectives, priorities, and time frames
- Obtain loan pre-approval letter from lenders
- Review current market conditions and inventory

2

## MARKETING STRATEGY

### SHOWCASING YOUR HOME

- Professional-quality pictures with wideangle lens
- Discuss options for multimedia campaigns



### ONLINE MARKETING

- Place home on Multiple Listing Services
- Inclusion of marketing on Zillow, Redfin, Trulia, etc
- Direct email campaign to professional contacts
- Strategic exposure through social media
- Create dedicated property website



### GRASSROOTS MARKETING

- Direct mailers in neighborhood
- Hand-delivered invitation to open house
- Display Coming Soon signage



### SHOWING YOUR HOME

- Produce high-quality sales flyer
- Twilight showing on weeknight
- 2 weekends of hosted Open Houses
- Tuesday Broker Tours
- Set date for submission of offers
- Provide all interested parties with complete Disclosure Packet

3

## NEGOTIATIONS

### EVALUATE OFFERS

- Comprehensive analysis of strengths and weaknesses of each offer
- Examine the possibility of counter-offers



### ACCEPTING AN OFFER

- Negotiate price and terms of contract
- Accomodate buyer's inspection and loan requirements
- Removal of contingencies

4

## CLOSING AND BEYOND

### CLOSE OF ESCROW

- Review Settlement Statement
- Schedule signing with Title Company
- Provide information for disbursement of funds
- Deed is recorded with County & escrow is closed



### POST-SALE

- Provide keys to new owners
- Schedule termination of Utilities and change of address
- Prepare for the move
- Celebrate the sale of your home!

