

HOMESELLING PROCESS

Selling a house typically includes many of the following elements.
I will be your resource and guide every step of the way.

Initial Consultation

- ❏ Determine your needs and priorities
- ❏ Review “agency” choices and select appropriate working relationship
- ❏ Discuss Marketing Plan
- ❏ Establish Pricing Strategy



Design and Implement Marketing Plan

- ❏ Complete home enhancement recommendations
- ❏ Carry out scheduled marketing activities
- ❏ Show the property to brokers and prospective buyers
- ❏ Communicate with you on a regular basis
- ❏ Monitor results of marketing activities
- ❏ Modify Marketing Plan and Pricing Strategy as necessary



Review Offer and Reach Agreement with Buyer

- ❏ Buyer’s Real Estate Professional presents offer
- ❏ Discuss and clarify proposed terms and conditions
- ❏ Negotiation; possible counteroffers
- ❏ Reach final agreement



Complete Settlement Process (per purchase contract)

- ❏ Deposit of buyer’s earnest money
- ❏ Sign documents
- ❏ Title search; preliminary title report to buyer
- ❏ Inspections
- ❏ Removal of remaining contingencies
- ❏ Buyer’s final walk-through of property
- ❏ Loan funding/balance of funds from buyer
- ❏ Recording of title
- ❏ Relocation of seller; possession of property by buyer



After-sale Service

- ❏ Help you find your next home, as needed
- ❏ Assist you with relocation, as needed
- ❏ Provide resources for other after-sale homeowner needs