



Selling Your Home: Beginning To End

What does the process include?



- 1. Initial consultation (interviewing realtors) including tour of your home (seller & agent)
- 2. Prepare list of improvements, ages of mechanicals/roof/etc. (seller & agent)
- 3. Develop a market analysis of your property's value (agent)
- 4. Present & discuss optimum value with you; review strategies to best market your property (seller & agent)
- 5. Property preparation; cleaning, repairs, staging (seller)
- 6. Professional photography (agent)
- 7. Prepare marketing materials (agent)
- 8. Direct and execute your customized marketing plan (agent)
- 9. Listing becomes active; showings begin (agent)
- 10. Review, negotiate, accept offer (seller & agent)
- 11. Inspection / testing by buyers; could lead to further negotiations, repairs, or credits (seller, listing agent, buyer, buyer's agent)
- 12. Monitor financing and appraisal contingencies, unless a cash offer (agent)
- 13. Prepare for the closing by packing & cleaning (seller)
- 14. Move to your new home! (seller)
- 15. Attend closing (1 hour) and receive proceeds of the sale. Celebrate! (seller)
- 16. Give feedback and referrals (seller)

