

Steps for Selling Your Home

1. Initial Seller Consultation Meeting:

- Once you have requested a meeting with a Realtor®, the real estate agent will come to your home to gather detailed information about your property.
- They will then prepare a Comparative Market Analysis (CMA) to present to you at the second meeting. This meeting may be done by phone, Zoom, in person or at a conveniently located office.
- The Realtor® will discuss pricing and a specific marketing strategy to get your home sold quickly - and for the most value.
- Staging and presenting your home may be discussed at this time.

2. Preparing Paperwork:

- There are many documents that are required to list your home and your Realtor® will explain each one.
- Listing Agreement, Seller's Disclosures, Homeowner's Association, Disclosure, and Plumbing Form are just a few that are needed.
- Lenders will require a Clearance Letter from the HOA that states there are no liens on the property. This cost is paid by the seller and the price varies based on the HOA.
- We utilize an electronic signature system called Dotloop for our Seller's convenience. Your Realtor® will explain how to use the system and what to expect.
- Once you agree to hire the Realtor® the For Sale yard sign and lockbox will be installed, including a flyer box if desired.

3. Photographs:

- After the paperwork is completed, your Realtor® will arrange to have professional photographs taken of the property.
- The agent will make an appointment that is convenient for you to come take the photographs. Your agent will supervise, and you do not need to be present.
- Floor plans and virtual tours may be offered as well. This is part of our service and there is no cost to the seller.

4. MLS:

- Once the photos are completed, the agent will upload the photos and detailed information of your home into MLS (Multiple Listing Service.)
- If applicable, floor plans, the virtual tour, and any other documents can be added as well.

5. Marketing Plan:

- Once your home has been posted in MLS, your real estate agent and our Professional Team will implement a strategic marketing plan for your home.
- This could include but is not limited to; Installation of a For Sale yard signs, holding a Broker Open House and/or Open House, print advertising, and extensive online advertising.
- We recommend the listing to go live on a Wednesday to maximize the interest and potential showings. Buyers typically start looking for homes online midweek and want to see them over the weekend.
- We also suggest the Open House be scheduled on Sundays from 2-5.

6. Showings:

- The lockbox installed limits access to only licensed real estate agents.
- The listing agent is notified when an agent enters the home and leaves.
- We suggest the homeowners leave with pets about 15-20 minutes before a scheduled showing and allow 30 minutes to an hour for the buyer and their agent to walk through.
- Please remember to lock up any weapons, medication and valuables.

7. Presenting an Offer(s):

- Your real estate agent will present all offers to you in a timely manner, as with all offers, time is of the essence.
- Your Realtor® will advise you and guide you through any questions you may have in regard to an offer.

Reviewing Offers

When a potential buyer makes an offer, the following options are available to the seller:

1. Accept the offer as-is, signing it without changes.
2. Make a counter-offer by changing any of the terms and suggesting your own.
3. Reject the offer, indicating that some or all of the terms are not acceptable.

1. *The Offer is Acceptable:*

- Once an offer has been accepted by you, the Seller, the Buyer may elect to have a Home Inspection of your home.
- Generally, the Home Inspection is completed within ten (10) days of your written acceptance.
- The Buyer may also need to have an appraisal of the property done by their Lender. It is common to allow the inspectors, buyers, and buyer's agent access without your presence.
- Inspections generally take 2-4 hours.

2. *Offer is Not Acceptable*

- If the offered price is less than desirable, consider the offer as a whole.
- Ask your agent if any of the terms counterbalance the lower price (i.e., fast closing, no contingencies, buyer paying their own closing costs, etc....).
- Be prepared to split the difference if you and the buyer are close to reaching an agreement.
- Be objective about the cost of holding out. If you are paying \$1,000 per month to keep the property and the offer is \$2,000 below your asking price, selling might make more sense rather than risking a longer sale.

After Accepting the Offer

3. Purchase & Sale Agreement and Earnest Money Deposit:

- After the P&S has been fully executed, the Buyer has 5-10 days for their Due Diligence (page 1 on P&S) and 18-30 business days to receive a Financing Commitment from their Lender. This can be found in the FHA or Conventional Financing Exhibits which are part of the contract.
- The earnest money is also received and held in an escrow account.

4. Addressing Home Inspection Concerns:

- Sellers are sometimes asked to replace items or fix certain issues that have surfaced during the home inspection.
- These typically need to be completed within 10 days prior to closing.
- Receipts are needed to comply with the contract.

5. The Closing:

- Depending on the Buyer, a final walk through of your property may be scheduled the morning of closing or a few days before.
- Please note that all personal property, including any garbage, must be out of the home and off the property.
- The home should be adequately cleaned before the final walk through.
- At closing, bring your ID, all keys and garage door openers. and you will sign the closing documents and the final Settlement Statement and turn over the keys and garage door openers to the Buyer.

*This is just a suggested timeline. No two offers are the same. Your Realtor® will be assisting you every step of the way. *