

My Step
by Step
Guide to
Selling Your
Property



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Efficient & Strategic Property Sales

Selling your property can be a complicated process. We've streamlined the steps to create a smooth transaction with targeted marketing and coordinated management to generate the best market value for your property.

- **Listing:** Details, Pricing, & Contracts
- **Marketing:** Photos, Signage, & Ad Campaigns
- **Showing:** Staging, Open House, & Appointments
- **Negotiating:** Offers, Inspections, & Appraisal
- **Closing:** Moving, Signing, and Funding



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Listing Options

Options to fit your listing needs, schedule, and budget! Listing services include: yard sign, showing scheduling service, lock box, and national MLS listing.

- **Simply Listed - 4%:** Photos & Custom Flyers
- **Simply Sold - 5%:** Professional Photos, 3D Tour, Dedicated Web Site, Staging & Repair Suggestions
- **Strategically Listed – 6%:** Print & Social Media Marketing Campaign, Custom Billboard, & 1yr Home Warranty to covers the home while listed

Commissions listed are shared with the Buyer's Agent and each package can be customized to meet your needs!



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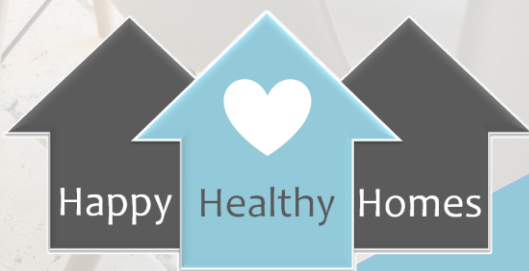
Prior to Listing

Agent Tasks:

1. Preview home and verify basic information.
2. Identify any repairs or staging needed.
3. Request title report to verify accurate information on county records.
4. Research nearby homes on the market to help determine the best pricing.
5. Complete Listing Contract.

Client Tasks:

1. Complete Seller Disclosure forms.
2. Complete any necessary cleaning or repairs.
3. Decide on listing price and select listing program.
4. Sign Listing Contract.



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Marketing

Agent Tasks:

1. Schedule photoshoot.
2. Schedule signage placement.
3. Create digital marketing, print flyers, and any ad campaigns.
4. Enter listing into local MLS, regional & national databases, and custom websites.
5. Share MLS and individual website links with seller, client database, neighborhood, and social media sites.

Client Tasks:

1. Stage your home prior to the photoshoot.
2. Discuss any landscaping concerns prior to signage placement.
3. Share the MLS and website links with family and friends.



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Showings

Agent Tasks:

1. Install lock box and ensure access information is accurate in the MLS.
2. Schedule open houses and create appropriate marketing for them.
3. Coordinate showing appointments.
4. Attend and manage open houses.
5. Provide showing feedback to seller regularly.

Client Tasks:

1. Make a set of keys for the lock box.
2. Remove or lock up any valuable items.
3. Maintain your home in a clean & tidy manner.
4. Determine a place to spend time during showings and open houses.
5. Respond promptly to showing requests.



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Negotiations

Agent Tasks:

1. Review all offers received to verify accuracy.
2. Discuss pros/cons of all offers to help in selecting the best offer to meet your needs.
3. Negotiate best pricing and terms.
4. Coordinate inspection and appraisal.
5. Manage any counter offers, contract adjustments, inspection repairs requested, and appraisal adjustments.

Client Tasks:

1. Be open to negotiate terms within offers received.
2. Be flexible in vacating home for inspection and appraisal.
3. Respond to repairs requested after inspection and complete agreed upon items.



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Closing

Agent Tasks:

1. Review all documentation, including closing estimates, for accuracy and completion.
2. Confirm buyer's financing and final totals for closing.
3. Attend your signing.
4. Pass keys and other home information to buyer's agent after closing is finalized.

Client Tasks:

1. Gather all keys, garage openers, HOA information, and appliance & home warranty information for buyer.
2. Complete move out and clean the property.
3. Coordinate signing time with title company.
4. Receive funds after buyer's loan has funded.



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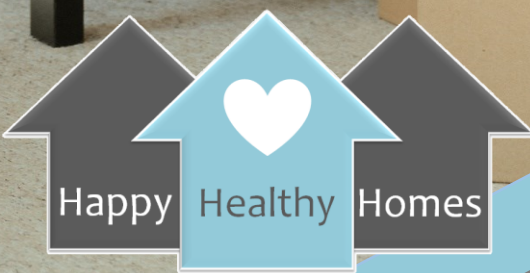
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