



Seller Transaction Process and Property Marketing

1. Listing agreement and all appropriate paperwork is signed, listing price is determined.
2. Marketing your property for sale is a partnership between the owner and the seller's agent with the goal of selling your property for the highest price based on the current market conditions.
3. Clean, declutter, depersonalize. Staging is encouraged with the idea that less is more. Put your best foot forward, view the property from the buyer's perspective.
4. If a private sewer system is on the property, a Title V Certificate of Compliance (Title V Inspection) must be provided by the seller in a timely manner in order to transfer the property.
5. Professional photographs are taken, as well as a 3D Tour and Drone view when applicable. Seller provides access keys to be placed in agent supplied electronic lock box or combo lock box, (electronic garage door opener placed in a kitchen drawer, if applicable) and a lawn sign is placed in the front yard by the Seller's agents.
6. MLS listing is activated and migrates to over 30 websites. YouTube video and social media are live within 24 hours.
7. Provide as much available time as possible for showings to maximize availability.
8. Recommend holding Open Houses to maximize exposure.
9. Agents request feedback from Open House attendees and showing appointments, promptly communicating all feedback to Seller.
10. Reverse prospecting e-mail to Buyer's agents matching property criteria through MLSPIN.
11. When a written Offer to Purchase is presented from the Buyer's agent to the Seller's agents which includes offer price and any terms and conditions this is promptly presented to the Seller. Discuss multiple offer situation with Seller, if applicable. Seller's agents review the offer with the Seller to determine appropriate response to the Buyer's agent.
12. Negotiations begin on behalf of Seller and Buyer.
13. Price and terms are agreed upon by both parties. Buyer signs/initials Offer to Purchase, then Seller signs. The date the Seller signs becomes the acceptance date.
14. If an attorney has not been selected now is the time for the Seller to secure a real estate attorney to begin work on the draft Purchase and Sale Agreement.
15. Buyer has a Home Inspection and any other inspections as outlined in the Offer to Purchase. Typical time of a home inspection is within 10 days from the date of the accepted Offer to Purchase. Normally within 2 days after the home inspection the Buyer's agent provides in

writing to the Seller's agents, any deficiencies, structural issues, etc., that they may ask the Seller to address to repair and/or the Buyer may ask for compensation in lieu of any work needed. Negotiations are then completed.

16. Attorney for the Seller prepares the Purchase and Sale Agreement which once executed will supersede the Offer to Purchase. This document will include terms and conditions from the Offer to Purchase and closing date with any other specific details. The Buyer signs this document then the Seller signs. Additional Buyer deposit is due at this time.
17. Once the Purchase and Sale Agreement is signed by Buyer and Seller, the Seller contacts the local Fire Department for required smoke and carbon monoxide detector inspection resulting in a written Certificate of Compliance which is given to the Seller's attorney for closing. Properties cannot close without this certificate.
18. On behalf of the Buyer's lender, an appraiser will visit the property to determine whether there is sufficient value for the lender to approve the Buyer's mortgage.
19. After Buyer meets all loan requirements a loan commitment letter is issued by the lender indicating their intent to move forward with the Buyer's mortgage.
20. One to two weeks prior to the expected closing date the Seller contacts the home's utility companies alerting them of the pending sale and requests final readings for water, electric, oil and gas meters and also should contact the home's insurance company of the impending sale.
21. At least three days prior to closing, the lender issues the Buyer a Closing Disclosure.
This may cause a delay in closing. Once the i's are dotted and the t's are crossed the final clear to close is issued.
22. Final walkthrough of the property is completed by Buyer and Buyer's agent usually the night prior to or on the morning of the closing date confirming that all personal property has been removed, property is in broom swept condition and any other conditions have been met in accordance with the Purchase and Sale Agreement.
23. Closing date arrives! Typically, the Seller does not attend closing as they would have already met with their attorney to sign closing documents.