

Welcome Message

Selling your home is a big deal and having the right agent by your side makes all the difference. I'm Janelle Forst, an Arizona native and full-time REALTOR® who's hands-on, detail-obsessed, and dedicated to getting you the best results possible. Let's get started!

Step 1: Prep Your Home

First impressions matter.

We'll walk through your home together and identify what needs

- ☐ A touch-up,
- ☐ A deep clean,
- ☐ Or a style refresh.
- ☐ Declutter & depersonalize

Minor repairs (paint, lights, doors)

- ☐ Stage rooms to highlight space

Bonus: I can bring staging items, recommend vendors, or handle it for you if needed!

Step 2: Price It Right

We'll run a full **Comparative Market Analysis (CMA)** to determine the ideal listing price based on,

- ☐ Recent sold com
- ☐ Current market trends
- ☐ Your home's unique features and upgrades

I'll help you price to attract serious buyers while protecting your equity.

Step 3: Pro Marketing

Once we're ready to list, I bring out the big guns:

- ☐ Professional photos + 3D tour
- ☐ Social media campaigns (Facebook, Instagram, Google)
- ☐ Email blasts to local agents + reverse prospecting
- ☐ Open houses with themed giveaways

I personally show up, prep, and promote you won't find me sitting back and waiting.

Step 4: Go Live & Show It Off

Your listing goes live on the MLS + Zillow + Realtor.com + more.

We'll schedule

- ☐ Showings
- ☐ Agent Tours
- ☐ Open Houses

What you do:

Keep the home clean & showing-ready

Be flexible with showing times

Leave the marketing and communication to me!

Step 5: Offers & Negotiations

When offers start rolling in, I'll Review each offer in detail.

- ☐ Help you compare terms, not just price

Negotiate to get you the strongest deal possible

You always have the final say I just make sure you're educated and empowered.

Step 6: Escrow & Inspections

Once under contract,

- ☐ We'll make sure to open Escrow and move into the
- ☐ Inspection period.

I'll help you,

- ☐ Navigate the BINSR process
- ☐ Review any repair requests
- ☐ Keep things moving toward a smooth close

Step 7: Appraisal & Final Steps

Lender sends an appraiser

- ☐ I ensure your home is ready and presentable
- ☐ We coordinate any last-minute paperwork and timelines
- ☐ Buyer conducts final walkthrough

Step 8: Close & Celebrate

You'll sign your final docs and officially close on your home.

Once Funds are disbursed and keys are handed over and then it's pop the bubbly time.

And yes... I'll still be here if you need help buying, relocating, or investing next.