

Cohen & Associates Real Estate



# Listing YOUR HOME

A step by step guide to selling your home

PREPPING YOUR HOME

DETERMINING PRICE

NEGOTIATING OFFERS

CLOSING & BEYOND



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# *It's all about you!*

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Cohen & Associates Real Estate has been built around one guiding principle: It's all about you.



Your needs  
Your dreams  
Your concerns  
Your questions  
Your finances  
Your time  
Your life

Our focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of our business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!



*It's all about you!*

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At Cohen & Associates we believe



"Real Estate is actually more about people and relationships than property."



# What We Deliver

## **Communication**

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

## **Experience and Expertise**

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

## **Marketing**

Your home will get the exposure it deserves. As a member of the Coastal Carolina Association of Realtors, we have access to the latest Real Estate Market Statistics and MLS to ensure your listing has the greatest exposure possible.

## **Pricing**

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

## **Staging**

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

## **Satisfaction**

Our relationship is dependent on meeting and exceeding your needs. We identify those needs together,



# Getting Ready To List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

**Communication makes all the difference.**

**You'll always know what's going on behind the scenes while your property is listed.**

**We will solicit feedback from each consumer and agent who views your property, passing their comments on to you.**

**We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.**

**Prepare your home for a successful sale.**

**More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property avoiding issues a buyer inspection could surface later, making them part of the final price negotiation.**

**We will evaluate the current state of your property and assist you in arranging any repairs or improvements needed to maximize your home's value and appeal.**

**When everything's in place, we'll put a lockbox on your property.**



# Getting Ready To List

Let's begin with this direct statement:

We are not the ones who decides how much your home is worth.  
The market does.

It tells us exactly where to price your property to sell and how to approach the marketing of it.  
Here are the factors that will affect the value in today's market:

Timing | Competition | Condition | Location | Price

**Pricing your home properly from the start is the deciding factor on how long it will take to sell it. Pricing your home right is one of the most important steps involved in selling.**

**Location is the single most important factor in determining the value of your property.**

**The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. We will be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.**

**Prospective buyers are going to compare your property – both the condition and the price – to other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.**

**Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.**



# PRE-LISTING Checklist

## CLEAN, DECLUTTER, ORGANIZE & FRESHEN UP

- |  |  |
|--|--|
| <input type="checkbox"/> Dust shelving & ceiling fans                  | <input type="checkbox"/> Straighten furniture & rugs     |
| <input type="checkbox"/> Wipe down all tables, shelves, and cabinets   | <input type="checkbox"/> Polish wood furniture           |
| <input type="checkbox"/> Clean all baseboards                          | <input type="checkbox"/> Declutter & organize garage     |
| <input type="checkbox"/> Deep clean kitchen & bathrooms                | <input type="checkbox"/> Dust TV's                       |
| <input type="checkbox"/> Put up all dishes and declutter cabinets      | <input type="checkbox"/> Put up decorative towels        |
| <input type="checkbox"/> Organize pantry & refrigerator                | <input type="checkbox"/> Pack away valuable belongings   |
| <input type="checkbox"/> Organize cabinets                             | <input type="checkbox"/> Mop floors                      |
| <input type="checkbox"/> Wipe down doors & doorknobs                   | <input type="checkbox"/> Clean and organize porch/patio  |
| <input type="checkbox"/> Wash all windows inside & out                 | <input type="checkbox"/> Empty & clean trash cans        |
| <input type="checkbox"/> Wipe down screen & glass doors                | <input type="checkbox"/> Make beds or change bedding     |
| <input type="checkbox"/> Clean switch plates & outlet plugs            | <input type="checkbox"/> Remove excess nails from walls  |
| <input type="checkbox"/> Vacuum carpets & rugs                         | <input type="checkbox"/> Hide stray cords                |
| <input type="checkbox"/> Pack up personal photos                       | <input type="checkbox"/> Clean inside of stove           |
| <input type="checkbox"/> Clean up & organize all linen/bedroom closets | <input type="checkbox"/> Get rid of odors and add scents |
| <input type="checkbox"/> Have carpets professionally cleaned           | <input type="checkbox"/> Clean all appliances            |
| <input type="checkbox"/> Touch up ceiling                              | <input type="checkbox"/> Put away pet food & supplies    |
| <input type="checkbox"/> Touch up interior doors                       | <input type="checkbox"/> Put away shoes                  |

EXTRA NOTES:



# THE HOME SELLING PROCESS

*What to expect from start to finish*

- Evaluate your needs
- Set the right price
- Determine time frame
- Research
- Implement a customized marketing plan

- Prepare your property for sale
- Show to potential buyers
- Take feedback & make adjustments

- Receive, negotiate, accept offer
- Begin closing process
- Assist with mortgage, inspection & title process

- Final walk-through
- Assemble documents
- Attend closing
- Sign documents & contract



# Closing & Beyond:

## | Coordinating Your Sale to a Successful Closing |

All potential buyers will be pre-qualified so valuable time isn't wasted.

Each offer will be presented and discussed with you.

We will negotiate the details of your transaction with the other agent.

Closing will be prepared, coordinated and finalized for you.

## | Beyond the Sale |

Do you need an agent to assist you in your relocation?

Need a recommendation for a moving company?

Would a moving checklist help?

We are happy to refer you to great providers of other real estate-related services.

We are here to make the sale of your home as smooth and stress-free as possible.



# Sell your Home

## WITH CONFIDENCE

every step of the way



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