



TIPS FOR SELLING YOUR HOME!

CENTURY 21

Selling Paradise

CHOOSING YOUR AGENT

Of all the decisions you'll face when selling your home, there's none more important than the person you choose to work for you and represent you.

The job of your Real Estate Professional is to support you in selling your home, with the best possible terms, while assisting you throughout the entire process. Your Agent will explain the home selling process and will familiarize you with the various activities, documentation, and procedures that you'll experience throughout the transaction.

YOUR REAL ESTATE PROFESSIONAL SHOULD BE

- ❖ Resourceful in attracting the largest possible pool of potential buyers.
- ❖ Aware of local & state requirements affecting your transaction.
- ❖ Effective in multi-party, face-to-face negotiations.
- ❖ Highly-trained & technology-focused; utilizing all available resources that facilitate a smooth transaction.
- ❖ Assisted by a fully-staffed marketing department.
- ❖ Supported by a seasoned broker & professional legal counsel.

DEVELOPING A MARKETING STRATEGY

To sell your home quickly, with the best terms possible, it's necessary to prepare your home for the market. This process includes:

- ❖ Decide when to put your home on the market.
- ❖ Establish the sales price, based on recent comparable sales, local market conditions, and your motivation to sell.
- ❖ Estimate probable net proceeds.
- ❖ Determine how to make your home most appealing to potential buyers.

YOUR REAL ESTATE PROFESSIONAL WILL STRATEGICALLY MARKET YOUR PROPERTY BY

- ❖ Placing a "For Sale" sign in a prominent location.
- ❖ Installing a lock box; making it easy for agents to show your home.
- ❖ Submitting your home to the regional MLS for immediate exposure to the real estate community.
- ❖ Arranging "Agent" tours of the home.
- ❖ Developing a brochure; highlighting the features and benefits of your home.
- ❖ Holding "Open Houses" when appropriate.
- ❖ Featuring your property on our website, Zillow, REALTOR.com, etc.
- ❖ Showcasing your property to my sphere of influence and potential buyers.
- ❖ Asking clients and colleagues if they know of possible buyers.

MANAGING THE TRANSACTION

You'll undoubtedly appreciate having a strong Real Estate Professional as an advocate, on your side, during the transaction!



NEGOTIATING THE OFFER | REVIEWING THE CONTRACT & OBLIGATIONS

Your Real Estate Professional will immediately present and explain all offers. You'll be able to accept, reject, or counter any offer presented. During the negotiation process, your Agent will leverage their experience and skills to advocate your interests:

Reviewing The Contract & Obligations Before You Sign

- ❖ Explaining how contingencies and release clauses work.
- ❖ Protecting you from signing a "blank check" for unknown problems or repairs.
- ❖ Defining legal disclosure requirements.
- ❖ Orchestrate the offer process for "back-up" offers, if necessary.
- ❖ Throughout the negotiation, your Agent will provide you with a professional, objective point of view; but the final decision of accepting an offer is yours.

Once an offer is accepted, your Agent will manage all details; making the process as stress-free and efficient as possible:

- ❖ Staying in contact with the buyer's agent to ensure a smooth escrow.
- ❖ Following up on the the buyer's loan process.
- ❖ Monitoring all contingency removal deadlines.
- ❖ Assisting you if a conflict with the buyer arises.

FINALIZING & CLOSING THE TRANSACTION

FINALIZING THE PROCESS

Finalizing the process includes reviewing all closing documents; ensuring that both parties have copies. When the transaction has closed, your Real Estate Sales Professional will deliver the closing check to you and the keys to the new owner!



My Commitment To You

I Am Transparent | I Have Integrity | I Build Trust
I Actively Listen | I Reply Quickly | I Communicate Often

A Client For Life

Honesty, trust, and integrity have built my business and have created life-long clients and friends.



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