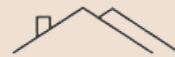




# HOME SELLERS GUIDE



RACHEL ROSENCRANTS  
*Real Estate Agent*



EQUAL HOUSING  
OPPORTUNITY





# WELCOME

Hello, I'm Rachel and I believe in creating a custom home selling experience tailored to your unique needs.

A home is more than just a house; it's where cherished memories are made, moments with loved ones are shared, and comfort truly surrounds you.

Selling your home and starting a new chapter can feel overwhelming at times. It's often an emotional journey, filled with significant moments every step of the way.

Rest assured, I'm here to guide you through this emotional journey. Together, we'll outline the process and create a plan, so you can focus on what matters most while I handle the heavy lifting for you!

From staging your home to attracting the right buyers, negotiating the best terms, and navigating the closing process, I'll be with you every step of the way as your trusted guide!

*Rachel Rosencrants*

Brookstone Realtors



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OPPORTUNITY

# HOME SELLING

## *Process*

1

### **HIRING YOUR TEAM**

Ask your real estate agent for any needed referrals. Your agent will serve as your advocate throughout the home selling process. Make sure you select an agent that is familiar with the area.

2

### **PREPARE YOUR HOME**

This is the time for minor updates and repairs. Decluttering, depersonalizing and staging are all items that your real estate agent may discuss with you. Keep in mind that the goal is to help the buyer envision it as their new home!

3

### **PHOTOGRAPHY & MARKETING**

The first thing potential buyers notice about your home is the listing photos and videos. High-quality photography and videography are crucial for making a strong first impression. Effective marketing is also essential to showcase your home in the best possible light.

4

### **OFFERS: REVIEW & NEGOTIATE**

As offers come in, you will review and assess them carefully. The terms of each offer are negotiable, and a skilled real estate agent will act as your trusted professional, negotiating on your behalf to secure the best outcome for your unique scenario.

5

### **FINALIZING THE DEAL**

There will be a period of inspections, appraisals, and potentially re-negotiations. After all conditions have been met the closing will be scheduled.

6

### **CLOSING**

The closing is when all of the legal documents are signed, and the possession of the property is transferred. If post-closing occupancy is needed, your real estate agent will help you navigate this as well as the final transfer of the keys.

# SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE FULL OF EMOTIONS...

Selling your home does not have to be stressful. You are beginning a new chapter in your life. This process will be full of reliving memories, and an anticipation of the new family that will love your home.

With my customized approach to selling your home, and a streamlined system for paperwork, I will take the stress out of selling your home.

LISTING  
CONSULTATION

PHOTOS &  
STAGING

OPEN HOUSES  
OFFER PERIOD

CLOSE ON  
THE HOUSE



HOME PREP  
FOR LISTING

LISTED FOR  
SALE

CONTINGENCY  
REMOVAL  
PERIOD

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# LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions to help set your goals for selling your home. I'll answer any questions or concerns you may have related to selling your home. Please take some time to think about the questions you have before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we list....

What is your moving timeline?

What do you hope to net from your sale?

What services that I offer are most important to you?

What concerns do you have about selling your home?

Do you find it more important to sell quickly, or for the highest price you can get?