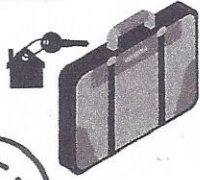


THE SELLER'S ROADMAP

1. MEET WITH A REAL ESTATE PROFESSIONAL

There is no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.



2. ESTABLISH A PRICE

Your agent will provide a market analysis, which will help you set an asking price.

STRATEGIC PRICING

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



3. PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.



4. LIST IT FOR SALE

When everything is in place your agent will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.

SHOWINGS

Potential buyers may ask to see your home on short notice. It is best to try accommodate these requests to never miss out on a potential sale.

5. MARKETING YOUR HOME

Using high quality photos and the latest marketing strategies, your listings are input in the local MLS, advertised through print marketing, on all major home shopping websites, and all major social media platforms. Open houses are also hosted at your request.



6. OFFERS AND NEGOTIATIONS

If everything goes well, a buyer (and most often the agent who represents them) will submit an offer.

CHOOSING AN OFFER

Your agent will work with you to review all offers. They will help you to understand all offer terms and help you select the offer that best compliments your goals.

7. UNDER CONTRACT

At this point, all of the terms of the offer have been agreed upon, and all parties have signed the agreement.

8. FINAL DETAILS

While under contract the buyer will work with their mortgage provider to finalize the loan.



9. CLOSING

This is the transfer of funds and ownership.



CONGRATULATIONS YOU'VE SUCCESSFULLY SOLD YOUR HOME!



THE BUYER'S ROADMAP

1. MEET WITH A REAL ESTATE PROFESSIONAL

Discuss the type of property that you are looking for. Be sure to discuss details including your preferred style, location, and of course, budget.

DID YOU KNOW???

As the buyer, your REALTOR's commission is paid by the seller in almost all cases. This means your representation costs you nothing!

4. MAKE AN OFFER

Your agent will prepare an offer to purchase based on the terms, conditions, and price that you choose.

7. UNDER CONTRACT

All parties have agreed to the price and terms. Now is the time to schedule any inspections agreed upon in the contract, and your lender will order and appraisal. The home is effectively being held for you as you work through this process.

2. GET PRE-APPROVED

Visiting with a mortgage lender to get pre-approved is critical step to take before beginning to search for properties. You will need pay stubs, bank statements, and W2's.

Your agent will be able to provide references if you're unsure where to start.

3. SEARCH FOR HOMES

THE FUN PART! Your agent will schedule showings, and help you find the perfect home!

ADVANCED SEARCH

Not all real estate websites are the same. Your REALTOR has access to tools and systems not available to the public, they will use to access properties and information that meet your criteria.

5. NEGOTIATION & CONTRACT

It may take a little back and forth negotiation to bring everyone into agreement, but hang in there! You're on your way!

THE CONTRACT

The contract will provide you with a deadline to finalize your financing, as well as time to have any physical inspections of the property.

8. FINAL DETAILS

In this time you will be finalizing your loan, reviewing documents, discussing findings from the inspections and appraisal. Your REALTOR will manage this entire process for you.

9. CLOSING

This is the transfer of funds and ownership. Time to move into your new home!



CONGRATULATIONS YOU'RE A NEW HOME OWNER!

