

When you list your home with  
***RUTH CAPRA***  
at RE/MAX Southern Homes  
You can expect all this - And More

*You have taken the first step towards selling your home - but what happens next? Here are more of the steps you may encounter along the path to the final sale of your home. While the steps may or may not fall in the order shown, a greater understanding of the sales process can foster the cooperation between owners and agents that yields a qualified buyer - and the sale of your home!*

- \* **The Paper Trail**        The listing of your home will be entered in our company records and in the Multiple Listing Service. This step begins the process of exposing your property to the widest range of possible buyers.
- \* **For Sale Sign**        With your permission, a "For Sale" sign will be installed on your property. Experience has shown that signs attract a high percentage of prospective purchasers and represent a critical element of each sale.
- \* **Marketing Plan**        A plan to sell your home will be set into motion. This plan includes advertising, promotional activities, positioning your home to attract qualified buyers, and encouraging all local agents to show your home.
- \* **Mortgage Letter**        If you currently have a mortgage, a letter will be sent to the lender requesting "payoff" information (loan balance, daily interest, etc.). This information may be used to figure your "net" proceeds from the sale.
- \* **Condition**                We can make suggestions to help you to offer your property in "model home" condition. A daily commitment to keeping it attractive, clean, and neat will pay off as buyers form that all-important first impression.
- \* **Appointments**        When a showing is arranged by us or by our office, you will receive as much advance notice as possible. Serious, motivated buyers sometimes ask for short notice showings, thus flexibility and cooperation on your part is critical.
- \* **Showings**                Discuss with us the rules for a successful showing, then take time to "set the stage" each time a showing is arranged. This can be your most valuable contribution to the sale of your home.
- \* **Sign-in Log**              When other agents show your home, they will "sign in" on a "showing log" provided by us or they will leave a card. When your home is shown, your agent will follow-up and advise you of any feedback they can obtain.
- \* **Second Showings**        Additional showings to the same prospects are an indication of serious interest. Make every effort to put your home in order before the showing. This step may lead to the purchase offer you are seeking.
- \* **The Purchase Offer**    We will contact you immediately when an offer is received. You will get a complete explanation of the offer and an estimate of the net proceeds. Be prepared, with your agent's assistance, to accept the offer or make a counter-offer.
- \* **Mortgage Application**    Ask your agent to notify you when the buyers make their loan application. Most sale contracts are contingent upon loan approval, and dedicated follow-up can speed the process.
- \* **The Appraisal**            If the purchaser intends to obtain a mortgage, the lender will require an appraisal of the home's value. You may be contacted directly by the appraiser for an appointment. If so, let your agent know the date and time.
- \* **Mortgage Approval**    Ask your agent for written verification of buyers' loan approval. This step, loan approval, begins the march towards final settlement. It is a strong indicator that the buyer will complete the transaction.
- \* **Inspections**            Preceding final settlement, various inspections may be carried out to insure that appliances, electrical, plumbing and other systems are in working order. Your agent will advise you of any request for repairs.
- \* **Possession**              Your purchase agreement states the date on which possession will transfer to the buyers. Plans should be made to vacate the property in a timely manner in accordance with the written agreement.
- \* **Final Settlement**        Your agent will advise you when and where the final settlement will take place and will handle all the details to accomplish the settlement. Settlement occurs when title is conveyed to the purchasers and funds are disbursed to the sellers.

**YOUR SALE IS COMPLETE!**

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