

THE HOME SELLING

Process



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STEP 1

MEET WITH YOUR AGENT

- DISCUSS YOUR NEEDS
- RESEARCH CMA REPORTS
- SET A COMPETITIVE LIST PRICE



STEP 2

PREPARE TO LIST / START 'COMING SOON' CAMPAIGN

- DEEP CLEAN & DECLUTTER
- MAKE NEEDED REPAIRS
- FOCUS ON CURB APPEAL
- STAGE HOME



STEP 3

IMAGERY

- PROFESSIONAL PHOTO SESSION
- PROFESSIONAL VIDEO SESSION
- PROFESSIONAL DRONE SESSION



STEP 4

MARKETING

- ONLINE MARKETING
- SOCIAL MEDIA
- SIGNAGE
- FLYERS



STEP 5

SHOWINGS

- ENSURE HOME IS READY FOR SHOWINGS
- RECEIVE FEEDBACK FROM AGENTS
- SCHEDULE OPEN HOUSES
- REVIEW MLS / ZILLOW LISTING ANALYTICS



STEP 6

RECEIVE AN OFFER

- EACH OFFER IS PRESENTED WITH A NET SHEET AND WE WILL DISCUSS THE BENEFITS & RISKS OF EACH OFFER



STEP 7

NEGOTIATE

- MOST OFFERS REQUIRE NEGOTIATING EITHER BEFORE OR AFTER INSPECTIONS. I WILL NEGOTIATE ON YOUR BEHALF.
- YOU CAN ACCEPT, COUNTER, OR DENY AN OFFER



STEP 8

INSPECTIONS & APPRAISAL

- WORK WITH THE BUYER'S AGENT TO COORDINATE AND SCHEDULE AN INSPECTION & APPRAISAL. THESE ARE BOTH ORDERED BY THE BUYER



STEP 9

REPAIRS

- LIKELY SOME SMALL REPAIRS WILL NEED TO BE MADE AFTER INSPECTIONS.
- REVIEW MY LIST OF RECOMMENDED VENDORS IF NEEDED



STEP 10

CLOSING

- FINAL WALK-THROUGH
- SIGN CLOSING DOCUMENTS
- TRANSFER KEYS
- START NEW CHAPTER!