



THE HOME SELLING *steps*

STEP ONE

consultation

We will tour your home, answer questions, and define YOUR goals. We will provide comps in your area and discuss strategic pricing and marketing strategy to ensure your home is well positioned to sell.

STEP TWO

preparation

Depersonalize, de-clutter, donate! We will share our list of tried and true vendors to get the job done right. We will also set a time to meet with the stager to begin the process to get show - ready.

STEP THREE

preinspect

Our preferred home inspector offers a Systems and Safety Evaluation to assess roofs, HVACs, crawlspace/structural, and safety issues to identify "big ticket" items to reduce surprises on the back end.

STEP FOUR

staging

Our stager will provide her own belongings coupled with yours if you are still living in the home to create a beautiful yet neutral palette, so buyers can envision themselves living there.

STEP FIVE

photography

Our photographer will come to capture your home in its absolute best light. Together, we will ensure everything shines so your home stands out above the competition.

STEP SIX

marketing

Along with a personalized website, we will be sure your home is featured on social media with links for you to share. Our brokerage community will receive an email with information about your home, and your home will appear on major syndicated sites

STEP SEVEN

showings

We will provide you with a showing checklist to take the guess work out of making sure your home is show ready. Keeping a clean and clutter free home will ensure buyers will only see all the best things about your home.

STEP EIGHT

offers/repairs

We will walk you through all facets of an offer(s) including repair requests. We will share our input to help you decide which offer best meets your needs and timelines and use skillful, win/win negotiation strategies to reach agreement. We will work with contractors to provide estimates for requested repairs and handle all paperwork ensuring lenders, inspectors, and attorneys have what they need to meet critical deadlines.

STEP NINE

closing/recording

Prior to closing, we will remind you to have all belongings removed, have utilities turned off, have mail forwarded and leave extra keys, remotes, and garage door openers. We will review the closing statement and get all needed signatures. Finally, we will ensure that the home has been recorded and funds transferred to your account.

