

# Selling Your Home



## 1 MONEY

- Equity
- Penalties
- Portability

## 2 MARKET VALUE

- Comparative Market Analysis
- Pricing
- Strategy

## 3 PAPERWORK

*Agreements protect both of us. They ensure you understand your relationship with me and what I will do for you.*

- Exclusive Seller Agreement
- Real Property Report (RPR)
- Condo documents
- Title

## 4 PREPARING YOUR HOME

- 90/90 Rule
- Repairs and Maintenance
- Cleaning
- Depersonalizing & Staging
- Curb Appeal

## 5 MARKETING

- Professional Photography & Drone
- Measurements
- 3D Tour
- Syndication & IDX
- Floor Plans
- Print Marketing & Signs
- Open House

## 6 WHILE YOUR HOUSE IS LISTED

- Showing Requests
- Feedback
- Weekly Activity Summary
- Keeping Up Appearances

## 7 OFFERS

- All offers will be presented
- You can accept, decline or counter
- This can be stressful; I'll be your guide

## 8 CONDITION PERIOD

- Access needed for inspections and bank appraisals
- Waiting

## 9 FIRM SALE

- Lawyer
- Keep Home Insurance Until Closing

## 10 CLOSING DAY

- Attached goods
- Condition of property
- Keys / Postal Keys / Garage Door Openers / Manuals

### What will it cost to sell my home?

**Real Estate Fees:**

My fee is 7% / 3% divided equally

**Marketing: \$0**

I will be paying all the costs for marketing your home including pictures, measurements, Yard Sign, Print media, online advertising etc.

**Legal:** \$1,500 and up

**RPR / Condo Documents:** Varies

**Mortgage Penalties:** Varies



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