

The Home Selling Process

THE HOME SELLING PROCESS SIMPLIFIED

1

Meet Your Agent

Let's discuss your real estate needs, review comparable sales and set a competitive list price.

2

Establish a Price

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

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STRATEGIC PRICING

It's important to review the market analysis and consider your home price objectively. We refer to this as "marketing price," not "asking price."

3

Prepare Your Home

View your home through the eyes of the buyer and ask yourself what you'd expect.

4

List Your Home 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.

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SHOWINGS

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.

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Offers & Negotiations

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

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CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter any offer based on its merits.

6

Under Contract/In Escrow

Congrats! You're in escrow! At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

7

Final Details

While under contract, if your buyer is obtaining a loan the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

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INSPECTION

The buyer will perform a physical inspection of the home. They may ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.

8

Closing

Congrats! You've sold your home! This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed and ready to move.