

ENGEL & VÖLKERS®



A ROADMAP

Journey to Your Next Home







Welcome to Engel & Völkers

We're your partner, not just in finding the perfect home, but helping you to build and adjust your real estate portfolio seamlessly as you maneuver through life's different phases. Often moving on to the next phase includes the sale of your current property. We specialize in curating personalized experiences — whether you're selling to acquire additional space for your growing family, relocating out of state for new job opportunities, right sizing your current property to meet your needs as empty nesters, retiring abroad, or even sadly due to the loss of a loved one.

We understand that these are major life events and decisions. As your Advisor I am here to help you navigate the complexities of a real estate sale in ever-changing market conditions. We put emphasis on personalized, transparent, and exceptional service. My mission is to make your entire journey through selling as smooth and enjoyable as possible. I am here always as your Advisor.

Journey to Your Next Home with Engel & Völkers

1 INITIAL MEETING



An initial meeting at the local Engel & Völkers shop is your first step. We make it our responsibility to understand your goals and structure a winning strategy to get your property sold for the most money in the least amount of time.

If you are selling and acquiring another property post sale, securing verified financial readiness will help to expedite the search process and maximize your negotiation power. Obtaining a mortgage pre-approval letter in advance of listing will help to strengthen your position.

DATE: _____

2 ESTABLISH A SALES PRICE AND MARKETING STRATEGY



You will receive a detailed market analysis to help establish the asking price for your property. We will also present a marketing plan highlighting the standout features of the property sure to attract prospective homeowners.

DATE: _____

3 PREPARE YOUR PROPERTY

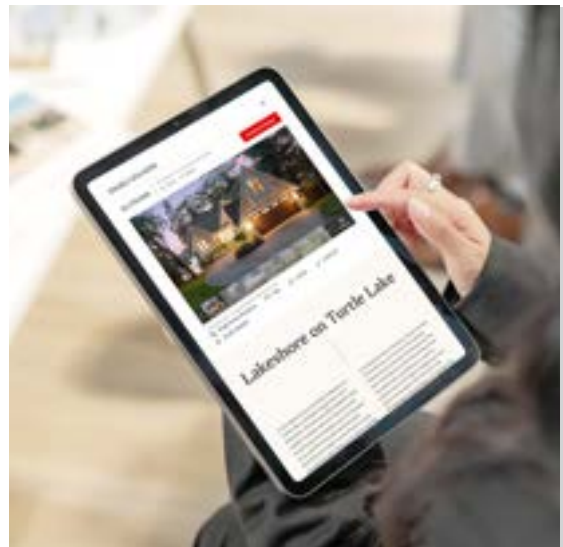


We know that proper preparation prevents poor performance. View your home through the eyes of the buyer and ask yourself what you'd expect.

In order to maximize your equity position, preparing your property for sale might be as simple as a deep cleaning and touching up paint, or it could involve hiring a contractor to address any deferred maintenance or needed updates.

DATE: _____

4 MARKETING ASSETS



We will work with you to present a well-crafted marketing plan that includes professional photography, virtual tours, exceptional video presentation and high quality printed materials.

Engel & Völkers has relationships with notable news publications and magazines such as The Wall Street Journal and Architectural Digest to gain maximum exposure for your property utilizing the previously mentioned marketing materials.

As your advisors we offer more than a typical real estate agent, representing an elevated level of service, expertise, and performance.

DATE: _____

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5 INTRODUCTION TO THE MARKET



Your property will be added to the Multiple Listing Service and syndicated to online home search sites like Realtor.com. Making it as easy as possible for potential buyers to view.

DATE: _____

6 SHOWINGS



We will obtain a schedule of available times the property can be viewed from you in advance. Showings are scheduled with buyers agents directly or through an online service.

Our process is to verify that potential buyers have obtained a financing approval letter or have proof of funds for a cash purchase prior to granting access to view.

DATE: _____

7 OFFERS AND NEGOTIATION



Buyer's agents will present offers on behalf of their clients.

We will present the benefits and risks of each offer with you, and put our expert negotiating skills and market knowledge to work for you. You will have the opportunity to either accept or counter, resulting in you and the buyer agreeing on a sales price and terms.

DATE: _____

8 UNDER CONTRACT



You and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements and you are officially under contract.

DATE: _____

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9 FINANCING DETAILS



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

DATE: _____

10 INSPECTION AND APPRAISAL



The buyer will perform a physical inspection of the property and may even request that you to make certain repairs. An appraisal of the homes value may also be obtained to certify the homes value meets the agreed upon sales price.

DATE: _____

11 CLOSING AND RECORDING



Work with the Title/Escrow office(s) and/or your attorney (if applicable) to confirm the date and location of the closing/settlement. Finalize any additional documents in preparation for closing.

All remaining legal and finance documents are signed and recorded, then you receive payment!

The buyer receive the title (or deed) and keys and you have officially sold your property.

DATE: _____

12 YOUR LIFELONG PARTNER IN REAL ESTATE



At Engel & Völkers, we treasure lifelong relationships with our clients. Our commitment extends beyond handing over the keys, as we ensure that you remain connected with experts to assist in moving on to the next step.

We are not merely a service, but a trusted partner in your lifelong real estate journey.

DATE: _____





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