

# HOME SELLER GUIDE

dear home seller,

In preparation for our meeting, we have put together a few tips you might want to review before selling your home! We are so grateful that you chose us to be your partner in guiding you through the home selling process! Please rest assured that we will do everything possible to assist you in this journey.



## 01 | Select an agent

Select a reputable and experienced real estate agent to represent you and your property. Don't be afraid to interview a few real estate agents before you decide to hire one. Each has their unique strengths, so make sure to choose one with knowledge of your location and market.

## 02 | Pricing

As your agents, we will look at comparable sales in the area, market trends, and the condition of your property to help you set an asking price.

## 03 | Preparation

Make necessary repairs, declutter, and stage your home to make it appealing to potential buyers. We will provide advice on how to make your home more marketable.

## 04 | Marketing

As your agents, we will create a marketing plan to promote your property, including listing it on the MLS, capturing high-quality photos and videos, hosting open houses, and advertising to potential buyers. Walkthrough videos, drone photography and targeted marketing campaigns are a few additional services we provide to our clients.

## 05 | Offers & Under Contract

We will present any offers received on your home, and you'll have the opportunity to negotiate with the buyer to reach a mutually beneficial agreement.

You will be under contract once you and the buyer have agreed to the terms of the offer and both parties have signed the agreements.



## 06 | Final Details

The buyer works with their mortgage provider to finalize the loan and complete all necessary tasks such as an appraisal and home inspections.

## 07 | Closing

Transfer of funds and ownership are complete and seller is all packed up and ready to move. Congratulations, it's time to celebrate!



*When a potential buyer tours your home, the first thing they will see is the exterior. Before listing your home on the market, there are a few upgrades that will improve the curb appeal.*

*Adding curb appeal can be easy & budget-friendly.*



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