

Listing



**YOUR GUIDE TO A SUCCESSFUL
HOME SALE**

Listing Process

1

**LAY THE
FOUNDATION**

2

**DO OUR
HOMEWORK**

3

**MARKETING YOUR
HOME**



LAY THE FOUNDATION



REAL ESTATE BUILT AROUND PEOPLE

I know that having a handle on your wants, needs, and expectations early on ensures we're always working towards the same goal, *together*.



LAY THE FOUNDATION



Walk through **YOUR HOME TOGETHER**

DISCUSS RECOMMENDATIONS

This step is crucial - it's where we'll discuss recommended actions like staging or de-cluttering and also where we'll talk openly about your home's best features as well as any drawbacks we see.

YOUR INSIGHT

It's here you'll provide valuable insight about what drew you to the home in the first place, which will help me market the home most effectively.



DO OUR
HOMEWORK



COMPARATIVE MARKET ANALYSIS

In order to get top dollar for your home, I do thorough research to help you determine a listing price. I'll complete what is known as a comparative market analysis - using both currently listed properties and sold properties in your area.

By adjusting for feature differences - such as when the property sold, where the property is located and characteristics of the home, a data driven estimate of value can be made.





DO OUR HOMEWORK



PRICING STRATEGY

Pricing your home properly from its first day on the market is critical to your success as a seller.

Our goal is to price your home correctly from the start. Doing so will save you time, and most importantly, money.

Market knowledge is the only solution to correct pricing. The familiarity and experience I have with our local market helps to yield the most accurate, reasonable listing price for your home.



LOCATION

MARKET

AGE

CONDITION

IMPROVEMENTS



DO OUR HOMEWORK

Professional PHOTOGRAPHY

Working with distinguished photographers, we'll create a look that showcases your home at its highest potential to ensure that these spaces look as beautiful online and in print, as they do in real life.

These images are the first impression you make on potential buyers, and high-quality images give you a professional look and competitive edge.





MARKETING YOUR HOME

Placement on the MLS

Once your home is listed on the Multiple Listing Service, the details, specs, and photos are disseminated nationally. This is paramount when it comes to selling property – as it will be exposed to over thousands of web, video, social media and mobile sites.

Real estate agents throughout your area are notified directly through the MLS about your listing and can now begin bringing prospects to view your property.



MARKETING YOUR HOME



MAXIMUM EXPOSURE ON AN EXTENDED PARTNER NETWORK

Properties listed on the Multiple Listing Service also feed into the top recognizable real estate websites.

More exposure on these sites means a larger buyers pool – helping you land the best deal on the sale of your home.





**MARKETING YOUR
HOME**



Social Marketing Channels

Utilizing popular social media networks, such as Facebook, Instagram, & Twitter is another way we'll market your property.

Social sharing is a powerful real estate tool that makes it possible to quickly find listings and local information passed along by friends and acquaintances.



MARKETING YOUR HOME



OPEN HOUSE

Hosting an open house will give buyers an opportunity to browse your property in a stress-free environment. Prospective buyers will see an advertisement for the open house on multiple platforms from MLS notification, agent to agent, social media or your front yard. This marketing will make your home available to buyers who didn't originally consider themselves serious.

Open houses also allow us to receive instant feedback about the home to find out what buyers like, or do not like, about your home. If we need to do any additional staging or decluttering, we can make necessary changes quickly.

THE HOME SELLING PROCESS

What to expect from start to finish

STEP 1

- Evaluate your needs
- Set the right price
- Determine time frame
- Research
- Implement a customized marketing plan

STEP 2

- Prepare your property for sale
- Show to potential buyers
- Take feedback & make adjustments

STEP 3

- Receive, negotiate, accept offer
- Begin closing process
- Assist with mortgage, inspection & title process

STEP 4

- Final walk-through
- Assemble documents
- Attend closing
- Sign documents & contract

Sell

WITH CONFIDENCE

every step of the way

Finding you the right buyer
Advocating on your behalf
Avoiding paperwork & contract headaches
Skilled negotiation
Smoothly closing your sale

