

FRESH START



ADVENTURE

Your

HOME SELLING GUIDE

We understand that **selling your home** may feel daunting, and there is a **lot of stuff you're going to have to do**, some of which may be a little uncomfortable, but this is a basic run-down, and we are **absolutely here to help** with everything along the way.

Home Selling Guide

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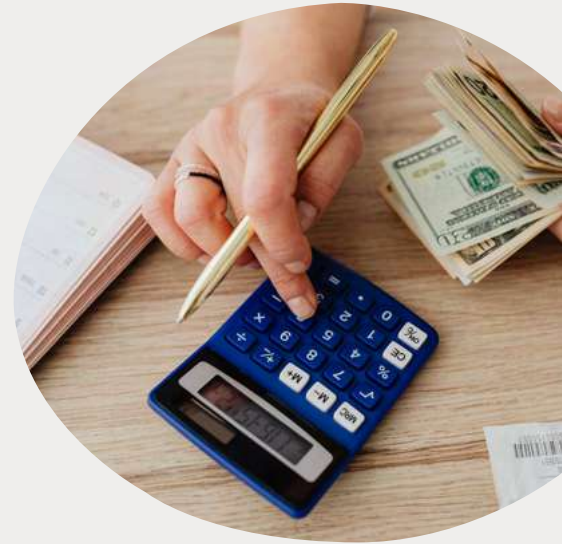


1. Meet With Your Agent

There is no commitment required to have an initial meeting with a real estate professional. This is a time for you to get to know one another better, to discuss the sale process and expectations, to gather important information, and to identify what your options are and next steps should be.

2. Establish A Price

Pricing your home strategically is very important. Your agent will provide market data and discuss with you how to price appropriately based on your goals, property features, and your motivating factors. Remember: We understand that it may be difficult to separate emotions, but it is important to consider your home price objectively.



3. Prepare Your Home For Sale

Listing preparations are unique to each property, but your agent will prepare you for what buyers expect to see and what to do to ensure your home shows as well as it possibly can. Deep cleaning, removing extra furniture/clutter and personal items, light to full staging, and having professional photos/video taken are all very important.



4. Get It Listed

Once everything is in place, your property will go live on the open market. Marketing strategies can vary widely between agents and brokerages. Your agent should be able to speak to the marketing plan, follow it, and keep you updated on results throughout the time your home is actively listed.

5. Allow Showings

It is critical that you make it as easy as possible for potential buyers to view your home. Only buyers with a licensed agent should be allowed to enter, but it is still very important that you remove or lock up valuables, firearms, and anything else that can be easily taken from the home. You can't be too careful.



6. Review Offers & Negotiate

When an offer, or hopefully more than one, comes in, your agent will schedule a review, and will advise you as to the potential risks and benefits of each. You will have the opportunity to either accept, counter, or reject any offer based on its merits, and will move on to the next steps when appropriate.



7. Go Under Contract

When you and a buyer have reached an agreement and contracts have been signed, you will be in escrow. Your agent will advise you as to your next steps in the process and what to expect. Keep in mind, we can't predict the behavior of others, and we may run into some bumps along the way, but having a qualified agent in your corner is your best defense.

8. Resolve Inspection

The buyer will have an opportunity to conduct an inspection and complete any necessary testing they desire on the property during a specific time period, and they may request that you address particular issues that are identified during this time. Your agent will help you navigate through this process, and/or any necessary negotiations.



9. Get Through An Appraisal

More often than not, an appraisal will be required. The buyer, and the bank, will want to ensure that the property is worth the amount they are prepared to pay. Sometimes there are additional conditions that must be met, physical or otherwise, and your agent will help you navigate through that process, and/or necessary negotiations.



10. Close, Celebrate, & Move On Out

Once all of the additional details, due diligence, and loan approval have been finalized, it's time to close! Your agent will coordinate your closing with the buyer's agent and title company, and you will have the opportunity to practice your signature a whole bunch of times in a row at a fancy table. Congratulations! Do a "cheers" with your agent (new best friend) to celebrate!



Thanks For Trusting Our Team

Selling a home is a very big deal, whether it is your very first, or your fourteenth. These are huge sales, that impact you personally and financially for many years, involving a lot of human beings, with a **ton of moving pieces** and potential pitfalls, and they should to be handled with extreme care.

Having a **licensed and experienced REALTOR** on your side is the best way to protect your interests and ensure that your real estate transaction goes as **smoothly as possible**. We would be honored to help you through this process from start to finish.

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