

Overview

OF THE HOME SELLING PROCESS

Whether you're ready to sell or just starting to seriously think about it, there's a lot to consider — and we're here to help you every step of the way. With so much info online, you've probably already started looking at what homes in your area are selling for and how yours might compare. That's a great first step! Take a little time to explore what's out there, and when you're ready (or have questions), just reach out. We'll walk you through our below process, talk strategy, and make sure you feel confident from start to sold.

1 MARKET ANALYSIS

We'll provide a full market analysis, but encourage you to explore on your own too.



2 INITIAL MEETING

Discuss pricing, strategies & expectations



3 PREPARE HOME

Install lockbox with extra keys and order yard sign installation



4 PHOTOSHOOT

Hire photographer and talk about best preparation strategies



5 MARKETING

Create Listing

Craft MLS listing to highlight best features of your home and broadcast to online listing sites



Reach Out To Agents

Custom marketing plan begins with "pre-listing" email to all agents in brokerage



"Just Listed" Campaign

Email sent to our database and personal messages sent to clients with particular interest

Internet Campaign

Social media campaign crafts a story of your home and target clients and non-clients



6 SHOWINGS!

All showings will be confirmed by you and potential buyers will be pre-qualified by us



7 WEEKLY REVIEWS

Weekly emails will be sent reviewing all activity on your home's listing



8 CLOSING DAY

Sign the paperwork, hand over the keys & celebrate - it's officially SOLD!

