

The Home Selling Process

WHAT YOU DO	WHAT I DO	COMMENTS
INITIAL MEETING		
<ol style="list-style-type: none"> 1. Call for initial meeting and sales price consultation. 2. Clean-off kitchen table for meeting. 3. Sign a 6 month listing agreement along with other forms. 4. Prepare home for sale (see attached). 	<p>Prepare a Comparative Market Analysis (CMA).</p> <p>Explain the CMA, the marketing process (attached) and help you decide a sales price for your home.</p> <p>Turn pages and answer any questions you may have.</p> <p>Put up sign & lockbox.</p> <ul style="list-style-type: none"> • Add your home to the Multiple Listing Service • Put advertising in place • Make flyers 	<p>I will need your address.</p> <p>The process used is standard throughout the real estate industry. The closer you get to what the average price per square foot is (in your area), the quicker your home will sell.</p> <p>It takes 2-3 months for the advertising to complete the cycle. Offering a home warranty is a good selling feature.</p> <p>Be ready for your home to be shown at any time. We know it's inconvenient to show your home but try not to turn anyone down unless it's absolutely necessary.</p>
PRESENTATION OF OFFERS		
<ol style="list-style-type: none"> 5. Respond to offers; move forward or reject. 6. Cash the option check. 	<p>If you choose to proceed, I will negotiate with the other agent.</p> <p style="text-align: center;">OPTION PERIOD (usually 10 days)</p> <p>I make sure the buyer is qualified and has the money to purchase your home. I will coordinate inspections with the other agent.</p>	<p>We are required to present all offers. Don't get your feelings hurt if the offer is low. Some people go low so they have room for negotiation.</p> <p>It is best that you are NOT there during inspections.</p>

WHAT YOU DO	WHAT I DO	COMMENTS
NEGOTIATE REPAIRS		
7. Decide what repairs you will do.	We negotiate with the other agent to finalize the contract.	You may consider giving money in lieu of repairs.
CLOSING		
8. Start packing.	<ul style="list-style-type: none"> • set- up closing times with the Title company • check with the buyer's loan officer • check with other agent to make sure things are running smoothly 	If you have any questions, please call me. If I have any questions, I will call you.
9. Attend closing.	I will meet you at closing or pick you up if you wish.	Get your pen signing hand ready!