

SELLING PROCESS

REVIEW SELLER EXPECTATIONS,
NEEDS AND WANTS

COMPILE INFORMATION ON
PROPERTY CONDITION AND
CIRCUMSTANCES

CUSTOMIZE COMPREHENSIVE MARKETING PLAN AND COMPLETE COMPARATIVE
MARKET ANALYSIS. DEVELOP MARKETING PRICING AND STRATEGY.

COMPLETE AGENCY DISCLOSURE AND LISTING AGREEMENT. PREPARE SELLER NET
PROCEED SHEET ESTIMATE. DETERMINE TIMELINE. PREPARE MARKETING CALENDAR

FINALIZE CALENDAR EVENTS
COMPLETE PRE-SALE INSPECTIONS
PREPARE BUYER DISCLOSURE PACKAGE
ORDER REQUIRED REPORTS

PREPARE PROPERTY FOR MARKET
IMPLEMENT MARKETING PLAN
PHOTOS OF HOME FOR MARKETING
PROMOTIONAL MATERIALS
ADVERTISING AND MARKETING

PROPERTY COMES TO MARKET ~ BROKERS TOURS, SAT/SUN OPEN HOMES, PRIVATE
SHOWINGS, PROMOTIONAL EVENT(S)

OFFER REVIEW, NEGOTIATION, ACCEPTANCE AND RATIFIED OFFER
REVISE ESTIMATED SELLER NET PROCEED SHEET

ESCROW IS OPENED ~ BUYER MAKES GOOD FAITH DEPOSIT. LOAN PAYOFF
INFORMATION AND ESCROW INSTRUCTIONS TO TITLE CO. TIME LINE FOR
CONTINGENCY REMOVAL AND CLOSE OF ESCROW.

FINANCING, DUE DILIGENCE & CONTINGENCY REMOVAL. APPRAISAL, BUYER
INSPECTIONS, STATUTORY INSPECTIONS, APPROVAL DOCUMENTS, DISCLOSURES
AND REPORTS, PRELIMINARY TITLE, LOAN COMMITMENT, INSURANCE.

ALL CONTINGENCIES REMOVED

COMPLETE STATUTORY COMPLIANCE
MOVING ARRANGEMENTS
BUYER FINAL WALK THROUGH
REVIEW ESTIMATED CLOSING STATEMENT
SIGN CLOSING DOCUMENTS
BUYER FINAL DEPOSIT
LOAN FUNDING

CLOSE OF ESCROW
PROCEEDS TO SELLER
KEYS TO BUYER
POST CLOSING FOLLOW-UP
SELLER EVALUATION OF AGENT

CONGRATULATIONS!!