

THE HOME SELLING PROCESS



1

Listing and Marketing

- Find an experienced listing agent to help guide you through the sales process
- Identify key selling points of your property
- Choose the most effective places/websites to advertise your home
- Provide sufficient information, especially photos

Working with an agent increases home sale prices by an average of 16%

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Pricing

- Consider the “market temperature” or the level of sales activity in your area, as well as the selling prices of comparable homes
- Ask your agent for a comparative market analysis report
- Don't be afraid to lower the price if you aren't attracting enough interested buyers

When staging a home, 29 percent of sellers' agents reported an increase of one to five percent of the dollar value offered by buyers, in comparison to similar homes.

3

Staging and Showing

- Declutter and deep clean your home to prep for showing
- Consider hiring a professional stager
- Make any needed aesthetic repairs (repainting, blinds, replace fixtures, etc)
- Discuss with your realtor using a lockbox for showing instead of setting up appointments

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Open Escrow & Order Title

- Go online and search for a reputable title and escrow company with good customer reviews
- Look for a title company with an office local to your home
- Communicate with your real estate agent which company you want to work with

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Closing

- Plan ahead by bringing any required closing documentation
- Ensure the house is in the condition agreed upon in the purchase contract
- Review and sign closing documents

Be sure to bring the following documents to the closing:

- Photo identification
- Funds (may be required to wire before closing)
- Transfer stamps (if applicable)
- Judgment or lien release documents (if applicable)
- Homeowner's insurance certificate
- Inspection certificates (if applicable)

A capable realtor and title and escrow company is key to having a smooth, efficient selling experience

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Negotiating & Inspections

- Find an experienced home inspector to look at your house before listing
- Respond promptly when issues arise during the property inspection or title search
- Be prepared to negotiate buyer repair requests