



Steps to Selling a Home

STEP ONE

☐ **Initial Meeting - Learning your Objectives**

- The Property: Features, Details, and History
- The Market: Important Questions
- Making a Plan to Move Forward

☐ **Positioning Expectations, Timing, Price**

☐ **Review of General Market**

- Market trends and recent market history
- Near-term expectations
- Seasonal considerations

☐ **Review of Specific Market**

- Assessing inventory
- Assessing competition
- Demand for property
- Property marketing periods
- List price to sale price ratios

☐ **Review of Subject Property**

- Distinguishing characteristics
- Preparations
- List price and listing terms

☐ **Preparations - Getting Ready**

☐ **Review of the Plan**

☐ **Marketing Preparations**

- Improvements, alterations, staging
- Photography
- Print, media, internet marketing

☐ **Documentation**

- Document, plans, inspections, surveys, title
- Disclosures

☐ **Monitoring Changes in the Marketplace**



STEP TWO

☐ **Introducing the Property – A Proper First Impression**

- Networking
- Current Buyers
- Announcements
- Print, Brochure, Internet, and Mailing Exposure
- Strategic Public Relations Exposure
- Private Review – Market trends and recent market history
- Broker Preview
- Monitoring Feedback

☐ **Marketing Phase – Our Competitive Advantage**

- Networking
- Public Relations Opportunities
- Brochure Distribution
- Print Advertising
- Internet Marketing
- Targeted Mailings
- Responding to the Market

☐ **Showing the Property – How the Process Impacts the Result**

- Creating the Proper First Impression
- Assessing and Engaging the Prospect
- Highlighting Property Features
- Differentiation
- Answering Questions / Handling Objections: Creating Value
- Knowing the Competition
- Demonstrating Opportunity
- Gathering Client Response



STEP TWO (continued)

☐ **Creating & Monitoring Interest- A Critical Responsibility**

- Marketing
- Networking: Making Sure All Parties are Aware of the Offering
- Broker Previews
- Open Houses/Private Previews

☐ **Communicating with You and Keeping you Informed Along the Way**

- Establishing a and an Interval
- Communicating Marketing Efforts
- Communicating Activity
- Market Activity: When Other Properties Sell
- Changes in the Competition
- Your Needs: Changes in the Sale Process

☐ **Adjustments – Changes in the Market, Changes in our Plan**

- Expectations When Circumstances Change
- Shifts in the Market
- Revising Our Plan
- Moving Forward



STEP THREE

☐ **Negotiating Offers Where Experience Counts**

Communicating Before the Offer is Received

Attracting the Right Offer

Qualifying the Prospect

Multiple Offer Situation

Pitfalls in a Proposed Offer: Preventing

☐ **Future Problems**

Protecting You

Managing Expectations

Positioning You to Win

☐ **Escrow – Executing the Contract**

Creating a Timeline

Managing the Contract: Our Duties and Your Responsibilities

Service Providers

Inspections

Disclosures

Additional Negotiations (Repair Items)

Removal of Contingencies

Preparing to Close

Final Details



STEP THREE

☐ **The Closing – The Day You Have Been Waiting For**
Transitioning You from this Property

Your Closing Statement

Post Closing Details

☐ **The Future – Lisa Bryant is There for You**

Understanding Your Future Needs

Keeping you Informed

A Resource for the Future