

# Selling Your Home with The Stacey Froelich Team

## Pre-Listing

Sign all necessary paperwork.

Review marketing timeline and strategy, including campaign: community and agent outreach.

Receive a copy of the offering plan, building financials, purchase application and alteration agreement and answers to commonly asked questions.

Address all recommendations to prepare your house to shine; stage home as needed.

Commission professional photo shoot/video/floor plan/listing description

Design brochures.

## Launch

Listing is broadcasted on [compass.com](https://www.compass.com), sent to the entire brokerage community and sent across our 100+ partner sites for the duration of the selling process.

Compass produced Brochures are placed in home with additional listing information to strategically showcase your home.

Select print ads and email campaigns commence.

Open House is hosted.

Mail campaign to the building.

## Ongoing

All leads are tracked and follow up communication is recorded.

Private viewings & Open Houses hosted.

We continuously leverage professional contacts and the Compass network Tool to find ideal buyer brokers.

Email campaigns on a weekly basis

Agent feedback is tracked and follow up communication is recorded and shared with you.

Presentation of all offers and negotiations.

Weekly consultation with us.

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## Evaluation

Consultation includes an assessment of the market response in first 30 days.

The goal is to have an offer or outline a strategy to attain an offer in the next 30 days.

Update listing with revised strategy if necessary.

Continue to gather feedback from agents and potential buyers.

Obtain an offer.

## Receiving an offer

Pre-qualify potential buyers, review offer terms and best options for any necessary counteroffer.

All offers will be shared along with our opinion and recommendations, but the ultimate decision is yours.

Transaction summary circulated to all parties.

Continue to show to prospective buyers until contracts are executed.

## Under Contract

Appraisal and home inspection (if applicable) takes place.

All contingency periods are closely monitored.

Organize and correlate purchase application including supplemental documentation.

Assist buyer to obtain financing (if necessary)

Prep buyer for board interview

## Closing

Make sure that your place is broom swept before the final walkthrough.

Conduct final walkthrough.

Closing takes place and keys are handed over to new buyer.

The Stacey Froelich Team will work tirelessly to sell your home. We do not view your sale as a one off transaction, but the beginning of what we hope will be a relationship for years to come.