

# SELLER'S GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

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## SELLING YOUR HOME

More than ever, today's real estate market offers not only more opportunities but also more risks. You have a lot of things to consider and plenty of decisions to make during the selling process.

When selling your home, you must ensure you have the resources to make the best decisions. Plan ahead, so you have the time necessary to research and prepare. You need to secure the help of a trustworthy and knowledgeable real estate agent who will help you from start to finish.



**THIS SURE-FIRE STRATEGY CAN HELP ENSURE  
YOUR HOME SELLS AT THE HIGHEST PRICE**

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## PRICE YOUR HOME

The first and most crucial step in selling is to price your home correctly. Asking too much for your home prolongs the process. Generally, more buyers will visit your home within the first 30 days of it hitting the market, so it is important to price it correctly from the beginning.



If you want an idea of what your home may be worth, feel free to contact us. Once you provide us with basic information about your current home, we will conduct a market analysis to help you determine the ideal list price.

**WHAT'S YOUR HOME WORTH?**

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## DETERMINE THE CONDITION OF YOUR PROPERTY



To get as much money as possible for your home, you must ensure it is in the best shape.

Before listing your home, we will do a walk-through and determine any improvements that may increase the value of your home. These improvements will overall give you a better return on your investment.

You can also consider staging your home before listing it. Feel free to ask us about the home staging process.

**WHAT SHAPE IS YOUR HOME IN?**

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## MARKET YOUR PROPERTY

You aim to get your listing in front of as many buyers as possible.

That is why we devised a marketing plan to identify the ideal buyer.



Our marketing plan includes the following:

- Featuring your listing on our website
- Social Media
- Email Blasts
- Direct Mail
- Print Ads
- Syndication that will put your listing on all major home search portals, such as Realtor.com, Zillow, Trulia, etc.

**MAKE A MARKETING PLAN**

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## NEGOTIATE

When it is time to list your home, you must have an agent with a proven history of negotiating for their sellers to get top dollar for their home. A good negotiator can make a big difference in getting the most for your property.



We aim to ensure you get the most for your home and complete the selling process with shorter contingencies, minimal repairs, and lower closing costs.

**NEGOTIATE LIKE A PRO**

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## CLOSE THE DEAL

The closing process can feel like an eternity. Contract obligations can significantly delay the process.

We work with some of the best transaction coordinators in the business that will ensure these delays are minimal. We know this part of the selling process can be stressful. However, we intend to ensure you stay up to date every step of the way and are at ease throughout.



**CONGRATLUATIONS!**