

STEP BY STEP

Selling a home is a complicated process, but I will guide you through it every step of the way.



STEP 1 – PRICING

- Prepare comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



STEP 2 – PREPARING

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures
- Create a secure online account to manage documents, deadlines and tasks



STEP 3 – MARKETING

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Syndicate your home's listing on hundreds of websites
- Respond to online buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



STEP 4 – CLOSING

- Evaluate offers and negotiate best price and terms
- Manage all documents online for easy access by you and your agent
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents