

# Home Selling Process, Step by Step

Here is an **overview** of the home selling process, step by step:

## Phase 1 - Listing

1. Initial meeting between Agent and Sellers at the property
  - ***Now is the time to discuss next steps: what are you doing when the property sells?***
2. We prepare data for the listing
  - a. Data collection - Sellers fill out information in Google Forms/Spreadsheets
  - b. Heather submits CMA (Competitive Market Analysis) for pricing.
  - c. Agent and Sellers sign listing documents
  - d. Sellers collect requested items (a.k.a "Homework")
  - e. Liens, encumbrances, open permits all cleared and closed
3. We prepare the house for the listing
  - a. Agent completes Luxury pre-listing items, if Luxury listing package (Option 2 ) selected
  - b. Repairs made
  - c. House staged
  - d. Landscaping complete
  - e. Photo + Video shoot appointment
  - f. Heather performs pre-listing marketing
4. Listing is live on MLS
  - a. Flyers and sign placed in yard
  - b. Listing marketed
  - c. Showings
  - d. Weekly listing updates
  - e. Monthly market evaluation
  - f. Price adjustments if necessary

## Phase 2 - Contract To Closing

1. We receive an offer, negotiate terms of the offer, and go under contract.
2. Contract contingencies are met:
  - a. Homeowner's Association (HOA) / Condo Association (if applicable)
    - Buyer reviews and approves governing docs
    - Buyer applies and is approved by association
  - b. Home Inspection
    - Home inspected
    - Repairs negotiated with buyers & completed
    - Home inspection contingency removed
  - c. Financing secured (lender commits to loan) (if applicable)
    - Appraisal
    - Conditional approval
    - Clear to close
3. You empty the home of all personal property
4. The Buyer conducts a final walk through of the property to ensure it is in the same condition as at contract and that any repairs have been made, if applicable.
5. We close on the sale
  - a. Review Settlement statement for accuracy
  - b. You sign deed - deed has to be signed in ink (no electronic signatures for deed)
  - c. Money wired
  - d. Deed recorded at courthouse