

The Five Steps to Selling Real Estate (Web Version)

Once you have decided to sell your house (or *any* parcel of real estate), it is *easy* to get overwhelmed by all of the readily available information (much of it is contradictory and/ or inaccurate). *Everyone* has an opinion and many have “gimmicks” and cute stories to tell you. The bottom line is that there are *only five* steps **needed** to sell *any* property. However, they are all fundamental *and* absolutely critical to having a successful (“settled”) transaction. Real Estate is **NOT** “rocket science”!

I firmly believe that properly-priced properties can sell *any* time of year and that *every* property has a price at which it will sell. Relative to the “type” of market you are in, if a property is overpriced it will take a longer time to sell, if it sells at all, and I may not be able to help you. If a property is priced very low, you can sell it yourself and won’t need me (except to do the paperwork). When “hired”, my job is to get you the *highest* possible selling price in the *shortest* period of time. A Seller has to determine which is more important: **price or how long it takes to sell** (timing). And now, the five steps

Step One: you make a **commitment** to hiring me as *your* Realtor. Your level of *urgency* and how *realistically* you price your property will *largely* determine how long it will take to sell. I earn my fee by facilitating the early part of the process (I will usually have some helpful ideas to get us started) and by keeping deals together: getting a sale is only good if you get to the settlement table. **Please review the information on my web site to learn more about my business philosophy.**

Step Two: once I am hired to represent you, I will begin the process of *marketing* your property to other agents and to the public, making sure that you are included and involved, and keep you informed *throughout* the process. My philosophy is best expressed as this: **if people cannot find your property in their searches, they may not know it is available “for sale” (think “Google search”).** This tends to be the longest and most frustrating step in the process. The goal is to get your property *exposed/* shown to as many serious and interested Buyers as possible and to get them in for a showing.

Step Three: when I get an agreement of sale, I will *fully* review it to make certain that I understand what it really means so that I can present it to you. I will show you an updated CMA and an estimate of your closing costs to help us choose a strategy to negotiate the best deal we can. You may choose to accept the offer as written, offer a counter-proposal or simply reject the offer without a specific response. **My job is to protect and promote your interests throughout the process** and, if we can get an agreement acceptable to both parties, **get you to the settlement table.** Simply put: my goal is to sell your house **AND** to keep it sold. Once fully accepted, we progress to the next step.

Step Four: this is the period prior to settlement and consists of carrying out all of the terms of the agreement (**contingencies**). This may be a rollercoaster of emotions! The main aspects are various inspections and getting the mortgage approved as well as other tasks.

A Buyer may have several opportunities to ask you to address *any* issues that they found doing their “due diligence” **AND** may even have the right to terminate your agreement without offering you the opportunity to address their concerns. Remember what Yogi Berra said: “it ain't over 'til it's over!”.

Step Five: settlement day arrives! If we have done our work, we will enjoy the day for what it is meant to be: a **celebration!**

As you can see, there are *many details* to manage and many potential problems. It truly is not over until you have their money and they **have** your keys. **There is no time for inexperience, empty promises or false expectations. Which REALTOR do you want on your side?**