

## The Five Steps to Selling Real Estate

Once you have decided to sell your house, it is *easy* to get overwhelmed by all of the information available. Everyone has an opinion and many have “gimmicks” and cute stories to tell you. The bottom line is that there are only “**Five Steps**” you need to complete in order to sell any property. However, they are fundamental and all are absolutely critical to having a successful, *settled* sale.

In reality this is a “*business* transaction” and your house is a “commodity”. It is an emotional decision justified with logic. Buyers want to get the best *value* for their hard-earned dollars. I believe that well-priced *and* properly marketed properties can sell any time of year: every property has a price at which it will sell. If a property is overpriced, it will take longer to sell and I may not be able to help you; if a property is priced very low, you won’t need me and may not be able to pay for my services. My job, when *hired*, is to get you the highest possible selling price and *best* terms in the shortest period of time with the least inconvenience to you. Are you motivated by *time* or *money*? The “**Five Steps**” are ...

**Step One:** this step involves all of the *planning* and *preparation* leading up to being “on the market” and available for showings. You are in control of deciding whom to hire, when to start and at what price. The price *should* relate to location, features, overall condition and recent local history. The importance of price cannot be overstated. The MLS and Internet are the most *efficient* and *effective* ways to attract buyers. Exposure creates competition; competition increases demand. Your level of urgency will determine how long it will take to sell. I will be closely involved every step of the way.

**Step Two:** your property is placed “on the market” and is available for showings. The goal is to receive and negotiate an acceptable agreement of sale. Your buyer could come from anywhere at any time so maximum exposure is critical as are showings. Denied showings are often not re-scheduled.

**Step Three:** we are negotiating an Agreement of Sale (based on price, buyer qualification and terms/contingencies). You may decide to *accept* an offer as written, *offer* a counter-proposal or *reject* an offer without responding which is not recommended. My job is to “protect and promote” your interests throughout the process. Simply put: my goal is to sell your house and to **keep it sold**. Once an offer is fully executed, we move to the “Inspection and Contingency Phase”. Keep in mind that the property is now sold but **not** settled. This part of the process is similar to an “engagement”. I believe that one party will be *happier* than the other which *may* affect how the process moves forward.

**Step Four:** this is a critical period in that it consists of carrying out and completing all of the terms and conditions (contingencies) of the agreement. The two primary focal points are the inspections and obtaining buyer financing, which includes a lender’s appraisal of value. Other aspects may include: a municipal inspection (U&O), getting a title report, additional deposits, pre-settlement walk-throughs and other items as agreed to in the agreement. The buyer may have several opportunities to ask the seller to address any issues the inspections uncovered or to terminate the sale.

**Step Five:** settlement day arrives! The final walk-through and any lingering issues aside, if we have done our work, we will enjoy the day for what it is meant to be: a celebration!

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. Success depends on hiring an experienced, trained, educated and knowledgeable professional who has the integrity, ability and resources to best represent you throughout the entire process. Who do you want on your side?

**There is no time for inexperience, empty promises or false expectations!**

**HIRE WISELY: We are not all the same!**