

## 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/ or 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. I will be closely involved, “protecting and promoting” your best interests every step of the way. Are you motivated by *time* or *money*? The “**Five Steps**” are ...

**Step One:** step one includes 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 asking price *should* “connect” your 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.

**Step Two:** your property is “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. 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. One party will likely be *happier* than the other which *may* affect how the process as both parties learn more about the house and each other.

**Step Four:** this is a critical period, consisting of carrying out and completing all of the terms and conditions (contingencies) of the agreement. The two primary focal points are the inspections and mortgage/ financing approval, 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 can arise unexpectedly. It is truly not over until you have the buyer’s money and the buyer has 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*”!**