

# THE SELLER ROADMAP



## Interview

Interview agents to find the right Realtor for your home.



## Pricing

Your Realtor will review comparable homes and establish pricing.



## Staging

Prepare your home to make its debut on the market.



## Marketing

We will use a strategic marketing plan to ensure maximum exposure.



## Pics

Your home will be professionally photographed and marketing materials will be prepared ahead of listing.



## MLS and Consumer Sites

Your home will be listed on the MLS and will feed out to over 40 consumer sites for visibility.



## Offer

We will review all offers and help you understand all the terms and which one actually nets you the most money. It may not actually be the highest offer. The offer details will dictate what is best overall.



## Under Contract

After accepting an offer, your home will officially be under contract.



## Negotiations

We will negotiate any repair requests made by the buyer. When the appraisal comes in, if any shortage exists, the buyer will try to get you to negotiate down but we have comps to support our pricing as well as a full list of improvements.



## Closing

Hooray! Time to celebrate selling your home.