

HOME SELLER'S *Roadmap*

Use this roadmap as a quick overview of the selling process. If you have any questions, please let us know!

1

THE RIGHT AGENT

Find a great agent that has the skills and systems to help you succeed. Hint - we're it!

2

PRICING

Work with your realtor to price your home strategically based on your needs.

3

STAGING

We will decorate your home with our staging inventory to make it as appealing as possible.

6

SHOWINGS

Have a plan in place that allows the highest number of potential buyers to view your home

5

LISTING

Your home is live and viewable by potential buyers. Here we go!

4

MARKETING

Our multi-layered social syndication program ensures you get maximum exposure.

7

OFFERS

We will review and discuss all aspects of any offers before you make any decisions.

8

CONTINGENCIES

The fewer the better. We will negotiate the best possible situation with the least amount of risk.

9

FINAL DETAILS

We will manage your timeline and keep you in the know along the way.

10

CLOSING

Attend the closing or sign in advance, at your leisure.



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REAL ESTATE *Terms*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by a lender to show that a buyer has the funds to purchase up to a certain amount. This is key when considering an offer that is going to be financed.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. Sellers are required to provide a title commitment to make sure that no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Sellers are typically not present during a buyer's home inspection.

DISCLOSURES

Sellers have a legal obligation to complete a Real Estate Condition Report disclosing any known defects to buyers.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



10 STEPS TO *selling a home*

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 MARKETING
- 05 LISTING
- 06 SHOWINGS
- 07 OFFERS & NEGOTIATIONS
- 08 UNDER CONTRACT
- 09 FINAL DETAILS
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