



## **An Overview of the Selling Process**

### **PRICING**

The process of selling your home generally begins with a determination of a reasonable asking price. I can give you up-to-date information on what is happening in the marketplace with regard to price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

### **MARKETING**

The next step is a marketing plan. Often I can recommend repairs or cosmetic work that will significantly enhance the salability of your property. Marketing includes the exposure of your property to other real estate agents and the public. I would act as the marketing coordinator, disbursing information about your property to other real estate agents through MLS (Multiple Listing Service). Advertising is part of marketing. The choice of media and frequency of advertising depends a lot on the property and specific market. It is important that the when, where and how of advertising your property is correctly done.

### **SECURITY**

When the property is marketed with agent's help, you do not have to allow strangers into your home. Agents will generally pre-screen and accompany qualified prospects through your property.

### **NEGOTIATING**

A Realtor's task is not simply to find a purchaser for your property. His/Her negotiating skills are very critical in achieving a legally binding win-win agreement between a buyer and a seller. It is with a win-win focus that a successful sale occurs.

### **MONITORING, RENEGOTIATING AND CLOSING**

Between the initial sales agreement and closing (or settlement), questions or problems may arise. Your agent is the best person to objectively help you resolve these issues and move the transaction to closing (or settlement).