THE PATH TO SELLING YOUR HOME

THE PROCESS OF LISTING

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Selling a home and moving can be painful. While most people assume buyers will flock and their phone will constantly ring, that usually doesn’t happen.

**HOW TO GO FROM LISTED TO SOLD**

Selling a house requires expertise in a number of different areas including: economics, marketing, negotiating, contracts, construction, inspections, appraisals, title, etc.

The most direct path to successfully selling your home is engaging a local real estate expert to lead the way.
1  EVALUATING THE MARKETPLACE

- Estimating current sales trends
- Identifying the most similar homes to sell in the neighborhood
- Performing a Comparable Market Analysis to determine value

2  FINALIZING LISTING PAPERWORK

- Signing Single Agent listing agreement
- Agreeing on listing price
- Confirming the commission amount
- Understanding what costs are normal for a seller to pay, and those that a buyer typically pays
3 PREPARING THE HOME FOR SALE

Improving landscape
Making necessary repairs
Organizing
Finalizing marketing plan.

Providing feedback about home interior and exterior
Determining house showing rules and times
Removing clutter and depersonalizing belongings in certain space
Creating a story that would perfectly represent the amenities of the property

Engage professional photographer

Making brochures

Creating a property website

Using social media to promote the property

Open house showings

Print and digital marketing to consumers.
Listing the property in the MLS

Submitting the property to real estate portals

Presentation of the property within ERA’s network

Outreach to local brokers

Contacting real estate agents through email marketing

Publishing property ad in real estate publications

Realtor open house showings.
FOLLOW UP

- Booking appointments
- Converting leads into potential home buyers
- 5 minute follow up increases conversion 9x

- 80% of sales require 5 follow up calls after the meeting
- 50% of sales go to the first person to contact the potential buyer
- Lead-nurturing emails get 4 - 10 times the response rate compared to standalone and generic emails
- Companies and agents who excel at lead nurturing and follow ups generate 50% more sales-ready leads at 33% lower cost.
7 CLOSING

- Qualifying Buyer
- Negotiating offer for best price and terms
- Coordinating inspections
- Negotiating repair agreements

- Financing
- Appraisal
- Survey
- Title