

HOMESELLING PROCESS

Selling a house typically includes many of the following elements. I will be your resource and guide every step of the way.

Initial Consultation

- ☒ Determine your needs and priorities
- ☒ Review “agency” choices & select appropriate working relationship
- ☒ Discuss Marketing Plan
- ☒ Establish Pricing Strategy



Design and Implement Marketing Plan

- ☒ Complete home enhancement recommendations
- ☒ Carry out scheduled marketing activities
- ☒ Show the property to brokers and prospective buyers
- ☒ Communicate with you on a regular basis
- ☒ Monitor results of marketing activities
- ☒ Modify Marketing Plan and Pricing Strategy as necessary



Review Offer and Reach Agreement with Buyer

- ☒ Buyer’s Real Estate Professional presents offer
- ☒ Discuss and clarify proposed terms and conditions
- ☒ Negotiation; possible counteroffers
- ☒ Reach final agreement



Complete Settlement Process (per purchase contract)

- ☒ Deposit of buyer’s earnest money
- ☒ Sign documents
- ☒ Title search; preliminary title report to buyer
- ☒ Inspections
- ☒ Removal of remaining contingencies
- ☒ Buyer’s final walk-through of property
- ☒ Loan funding/balance of funds from buyer
- ☒ Recording of title
- ☒ Relocation of seller; possession of property by buyer



After-sale Service

- ☒ Help you find your next home, as needed
- ☒ Assist you with relocation, as needed
- ☒ Provide resources for other after-sale home owner needs



*Honesty, Integrity &
Customer Satisfaction*

EQUITY SAVER PLUS REALTY

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FROM OFFER TO COMPLETED SALE

When our marketing efforts bring a purchase offer, we will:

Negotiate the agreement

- 🔗 Explain the offer to you and answer your questions.
- 🔗 Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.
- 🔗 Prepare an Estimate of Net Proceeds based on the proposed price and terms.
- 🔗 Negotiate through the buyer's agent, and handle possible counteroffers, to reach a final agreement that is favorable to you.

Complete the transaction

- 🔗 Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have.
- 🔗 Work with the buyer's broker, settlement officer, Buyer's lender and others to help coordinate their activities and keep the transaction moving forward.
- 🔗 Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- 🔗 Accompany the buyer and buyer's agent during their final walk-through of the property.
- 🔗 Assist you in handling details required for the completion of the transaction.
- 🔗 Communicate with you on a regular basis so that you can stay informed and as worry-free as possible.

Follow-up after the sale closes

- 🔗 Confirm that all your real estate-related needs have been met, and provide information on service providers you may require.
- 🔗 Offer relocation assistance, if moving to a new area.
- 🔗 Help you locate a new home if remaining in this area.

We are committed to be *YOUR REALTOR* for life!



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