

the listing process

AN OVERVIEW OF
WHAT TO EXPECT.





CHOOSE YOUR REALTOR*



ESTABLISH PRICING AND TIMELINE



PREPARING TO LIST



MARKETING STRATEGY AND IMPLEMENTATION



LIST AND SHOW YOUR PROPERTY



RECEIVE, REVIEW AND ACCEPT OFFER



CONTRACT TO CLOSE





establishing pricing + TIMELINE.

THROUGH RESEARCH AND DUE DILIGENCE, I WILL COMPARE YOUR HOME WITH SIMILAR HOMES THAT HAVE RECENTLY SOLD IN THE AREA TO DETERMINE THE MARKET VALUE.

FACTORS THAT AFFECT THE VALUE

- + Location
- + Competition
- + Supply + Demand
- + Mortgage Market
- + Economy
- + Condition
- + Style

FACTORS THAT *DON'T* AFFECT THE VALUE

- + Your Cost & Needs
- + Personal Aesthetic improvements
- + Reproduction Cost
- + Assessed Value



preparing TO LIST.

BEFORE YOUR PROPERTY GOES LIVE, IT IS ADVANTAGEOUS TO BEGIN GENERATING INTEREST EARLY. HERE ARE A FEW WAYS WE WILL GET THE PROCESS STARTED.



COMPLETE LISTING AGREEMENT

To get started, I will need a copy of the signed listing agreement. This is a contract between you (the seller) and the listing broker agreeing to market your property for a certain period of time.



PRELIMINARY WALK THROUGH

I will advise and make recommendations when preparing to list your home which may include decluttering, minor repairs, staging, creating curb appeal and more.



PHOTOGRAPHY & VIDEOGRAPHY

I work with professional photographers and videographers to make sure that your property is presented and showcased beautifully.



PRE-LISTING MARKETING

Your property will be distributed to an email list of over 3,000 local and active real estate agents to ensure your listing gets in front of the right people quickly. I will then promote the listing on social media to an audience of over 10,000 local followers.



SIGNAGE

A “Coming Soon” sign will be placed in your property’s front yard. Once the listing is live, I will adjust the sign to reflect the “For Sale” status.



marketing strategy + IMPLEMENTATION.

DIGITAL + PRINTED MATERIAL

My team and I will create customized material to promote your listing online and in person.

- + Digital Coming Soon Flyers
- + Digital Open House Flyers & Promotion
- + Digital For Sale Flyers

ONLINE EXPOSURE

My team and I will work to promote your listing across several online platforms including, but not limited to:

- + MLS (Multiple Listing Services) - Your property will be listed on the MLS, which will include a detailed description, professional photography and will be accessible to all agents and potential buyers in your area.
- + Featured Listing on homecity.com
- + Social Media Channels - We utilize our social media channels to promote listings by sharing high-quality interior and exterior images to position your property in its finest light to a robust and growing audience.
- + We will syndicate your property to all major real estate websites, including Zillow, Trulia, Realtor.com.

SOCIAL REACH

Influential, well-connected buyers like to interact directly with their favorite brands by looking at unique photos, videos and articles with the ability to respond and share the content with their connections. We use the latest social media strategies to resonate and connect with our audience, respond immediately to inquiries, and promote your property to an expansive consumer base.



Facebook

- + Facebook is utilized to advertise new and existing listings.
- + Targeted Facebook ads are created to achieve maximum exposure for your home.
- + Valuable real estate information and market updates are shared to attract home buyers.

Instagram

- + Instagram is used to expose your property to an even broader audience through visually stimulating posts.



FACEBOOK

10,000+

FOLLOWERS



INSTAGRAM

2,000+

FOLLOWERS



LINKEDIN

2,358+

FOLLOWERS



TWITTER

601+

FOLLOWERS



YOUTUBE

305+

FOLLOWERS



listing your PROPERTY.

ONCE YOUR LISTING IS ACTIVE, HERE'S WHAT YOU CAN EXPECT.





RELEASE LISTING TO MLS

When it is time to list your property, my team and I will make it live in your area's Multiple Listing Service known as the MLS. This includes property photography, videography, and a detailed description of your home. This information will be available for all agents and potential buyers to see.



FEATURED ONLINE

When your property goes live, it will be visible on our "Featured Properties" page on homecity.com. Our web page gets over 20,000+ unique visitors monthly and is a great platform to increase your listing's visibility.



SOCIAL MEDIA

I will use a variety of social media platforms to promote your listing. Social media platforms serve as a vital source in positioning your home in front of thousands of qualified buyers.



OPEN HOUSE EVENT(S)

An open house is a great way to create hype around your home and gain exposure to potential buyers. I will use our scheduled open house(s) as another way to market the property on a variety of social platforms and help increase awareness of your property.



SHOWINGS

Other agents will be required to give notice before showing your home to a potential buyer. It is essential to maintain the home in its best condition. If there are any special showing requests you have before your listing goes live, please let me know.



SHOWING REPORTS

I will contact agents that show your home to gather feedback from their clients and their impression of the condition, price, and staging of your home. I will keep you updated with regular email and phone status reports.





8 simple steps to
SELLING YOUR
PROPERTY.

THERE ARE MANY STEPS ASSOCIATED WITH RECEIVING AN OFFER AND GETTING YOUR PROPERTY SOLD. I WILL KEEP YOU UPDATED ON A REGULAR BASIS SO THAT YOU ARE INFORMED ABOUT EACH STEP IN THE SELLING PROCESS.

STEP
1**REVIEW OFFER**

We will review the offer(s) and I will use my experience to provide recommendations about whether to accept, counter or reject the offer.

STEP
2**EXECUTE THE CONTRACT**

The contract becomes binding when all parties have agreed to terms and have signed the paperwork.

STEP
3**OPTION PERIOD + HOME INSPECTION**

The option period is negotiated between the buyer and seller to provide the buyer with time to inspect the property.

STEP
4**FINANCING**

Once the contract is finalized, the buyer's lender will order an appraisal to confirm that the home's value is sufficient and the financial information meets all the lending criteria.

STEP
5**TRANSFER UTILITIES**

Once we have final notice of the closing date, you will need to notify all utility companies to terminate or transfer your service.

STEP
6**FINALIZED LOAN DOCUMENTS**

Once the buyer's loan is fully approved, their lender will deliver the final loan documents to the title company to complete the settlement statement and establish a "clear to close."

STEP
7**REVIEW SETTLEMENT STATEMENT**

Prior to closing, the title company will complete the settlement statement. This document is a complete accounting of the transaction.

STEP
8**CLOSING + FUNDING**

I will attend the closing of your home to answer any questions you may have. You will sign all the required documents to transfer the title of your home to the buyer. Upon receipt of funds by the title company, your home will officially transfer, and you will receive the proceeds of the sale.



moving FORWARD

THANK YOU FOR THE OPPORTUNITY TO EARN YOUR BUSINESS. I WILL NEED THE FOLLOWING INFORMATION TO MOVE FORWARD AND BEGIN PREPARATION TO LIST YOUR PROPERTY.

1

SIGNED IABS

(Information About Broker Services)

An initial is all that is needed. This document informs the brokerage that you have received this form.

2

SIGNED LISTING AGREEMENT

The formal way of shaking hands and saying we're going to get your property sold.

3

SIGNED SELLER'S DISCLOSURE

A list of improvements, modifications, or defects pertaining to the property.

