

SELLING YOUR HOME WITH METROPOLIST



PROCESS DETAILS:

- 1 IN-DEPTH CONSULTATION**

A comprehensive consultation is key to making the process smooth, enjoyable and successful. We will talk about the selling process, answer any questions you have and make sure you are well educated on the market and confident in your ability to make good decisions.
- 2 STRATEGICALLY SET A PRICE**

Now that your house looks like a million bucks, how can you price it to be competitive in the marketplace? Instead of winging it, low-balling or splitting the neighborhood average, we will come up with a strategic asking price based upon tangible hard data and intangible unique selling points such as view, noise, neighbors and location. I will provide you with a written Market Analysis of your home. I will also provide you with an estimate of expenses and costs so you know what net proceeds to expect from your sale.
- 3 MAXIMIZE VALUE: PREPARATION & IMPROVEMENTS**

We'll make your home as attractive as possible to potential buyers. Some improvements will more than pay for themselves — others won't — so we'll discuss your options and optimize your effort and resources. I will provide you with a written Home Enhancement Checklist. This checklist will include recommendations for mandatory and optional repairs and improvements. When a home is vacant it is recommended that you professionally stage it for maximum return. I may also have recommendations for inspections to optimize your return.
- 4 LISTING & MARKETING**

When your home is all ready for market we will complete the listing paperwork and place your home on the market. Making a great first impression is as important in selling your home as it is anywhere in life. The first place buyers see your home is online so we will have high quality professional photography, creative and concise descriptions that highlight the best qualities of your home and syndicate your listing to all online platforms to reach the widest audience.

When applicable we may create a unique property website for your home. I will network with the top realtors in the area and use my reputation and connections to personally promote your listing. You can also expect a weekly update to report marketing, showing activity and buyer feedback. We will then adjust our strategy as market conditions — or your situation — changes along the way.
- 5 SHOWING**

It is important to make your home as available for showings as possible. That means preparing each day as you leave for brokers and buyers to show on short notice and being as accommodating as possible when you are home.
- 6 CULTIVATE & REVIEW OFFERS**

I will follow up with anyone who previews or shows your home to help cultivate an offer. Once an offer(s) are received I will vet the potential buyers(s) and work to improve the offer where possible prior to presenting it to you. A buyers broker may opt to present their buyer's offer to us in person which can prove to be a great way to assess the quality of the buyer and their offer.
- 7 NEGOTIATE**

The buyer wants the lowest price possible, it is our goal to get the highest price and best terms for you. A few factors will influence how we will consider offers and come to agreement with a qualified buyer. I will provide you with the necessary information to weigh all the factors; Quality of buyer's broker, multiple offer analysis, market time, buyer requests for improvements or closing cost contribution, financial viability of the buyer and lender's ability to close on time.
- 8 INSPECTION PHASE**

Often we can avoid the inspection phase by garnering multiple offers and/or preinspecting your home. However, when necessary we will use all the same tactics to negotiate an inspection after the agreement has been reached with the buyer as we did to secure the agreement in the first place.
- 9 CLOSE THE SALE**

Once we have negotiated agreement and inspection I will manage the details of a successful closing on a daily basis, including; Managing any necessary vendors, bids and punch list completion where applicable, review title to avoid delays, follow up with the buyer's lender to ensure things are moving along smoothly and preempt delays when possible and support you in any other way that I can to get you where you want to go.
- 10 CLOSING DAY ARRIVES!!**

Congratulations, you are all done and ready to buy your new home with Metropolist!