

# Sell Your Home

Selling your home is a combination of condition, location, marketing and price. You can control the condition and price and a good agent controls the marketing. Remember until this point your home has been your home, now it is a commodity on the market competing against other homes.

## **Preparation. Getting Your Home Market Ready Is The First Step To Getting Your Home Sold!**

1. [Download these 35 Suggestions to get your home ready.](#)

2. Get your home inspected this way there are no unforeseen surprises and the repairs will already be done. Get an ASHI Inspector. [www.ashi.org](http://www.ashi.org)

3. [Read about the top 10 mistakes Sellers make when selling their home.](#)

4. Have a garage sale to declutter your home. [Down load tips](#)

5. Decide when you want to put your home on the market and work toward that date.

6. Decide whether you want to purchase another home or rent.

7. Choose a Realtor. Here is a [great list of questions](#) to ask while you are interviewing.

8. Learn the lingo. [Here is an A-Z glossary of real estate terms](#) and [MLS abbreviations.](#)

## **Laurie's Listing Process**

9. We sit down together and go over the market. Your home is not just competing with other homes in your neighborhood but homes in the same zip code and depending on the buyer other homes in one or more counties.

10. We look at what has closed and choose a listing price that you feel comfortable with.

11. We sign all required paperwork and disclosures.

12. I discuss with you how you want your home to be shown.

13. We discuss if any referrals are needed to get your home on the market (i.e. painters, repairmen etc)

14. I add any staging items if your home needs it. Staging is a service I provide free for my clients

## **My Marketing Plan to get your home sold**

15. I have a professional photographer come take pictures of your home.

16. I then download them into the Multiple Listing Service where all agents have access to show your home.

17. I create a complete website around your home using your address as the URL. Please see [www.aoneofakindviridiancondo.com](http://www.aoneofakindviridiancondo.com)

18. I create color flyers for potential buyers that drive past your home. I direct them to your website.

19. I create color booklets that are more in-depth to leave in your home. This way potential buyers that see your home with an agent will have more information to take home with them. This booklet will make your home stand out from other homes they have seen during the day.

20. Your home is posted on all social media.

21. You will be downloaded to [Craigslist](#). This website has taken the internet by storm and has a huge share of buyers who are looking for everything.

22. You will be placed into my website [www.totallynashville.com](http://www.totallynashville.com)

23. I will be [sending out e-flyers](#) to agents all over the country showcasing your home.

24. Your home will be in the real estate book and any other print media that is progressive.

### Showing Your Home

25. We will have arranged at the process stage how you want to be communicated with when buyers want to see your home.

26. There will be a Supra Lock on your door. Every agent has a different code to get in.

27. It is advisable that you leave if possible for your showings. Buyers feel free to talk openly about your home when they are with their agent only.

28. Sometimes agents will call to see your home fast. This is your decision to let them show your home or not. [Here are some tips to get your home ready to show in ten minutes.](#)

29. I will do my best to get feedback after every showing.

30. Please arrange for your pets to be in a cage or not at home during showings.

31. The three most important rooms that need to look in tip top shape are your kitchen, master bedroom and bath.

32. Do your best to keep your home clean and your beds made. However, don't panic if one day it is not perfect and there is a showing. I have never had a buyer not buy a home because it was a little messy.

33. Breathe. This part of the process is the hardest!

### Getting An Offer

34. First, be happy! Someone wants your home. Remember it doesn't matter where an offer starts only where it ends.

35. I will call my closing attorney and run different price scenerios to see how much you will net with different counter offer prices.

***Tip. Don't get stuck on "giving up the refrigerator" or other small items. These are depreciated items with less value than you bought them for.***

36. We will focus on the buyer's ability to buy your home now. Does he have a home to sell? Or is it sold and he is waiting for it to close. This is a big decision. A good agent knows what questions to ask to find out the answers' so that you can make a good counter offer.

37. Know what your bottom line is. Most people counter once maybe twice. Don't lose your momentum.

38. I will deliver the counter offer that **YOU** are comfortable with

### Counter Offer

39. When you receive back your counter offer we begin to know what is important to the buyer. Price or terms. We regroup and check our bottom line again and counter.

40. And wait. Three things can happen; the buyer can accept, reject or counter.

### **Accepted Offer**

41. I verify the buyer's mortgage and get a preapproval letter
42. I make sure the appraisal has been ordered. I let the appraiser in.
43. The buyer will have had a home inspection during this period. We negotiate the home inspection repairs.
44. I make sure all the documentation gets to the closing attorney.
45. I follow up with you in case of any unforeseen issues i.e. power of attorneys needed, unforeseen inspection repairs issues..etc

### **After The Home Inspection Has Been Released**

46. I provide a list of qualified people to handle your home inspection issues.
47. I contact the termite inspector to get a termite letter.
48. You can start packing. [Here are some Tips](#)
49. We will set a closing time that is good for your schedule
50. I will coordinate the attorney with you to get all your pay off information

### **Closing**

51. Make sure you either leave the remotes and or the keys in the house or bring them to closing.
52. Make sure you leave your home in broom clean condition. As a service to my clients I have a fabulous cleaning women if you need her.
53. Bring your receipts of the repairs to closing.
54. Any warranty books leave in your home.
55. If you have a garage code make sure you remember to tell the closing attorney or your agent.
56. Make sure you transfer your utilities out of your name for the day of the buyer's possession.
57. Bring your ID's
58. Go to your closing!
  
59. Congratulations your home is sold!