



# Home Selling Process



**BERKSHIRE  
HATHAWAY**  
HomeServices

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

## 1. Initial Consultation

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

## 3. Review Offer and Reach Agreement with Buyer

- \* Buyer’s real estate professional presents offer
- \* Discuss and clarify proposed terms and conditions
- \* Negotiation; possible counter offers
- \* Reach final agreement

## 5. After-sale Service

Help you find your next home, as needed

Assist you with relocation, as needed

Provide resources for other after-sale homeowner needs

## 2. Design and Implement Marketing Plan

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

## 4. Complete Settlement Process

- \* 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

**Remember! You are the most important person in the Home Selling Process.**

Maintain the property in ready-to-show condition. Ensure that the house is easily accessible to real estate professionals (lock box and key). Try to be flexible in the scheduling of showings. Let me know how best to contact you when an offer is received. If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted. Remove or lock up valuables, jewelry, cash and prescription medications.