SUPPORT THROUGH THE CLOSING

Every step of the way, I will support you and your best interests until your home is sold. I will work with all parties involved through the closing process to ensure a smooth, positive experience, including:

BUYER'S AGENT
I will act as the liaison between you and the agent representing the buyer, including negotiating the terms of the contract on your behalf and answering questions.

ATTORNEY AND TITLE COMPANY
I will supply all information needed by the attorney or title company to help with a smooth closing.

UNDERWRITER
If your buyer is securing a loan, I will be available to provide any information about the home that's needed by the buyer's mortgage underwriter.

INSPECTORS
I will help coordinate the timing of the inspections and work with the buyer's agent to clarify any requests the buyer has based on the findings.

APPRAISER
If the buyer or mortgage company requests an appraisal, I will help coordinate the details.





FULL-SERVICE SUPPORT

I am your partner in all aspects of the home-selling process. My connections with primary service providers can help you receive complete assistance from beginning to end, giving you one-stop-shop convenience.

TITLE SERVICES
I can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

WARRANTY SERVICES
A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

MORTGAGE AND INSURANCE SERVICES
If you are interested in buying a new home, I can connect you with a mortgage broker that can assist you in obtaining your mortgage in a fast, simple process. I also have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home, and umbrella coverage.

As your agent, I will guide you every step of the way – from setting the optimal listing price and prepping your home for sale to marketing and following through to a smooth, successful closing. I am committed to supporting your interests with the utmost care, honesty, integrity and discretion. LET'S GET STARTED!



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COLDWELL BANKER®

HOME SELLER GUIDE



THE HOME-SELLING PROCESS

Selling your home is a major milestone. Working with a trusted professional –someone who prioritizes your needs and goals and is best positioned to serve you – can ensure a smooth, successful process. As your trusted real estate agent, I am here to guide you through every step of the selling process. Backed by one of the most powerful and recognized brands in the industry, I can help you:

- Price your home competitively
- Market your property to qualified buyers
- Negotiate for the best offer
- Navigate the closing process
- Connect with my network of real estate-related service partners

This Home Seller Guide will walk you through each of these steps, and I am happy to discuss the process with you in more detail if you have questions.

COMPETITIVE PRICING

I will conduct a comparative market analysis (CMA) using data from the multiple listing service and provide a recommended asking price based on recent activity in your area. If desired, I will also host a preview for other agents in my brokerage to gather additional professional opinions on pricing. Pricing your home optimally right from the start will generate the most interest from buyers and maximize the likelihood of a quick sale.

KEY CMA DATA INCLUDES:

- Sale prices of comparable properties that recently sold
- Asking prices for comparable properties in your area that failed to sell
- Comparable active listings in your area and their asking prices
- Days on market for all comparable properties



MARKETING YOUR PROPERTY TO QUALIFIED BUYERS

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country. My comprehensive marketing strategy will maximize your home's exposure. Here are just some of the ways:

PHOTOGRAPHY & VIRTURAL TOURS

I'll make your property look its best by capturing beautiful images which encourage buyers to slow down and take notice. A professional videographer is also available as needed to capture drone photos and create virtual tours.

ADVERTISING ON MULTIPLE LISTING PLATFORMS

Marketing on multiple platforms will reach potential buyers everywhere and help to get your home sold quickly. I will market your home through the multiple listing service (MLS) which syndicates to dozens of other high-traffic sites (e.g. Zillow, Realtor.com, Trulia, etc.).

CROSS-PLATFORM SOCIAL MEDIA MARKETING

I'll advertise your property on my social media pages and promote the listing to numerous real estate groups with large followings. This will generate buzz and keep your property at the forefront for thousands of other agents and potential buyers.

PRIVATE SHOWINGS

Private showings allow buyers to explore your home without distractions. I will schedule showings and gather feedback from buyers and their agents to help you understand how the pricing and condition of your home is being perceived.

OPEN HOUSES

Open houses provide buyers with a low-pressure opportunity to tour your home during specified hours. With your permission, I will advertise and host an open house to get more potential buyers into your home.

DIRECT MARKETING

Mailers and email blasts put your listing directly in front of potential buyers in your area. Those methods often reach beyond the initial recipient when those people share your listing with friends and family in their network. I will utilize the direct marketing methods most helpful in getting your home sold.



NEGOTIATING THE BEST OFFER

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you're going to want an agent who knows how to negotiate. It's my job to get you the best possible price, and with data from my comparative market analysis and my tried-and-tested negotiation techniques, I'll build a strong case so you get top dollar. If your property receives multiple offers, I will help you evaluate the terms of each as price is not always the only factor to consider. Other factors may include improvements the buyer is requesting to be done and other contingencies, timing of the closing, requests for the seller to cover part of the closing fees, and if the buyer is paying cash or obtaining a mortgage. I will help you determine which offer is the best for your needs.

