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INTERVIEW LISTING AGENTS

The process of finding the right agent can include asking friends, family and coworkers for referrals, reviewing agent websites, and sitting down for an interview with top picks.

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PICK A COMPETITIVE LISTING PRICE

Being able to sell your home quickly is a matter of competitive pricing. There is a fine line between pricing low enough to sell, versus pricing just above market value.

03

DEVISE A MARKETING PLAN

A good listing agent should present to you a concise marketing strategy, such as listing on the MLS, hosting open houses, and sending out targeted campaigns.

04

PROPERTY MAKEOVER

Although you may love your property the way it is, new buyers will be looking for a fresh face. Spend time preparing your home for sale by conducting a deep cleaning, and refresh its appearance by providing a fresh coat of paint.

05

PREPARE FOR OPEN HOUSES & SHOWINGS

Work with your listing agent to prepare for upcoming open houses.



06

NEGOTIATION TIME

The great thing about selling a home in a seller's market is that there is often room for negotiation. Work with your agent to negotiate on your behalf to make and accept the best possible counter-offer.

07

WAIT OUT THE ESCROW PERIOD

Once a seller and buyer have reached a purchase agreement, they will enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date, as well as addressing duties such as ordering a title report, scheduling an appraisal, and conducting a property inspection.

08

MEET WITH THE PROPERTY APPRAISER

The buyer's prospective lender will typically require a property appraisal, to make sure that the negotiated purchase price was fair and paralleled to the actual property value. Be sure to keep your property clean and organized prior to the appraisal appointment.

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PROPERTY INSPECTION

If the property inspector discovers a serious underlying issue, which can range from anything between cracks in the foundation to plumbing that needs replacement, the buyer reserves the right to back out of the deal if they are not comfortable with the results.

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PREPARE FOR CLOSING

Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, the property has officially been sold.