

## The Selling Process

### 1. Find a Real Estate Professional

Interview a few listing agents and find one with whom you are comfortable. A good agent can be the difference between a smooth sale and a stressful one.

### 2. Develop a Home-Selling Plan

It's important to set clear goals and decide from the beginning how involved you want to be in the home selling process. Discuss these expectations with your Real Estate Professional.

### 3. What Distinguishes Your Property

Feel free to brag about your home. What first attracted you to your home, what is your favorite feature, what improvements have you made, what would you change if you could? Create a list using our *Home Evaluation Worksheet*.

### 4. Make Necessary Repairs

Walk through your home as a prospective buyer would. Evaluate the condition of your home for visual appeal as well as any repairs that need to be made. Schedule time with your contractor or handyman to complete any repairs before you put your home on the market.

### 5. Make Minor Improvements

Nothing is more inviting than a freshly painted room or a spruced-up entryway full of color. Be sure to send any extra clutter to storage and to remove personal items – buyers need to be able to envision themselves living there. This can be difficult with too many family photos or children's artwork displayed.

### 6. Price Your Home

This is one of the most important decisions you will make and where the help of your Trusted Real Estate Advisor is invaluable. They can provide to you a personalized market analysis of your home based on comparable houses in the area.

## **7. Market Your Home**

Work with your Trusted Real Estate Advisor to attract as many qualified buyers as possible. Our agents use advanced marketing strategies to attract buyers from around the globe.

## **8. Contract Presentation and Negotiation**

Negotiating is a learned skill that requires special training and experience to effectively achieve the desired income. Our Real Estate Professionals will guide you expertly through the process. An acceptable offer is not binding until all the necessary paperwork is signed by both parties.

## **9. Home Inspection and Repairs**

Within a specified time, the buyers may have a home inspection conducted. The buyers will provide to the sellers a list of the items that they would like repaired. The seller either agrees to these repairs in writing or negotiates what will be completed.

## **10. Final Loan Approval**

Unless it is a cash transaction, the buyer will have a specified time to obtain final loan approval. The buyer will provide to the seller a commitment letter from their mortgage company stating that they are clear to close, detailing any specific conditions that must be satisfied prior to closing.

## **11. Final walk Through**

Prior to closing and once all repairs have been completed, the buyer has the opportunity to do a final walk through of the home before closing. This is their chance to ensure the home is in the same condition (or better) than when they last visited and that all repairs have been completed

## **12. Closing**

Buyer and Seller will meet at the Title company, sign all relevant paperwork and home ownership will be transferred to the buyer.



**BERKSHIRE HATHAWAY** | Florida Network Realty  
HomeServices

