

# Homeselling process

Selling a house typically includes many of the following elements.

I will be your resource and guide every step of the way.

## Initial Consultation

- Determine your needs and priorities
- Review "agency" choices & select appropriate working relationship
- Discuss Marketing Plan
- Establish Pricing Strategy



## Design and Implement Marketing Plan

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



## Review Offer and Reach Agreement with Buyer

- Buyer's Real Estate Professional presents offer
- Discuss and clarify proposed terms and conditions
- Negotiation; possible counteroffers
- Reach final agreement



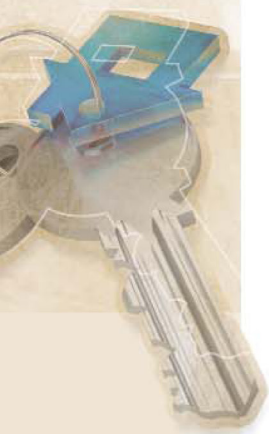
## Complete Settlement Process (per purchase contract)

- 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



## 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



**Prudential**

**California Realty**