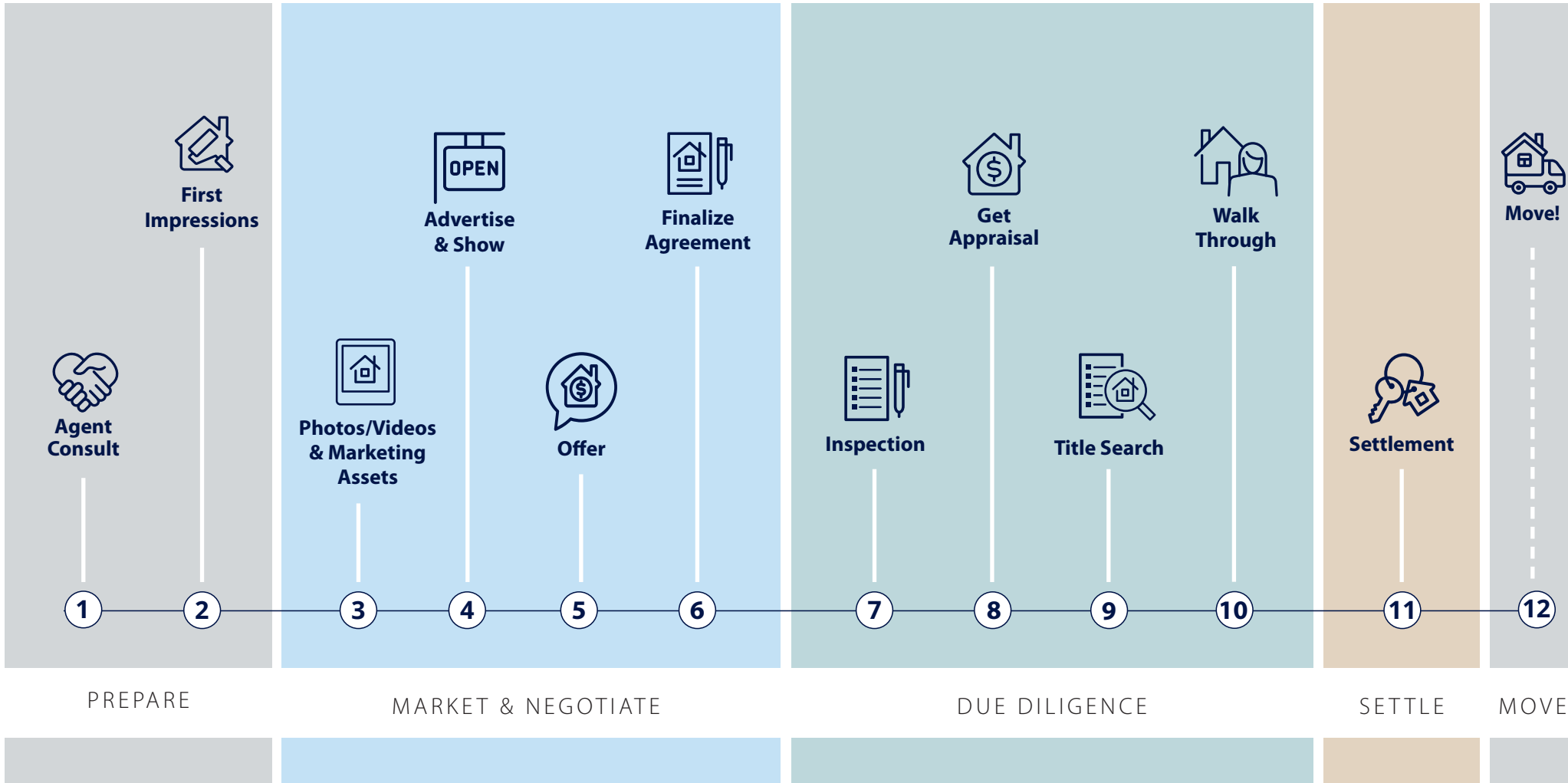


Understanding the Home Selling Journey

We'll be there every step of the way



PREPARE

MARKET & NEGOTIATE

DUE DILIGENCE

SETTLE

MOVE

1

Agent Consult



I will be your point of contact along on your home selling journey. It is my role to understand your goals, create a plan and guide you through milestones for a peaceful sale.

2

First Impressions



A good first impression is important to sell within your timeframe and meet your financial goals. I will help you see your property from a buyer's perspective and advise on any tasks or projects to maximize your return on investment.

3

Photos/Videos & Marketing Assets



Showing your property in the best light is as key on-line as well as in person. I will provide the visuals and advertising copy to tell the story of your property.

4

Advertise & Show



There is no one-size-fits all when it comes to advertising your home. I will use an array of tools and methods to reach the widest audience of buyers inspiring the most motivated ones to schedule an appointment to see your property in person.

5

Offer



It is an exciting time when an offer arrives for your consideration. I will help you assess the terms of offers and gain insight into the buyer's intent and ability to complete the sale. We will negotiate the offered terms to align with your goals.

6

Finalize Agreement



Once you have a signed, written purchase agreement with the buyer, the details and schedule matter to ensure you feel comfortable making decisions about your next chapter. I will manage the deadlines and communicate the milestones to keep the journey on track.

7

Inspection



In many situations, the buyer will be conducting inspections to understand the structure and components of the property. I will guide you through your responsibilities and options along the way.

8

Appraisal



The buyer's lender may require an appraisal of the value of the property. I will schedule the appointment and communicate with the parties to present your property in the best light to minimize any discrepancies that would need to be negotiated.

9

Title



The settlement agent or lawyer will coordinate several behind-the-scenes investigations including a search of the ownership history and perhaps a survey. They will also gather information from the taxing authorities, property owners associations, mortgage lenders, insurance agents and more to create an accounting of transfers and prorations.

10

Walk Through



The buyer and their agent will have the opportunity, prior to settlement, to do a final walkthrough of the property to ensure that it is in the same condition as is listed in the purchase agreement. We will work together to ensure that you are ready to provide access and any documentation you have promised during the due diligence timeframe.

11

Settlement



The big day has arrived. The settlement agent or attorney will review the settlement statement itemizing the purchase price, expenses and prorations between you and the buyer. You will sign the deed transferring ownership and deliver keys.

12



View
Open Houses

LONG & FOSTER
COMPANIES

Real Estate | Mortgage | Home Inspection | Title | Insurance | Moving | Property Management | Vacation Rentals | Relocation

Note: Not all of these services are available in all areas. Contact your Long & Foster real estate agent for details.