

STEP BY STEP

Selling a home is a complicated process, but your Coldwell Banker® affiliated agent will guide you through it every step of the way.



Step 1 – Pricing

- Your agent prepares a comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



Step 2 – Preparing

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures
- Create a HomeBase® account to manage documents, deadlines and tasks



Step 3 – Marketing

- Install distinctive Coldwell Banker yard sign
- Promote your home on the MLS
- Syndicate your home's listing to up to 700 websites
- Respond to online buyer inquiries through InTouch
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



Step 4 – Closing

- Evaluate offers and negotiate best price and terms
- Enter documents into HomeBase
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents and enter into HomeBase



YOUR HOME'S VALUE



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges, shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace lightbulbs
- Put out new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

General

- Replace burned-out lightbulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

Touch-up or repaint walls, trim and ceilings
Clean or replace carpeting
Clean curtains, shutters and blinds
Clean fireplace, mantle and surrounding areas
Update décor – throw pillows,
bedspreads, towels

Kitchen & Bath

Clean appliances inside and out
Clear out and clean cabinets, drawers
and pantry
Clean, repair or replace faucets and fixtures
Declutter counters
RegROUT sinks, tubs and showers

Before Each Showing

Pick up toys and clutter
Clear off counters and tabletops
Turn on lights
Make beds
Make sure home smells inviting
Set thermostat to comfortable temperature

POSITION YOUR HOME TO SELL

In real estate, knowledge is power, and your Coldwell Banker® agent is a local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), your agent will help you make an informed decision about your home's market value and ideal asking price.

Factors that Impact Your Home's Value:

- Market Conditions – the current supply (or inventory) of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand
- Your Home's Condition – location, age, size of the home and lot, floor plan and architectural style
- The Competition – the number of similar properties for sale and their prices, condition, location and financing terms

Factors that Do Not Impact Your Home's Value:

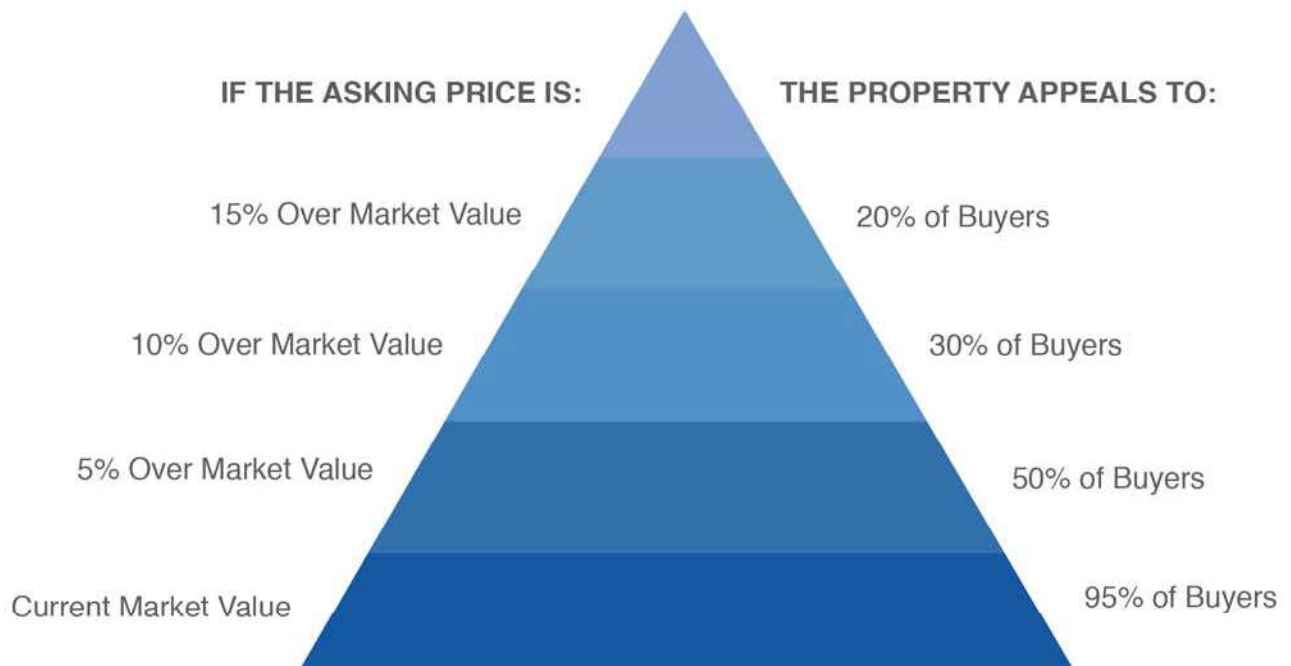
- Original Price – what you paid for your house
- Needed Proceeds – the net cash proceeds you want or need
- Opinions – what friends and neighbors say your home is worth

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PRICING RIGHT

While you and your agent will set your home's asking price, the buyer will set the sales price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.



FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value, from the very start.

