

STEP BY STEP

Backed by an exclusive and comprehensive suite of luxury marketing support and resources, I have the expertise to guide you through every step of the home selling process.

STEP 1 - PRICING

- Prepare a strategic pricing analysis (SPA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price

STEP 3 - MARKETING

- Install distinctive Coldwell Banker Global Luxury® yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate websites nationally and internationally
- Implement your customized property marketing plan
- Respond to online buyer inquiries
- Arrange showings
- Communicate feedback
- Provide market updates

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

STEP 4 - CLOSING

- Evaluate offers and negotiate best price and terms
- 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