

The Five Stages of the Home-Selling Process



STAGE 1

Initial Consultation

In this stage, we will meet to review the selling process and start taking steps to put your home on the market.

1. Familiarize you with the selling process, so you know what to expect.
2. Identify and address your particular concerns about selling your home.
3. Determine the best selling points of your home to highlight in the property description and marketing.
4. Collaborate with you in reviewing market conditions and identifying the best competitive price for your home that is (1) consistent with what has sold and (2) competitive with what is still unsold.
5. Review the marketing plan we will provide to get your home sold, including all internet marketing.
6. Review and execute legal documents to get your home on the market.
7. Identify your expectations of how you would like me to communicate with you.

STAGE 2

Pre-Marketing Preparation

In this stage, we will start doing the work we need to do to ensure the maximum impact of our marketing campaign.

1. Review the benefits of obtaining certain pre-sale inspections upfront (including mandatory local inspections).
2. Enhance the “showability” of your home through detailing and staging to ensure maximum appeal to prospective buyers.
3. Take extensive high-resolution photos of your home to display all your home’s features in online media.
4. Write a thorough and engaging property profile description highlighting the best features of your home for all online displays and marketing efforts.
5. Confirm all property details to ensure we are presenting accurate information to the public.
6. Prepare a full color property flyer for display at the property.
7. Write up showing instructions and install a lockbox, if you choose.
8. Prepare a short-sale package (if necessary).

STAGE 3

Marketing Kickoff

In this stage, we will kick off the marketing with a blitz of activity to seize the attention of all potential buyers and brokers.

1. Create pre-MLS buzz by posting the listing on our company intranet and presenting it at internal sales meetings, instantly marketing the home to over 300 Frank Howard Allen agents.
2. Enter the property in the local MLS with offers of compensation to thousands of agents.
3. Place a Frank Howard Allen sign on the property to ensure maximum visibility.
4. Send out automatic email alerts to all registered buyers looking for homes like yours.
5. Provide feeds to hundreds of top industry-related websites, including Google, the Wall Street Journal, and Trulia.
6. Send out a Just Listed mailing to a targeted list of buyers or the local neighborhood.
7. Hold a premiere open house and a broker open house to make the home available to brokers and buyers.

STAGE 4

Ongoing Marketing

In this stage, we provide ongoing support and communication to keep you aware of developments during the marketing process.

1. Coordinate the arrangement of all showings, to ensure maximum availability.
2. Send an internet property traffic update, to advise you on how many people viewed your home online.
3. Send market updates to notify you of changes in the local market, including new listings, price changes, and sold listings.
4. Provide you with broker and buyer feedback, whenever available.
5. Hold a 30-day follow up marketing update to review any changes in the market and broker and buyer feedback on our pricing strategy.
6. Provide an ongoing review of the “showability” and marketing of your home, based on feedback and changes in the market.
7. Communicate with you regularly through your method of choice, and follow-up immediately with any questions and concerns you have.

STAGE 5

The Transaction

Finally, we will manage the offers you receive and provide our counsel and assistance to get you into contract and closed as soon as you wish.

1. Demand that all offers be in writing, and submit all offers to you.
2. Provide a rigorous review of all buyer qualifications, ensuring that buyers have commitment letters from reputable lenders.
3. Advise and consult with you on the negotiating strategy for all offers to get you the best price possible, and conduct the negotiations with buyer agents.
4. When appropriate, attend any additional property inspections requested by the buyer, provide feedback to you, and assist in addressing issues.
5. Assist you in preparation of the contracts, and provide any assistance necessary to get your contracts signed.
6. If necessary, prepare a short sale package for your lender, and follow up to ensure a decision.
7. Arrange and attend the walkthrough and closing to ensure that everything goes smoothly.