



Joe and Erika
Homes



Home Selling Process

This document provides you with an overview of the home selling process. Please contact us and we will review the process as well as our customized pre-marketing and marketing strategy in more detail and answer all your questions.

Pre-meeting phone call: We will discuss updates, features and improvements to your home. We will talk about your timing and situation, schedule a meeting to preview your home and review your market analysis.

Meeting at your home: We will preview and professionally evaluate your home and review the market analysis, discuss pricing and review our marketing strategy. We will also review the marketing agreement and disclosures with you.

Pre-market your home: This includes activities such as social media, yard sign and much more.

Prepare your home for sale: Schedule a staging consultation, stage your home, cleaning, organizing and repairs.

Market your home: Provide and execute a solid marketing plan. Our goal is to ensure maximum exposure to potential buyers to secure a purchase offer. We do this by marketing your home via many different avenues, including leveraging technology. We also provide you timely market updates.

Receiving an offer - After you receive an offer, we will review the offer/offers with you. We will gather as much information as we can to determine how to respond to the potential buyers.

Negotiation: We use our expertise to negotiate the highest value and best terms for you and get you top dollar for your home.

Transaction Management: We will monitor and manage the details of your transaction to ensure your contract closes on time and you can move on time. We coordinate all closing activities including inspections, final walk through, and transfer of keys. We keep you informed on the progress of your transaction.

Home inspection: The buyer will schedule a home inspection. A home inspection is a professional opinion of the home's condition.

Appraisal - The bank appraisal determines market value. If the home doesn't appraise for the purchase price, the bank will refuse to make the loan to the buyer unless you renegotiate. If your home appraises out, the lender will move toward closing.

Final Walkthrough: The buyer will walk through your home right before closing.

Closing - Once lender has given a clear to close, to the buyer, paperwork is signed by both parties to complete the sale. Title to the property is transferred from you to the buyer.

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