

THE SELLER'S ROADMAP



CLOSING

Once the conditions are removed, we move to the closing date. This is the date the transfer of funds and ownership take place. You will need to be all packed up and ready to move.

MEET WITH JASON ANSON, REALTOR®

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

STRATEGIC PRICING

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.

ESTABLISH A PRICE

I will provide you with a Comparative Market Analysis, which will help you set an asking price.

PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect. I will offer some useful suggestions.

LIST IT FOR SALE

When everything is in place, I will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.

SHOWINGS

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.

OFFERS AND NEGOTIATION

If everything goes well, a buyer (and most often the agent who represents them) will present us with an offer.

ACCEPTED OFFER

At this point, you and the buyer have agreed to all the terms of the offer and both parties have signed the agreement.

CONDITIONS

While under pending contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

SOLD



CHOOSING AN OFFER

I will present you the benefits and risks of each offer. You will have the opportunity to either accept or counter any offer based on its merits.

INSPECTION

The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. I'll explain all of your options regarding the inspection.