

THE HOME-SELLING PROCESS

01. Interview Agents

Research and interview multiple real estate agents to find the best fit for selling your home.

02. List Your Property

Approve marketing materials, list your property on the MLS, and schedule an MLS tour.

03. Showing Your Property

Prepare and stage your home for showings to prospective buyers.

04. Receive an Offer

Review and negotiate offers, accept the best offer, receive earnest money from the buyer, and obtain a prequalification letter.

05. Inspections & Appraisal

Coordinate the buyer's requests for inspections and the appraisal.

06. Title Company

Work with the title company to gather all necessary documents and prepare for settlement.

07. Closing

Finalize the sale by signing all required paperwork and transferring ownership to the buyer.



What Can a Seller REALTOR® Do for You

Here's a look at 58 out of 179 things – big and small – that an agent who is a REALTOR® may do to help clients when selling a home. This selection covers critical aspects of the process, showcasing the agent's comprehensive role. For a complete list of everything a REALTOR® does, please ask to see the full document from your agent.

1. Make appointments with the seller for a listing presentation.
2. Research comparable properties currently listed, recent sales from local MLS and public records, and the average days on the market for properties of similar type, price range, and location.
3. Verify property ownership, deed type, and legal description.
4. Add client(s) into relevant databases.
5. Provide the seller with an overview of current market conditions and future projections.
6. Tour the property and assess its features.
7. Review agent and company credentials and accomplishments in the market.
8. Propose pricing strategies with updates to CMA based on the property tour, updates, professional judgment, and market conditions.
9. Discuss marketing goals with the seller to market effectively.
10. Explain transactions and agency brokerage relationships to the seller.
11. Review and explain all clauses in the listing contract and addendums – obtain the seller's signature once the property is under a listing agreement.
12. Ascertain the need for lead-based painting disclosure.
13. Prepare showing instructions for buyer agents and schedule showing times with the seller.
14. Have an extra key made for the lockbox and for your file.
15. Arrange for the installation of a yard sign.

16. Install and program an electronic lockbox, if authorized. The program will be arranged for *agreed-to-showing* times.
17. Complete the new listing checklist.
18. Enter listing details into the transaction management software.
19. Input property data into the MLS broker database and proofread for accuracy – including proper placement and map.
20. Add the property to the company's active listing list.
21. Take additional photos for MLS, marketing materials, and flyers.
22. Create print and digital ads with the seller's input.
23. Coordinate showings with owners, tenants, and other agents.
24. Return all calls and emails promptly.
25. Prepare and review the property marketing brochure with the seller.
26. Upload the listing to company and agent websites, if applicable.
27. Notify network referral programs about the new listing.
28. Reprint or supply marketing brochures promptly, as needed.
29. Send feedback emails to buyer agents after showings.
30. Review and analyze the weekly market study.
31. Discuss feedback from showings with the seller and consider adjustments.
32. Promptly enter price changes in the local MLS marketplace databases and inform all interested parties.
33. Receive and review all *Offer-to-Purchase* contracts submitted by buyers' agents.
34. Evaluate and prepare a net sheet for the owner to view a comparison of offers.
35. Contact buyer agents to review buyer qualifications and offers.
36. Verify that the buyer is pre-qualified by contacting their loan officer.
37. Negotiate ALL offers based on the seller's instructions, setting timelines for loan approval and closing.
38. Prepare and send counteroffers, acceptances, or amendments to buyer agents.
39. Send copies of contracts and addendums to the closing title company.
40. Record and deposit the buyer's earnest money and update the escrow account.

41. Deliver copies of the fully signed *Offer-to-Purchase* contract to the seller.
42. Inform the seller of any additional offers received between the contract and closing.
43. Change status in local MLS broker marketplaces to *Sale Pending*.
44. Update the transaction management program to reflect the sale pending status.
45. Monitor the loan process through underwriting.
46. Relay final approval of buyer loan application to seller.
47. Confirm that the buyer and buyers' agent received the title insurance commitment.
48. Coordinate with the seller for the buyer's professional home inspection.
49. Review the home inspector's report.
50. Assist the seller in finding contractors for any required repairs.
51. Schedule and follow up on the property appraisal.
52. Coordinate the closing process with buyers' agents and lenders.
53. Update and review closing forms and files. Forward closing documents to the absentee seller, as requested.
54. Confirm and communicate the closing date and time to all involved parties.
55. Work with the buyer's agent to schedule the final walkthrough before closing.
56. Request final closing figures to ensure the accuracy of preparation from the title company.
57. Update MLS status to ***Sold***, including the sale date, price, selling broker details, and any additional information.
58. Closeout listing in your management program.

The Benefits of Working with Cornerstone Group Realty

- We spend meaningful time educating you and identifying your needs and wants.
- Written information is supplied in detail so that more time is spent focusing on your needs.
- The importance of pricing is highlighted. You are supplied with detailed market data to assist in confidently picking the right price.
- We focus our time and energy on marketing your home properly to the right buyers so that you can get top dollar for your home.
- We feel that the relationship does not end at closing and offer your ongoing support and information.
- We are dedicated to servicing you at such a high level that you'll feel confident referring our services to your family, friends, and associates!

In real estate, there is no substitute for experience. Cornerstone Group Realty, LLC, was designed to provide superior professional real estate services to both the buyers and the sellers. A real estate transaction requires a professional who has learned the ins and outs of the business to help you navigate your way to a successful closing. We have built our business on repeat referrals and wish to work with people who know, like, and trust us!

Advice from the Experts

Determining the right price for your home is one of the most challenging aspects of selling. As your trusted consultants, our goal is to assist you in pricing your home effectively to ensure successful sales and maximize your earnings. While we understand you may have a specific price in mind, it's essential to consider the following factors:

Improvements

- Improvements should primarily enhance your enjoyment of the home, not serve as a strategy for resale. Maintenance tasks, like replacing a roof, are necessary for preserving value but do not add value to the market price of your home.

Your Need for Money

- Your financial needs or the cost of moving to a more expensive area do not influence your home's current market value.

The Cost to Rebuild Your Home Today

- Construction costs are separate from market value and should not be used to determine your home's selling price.

Your Personal Attachment to the Property

- Personal attachment and emotional factors can influence how you perceive your home's value, but they do not affect its market value.

Pricing your home accurately is essential for a successful sale. While it's natural to consider your original purchase price, improvements, personal financial needs, rebuilding costs, and emotional attachment, it's crucial to base your pricing on current market conditions. Together, we can achieve a sale that meets your goals and reflects the true market value of your property.