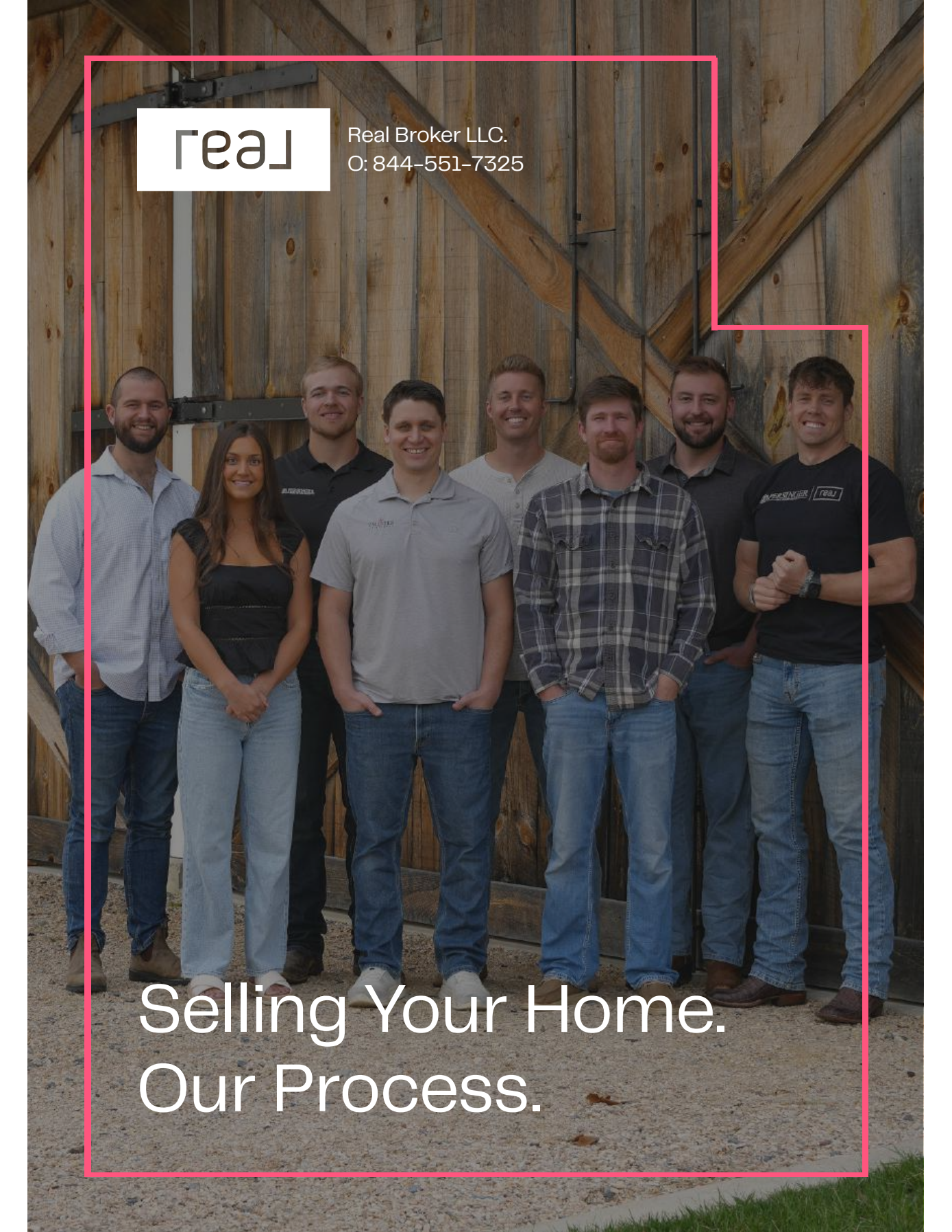




real

Real Broker LLC.
O: 844-551-7325

Selling Your Home.
Our Process.



Phase One.

Who We Are

The Persinger Real Estate Group is the premier real estate team serving the Shenandoah Valley. With 15+ years of experience and multiple industry awards, you can feel confident knowing your home sale will be expertly managed from start to finish.

What To Expect

- Help understand our pricing and listing process.
- We will communicate with agents about the home.
- Understand the showing process.
- Work with you to understand the market and its affect on the home selling process.

What Buyers Expect

- Clean surfaces, vacuum, and tidy.
- De-clutter main areas, kitchen, bath, and surfaces.
- Open blinds and create a warm, inviting space.
- Utilities should remain on until closing.

Phase Two.

Listing Details

- Complete documentation & agreements
- introduce Transaction Coordinator
- Discuss property improvements
- Our staging strategy: highlight features
- Photography and media

Pricing Strategy

- Knowledge of the market.
- Knowledge of what buyers want.
- Dangers of overpricing
- What we take into consideration
 - Upgrades
 - Location
 - Recent sales
 - Major systems





Phase Three.

Our Listing Strategy

- Timeline
- ShowingTime requests
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

Phase Four.

The Closing Process

- Execute the contract terms
- Buyer inspections
- Seller inspections
 - Well
 - Wood destroying insects (WDI)
- Move out prior to final walkthrough.
- Utilities should remain on until after walkthrough.
- Home should be left clean and empty
- Reference items that convey

Closing Day

- Bring state issued ID
- Bring any keys/garage door openers
- Sign documents

Continuing our Relationship

- Staying in touch and keeping you informed
- Providing resources and introductions
- Referrals and reviews

