

A photograph of a modern living room. The background is a textured brick wall. In the foreground, there is a grey sofa with a large light-colored cushion. To the right, a yellow chair is visible. Further back, a map of Africa is mounted on the wall. A small table with a white top and wooden legs is also present. The entire scene is framed by a pink border.

real

Selling your home.  
Our Process



# Phase One.

## Defining A Win

- Outlining your objectives
- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

## Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings , solds

## The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy

# Phase Two.

## Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

## Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- The Real advantage
- Open house strategy
- Direct mail and community approach





# Phase Three.

## Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

## The Negotiation Process

- Collect written offers
- Deep 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 contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

## Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

## Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals
- Our raving fan process

