



## **GUIDE TO SELLING EFFECTIVELY**

### **Find a Realtor®**

In the maze of forms, financing, inspections, marketing, pricing, and negotiating, it makes sense to work with professionals who know the community and much more. We are local Realtors who serve Central Florida.

### **Set a Competitive Price**

We will assist you in reviewing the latest market conditions, home sales in your neighborhood and in developing an intelligent price. We will complete a CMA, a Comparative Market Analysis, specific to your house and area. A CMA is a report that provides objective data comparing your property to similar properties within your area which have recently sold. The CMA is developed in advance of listing your home for sale. It is a professional assessment of what your house is worth, but not a formal appraisal. The CMA will be used during negotiations with buyers to demonstrate that your home is priced correctly.

### **Put Your Best Foot Forward**

Arrange for your house to be shown when requested – and take steps to ensure that your home shows to its best potential. We can advise you as to how to stage your home for sale, to sell your property at the highest possible price and optimize your return on investment. Download the checklist with suggestions below towards making your house 'market ready'.

### **Buyers' Offers**

You've done all the hard work of making your home appealing, but perhaps the most complex moment in the sales process comes when you get an offer for your home. Whether you have one offer or several to consider, we will help you navigate the negotiation.

Once you have a signed contract with the buyer for your house, you may feel as if you can breathe a sigh of relief. But before you can completely relax you need to get to the closing. The buyer will want to have inspections made, a bank appraisal, possibly a survey, and repairs made for things found in the inspection. There will be time frames and deadlines for each of these spelled out in the contract for sale and purchase.

### **Final Steps**

The buyer will most likely do a walk-through before closing. And the last step to the successful sale of your house is the settlement meeting, which is also known as the closing. The buyers get the keys, and you get the proceeds from the sale.