

SELLING YOUR HOME



“ Let Me Show You Home ”

Welcome to Charlie Ward Realty.

The following is a basic outline of our process in listing and selling your home. We are here to look out for your best interest and navigate you through this process with minimal stress and anxiety . We work as a team therefore questions and suggestions are always welcome.

Selling Your Home With CWR



GETTING STARTED

Comparative Market Analysis (CMA)

Estimate the sales price of your property based on square footage, location and sales history in your community.

On Site Visit

Review your property,
Advise on any repairs , upgrades, and staging
(We have a list of professionals to assist if needed)

Listing Agreement

Confirm initial sales price and lowest price accepted
Confirm agency commission %
Listing agreement signed by all parties
Homeowner warranty purchased
Schedule virtual tour video shoot
Select date for first open house

ADVERTISING & MARKETING

Pre- Public Property Listing

Coming soon listing on Triad Multiple Listing Service (MLS)

Listing will appear on Real Estate Search Engines

MLS, Zillow, Realtor.com, Trulia, Facebook

Signs

“Coming Soon” and “For Sale” on the Property
“Home For Sale” within a mile radius of property - weekends

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ADVERTISING & MARKETING Cont.

☐ Schedule Open House

- Date and Time on listing services one week prior
- Social Media advertising one week prior
- “Open House” signs placed Friday before open house

☐ Open House Review

- Emailed to customer one week after open house
- Visitor list and comments
- Photos of open house signs and placements
- Metrics from social media advertising
- Suggestions based on visitor feedback

☐ Adjustments –if necessary

- Goal is to boost interest and speed buyer commitment
- Seller concessions advertised
- Additional marketing on social media
- Additional open houses
- Reduce price based on feedback from realtors and visitors and market analysis

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CLOSING

Offer To Purchase

- Review offer together via phone or in person
- Discuss merits of offer and points of negotiation
- Confirm buyer financing
- Reject or counter offer
- Acceptable offer signed

Offer Accepted – Due Diligence Period

- Earnest money delivered to seller
- “Under contract” status placed on listing search engines
- “Under Contract” sign placed on property
- Buyers agent schedules inspection
- Buyers agent and buyer review the inspection report
- Buyer may request repairs
- Lender request appraisal

Additional Negotiations -after appraisal if warranted

- Seller concessions
- Buyer concessions
- Final approval of offer to purchase
- Closing date set – subject to change

Closing Documents Signed

- Signed by all parties
- Adjusted if necessary and resent for signature

