



STEPS IN THE SELLING PROCESS

- **CREATE A DETAILED MARKETING PLAN** Together with your agent and marketing team, create a digital marketing plan that harnesses the latest Digital, Social, as well as traditional print media.
- **PREPARE YOUR HOME FOR SHOWINGS** Declutter, Depersonalize, Repaint if needed, address any window, pet or odor issues- see our guide!
- **BROKER OPEN HOUSE** Hosted by your agent and usually held during the week, this is an efficient and effective way to allow local real estate agents to preview your property.
- **PUBLIC OPEN HOUSE** Hosted by your agent and typically held on the weekend, when appropriate. This allows potential customers in the market to view your property.
- **SHOWINGS** Showings are a necessary part of the selling process. It is best to make arrangements for yourself, others living there, and/or pets to not be in the house during showings to allow the buyer the best chance to envision themselves living there.
- **THE OFFER** All offers by a potential buyer will be conveyed to you by your agent. Oftentimes, an offer will lead to some negotiation between the buyer and seller. Your agent will guide you through this process and the negotiation.
- **CONTRACT OF SALE** Prepared by the seller's attorney and signed by both parties, with typically 10 percent of the purchase price is put as a contract deposit by the buyer and held in escrow by the seller's attorney until closing.
- **WRITTEN FINANCING** Commitment Often the buyer may request a financing contingency to ensure they can get financing for the residence. A mortgage/loan commitment is usually about 30 days to obtain.
- **THE BANK APPRAISAL** The bank will send an appraiser to verify the value of the residence, based on comparable sales and market conditions.
- **THE CLOSING DATE** Early on in the negotiations, a closing date will be agreed upon by the sellers and buyers. While the closing date can vary, in most cases the sale is subject to co-op Board Approval or the condo's Waiver of Right of First Refusal.
- **CO-OP/CONDO BOARD APPROVAL** The typical process includes the completion of an application, including personal financials and other required documentation for review by the Board and potentially subject to a personal interview, particularly for co-ops.