

LISTING *Timeline*

STEP 1

MEET WITH YOUR AGENT

- Discuss your needs
- Review Comps
- Set a competitive list price

STEP 2

PREPARE TO LIST

- Declutter
- Deep Cleaning
- Make Needed Repairs
- Spruce Up Curb Appeal
- Staging

STEP 3

IMAGERY

- Professional Photo Session
- Professional Video Session
- Professional Drone Session
- Professional 3D Tour House scan
- Professional House Measurement

STEP 4

MARKETING

- Digital Online Marketing
- Social Media
- Virtual Open Houses
- Single Property Website
- Signage
- Flyers

STEP 5

SHOWINGS

- Ensure home is ready for showings
- LIVE on the market

STEP 6

RECEIVE AN OFFER

- As each offer is submitted, I will present them. I will advise you on the pros and cons of each offer.

STEP 7

NEGOTIATE

- Most offers require negotiating either upon receiving an offer, or during the inspection period.
- I will advise you on how to respond and negotiate on your behalf. You can accept, counter, or deny an offer.

STEP 8

INSPECTIONS & APPRAISAL

- Both the inspection and appraisal are paid for and ordered by the buyer. If they choose to have inspections done, we will need to be prepared to accommodate the days and times and work together to accomplish this in a timely manner.

STEP 9

REPAIRS

- Some small repairs might need to be negotiated after inspections are completed. We will discuss how to handle this. I do have a list of vendors ready should we need to make any repairs.

STEP 10

CLOSING

- The buyer and their agent will conduct a final walk-through
- Sign closing documents and celebrate!



Alisa FitzPatrick 