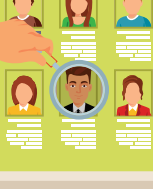


Selling a home and moving can be painful. While most people assume buyers will flock and their phone will constantly ring, that usually doesn't happen.



HOW TO GO FROM LISTED TO SOLD

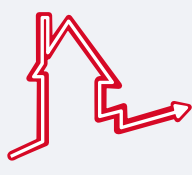
Selling a house requires expertise in a number of different areas including: economics, marketing, negotiating, contracts, construction, inspections, appraisals, title, etc.



The most direct path to successfully selling your home is engaging a local real estate expert to lead the way.

1

EVALUATING THE MARKETPLACE



Estimating current sales trends



Identifying the most similar homes to sell in the neighborhood



Performing a Comparable Market Analysis to determine value

2

FINALIZING LISTING PAPERWORK



Signing Single Agent listing agreement



Agreeing on listing price



Confirming the commission amount



Understanding what costs are normal for a seller to pay, and those that a buyer typically pays

3

PREPARING THE HOME FOR SALE



Improving landscape



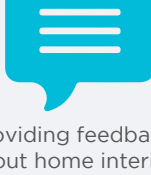
Making necessary repairs



Organizing



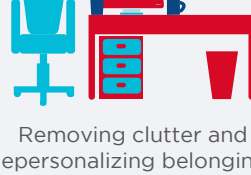
Finalizing marketing plan.



Providing feedback about home interior and exterior



Determining house showing rules and times



Removing clutter and depersonalizing belongings in certain space

4

MARKETING TO THE PUBLIC



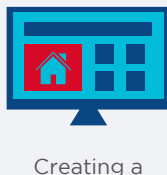
Creating a story that would perfectly represent the amenities of the property



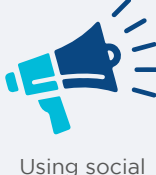
Engage professional photographer



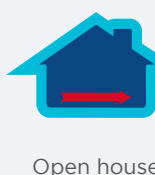
Making brochures



Creating a property website



Using social media to promote the property



Open house showings



Print and digital marketing to consumers.

5

AGENT OUTREACH



Listing the property in the MLS



Submitting the property to real estate portals



Presentation of the property within ERA's network



Outreach to local brokers



Contacting real estate agents through email marketing



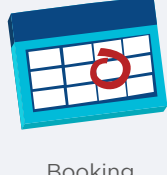
Publishing property ad in real estate publications



Realtor open house showings.

6

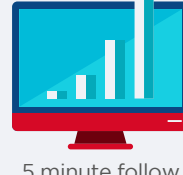
FOLLOW UP



Booking appointments



Converting leads into potential home buyers



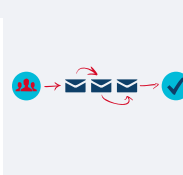
5 minute follow up increases conversion 9x



80% of sales require 5 follow up calls after the meeting



50% of sales go to the first person to contact the potential buyer



Lead-nurturing emails get 4 - 10 times the response rate compared to standalone and generic emails



Companies and agents who excel at lead nurturing and follow ups generate 50% more sales-ready leads at 33% lower cost.

7

CLOSING



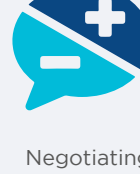
Qualifying Buyer



Negotiating offer for best price and terms



Coordinating inspections



Negotiating repair agreements



Financing



Appraisal



Survey



Title