

Selling With Ease

MEET AND GREET

This initial step is all about establishing a strong foundation for our collaboration. We'll sit down together to discuss your objectives, preferences, and timeline. By understanding your goals, I will tailor the approach to meet your unique needs. We will outline the overall plan for selling your home and identify the key actions we need to take as a team to achieve success.



PREPARATORY PROPERTY TOUR

Before your home hits the market, it's essential to ensure that it makes a stellar first impression. During the preparatory property tour, we'll walk through your home together, noting areas that may need attention to maximize its appeal to potential buyers. This may involve decluttering spaces, addressing any necessary repairs or maintenance issues, enhancing curb appeal through landscaping or minor upgrades, and possibly arranging for professional staging services to showcase your home in the best light possible.



THOROUGH PROPERTY ASSESSMENT

A comprehensive property assessment is crucial for setting the right price and attracting serious buyers. Taking into account current market conditions, recent sales data, and the unique features of your property, we'll determine a competitive price range that will generate maximum interest and lead to optimal offers. By strategically pricing your home, we can position it effectively in the market and ensure a successful sale.

READYING THE SPACE

With the groundwork laid out, it's time to put the finishing touches on your home to prepare it for listing. We'll finalize any lingering projects, tidy up the surroundings, declutter and depersonalize living spaces to appeal to a wide range of potential buyers, and schedule a professional photoshoot to capture your home's best angles. This phase is all about showcasing your property in its best possible light to attract attention and generate interest.





LAUNCH DAY

Congratulations! Your property is now officially on the market. We'll work together to ensure that your listing is promoted across various platforms, both locally and nationally, to maximize visibility and reach potential buyers. It's crucial to maintain the readiness of your home for scheduled showings, keeping it clean, organized, and inviting to make a positive impression on prospective buyers.

STRATEGIC MARKETING

Crafting a compelling marketing strategy is essential for effectively showcasing your property's unique features and attracting qualified buyers. We'll create tailored marketing materials that highlight the strengths of your home, including stunning photography, detailed floor plans, and captivating videos. By leveraging various marketing channels, we'll ensure that your property stands out in the crowded real estate market and attracts serious inquiries.



OFFERS

As offers start to come in from interested buyers, we'll enter the negotiation phase. I'll be here to guide you through the negotiation process, helping you evaluate each offer's terms and conditions, including the sale price, contingencies, and closing dates. By carefully considering each offer and strategically negotiating on your behalf, we'll work towards securing the best possible outcome for you.

UNDER CONTRACT



Once an offer is accepted, your property will move under contract, and the buyer may schedule inspections and appraisals to assess its condition and value. If any issues arise during inspections, we'll navigate the negotiation process to address them and ensure a smooth transaction. My goal is to protect your interests and achieve a successful closing that meets your expectations.

PREPPING FOR THE MOVE

As the closing date approaches, it's time to start making preparations for your upcoming move. This may involve packing up your belongings, organizing logistics with moving companies, and arranging for cleaning services to ensure that your home is left in pristine condition for the new owners.



CLOSING

Finally, the big day has arrived – closing day! With all necessary documents finalized and signed by both parties, your home sale is officially completed. I'll be there to guide you through the closing process, ensuring that everything is in order and that you feel confident and informed every step of the way. Congratulations on a successful sale!



I'm here to help you take the first step today!

five star*
REAL ESTATE LEADERS

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