

The Selling Process Outline

“There comes a time in everyone’s life when they decide to sell their home. When that time comes, let Access Realty help you find the right buyer and make this process as profitable as possible!”

1. Call a Real Estate Agent

The first step to selling your home is to call an experienced sales agent in your local area. Sales professionals are trained to help you. They work in this field all day, everyday. Sales professionals are the best tool you can use to sell your home in the quickest and most profitable timeframe.

2. “The Interview”

The Agent will call you into his/her office to meet with you about possibly listing your home with their company. There you will interview the agent for the job of selling your home (just like any other job interview). The agent will tell you what he/she and their respective company can provide for you and give you some examples. If you decide to hire this agent, the agent will give you a brochure provided to them by the NC Real Estate Commission called “Working with Real Estate Agents”. The agent will explain the brochure and will get you to sign it and then you will move on to the employment contract.

3. Exclusive Right to List Property

This is a Contract that you as a home owner sign to give the Agent the right to market your home (on the internet, Signage, or Newspapers). This is more or less a job employment contract with the agent; and like any normal employer you can fire the agent at any time if he/she is not fulfilling his or her duties up to your standards.

4. Market Analysis

The first beneficial thing that a Sales Professional can do to help you sell your house is to do a Comparative Market Analysis for you. A Comparative Market Analysis is where the Agent searches his/her local MLS (Multiple Listing Service) to find a home that is similar in various categories (i.e. size, style, #beds/baths, location, and time they sold). This analysis will help you and your agent determine the best price at which, to list and market your home. Of course the client gets the final say in pricing the home, but the analysis is used as a starter to inform the client about what his/her best asking price is.

5. Marketing Your Home

Working in the business of selling homes, a good Sales Agent will have done research to find out where the best place to put his or her marketing dollars to sell your home. The most commonly used form of marketing is to place your home on the local Multiple Listing Service (MLS). If a sales agent is a member of a local board, they will be required to place the listing on their local MLS within a certain timeframe. Placing a listing on the MLS allows all agents in the area to view the information on your home (i.e., location, amenities, price, style, etc). At this point most agents will place a sign in the front yard advertising that the home is FOR SALE. On a busy highway,

enough traffic may pass the home per day that the agent only needs to place a sign in the front yard to get a lot of interest. In other cases the agent may take pictures and do video tours of the property and place them on different websites. The agent can do many other things and for more info on this call a Sales Representative at Access Realty.

6. Showing the Property

“Showing the Property” includes allowing agents and perspective buyers to walk through and view your home. Your agent will ask you as the homeowner if there are any times which your home will not be available for showing. They will then enter this information onto MLS so other agents will know.

7. Let's Make a Deal

An interested buyer makes an offer to purchase your home. It is now time to for the agent to negotiate on your behalf to get the best price for you. Alright, they come back with a second offer and you will accept this one. The agent is now responsible to keep this deal together until closing. They accomplish this by having Home Inspections, Appraisals, deposits and scheduled visits done on time. It is now time for Closing! This is where the new deeds get registered, final disputes get handled, pro-rations of taxes and other items are made and this is where you get PAID.