

The Selling Process

Often, when the word is out that you want to sell your property, you will be bombarded by real estate agents wanting to “list” your property. Please be aware that there is much more involved than just listing your property in the local MLS. A qualified agent will first perform a Comparative Market Analysis (CMA). The first step in this process is viewing and measuring your home. Then the work really begins. A thorough comparison of your home to others in the area that have sold, and a comparison of similar homes currently on the market, will yield a suggested price range. The correct pricing of your property is one of the most important aspects of the whole process. Price it too low, you have left dollars on the table. Price it too high, it will most likely become stagnant on the market, require price reduction(s), and, therefore take too long to sell.

Once marketing begins, the qualified agent will choose the correct advertising venues in addition to placing the property in the local MLS. I personally participate in three MLS systems; the Triangle, the Triad, and Burlington -Alamance County. While placing the listing in the MLS may not be the most important part of exposing your property to the market, I do not want to de-emphasize the importance of making it available to over 10,000 of agents.

Once the showing process begins you will be informed of remarks from other agents and clients. This feedback often gives clues as to minor changes we can implement to make the property more appealing.

When a prospective buyer shows a genuine interest in your home, an offer is usually forthcoming. Once we receive that offer, I will review it with you thoroughly and make recommendations as to how to proceed, hopefully resulting in a contract.

Once the property is under contract, I will coordinate the various inspections and appraisal, while staying in contact with the selling agent to make sure the transaction is “on track. Once a firm closing date is set, I will accompany you to the closing, to oversee the process.