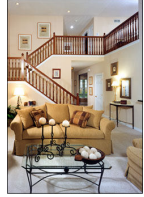


# 3 Simple Steps to Selling Your Home

---



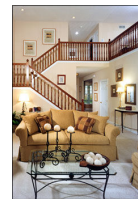
Are you curious about what to expect when you get together with your real estate agent for the first time? Well, I can't speak for other real estate agents, but here is what you can expect the first time we meet, and at each step along the way:

## Pre-sale preparation

- Before we actually put your home on the market, we will invest some time together to discuss the home-sale process.
- You will share with me the details about when, where and why you're planning to move, and what you will do if your home does not sell.
- You will provide me information about your homeowner's insurance, property taxes and HOA or condo fees, if any.
- As we tour the property together, you will point out any material facts, recent capital improvements, and inclusions/exclusions. I may recommend changes to enhance the appeal of your home to buyers.
- I shall conduct extensive research on recent sales and current offerings in the area, estimate the likely sale price for your home, recommend selling terms, and calculate your net proceeds after all selling expenses.
- I shall provide information about real estate customs and laws, including penalties for non-compliance. Together, we will review brochures such as *What Everyone Should Know About Equal Opportunity in Housing*, and standard disclosure forms.
- I shall advise you regarding effective strategies for showcasing your home to buyers.
- I shall explain the relationship between homebuyers, sellers and agents under Maryland law.

## Finding a buyer

- Now that you and your home are prepared, let's get started!
- I shall prepare a *Buyer Profile* to identify the likely buyer for your home and to assure effective target marketing.
- Using the Metropolitan Regional Information Services (MRIS) database, REALTOR.com, REMAX.com and other Internet resources, I shall provide broad market exposure for your home to thousands of potential buyers and their agents.
- I shall install a multi-color SALE sign on your property to attract the attention of buyers and their agents.



## 3 Simple Steps to Selling Your Home

---

- I shall provide a key lockbox to assure that buyers will have access to your property with their agents, even if you're not home; my office will schedule appointments with you for buyer inspections.
- I shall promptly contact showing agents to obtain feedback from them and their buyers, and provide the information to you in a timely manner.
- I shall keep you informed about changes in the market place, and recommend changes to pricing, terms, access, condition or marketing, if applicable - until your property is sold.

### Closing the sale

When a buyer chooses your home, I'll represent your best interests in negotiations and follow-up.

- I shall review any Contract of Sale offered for your home, present it to you personally, and explain your rights and obligations.
- I shall advocate strongly for you with the buyer and buyer's agent and help you prepare a counter-offer, if applicable.
- After you and the buyer reach agreement and initial any changes to the Contract of Sale, I shall promptly provide a calendar to you of pending inspections and deadlines.
- I shall follow-up with the buyer, lender, appraiser, surveyor, title company, inspector(s) and others to assure that all contract conditions and all deadlines are satisfied.
- I shall notify you promptly if any inspections are unsatisfactory or if other problems arise, and explain your options for addressing the situation.
- In the meantime, there are some things you need to do: confirm that you have provided all requested documentation to the title company, notify all utility companies and your insurance company, and vacate the property prior to settlement.
- I shall accompany you to settlement, review the settlement sheet, and advocate strongly for you if there are any disagreements. Then, I'll proudly hand you a check for your sale!

Home3 Simple Steps to Selling Your Home  
Copyright. All rights reserved. 2001. Margaret Woda

