

YOUR 14-STEP HOME SELLING PROCESS

A comprehensive, step-by-step roadmap from your initial consultation through closing day — designed to maximize your home's value and minimize stress at every stage.

01



Initial Seller Consultation

We begin with a thorough conversation about your goals, timeline, property details, and the current market — setting the foundation for a successful sale.

02



Price Evaluation Discussion

A data-driven pricing strategy built on comparable sales, market trends, and your home's unique strengths to position it competitively.

03



Stage and Prepare Home

Expert staging and preparation guidance to highlight your home's best features and create an irresistible first impression for buyers.

04



Photography & Video Session

Professional photography and videography to showcase your property at its absolute best across all marketing channels.

05



Place into MLS

Your home is listed on the Multiple Listing Service, making it visible to every buyer's agent and major real estate platform in the market.

06



Initiate Digital and Print Marketing

A comprehensive marketing campaign — from social media and email outreach to print advertising and targeted outreach to qualified buyers.

07



Contracts Presented

All offers are carefully reviewed with you, comparing terms, contingencies, financing strength, and net proceeds to identify the best path forward.

08



Contract Accepted

Once we're aligned on the best offer, we execute the contract and kick off the closing timeline with all parties.

09



Appraisal

The buyer's lender orders an independent appraisal to confirm the property's value. I'll prepare your home and documentation to support the contract price.

10



Inspection

The buyer conducts their due diligence. I coordinate access, anticipate findings, and guide you through any repair requests with a clear strategy.

11



Renegotiation (if needed)

If inspection results or appraisal gaps arise, I negotiate firmly but fairly on your behalf to protect your net proceeds and keep the deal on track.

12



Prepare for Closing

Final walkthrough coordination, utility transfers, and all pre-closing logistics handled so there are no surprises on closing day.

13



Closing Disclosure

The closing disclosure outlines all final numbers — I review it with you line by line to ensure every detail is accurate before signing.

14



Closing Day!

Sign the documents, hand over the keys, and celebrate — your home is sold! It was a pleasure guiding you every step of the way.