

START HERE

Pre-Listing Appt

Review current market data with Listing Agent to determine best price point to enter the market.
Sign Listing Agreement



Marketing & Listing Timeline

Review marketing strategy along with listing timeline.



Tour with Pro's

The A-Team will tour your home to address & assess home updates to improve Buyer appeal to gain top dollar at market entry.



Staging & Decor

Under the advisement of an A-Team member, Sellers to declutter & depersonalize rooms & closets.



Repairs & Updates

Deferred maintenance, and interior updates completed by sellers to maximize top dollar and buyer interest.

Closing/Congratulations

You are at the finish line! Sign Closing Documents in person or digitally. Once funds are received, keys are turned over to the buyers.

The Home Selling Process

Helpful Tips

- Use the 3-D Rule: Declutter, Depersonalize, Discard
- Neutralize colors and décor to attract the greatest number of buyers.
- Make necessary updates and repairs before listing your home. Deferred maintenance can result in low offers.

What to Avoid when Selling your Property

- Setting your listing price too high causing your home to sit on the market too long.
- Ignoring initial offers in hopes of getting a better one down the road,
- Letting your emotions cloud your judgement.

From listing to close **Keller Williams A Team Florida Realtors®** are here for you every step of the way, leaving nothing to chance!



Photograph Home



Once staging, and repairs complete, photos and video of home taken.

Listing Day!

Today's the day! Your house will go live on the local MLS, Zillow, Trulia, Realtor.com, Facebook, Instagram



Get Preapproval

Now that your home is listed, it is time to get a loan preapproval and start looking for your next house. See Home Buying Process infographic.

Preliminary CD

Preliminary closing docs received by buyer's title agent for review. This will include approximate closing costs and fees. Official closing date set at this time.

Appraisal

If buyer is purchasing with a loan, their mortgage company will schedule an appraisal of your property.



Inspection

Buyer schedules inspection. A- team member will be present. Dependent upon results, further negotiations may take place.

Title Search

Title search conducted by buyer's title agent to ensure that there are no liens or open permits on property.

Escrow Deposit Received

Deposit to be held by the buyer's title agent.

Condo/HOA Docs sent to buyers at this time to start the sometimes-lengthy application process.

Review Offers & Negotiate

Present and review all offers with Sellers. Help Seller select best offer and go under contract.



Seller feedback

Buyer interest and feedback shared with sellers until offer made



Start Showings

Showings may be virtual or in person. Sellers will be notified before each showing. The A-Team will be present at all showings to answer all questions your potential buyer may have.

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Love where you live!

