

# Services to a Seller

- 1. Discuss Seller Representation**
  - a. Seller Agency or Intermediary
- 2. Needs Analysis**
  - a. Help clarify the motivating reasons to sell
  - b. Determine the seller's timetable
- 3. Pricing Strategy**
  - a. Comparative Market Analysis (CMA) to identify the market value of property
  - b. Determine the best selling price strategy given current market conditions
  - c. Seller's Estimated Proceeds to determine the final dollar amount from the transaction
- 4. Property Preparation**
  - a. Advise on repairs and improvements
  - b. Provide staging strategies if needed
- 5. Marketing Strategy**
  - a. Develop marketing plan
  - b. Establish marketing timetable
- 6. Show the property to potential Buyers**
  - a. Give feedback after every showing
  - b. Provide e-mail updates with market/subdivision activity
- 7. Receive an Offer**
  - a. Evaluate offers
- 8. Negotiate to Sell**
  - a. Negotiate counter offers
  - b. Advise on final terms and conditions
- 9. Sell**
  - a. Prepare post-contract work list
  - b. Advise on repairs and vendor services (list of tasks and vendors will be provided)
- 10. Pre-close preparation**
  - a. Coordinate and supervise document preparation
  - b. Provide pre-closing consultation
- 11. Closing**
  - a. Review closing documents
  - b. Resolve last minute items, if necessary
  - c. Complete transaction
- 12. Post Closing**
  - a. Assist with post closing items