

THE CRITICAL ROLE OF THE REALTOR

1. Advocate for you during the entire home selling process.
2. Take time to uncover your goals, objectives, and concerns.
3. Research homes in the area and prepare a competitive market analysis.
4. Provide comps and suggestions on asking price.
5. Help with decluttering while advising on home repairs or upgrades.
6. Hire a professional real estate photographer.
7. Craft a thoughtful, compelling property description.
8. Place your home on the agent only database (MLS) and hundreds of public real estate sites like Zillow.
9. Market the property by providing signage and using print and digital marketing strategies.
10. Host open houses at your request.
11. Manage and coordinate all showing requests with your schedule.
12. Qualify any potential buyers.
13. Negotiate offers on your behalf with buyer agents.
14. Assist with various financial aspects of the home sale.
15. Provide oversight and follow up related to property inspections and repairs.
16. Assist with gathering essential property documents.
17. Manage all dates and deadlines related to the contract.
18. Monitor buyer's loan status leading up to closing.
19. Work directly with the title company to ensure the accuracy of all closing procedures.
20. Present at closing to ensure all your interests are protected.



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REALTOR®

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kw THE MARKETPLACE
KELLERWILLIAMS. REALTY

Each office is independently owned and operated.

