

# The Archive

YOUR HANDBOOK TO SELLING



REALTY ADVISORS  
— & CO. —  
BROKERAGE

# THE HOME SELLING JOURNEY

So, you're ready to make your move?  
The home selling process might feel overwhelming, but here's the good news: your agent and brokerage are here to support you. We'll guide you through each step, offering expert advice and assistance to ensure a smooth, hassle-free experience. Yes, it's absolutely achievable.



# FIRST STEPS

## TO SELLING YOUR HOME



### Choosing your Agent

Choosing an agent is a deeply personal decision, as you're placing your trust in them to guide you through one of the most significant financial transactions of your life. We don't take that responsibility lightly. By working closely and thoughtfully with our clients, we've gained a deep understanding of what matters most, helping us create an environment of trust, confidence, and comfort.



### Consultation

This is the time for us to learn more about you, your goals, and your expectations for selling your home. Do you have a specific timeline for closing? How can you best prepare your home for sale? From preparing for showings to offering valuable feedback throughout the process, your agent will be there to guide you every step of the way—and beyond.



### Preparing your Home for Sale

Before setting the listing price, it's crucial to consider necessary repairs, cosmetic updates, staging, and, in some cases, renovations. We're here to help you make choices that showcase your home in the best possible way. Our recommendations are designed to enhance your home's appeal and improve your negotiating position with potential buyers.

# ESSENTIAL IMPROVEMENTS

First impressions matter, and our goal is to make sure your home makes a strong one right from the start. We'll offer tailored advice on updates and repairs based on your property's type, price range, and neighborhood.

Here are some simple steps we can take to ensure your home shows its best, with minimal financial investment.

## ➤ Pre-sale Inspections

It can be a smart move to get professional presale inspections before listing your home. While there are pros and cons to conducting these inspections before securing a buyer, they often help uncover any major repairs that may be needed—or issues that a potential buyer could use as leverage in negotiations.

## ➤ Basic Repairs

Unless you're willing to adjust your price, certain home repairs are crucial. This includes fixing broken mechanical systems, heating issues, and any structural problems. A move-in-ready home tends to attract more buyers and can help you get top dollar.

## ➤ Cosmetic Improvements & Remodels

Surface improvements, like fresh paint and landscaping, are quick and cost-effective ways to enhance your home's appeal and often lead to a positive return. In some cases, larger renovations can also boost profitability.



# STRATEGIC PRICING

Our agents have a comprehensive understanding of market conditions, both locally and globally. But our approach goes beyond just bedroom counts and square footage. While those are important, we specialize in the intangibles—such as architectural details, historical significance, and design features—that can emotionally resonate with buyers. We excel at highlighting these unique elements and explaining how they contribute to the overall value of your home.

For a home that's been on the market for a while, we work to create a sense of urgency and provide clear justification for the price. This might involve adjusting the price—either lowering or raising it—since each property is unique and doesn't follow a one-size-fits-all approach. Our goal is to position your home as a standout in its category, making it the "king" or "queen" of that category. This strategy helps us achieve top-tier pricing that sparks interest and leads to a swift sale.



# SHOWINGS & OPEN HOUSES



## We're in this together.

Every property is unique, each with its own story to tell. Our full-service creative team has developed a comprehensive suite of marketing tools designed to make your listing stand out. These assets are crafted to highlight your home in the best possible way across both print and digital platforms.

To maximize your home's appeal to potential buyers and investors, it's essential to present it in its best light. We tailor our approach to your specific needs, offering a range of services that include, but are not limited to, notifying you ahead of showings and completing a pre-showing checklist.

From the moment you list with us, you'll receive regular updates and feedback from showings and open houses. We stay in constant communication throughout the entire process to ensure you're always informed.



# OFFERS

## An Offer is in

Congratulations, you've received your first offer! The offer will outline the proposed price, any requested inclusions or exclusions (such as appliances and fixtures), the buyer's deposit amount, preferred possession dates, conditions, and the offer's expiration date. Don't worry—we'll guide you through every detail.

## Negotiations

We understand that negotiation starts long before the first offer comes in. By properly marketing your home and clearly communicating its value, we help position your property in a way that encourages buyer's agents to present strong offers. Price is just one aspect of the equation when evaluating and negotiating an offer. You'll also want to consider other factors like the buyer's preferred possession date, inclusions, conditions, and deposit amount. We'll assist you in carefully assessing each offer to ensure it aligns with your unique needs and goals.

## Due Diligence

Our brokerage will assist in assessing a potential buyer's needs, which can help you negotiate a competitive price. For instance, buyers who have already sold their home and need to move within a specific timeframe may be open to adjusting the price if they can secure a possession date that aligns with the completion of their sale. An agent's role is to ensure that all agreed-upon conditions are included in the offer and that those conditions are either fulfilled or waived.

## Multiple Offers

If your home is in a high-demand, low-inventory area, you may receive multiple offers. This is where our expertise becomes invaluable. We'll carefully evaluate the strengths and weaknesses of each offer, negotiate strategically to maximize your home's value, and ensure that your legal interests are fully protected throughout the process.



# OFFERS

You can respond to an offer in 1 of 3 ways:

## Accept As-Is

Your signature on the acceptance line finalizes the agreement and sets the process in motion toward a successful closing.

## Counter-Offer

You have the option to counter any terms and conditions you feel are necessary, including but not limited to the price, closing date, or other contractual timelines and conditions. This is where our negotiation expertise will work to your advantage. When you make a counteroffer, the buyer may choose to accept, reject, or present another counteroffer.

## Reject

Finally, you have the option to reject an offer outright. In such cases, we will focus on finding the next buyer who is willing to present an offer with terms that align with your preferences.



# OFFERS

## Offer Acceptance

Once both parties reach an agreement, the offer is considered "accepted." Depending on the terms and conditions of the offer, the buyer may begin working on their financing, arranging for an appraisal, and conducting any further inspections or investigations of the property. If the buyer has contractual rights for additional negotiations, there may be further discussions regarding requested repairs or price adjustments.

The buyer may request concessions based on the findings of their inspection reports. At the same time, we'll ensure you stay on track with your contractual obligations, which may include completing inspections, granting property access, removing any seller-related conditions, and preparing for closing.

Once all conditions have been satisfied by both parties, the transaction moves into its final phase, with attention shifting to the final logistics and outstanding requirements to ensure a timely closing. Both parties will schedule signing appointments, a final walk-through may take place, and of course—you'll have some packing to do!



# Moving Towards Closing

## Inspections & Repairs CHECKING THE BOXES

If the contract requires the seller to complete any repairs or investigations, such as well or septic tests, you may have anywhere from a few days to several weeks to schedule these inspections and fulfill your obligations. Failing to complete any required items could lead to the buyer attempting to renegotiate or, in the worst case, refusing to close. We will ensure you're on track to meet all the necessary requirements for a successful sale.

## Closing & Possession DRUMROLL PLEASE!

On closing day, legal ownership of the home will be transferred to the buyer. The proceeds will be used to pay off your mortgage (if applicable), agent commissions, and any other closing costs. The remaining funds will then be provided to you via a bank check or wired directly to your account after the closing is successfully completed. Rest assured, we will have everything in place to ensure a smooth and seamless transfer of ownership to the new buyer.

## Getting Ready to Move TIME TO PACK UP

We're happy to recommend various moving companies and cleaners to ensure your home will be ready for closing day.



# WORKING WITH US

## ➤ We Collaborate.

We believe no agent is an island, and no one should go it alone. Our collaborative culture means you benefit from the strength of our entire team. You'll have access to a diverse group of experts, from marketing to negotiation, all working together on your behalf. Plus, we share valuable insights, such as new listings before they hit the market, giving our clients a competitive edge.

## ➤ We Do it All.

We handle it all in-house. Our brokerage offers a full suite of services to meet all your real estate needs—whether you're selling your home, looking for commercial space, securing an investment property, or relocating to a new area. Whatever your goal, we've got you covered.

## ➤ We Know our Markets.

We don't just enter a market—we master it. In every location we serve, we carefully select the best real estate professionals—agents who have an in-depth understanding of each neighborhood's unique characteristics. Then, we back them with our extensive global reach and resources, ensuring you receive expert guidance wherever you are.





# OUR SUPPORT

Here's how we see it: no agent works in isolation, and no one should navigate this process alone. Our brokerage thrives on collaboration, so you benefit from the collective strength of our entire team. You'll have access to experts in everything from legal matters to negotiation, all working on your behalf. Plus, we share insider information, like new listings before they're publicly available, giving our clients a real advantage in the market.

At the heart of our commitment to collaboration is our ability to connect in every way possible. We leverage our proprietary technology to communicate seamlessly, ensuring we stay ahead of the curve. We often learn about new listings before they hit the market, and if we have a buyer interested in a specific neighborhood, we'll spread the word and get responses right away.

We don't just enter a market—we dominate it. In every location, we find the top real estate professionals—agents who truly understand the unique characteristics of each neighborhood. Then, we empower them with our extensive global reach and resources to deliver exceptional results.



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