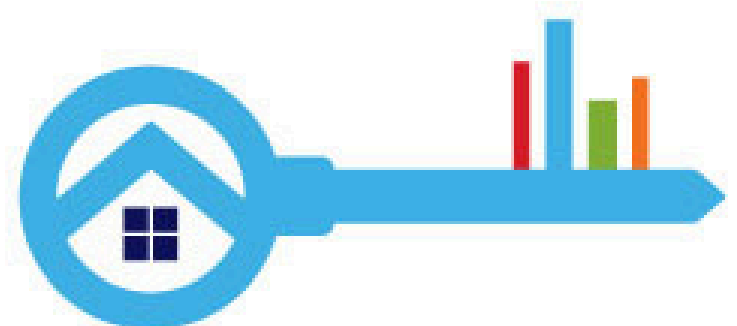


COMPLETE HANDBOOK FOR HOME SELLERS

Step-by-step guide from the
Consultation to the Closing



SAHAN REALTY
— INNOVATING HOMES, GROWING WEALTH —



1. Initial Consultation:

- Meeting and Goals: Our journey begins with an initial meeting where we discuss your goals, timeline, and expectations for selling your home.
- Property Walkthrough: I'll tour your property to understand its unique features and any potential areas for improvement.

2. Market Analysis and Pricing Strategy:

- Comparative Market Analysis (CMA): I will prepare a detailed CMA to provide insights into current market conditions, recent sales, and comparable properties.
- Pricing Strategy: Based on the analysis, we'll determine a competitive and realistic listing price that attracts buyers while maximizing your return.



3. Preparing Your Home:

- **Staging:** I'll provide recommendations for staging your home to enhance its appeal. This might include decluttering, minor repairs, or professional staging services.
- **Photography and Videography:** We'll schedule professional photographers to capture high-quality images and videos, including 3D virtual tours and drone footage if applicable.








4. Marketing Your Home:

- **Online Listings:** Your property will be listed on major real estate websites, including MLS, Zillow, Realtor.com, and others.
- **Social Media Campaigns:** We'll leverage social media platforms like Facebook, Instagram, and TikTok to reach a broader audience.
- **Open Houses and Showings:** I will organize and host open houses and private showings, ensuring your home is presented in the best light.









5. Receiving and Negotiating

Offers:

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- **Reviewing Offers:** As offers come in, I will review each one with you, explaining the terms and helping you understand the pros and cons.
 - **Negotiation:** I will negotiate on your behalf to achieve the best possible price and terms. My goal is to secure an offer that meets or exceeds your expectations.



6. Accepting an Offer:

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- **Contract Signing:** Once we accept an offer, we'll sign the purchase agreement and move forward with the buyer.
 - **Contingencies:** The contract may include contingencies such as home inspections, appraisals, and financing approval. We will work to ensure these are handled efficiently.



7. Inspections and Appraisals:

- Home Inspection: The buyer will typically conduct a home inspection. We may need to address any issues that arise.
- Appraisal: The buyer's lender will order an appraisal to confirm the home's value. I will work to ensure the appraisal process goes smoothly.

8. Escrow and Title:

- Escrow Account: An escrow account will be set up to hold the buyer's earnest money deposit and manage the transaction funds.
- Title Search: A title company will conduct a title search to ensure there are no liens or claims against the property.



9. Final Preparations:

- **Repairs and Moving:** If any repairs were agreed upon, they should be completed before closing. You'll also need to plan your move.
- **Final Walkthrough:** The buyer will conduct a final walkthrough to ensure the property is in the agreed-upon condition.



10. Closing the Sale:

- **Closing Documents:** On closing day, we'll meet to sign the necessary documents, including the deed, bill of sale, and closing disclosure.
- **Transfer of Funds:** The escrow company will handle the transfer of funds from the buyer to you and pay off any outstanding liens or mortgages.
- **Key Handover:** Once everything is signed and funds are transferred, you'll hand over the keys to the new owner.

11. Post-Closing:

- Final Steps: I'll provide you with a closing statement detailing all the financial aspects of the sale.
- Follow-Up: I'll follow up to ensure everything went smoothly and to answer any remaining questions you may have.

12. Celebrate the sale of your home!



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