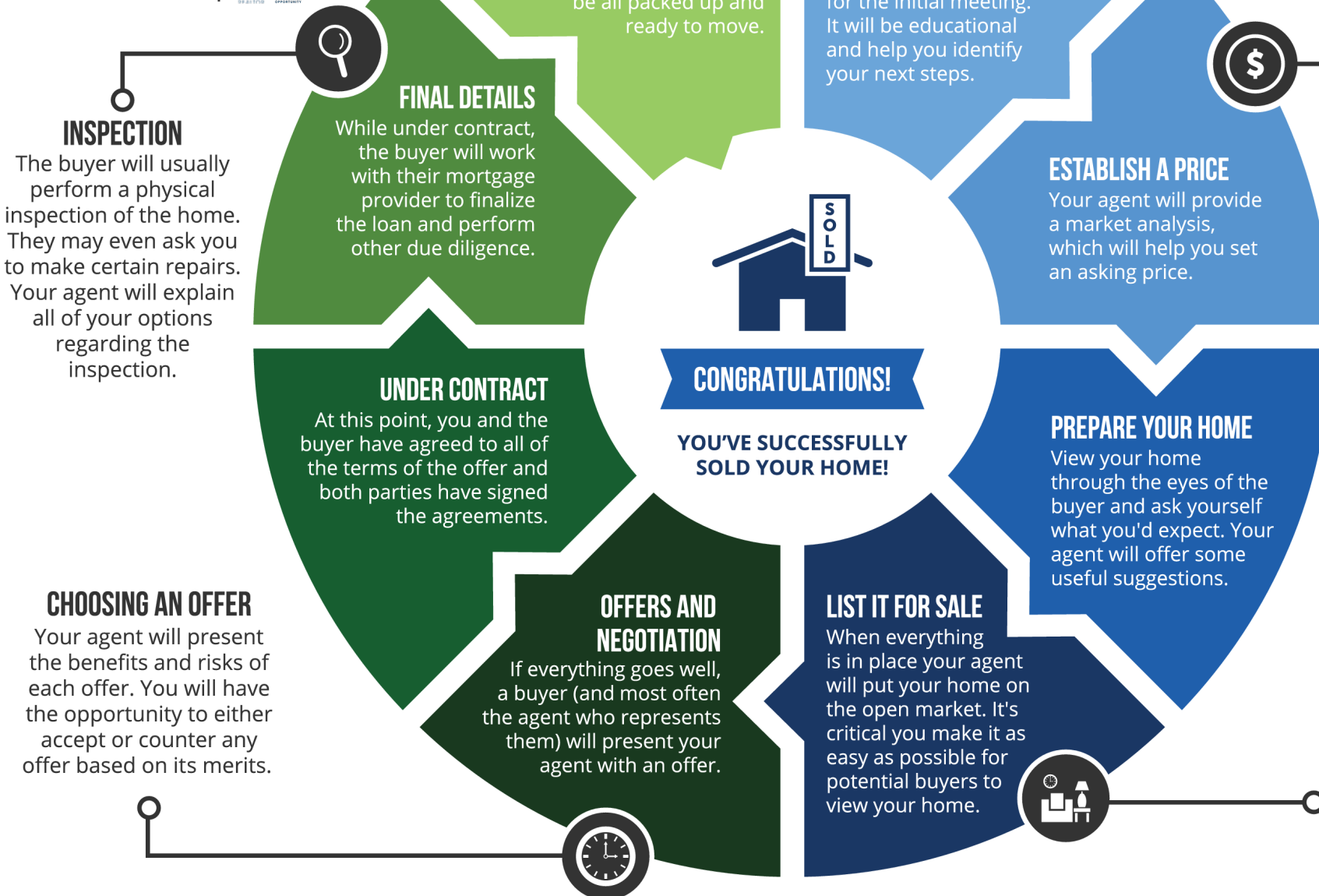


THE SELLER'S ROADMAP



Anchor Realty

Service Commitment Results
Service Commitment Results
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6505347097



STRATEGIC PRICING

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



INSPECTION

The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.



CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter any offer based on its merits.



SHOWINGS

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.



6 TIPS BEFORE SELLING YOUR HOME

1 MEET WITH YOUR AGENT



MEET WITH YOUR AGENT

Your agent can save you a lot of time and energy by guiding you through the pre-listing phase. They are there to serve you and help you decide if listing your home is the right option.

2 PRE-QUALIFY TO BUY



PRE-QUALIFY TO BUY

Get pre-qualified to buy your next home before putting your current one on the market. Working with a reputable mortgage pro will help you understand what you need to net from your current home and achieve your goals for the next one.

3 PRICE CORRECTLY



PRICE CORRECTLY

Listing your home at the proper market value is critical to selling within a reasonable time frame. Be cautious of making decisions based on valuations online. Instead use your agent's knowledge of the local area as a resource.

4 PRE-INSPECT



PRE-INSPECT

Home inspections are often where a home sale can go wrong. Material defects may need to be repaired prior to a buyer purchasing the home. Determine these potential fixes before you list, instead of during the negotiation process.

5 DE-CLUTTER



DE-CLUTTER

If your house is cluttered or filled with personal mementos, it's more difficult for a buyer to picture themselves living there. Placing large pieces of furniture or family photos in storage is worth the effort to help your home sell quicker.

6 PROFESSIONAL PHOTOGRAPHY



PROFESSIONAL PHOTOGRAPHY

The modern-day home search usually starts online and first impressions are very important. Make sure your real estate agent uses a pro photographer in order to show your home in the best light.



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Getting your home sold for top dollar is my #1 priority! I'm always ready to serve my clients, call, email, or text to schedule an appointment.

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.



SERVICE COMMITMENT RESULTS

Breakthrough Broker

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If you are already working with a real estate professional, please disregard this solicitation.

20 REASONS TO HIRE ME TO SELL YOUR HOME



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