

HOME SELLING PROCESS

We appreciate the opportunity to assist you in selling your home. It's a responsibility and a commitment that we take seriously. While some real estate companies offer just one level of service, we believe that you deserve more.

Our exclusive Full-Service Marketing System offers you timely sales-comp information, a comprehensive marketing plan, prime exposure on major Internet sites, state-of-the-art technology like Rapid Response and, guidance in pricing and staging your home and referrals to trusted partners for mortgage, title, escrow and home-warranty services.

You're ready to sell your home!

Your first step is to have your Coldwell Banker Heritage House Realtors Sales Associate assist you with practical ideas on how to successfully prepare your home for sale. If you're not already working with a Coldwell Banker Sales Associate, you can select one from the MEET US tab at the top of the page to find an agent that meets your qualifications. Rest assured that by choosing a Coldwell Banker Sales Associate, you'll have a professionally trained, experienced agent to represent and guide you through the selling process.

In addition, you can read a copy of our home selling checklist for more information about getting your home ready for sale.

This is also a good time to gather the paperwork that you might need for closing once you've accepted an offer. Your Coldwell Banker Sales Associate can provide you with a list of these items. In addition, your Sales Associate can also offer referrals for title and closing services as well as home warranty plans.

What should I list my home for?

There are many factors that affect the list price of a home: location, condition, amenities, supply and demand, and local and global market conditions. Your Coldwell Banker Sales Associate will assist you by providing a thorough market analysis of your home so that you'll be able to arrive at a realistic, competitive price.

What is the Property Condition Disclosure Form?

Most sellers of single- and multi-family residential homes are required to provide potential buyers with a completed and signed property condition disclosure form. Please consult with your Sales Associate for complete details.

Full-Service Marketing. Personal Attention.

At Coldwell Banker Heritage House Realtors our goal is to not simply sell your home. Our goal is to get the best price possible—as soon as possible. To help you achieve this goal, we've developed the Full-Service Marketing System.

During the market analysis presentation your Sales Associate will explain every aspect of the selling process to you. Once you list with Coldwell Banker Heritage House Realtors, your Sales Associate will begin managing the sale of your home with implementation of our Full-Service, Home Marketing System.

The relationship between you and your Coldwell Banker Sales Associate is the key to the successful sale of your home. Your home and your needs are unique; therefore, your Coldwell Banker Sales Associate won't use a pre-designed plan to sell your property. Your Sales Associate will listen to your goals, address your concerns, and use his or her knowledge and experience to create a custom plan to sell your home as quickly as possible.

A Buyer is Ready to Present an Offer!

When an offer is presented, your Coldwell Banker Sales Associate will advise and help you to obtain the best possible price and terms. Understanding the standard forms and the many transaction issues is key to negotiating the best terms for you. Making sure buyers are pre-qualified is of utmost importance in negotiating a successful sale. Your Coldwell Banker Sales Associate will promote your interests and assist in developing a clear and binding transaction.

Typically an offer is initiated by the buyer through his or her Sales Associate and includes the following information:

- The amount the buyer is willing to pay
- Mortgage amount, if any

continued on page 2

- Closing and occupancy dates
- Contingencies, such as mortgage commitment, building inspections and pest inspections to include where appropriate (but not limited to): termite, pest, radon, water potability, well, lead, septic, oil tank.
- Any personal property specifically included or excluded

If the offer is not acceptable to you, further negotiations may be necessary to reach terms agreeable to both you and the buyer. Because counter-offers are common (any change in the offer can be considered a counter-offer), it is important that you remain in close contact with your Sales Associate during the negotiation process so that proposed changes can be reviewed and responded to quickly.

You have an Acceptable Offer!

Downpayments, home inspections, contingency dates, etc. vary from contract to contract. Your Coldwell Banker Heritage House Realtors Sales Associate will keep you informed about any actions required on your part. Close attention to buyer and seller obligations and deadlines is critical at this stage!

Between Contract and Closing

Throughout the transaction, you and your Coldwell Banker Sales Associate will closely monitor the progress of all contingencies to make certain that all deadlines are met. On the day of closing, the buyer will have a "final walkthrough" to verify that the home is vacant and is in good condition.

What to expect at the Closing

The closing is a formal process where all parties sign all of the necessary paperwork needed to complete the transaction. Title to the property is transferred from you to the buyer. The buyer receives the house-keys and you receive payment for the house! From the amount credited to you, the title representative subtracts the funds to pay off the existing mortgage(s) and other transaction costs. Deeds, loan papers, and other documents are prepared, signed and ultimately filed with local county recorder's office.