

NAVIGATING FROM FOR  
SALE TO SOLD TOGETHER



# Ultimate Seller's Guide:

How to Successfully Sell  
Your Home

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# Dear Homeowner,

Thank you for downloading this comprehensive seller's guide, and for considering me, Demery Windom, as your guide through one of the most significant transactions of your life.

Selling your home can indeed seem monumental, a journey filled with intricate details and decisions. However, with the right preparation and expert guidance, it can transform into a smooth and rewarding experience.

This guide is meticulously crafted to navigate you through each phase of the selling process, ensuring that you are well-informed and confident at every turn.

Let's embark on this journey together, ensuring that you make the most profitable sale in the timeliest fashion. Here's a step-by-step seller's guide to assist you from start to finish:

*Let's begin...*



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## Review Financials: Understand Your Net Gain

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Before listing your home, it's crucial to understand your financial position. Review the following with your real estate agent:

- **List Price:** Based on a comparative market analysis (CMA), determine a competitive yet profitable listing price.
- **Commission:** Understand the commission structure. This is typically a percentage of the sale price, shared between the buyer's and seller's agents.
- **Loan Payoff:** If you have an outstanding mortgage, contact your lender for a payoff amount.
- **Additional Disbursements:** These may include any liens, homeowner association (HOA) fees, or other encumbrances that need to be settled.
- **Net Proceeds:** Calculate your estimated net gain by subtracting these expenses from the sale price of your home.





## Sign Listing Agreement ◆

A listing agreement grants your real estate agent the authority to list and sell your home. It covers terms including the duration of the agreement, listing price, and the agent's commission.

By finalizing a listing agreement, you:

- **Grant Authority:** Give your real estate agent the green light to list and sell your home.
- **Define Terms:** This includes:
  - **Duration:** The time frame of the agreement.
  - **Listing Price:** The price at which your home will be offered for sale.
- **Agent's Commission:** The fee your agent will earn upon the successful sale of your home.





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# Professional Photography & Videography



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First impressions matter. Schedule a session for professional photos and videos of your home at no additional cost to you. High-quality visuals are essential for attracting buyers.



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## Market Your Property

- **For Sale Sign:** A visible sign attracts nearby potential buyers.
- **MLS Listing:** Listing your home on the Multiple Listing Service (MLS) exposes it to a broad network of buyers and real estate agents.



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# Implement a Strategic Marketing Plan



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Demery Windom will employ various marketing strategies to get your home noticed, including:

- Online listings on popular real estate websites.
- Social media marketing.
- Open houses and private showings.
- Email marketing to potential buyers and real estate agents.

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## ◆ Lender Pre-Qualification of Buyers

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To ensure a smooth sale process, your agent's preferred lender will cross-qualify potential buyers. This step identifies any lending issues early on, saving time and preventing sale fall-throughs.



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# Offer, Acceptance, and Closing

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When offers come in, review them carefully with your agent. Consider all aspects, not just the price, such as buyer qualifications and contingencies. Upon accepting an offer, your agent will guide you through the closing process, which includes finalizing all paperwork and transferring the property to the new owner.

## Congratulations, Home Sold!

Selling your home is a significant milestone. With the right preparation and the support of a skilled real estate agent, you can navigate the sale process successfully and move on to your next adventure.

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