

Your Selling Timeline



Presented by:





1: On Your Mark, Get Set...

Your customized 360° Listing Plan.

Check Your Finances

- Request any payoff amounts from lienholder
- Do you need to sell before you buy? Do you:
 - Qualify to carry a new mortgage?
 - Have the down payment without selling property?
 - If yes, weigh pros and cons and potential of a contingent offer given market conditions
- Financing Options:
 - New loan
 - Home equity line
 - Bridge loan

Check Your Calendar

- Let's talk upcoming vacations, time of year, school dates, life events, etc.

Price Strategically

- Comparative Market Analysis and Seller Net Sheet
- Think through competition, comps, days on market, current market climate

Time to Shine

- Provided stager consult
- Prepack and declutter
- Pre-inspection
- Address repairs, updates, and landscaping
- Ensemble provided professional cleaning
- Discuss fixtures v. personal property
- Address potential buyer deal breakers

Gather Important Information

- HOA and neighborhood docs
- Repair, maintenance, improvement receipts
- Complete seller disclosures

The Ensemble Marketing Edge

- Detailed floorplan
- Professional photography/drone videography
- Digital staging for vacant homes
- Evocative remarks
- In-home marketing materials
- SEO Optimization



2: Go to Market!

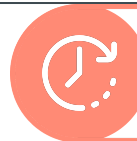
It's time to make your debut.

Showing Time

- Showing schedule for your lifestyle and family
- Personalized showing instructions
- Emailed buyer feedback
- Expect high-touch agent-to-agent communication
- Keep your home clean, neat, and smell-free

Get An Offer. Then,

- Consider all terms
- Review buyer financing
- Change MLS status and yard sign to pending
- Negotiate



3: Rounding the Final Turn

You're under contract. This is big.

Show Me the Money

- Due diligence fee: Seller receives with executed contract
- Earnest money: Escrow agent receives and holds

Appointment Time

- Inspections: Seller leaves, buyer/agent attend
- Appraisal: Seller may stay, buyer/agent do not attend
- Other appointments: Repair and improvement estimates, final walk through, re-inspections; Seller leaves, buyer/agent often attend

The Waiting Game

- Inspection results may not be available immediately
- We will negotiate repairs
- We won't know appraised value (unless it's below contract sales price)
- You will provide buyer's attorney with info for closing

Post Due Diligence

- Schedule movers
- Cancel all utilities
- Finalize needed repairs
- Set up forwarding address
- Leave extra keys, garage door openers, manuals for new buyers



4: The Finish Line

Signed, Sealed, Delivered.

Final Walk Prep

- Remove all personal property before final walk through
- Broom clean required, deep clean appreciated

Time to Celebrate (Almost!)

- We'll review final numbers and closing disclosure
- We'll attend closing, sign beforehand, or sign remotely
- Expect the unexpected!
- Same day: Deed recorded; Seller proceeds available
- Hugs and high fives all around