

Home Selling Process

Overview

PREP: 2-4 WEEKS OUT

Getting ready to sell:
• Declutter • Clean • Repair • Stage

PRICING: 1 WEEK OUT

Price to sell:
• Do your research
• Market analysis
• Visit the competition

LAUNCH DAY

Full marketing blitz:
• MLS & Public websites
• Signs & Flyers
• Showings & Open House

OFFER: 1 WEEK IN

Get the house under contract:
• Generating offers
• Analyzing offers
• Sorting multiple offers
• Wrapping up paperwork

INSPECTIONS: 1-2 WEEKS IN

Clear inspections:
• Schedule inspections
• Post-inspection results
• Repair vs remedy
• Remove contingency

CONTINGENCIES: 2-3 WEEKS IN

Close all remaining off-ramps:
• Appraisal value & conditions
• Home sale contingency
• Dollars, dates, & details

CLOSING: 4 WEEKS IN

Crossing the finish line:
• Clear title
• Loan payoffs
• Preliminary & final ALTA
• Murphy's law
• Proceeds wired

POSSESSION: 0-4 WEEKS AFTER CLOSE

Passing the baton:
• Moving out
• Broom clean
• Utilities / mail changed
• Key transfer
• Walk-around