

Real Estate

HOME SELLING
GUIDE



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Company

LISTING PROCESS

01

Seek Guidance from Professionals

Collaborate with a real estate agent and other relevant professionals to ensure a smooth and successful selling process.

02

Determine a Competitive Price

Set a fair and competitive price for your home based on market research, comparable sales, and expert advice.

03

Prepare Your Home for the Market

Enhance your home's appeal by decluttering, depersonalizing, and making necessary repairs or improvements.

04

Get Your Home Ready for Showings

Create a welcoming and inviting atmosphere by staging your home, keeping it clean and organized, and maximizing its visual appeal.

05

List Your Home for Sale

Strategically market your property through various channels, such as online listings, social media, and traditional advertising, to attract potential buyers.

06

Move to Selling Process

The next phase describes the next steps as you work your way through going under contract, due diligence and closing.

SELLING PROCESS



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1. SHOWING YOUR HOME

Prepare your home for viewings, Deep clean and declutter, Make needed repairs, Take professional photos & create video, Start promoting your house online and offline (social media, flyers, signs..), Schedule open houses.



2. NEGOTIATE OFFERS

Your Realtor will discuss each offer with you, Negotiate any repair requests & issues, You can either accept, deny or counter-offer,



3. UNDER CONTRACT

Accept the best offer presented, Agree to all the terms and sign the contract. Both the buyer and seller will have specific performance or responsibilities during the next steps.



4. DUE DILIGENCE

During this phase the buyer will enter into inspections: home inspections, pest, HVAC, septic, etc. The buyer may present a list of repairs that they will request the seller to address. There are several options to remedy those requests - ask your agent for the best next steps for you and your budget.



5. PRE-CLOSING & TITLE

The closing attorney will perform the necessary closing actions as you and the buyer proceed towards the closing date. Title search verifies you own the property, A property survey is completed, Owner and buyer verification. Preliminary closing disclosures are reviewed.



6. CLOSING

Review closing statement, Buyer's final walkthrough within 24 hours prior to closing. Deed is delivered to buyer, title transferred & agreed-on costs are paid, Sign closing documents, Monies are distributed & hand over keys.

PREPARING YOUR HOME FOR THE MARKET

Exterior or Curb Appeal

Assess the exterior of your home, including landscaping and front entrance, for any necessary repairs or enhancements to create an appealing first impression.

All Systems GO!

Review major systems like plumbing and electrical, identifying any necessary repairs or updates to increase the value and appeal of your property.

Interior Aesthetics

Evaluate the layout, furniture arrangement, and decor of your home's interior, identifying areas for improvement such as decluttering and rearranging to enhance visual appeal.

Market Trends

Conduct a thorough analysis of recent sales trends, comparable properties, and buyer preferences to determine an appropriate listing price and positioning strategy.



GETTING YOUR PROPERTY SALE-READY



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Preparing a Property for Sale is crucial to attract potential buyers. Evaluate the property's condition, make necessary repairs, and declutter the space. Consider staging the property to highlight its best features and optimize the flow of each room. Enhance curb appeal for a positive first impression.

To maximize marketability, declutter and depersonalize the space. Stage the property by arranging furniture, adding tasteful decorations, and maintaining curb appeal. These steps create an inviting atmosphere and increase the likelihood of attracting potential buyers.



IMPORTANT INFO



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In the real estate market, being informed is crucial for a successful home sale. Stay updated on local market trends, buyer preferences, and the selling process. Gather essential details about your property, such as square footage, upgrades, and recent renovations. Understand comparable properties to determine a competitive listing price. Stay knowledgeable about your mortgage, insurance, and any outstanding liens. Being prepared with this important information will empower you to navigate the selling process with confidence.





How We Market!

Maximize online presence with high-quality photos, virtual tours, and engaging property descriptions. Utilize real estate websites, social media, and targeted digital advertising for broader exposure. Leverage technology for efficient communication throughout the selling process.

How We Prepare Your Home For Showings

Showcase your property through well-staged open houses and consider virtual tours for added convenience. Engage with visitors, highlight unique features, and create an inviting atmosphere.

More Than Just An MLS

Tap into the power of networking and word-of-mouth by informing friends, family, and local community members about your home sale. Connect with real estate agents, attend industry events, and join community groups to expand your network and receive potential buyer referrals.

UNDERSTANDING YOUR HOME SELLING JOURNEY



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1

Define Your Goals and Objectives

Clearly establish your selling goals and objectives to guide your decisions throughout the process and ensure alignment with your desired outcomes.

2

Create a Budget

Develop a financial plan that outlines your budget for selling, including expenses such as agent fees, marketing, repairs, and closing costs.

3

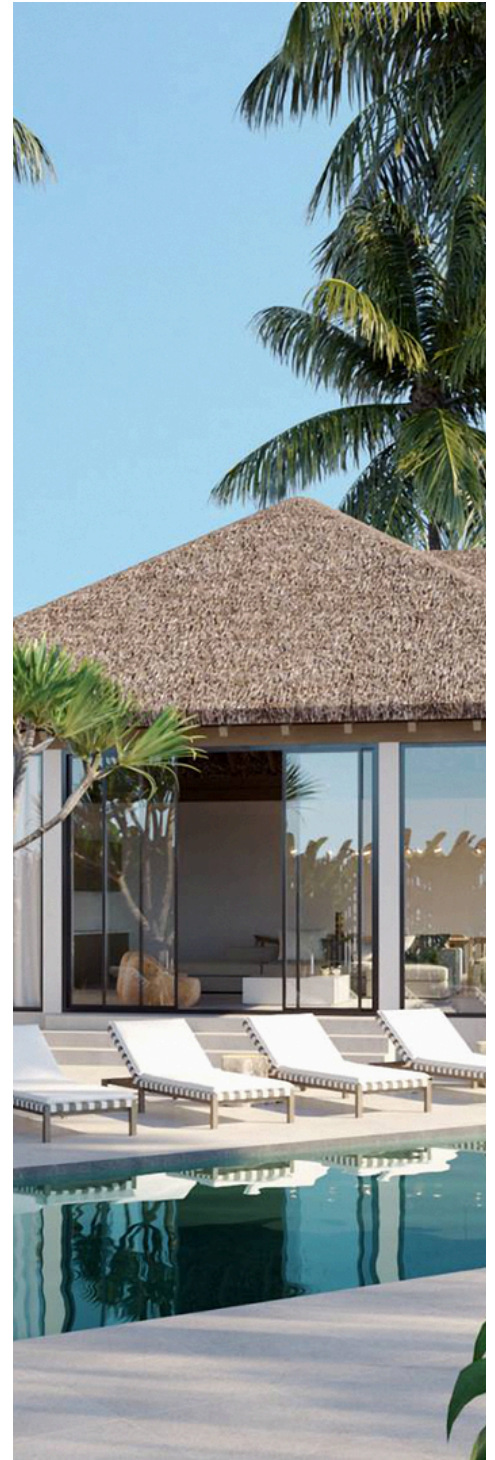
Make a List of Tasks

Organize a comprehensive task list covering pre-listing preparations, inspections, document gathering, and showings to stay organized and on track.

4

Embrace Market Realities

Stay informed about the current real estate market conditions, including local inventory and pricing trends, to set realistic expectations and make informed decisions.



PROPERTY PREP CHECKLIST



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- Declutter and remove personal items.
- Deep clean the entire property.
- Repaint walls in neutral colors.
- Repair visible damages.
- Enhance curb appeal with landscaping.
- Minimize furniture for a spacious feel.
- Optimize furniture arrangement for flow.
- Use strategic lighting for ambiance.
- Stage rooms with tasteful décor.

INCLUDED SERVICES



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Effective marketing and advertising to attract potential buyers or renters.

Skilled negotiation of offers and contracts for optimal outcomes.

Comprehensive guidance and support throughout the buying or selling process.

THE IMPACT OF ACCURATE PRICING



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Competitive Positioning

Accurate pricing attracts more buyers, giving your property a competitive edge and maximizing its market appeal. This increases the likelihood of receiving strong offers and achieving optimal value for your home.

Multiple Offer Opportunities

Accurate pricing creates a sense of urgency among buyers, leading to multiple offers and competitive bidding. This allows you to select the most favorable offer and negotiate terms that work in your favor.

Faster Sales Process

Accurate pricing attracts serious buyers, resulting in a faster sales process and reducing the time your property spends on the market. This avoids the need for price reductions and enables you to move forward with your real estate goals more efficiently.

CLOSING PROCESS



1

Property Highlights

Prepare a list of key property highlights and unique selling points to share with potential buyers during the open house. Highlight any recent updates, renovations, or special features that make your home stand out.

2

Security and Safety Measures

Ensure the security of your property by securing valuable items and having appropriate measures in place. Consider having additional support to manage visitor flow and maintain a safe environment.

3

Follow-Up and Feedback

Follow up with potential buyers after the open house, provide additional information, and gather feedback to gauge interest and make necessary adjustments for future showings.

OPEN HOUSE ESSENTIALS



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Hosting an open house allows potential buyers to explore your property, envision themselves living there, and ask questions. It's an opportunity to showcase your home's features, create a favorable impression, and attract competitive offers. Prepare your home, create an inviting atmosphere, and effectively market the open house to maximize its impact. Make sure your property is clean, decluttered, and well-staged, and be ready to provide essential information. An open house is a chance to highlight your home's unique selling points and help buyers visualize themselves as the proud owners.

CUSTOMER FEEDBACK



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"Home Seller Guide Real Estate exceeded my expectations in every way. Their expertise and guidance were invaluable throughout the selling process. With their accurate pricing recommendations and stunning home staging, we received multiple offers within days of listing. Their professionalism, communication, and dedication to our needs were outstanding. I highly recommend them for anyone looking to sell their home." - John D.



"I couldn't be happier with the Home Seller Guide Real Estate team. Their market knowledge and attention to detail were exceptional. They guided me through every step, from staging to negotiation, and always had my best interests at heart. Their open communication and prompt responses made the entire process smooth and stress-free. I am thrilled with the results - my property sold quickly and at a great price. I highly recommend their services to anyone seeking a top-notch real estate team." - Sarah L.

REACH OUT TO ME



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We hope that this Home Seller Guide has provided you with valuable insights and guidance throughout the selling process. If you have any further questions or need additional assistance, please don't hesitate to get in touch with me. My team of experienced professionals is here to support you every step of the way. Whether you need help with pricing, marketing, negotiations, or any other aspect of selling your home, I am available to provide the expertise and resources you need. Your satisfaction and success is my top priority. I understand that selling a home can be a significant undertaking, but with the right guidance and support, it can also be a rewarding experience. Feel free to reach out to me, when you are ready, for personalized advice, tailored strategies, and access to my network of trusted professionals. Visit www.acmerealestatecompany.com for FREE Real Estate Market Tools. Thank you for choosing me as your partner in this journey.

