



# ROADMAP TO SELLING

## 1 LISTING AGREEMENT AND PAPERWORK

**Overview:** We'll start by finalizing the Listing Agreement and completing any other necessary paperwork.

**Timeline:** Typically takes 1-2 days.

## 2 HOME PREPARATION

**Overview:** Home preparation involves getting your property ready to make the best possible impression on potential buyers. **Staging** is a crucial aspect of this step, as it helps highlight the home's features and allows potential buyers to envision themselves living there.

- **Consultation:** Our staging team will visit your home to assess its strengths and weaknesses. They'll provide recommendations on furniture arrangement, decor, and any necessary repairs or decluttering.
- **Execution:** Based on the recommendations, you'll work with the staging team or make the necessary changes yourself. This may involve rearranging furniture, adding or removing items, and enhancing curb appeal.
- **Final Walkthrough:** Before the photography session, there will be a final walkthrough to ensure everything is in place and looks appealing. This step is crucial to make sure the staging aligns with the overall marketing strategy.

**Timeline:** Staging typically takes 1-2 days, depending on the size of the property and the extent of the changes needed.

## 3 PROFESSIONAL PHOTOGRAPHY AND MARKETING MATERIALS

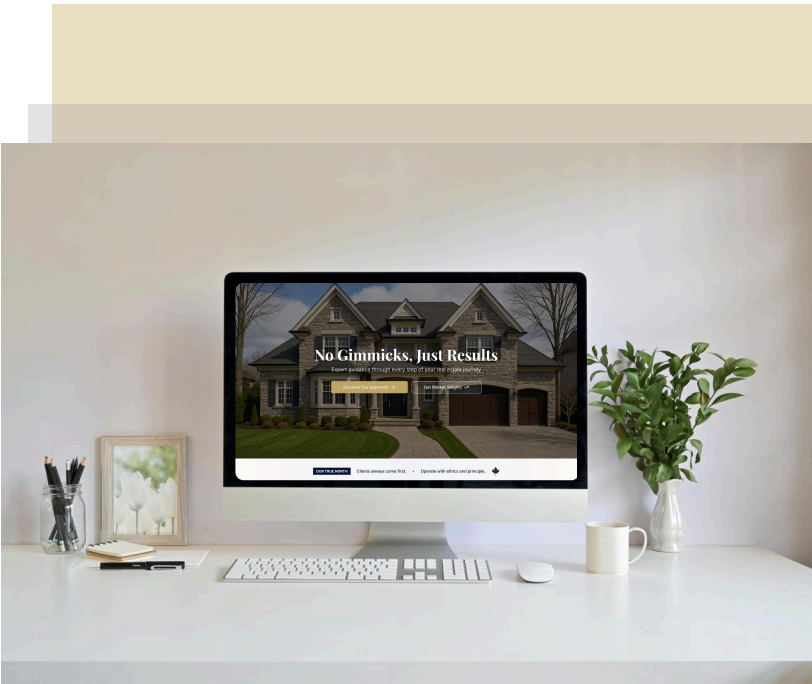
**Overview:** We'll schedule a professional photoshoot and create marketing materials to showcase your home's best features.

**Timeline:** 1 day.

## 4 LISTING YOUR HOME

**Overview:** Your home will be listed on the MLS (Multiple Listing Service) and other relevant platforms to maximize exposure.

**Timeline:** Once all paperwork is finalized, staging is completed and photos are provided for marketing purposes (4 days-2 weeks from initial listing appointment).



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## 5 SHOWINGS AND OPEN HOUSES

**Overview:** We'll coordinate showings and potentially host open houses to attract prospective buyers.

**Timeline:** Once the listing is live on the MLS.

## 6 OFFERS AND NEGOTIATIONS

**Overview:** As offers come in, we'll discuss them with you and negotiate on your behalf to secure the best deal.

**Timeline:** Varies, but typically 1-4 weeks.

## 7 CONDITIONAL SALE AND DUE DILIGENCE

**Overview:** Once an offer is accepted, the buyer may conduct inspections and due diligence. We'll guide you through this process.

**Timeline:** Typically 5-10 business days.

## 8 CLOSING PREPARATION

**Overview:** We'll work with you to ensure all necessary paperwork and any final steps are completed.

**Timeline:** Within 2-3 weeks before closing.

## 9 CLOSING

**Overview:** The final step! You will be meeting with your lawyer 1-2 days prior to the closing date to finalize all necessary paperwork. Keys to the property will be provided to the buyer on the day of closing, once the closing process has been successfully completed by the lawyers.

**Timeline:** 1-2 days before closing date AND the day of closing.

## 10 POST-CLOSING

**Overview:** Congratulations on the successful sale of your property! We'll provide any necessary follow-up and assistance with your transition.

**Timeline:** Ongoing support.

### ADDITIONAL TIPS:

- **Communication:** Throughout the process, we'll maintain regular communication to keep you informed and address any concerns.
- **Flexibility:** Timelines can vary, and we'll work with you to accommodate your needs and preferences.
- **Market Updates:** We'll provide regular updates on market conditions and adjust our strategy if needed.



LOOKING TO SELL YOUR HOME? LET'S CHAT!

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