

# Selling Your Home

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COMPASS

# Seller Timeline

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## 01 Setting the Stage

From applying a fresh coat of paint to rearranging furniture, we work with you to ensure the property is visually ready for showing. We will prepare to market your property. Preparations might include scheduling a professional photoshoot, commissioning an illustrative floorplan, organizing professional staging, and writing a listing description.

## 02 Coming Soon

We network and market the property before "going live" to drive interest among prospective buyers and their agents.

## 03 Going Live

For the duration of the selling process, your property will be showcased on Compass.com and shared across our 100+ partner sites.

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## 04 Spreading the Word

We develop and execute a marketing plan. The Compass marketing team produces beautiful print collateral to strategically showcase your property. Eye-catching property signs are produced and placed outside your property.

## 05 Making Connections

We continuously leverage professional contacts to find ideal buyers brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

## 06 Building a Strategy

We conduct an assessment of the market response within the first few days your listing is live. Feedback from agents and buyers is aggregated, and the listing strategy can be revised if necessary.

## 07 Measuring Success

We provide frequent updates and continuous traffic metrics.

## 08 Optimizing the Offer

Following an offer, we contact all interested parties, review the offer terms, and communicate all counteroffer options with you. The contract is negotiated and accepted, and the transaction summary is circulated to all parties.





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### Negotiating the Details

We observe and record all contingency periods throughout the in-contract stage. A property appraisal and home inspection take place and any further negotiations are managed. All financial and supplemental information is collected and submitted to the managing agent.

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### Completing the Close

A date is set with the closing company; meanwhile, we will provide resources for repairs, moving details, and transfer of utilities. We arrange the final walk-through and finally the closing at which time the keys are handed over to the buyer.



# Key Terms

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#### **APPRAISAL**

Assessment of the property's market value, typically done for the purpose of obtaining a mortgage.

#### **LOAN OFFICER**

The loan officer represents a financial institution and provides a loan to the buyer.

#### **PRIVATE ATTORNEY**

You can seek outside legal counsel on the contract. In our area, most buyers don't hire their own legal counsel, however you are always welcome to do so.

#### **APPRAISER**

The lender will hire an appraiser to place a value on the property before approving your loan.

#### **EARNEST MONEY DEPOSIT (EMD)**

A good faith deposit the buyer makes with an offer to show that you are serious about buying the property. In exchange, the seller agrees to stop marketing the property.

#### **INSPECTION**

An expert conducts a formal review of the property to find visible issues that need to be repaired. You can make your offer contingent on an inspection or conduct a pre-offer inspection to make your offer stronger.

#### **DEBT-TO-INCOME RATIO**

The percentage of an individual's monthly gross income relative to the amount of debt owed.

#### **FINANCIAL STATEMENT**

A formal record of all your financial assets, debts, and liabilities.

#### **MAINTENANCE FEE**

Fees paid by co-op shareholders that contribute to building operations.

#### **SETTLEMENT COMPANY**

The settlement company, also called a title company, ensures the contract is fair to all parties and manages the money throughout the process. Working with your agent, the buyer hires the settlement company, which is paid through the closing costs.

#### **SPECIFIC TESTS**

Tests like radon and termites require separate contingencies in your offer. Your agent can walk you through your options.

#### **WALKTHROUGH**

The buyer reviews the house just before closing to make sure everything is in the same condition and that all home inspection items are fixed.

#### **LIEN SEARCH**

A background check on the property and the seller to ensure there are no outstanding debts or claims upon the property.

#### **PRE-APPROVED**

Advanced approval from a bank or other lending institution for a home mortgage.

#### **PRE-QUALIFIED**

Potential buyers provide an overall financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for.

# Maximize The Value of Your Home

Compass Concierge is the hassle-free way to sell your home faster and for a higher price. From staging to renovation, our exclusive Concierge program transforms your home with zero upfront costs and no interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

## Key services include

- Fresh paint
- Strategic staging
- Updated HVAC
- Updated plumbing
- Cosmetic renovations
- Decluttering
- Landscaping
- Custom closets
- Moving support
- Storage support
- Roofing repair
- Upgraded electric
- Structural fencing

## Pre-Marketing Your Home



Drive buyer interest and buzz with **Compass Coming Soon**, which affords prospective buyers a glimpse of your home before it officially comes on the market.



SOUTHERN DISTRICT  
PROPERTIES GROUP

BEFORE



AFTER

### EARLY TO LIST MEANS EARLY TO SELL

Listing your property first on Compass Coming Soon can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

### GET TWICE THE EXPOSURE

Coming Soon creates two separate opportunities to launch your property: First on Compass.com, and then later when the listing goes live on the MLS and aggregate sites.

### GET FEEDBACK, FAST

Testing the market with Coming Soon helps your listing to perform even better, once it opens to the public. You'll gain invaluable insights on pricing, photos, and positioning.

(979) 530-2714

[www.teamsoutherndistrict.com](http://www.teamsoutherndistrict.com)