

# SELLER'S GUIDE

## THE SELLING PROCESS EXPLAINED

Selling your home is a significant journey, and we're here to guide you through every step. Whether it's your first time or you're a seasoned seller, understanding the process is key to a successful and rewarding sale. Our comprehensive guide will empower you with valuable insights, minimize uncertainties, and ensure you navigate the selling journey with confidence and ease.

### **STEP 1: CONTACT HANNAH GIGLEY WITH THE LUXE GLOBAL GROUP**

The home selling process can be complicated but made much easier with an experienced realtor by your side. Your home is likely your biggest asset, so Hannah takes great care to ensure everything throughout the process is explained and seamless.

Timely communication, proven processes and procedures, a commitment to excellence and a professional support team are just some of the keys to her success.



### **STEP 2: PRICING AND LISTING PAPERWORK**

Careful calculations will be done to determine the precise list price for your home. Hannah factors in your home's features and upgrades as well as current housing trends to accurately price it. Through this market analysis she will recommend the best possible listing price to help your property sell quickly and at top dollar.



### **STEP 3: PREPARING YOUR HOME FOR SALE**

Based on Hannah's visit to your home, she will have given you a bit of homework to prepare your home for sale. Decluttering, deep cleaning, repairing items and even touch-up painting are often on the list.



### **STEP 4: STAGING YOUR HOME FOR SUCCESS**

Hannah's team will stage your home, ensuring every room is at its very best. They will bring in decorative accents, rearrange furniture when necessary and leave your home ready for professional photography.

### **STEP 5: PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY**

Once your home is professionally staged, Hannah's high-end photographer will capture both interior and exterior images and videos, showcasing your home in its best light. These will be used in our print and digital marketing platforms.







## **STEP 6: MARKETING MATERIALS**

Our in house designer will begin working on your high-end marketing pieces, showcasing your home and features. Just listed cards will be sent out to your neighborhood and surrounding areas to get the word out and all online digital and social platforms will showcase these materials. They will be sent out to Hannah's extensive database of Realtors in the area to inspire buyers to come out and view the property.

## **STEP 7: SHOWINGS, OFFERS AND NEGOTIATIONS**

Once your home is active you will begin showings. Be sure to keep your home "show ready" so buyers will see it at its best. Hannah and her team will follow up with showing agents and ask for buyer feedback. Once an offer is received, Hannah will review the details with you and advise in negotiations on your behalf.



## **STEP 8: UNDER CONTRACT AND ESCROW**

Once a seller and buyer have reached an agreement and signed the contract, you enter into a period called escrow. During this time, the buyer and seller will await the closing and move-out date and address duties such as ordering a title report, scheduling an appraisal, and conducting a property inspection.





## STEP 9: PROPERTY APPRAISAL

The buyer's prospective lender will typically require a property appraisal to make sure that the negotiated purchase price is fair and parallel to the actual property value. Be sure to keep your property clean and organized before the appraisal appointment and be sure to cooperate fully with the appraiser.



## STEP 10: PREPARE FOR CLOSING

Both home buyers and sellers can start breathing sighs of relief as they cross off their checklists and approach the closing date. Hannah will review all the documentation and paperwork you will read and sign during your closing. Prepare yourself to read and sign a large stack of documents with fine print. Once everything is signed and verified by all parties, the property has officially been sold.

## STEP 11: CLOSING DAY

Celebrate the successful sale of your home as you finalize paperwork, hand over keys, and embark on the next chapter of your journey.

Welcome to The Luxe Global Group Family! We will add you to our mailing list, our social channels, invite you to our free social events, provide value with discounts on decorating and design, can give you insurance quotes, vendor recommendations and help your family and friends with any of their Real Estate needs. We want to be *Your Real Estate Agents For Life!*



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