

*corcoran*

PERRY & CO.

# Home Selling Process



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1.

**HIRE YOUR CORCORAN PERRY & CO. REALTOR TO MANAGE THE ENTIRE PROCESS**

Your Corcoran Perry & Co. agent provides:

- Local market expertise
- Professional negotiation skills
- Expert pricing knowledge
- Best-in-class marketing
- Advocation throughout the entire process
- Guidance through all contracts and management of every logistical step

3.

**PREPARE YOUR HOME**

Your Corcoran Perry & Co. agent will help you strategize how to make your home shine and stand out among the competition, which means a quicker offer.

5.

**SCHEDULE PROFESSIONAL PHOTOGRAPHY**

Your Corcoran Perry & Co. agent will help showcase not only your home, but the features in your neighborhood. Images of local parks, amenities and popular hot spots help tell the story of your listing.

7.

**SHOW YOUR HOME**

Corcoran Perry & Co.'s professional showing service logs showing agents, dates, and times. You'll receive simple, easy notifications via phone, text or email.

9.

**NEGOTIATE INSPECTIONS**

If needed, we'll negotiate any adjustments to the final offer from the inspection, title, and/or appraisal.

11.

**ATTEND CLOSING**

START

END

2.

**PRICE IT RIGHT TO SELL IT FAST**

Your Corcoran Perry & Co. agent will walk you through comparable properties to determine the value of your home. The quicker the offer, the higher the sale price.

4.

**STAGE YOUR HOME**

Staging your home can increase its value by 10% (National Association of REALTORS).

The most impactful staging occurs in your living room, master bedroom, and kitchen (National Association of REALTORS).

Not all homes require rented furnishings. Our stage can work with your treasures, add more, and make your home shine!

6.

**MARKET YOUR PROPERTY**

Your home will be listed on the city's most popular online neighborhood resource, where listings are displayed to buyers interested in your neighborhood. Your listing will also be promoted on Corcoran Perry & Co.'s popular Facebook page to maximize exposure to online viewers.

8.

**REVIEW & NEGOTIATE OFFERS**

Your Corcoran Perry & Co. agent will negotiate on your behalf to procure the highest and best terms, then walk you through each offer to select the price and terms that match your goals.

10.

**FINALIZE CLOSING DETAILS**