



OUR PROCESS / **SELLING YOUR HOME**



PHASE ONE

Defining A Win

- Outlining your objectives
- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings, solds

The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy



PHASE TWO

Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- The Kingston Lane advantage
- Open house strategy
- Direct mail and community approach





PHASE THREE

Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

PHASE FOUR

The Closing Process

- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals
- Our raving fan process

