

Here is a full breakdown of our process of getting your home sold:

Day One: Listing Appointment – Show you what we will do to sell your home, sign agreement.

Day 3 or 4- On the next sunny day our professional photographer will come to your home and put up the sign and lockbox, then take the aerial drone photos and videos. Then he'll come in the home and do the interior photos and videos. He'll help you with any staging that needs to be done so the pictures come out perfectly.

Day 6 or 7- We get the photos back and the finished video. The video will start with the drone video to show the area, then will come up to the front door, go through the home and then finish again with the drone video.

Day 8 or 9- We'll have finished the MLS write up and email it to you to make sure everything is perfect.

Day 10- All changes will have been made and we're ready to start marketing the property. At this point we call every top producer in the area and do our first email blast to every agent in the MLS system. We also add your listing to Zillow and Trulia and within 24 hours the listing syncs to all websites. We also begin farming the area to let the community know your home is on the market and see if they know anyone who wants to move into the area.

Days 10-30- We'll have showings and give you feedback after each showing. We'll also give you a market date at the 30 day marker and advise any price adjustments if needed.

Day 31- We call all the top producers again and everyone who has opened the first email blast. – We also send out the second email blast to all agents in the MLS.

We repeat this process until the an offer comes in.

Day 60-120- The offer comes in. At this point we review all the comps and call you to go over strategy. We then counter from a position of strength and eventually put the deal together- and we advise the

buyers agent that we don't want to be nickle and dimed during the home inspection and have them agree that unless it's a serious or structural issue we don't want to hear about it.

Once we are under contract:

1. There are 3 business days of attorney review. (This can go much longer if the attorneys are slow or not agreeing.) We advise moving through attorney review as quickly as possible because if we are going to have an issue it will be during the next phase, the home inspection. If the client is going to do a ton of nickle and diming etc, we'd like to get to this phase as soon as possible so your listing isn't tied up with a bad buyer for a long period of time.
2. As soon as attorney review ends we'll have the buyer's agent schedule the home inspection on a day that works for you.
3. After the home inspection, we address any concerns the buyers have. (Sometimes we have to battle them to keep the price up.)
4. The next step is the appraisal. This usually goes smoothly and if it's a property that doesn't have many comps we will email the comps to the appraiser to help make our case for the price.
5. Then we assist you in ordering the certificate of occupancy from the town.
6. Then the final step is closing. That's the process.

When you list with us not only will we work tirelessly to get you under contract, we are on top of everything throughout the closing process to make it as smooth as possible for you.