



10 Steps in Selling Your Home

1. Pricing
 - Research the market
 - Research the property
 - Listing contract – price and terms
2. Merchandising
 - Stage the home – prepare the home to sell differently than you would prepare it to live in. You want to promote the house not the stuff in the house.
3. Mobilize the REALTOR® community
 - Enter the listing in MLS
 - Install lock box
 - In house marketing session
 - Auto email notifications
 - Notify specific agents
4. Market the property
 - Place sign in yard
 - Advertise
 - Hold open house
 - Websites – social media
 - Direct mail to neighborhood
 - Notify current prospects
 - Respond to inquiries
5. Present the property
 - Show to prospective buyers – demonstrate the property
6. Gain feedback from showings
7. Make price and strategy adjustments over time
 - Research based
8. Negotiate offers – write purchase and sale contract
9. Manage the closing process
 - Inspection
 - Appraisal
 - Financing
 - Legal
 - Utility transfer
10. Transfer the property

SMARTER. BOLDER. FASTER.

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