Your Home Selling Journey

Presented by John Keller | Sand Dollar Realty

Step 1: Initial Consultation

- **Goals:** Establish your timeline and expectations for the sale.
- **Pricing:** Analyze current market data to set the ideal list price.
- **Net Proceeds:** Estimate your walk-away cash amount after closing costs.

Step 2: Prepare for Listing

- **Agreement:** Sign the listing agreement with John Keller, Sand Dollar Realty.
- **Preparation:** Clean, declutter, and complete recommended minor repairs.
- **Media:** Schedule professional photography and 360-degree virtual tours.

Step 3: Marketing & Showings

- **Exposure:** List on MLS, Zillow, Realtor.com, and prominent 3rd-party platforms.
- **Campaigns:** Launch targeted online ads and strategic social media marketing.
- **Showings:** Install a secure lockbox and coordinate smooth buyer tours.

Step 4: Offers & Negotiation

- **Review:** Evaluate incoming buyer offers clearly alongside John.
- **Terms:** Carefully analyze price, closing timelines, and financial contingencies.
- **Counters:** Negotiate terms strategically to secure the best possible deal.

Step 5: Contract & Closing

- **Escrow:** Sign the formal purchase agreement and accept the buyer's earnest money.
- **Contingencies:** Manage buyer inspections, appraisal processes, and repair requests.
- **Closing:** Sign final paperwork with the title company and transfer utilities.