



SCHWINGSTATE'S (SANE) SELLER GUIDE TO

# Listing Your Home



## TARGET DATE TO START SHOWINGS

Choose a Saturday that your home will be ready to impress, during a time you can be away from the house. If at all possible, avoid holiday weekends since many Buyers could be away.

I'll send you a guide to help you prepare your home in 3 easy steps, and provide staging information and resources to you.

## GETTING THROUGH THE PAPERWORK ...

Once we know the target date for showings we can start the paperwork. **3 sets of documents** need to be complete before we list your home. We will discuss all before you sign and answer any questions you have.

We can start the process anytime but no later than **10 days** before showings begin. I recommend starting as soon as possible. There are several documents to complete. Things get busy later in the process. These are important documents that deserve attention.

**1**

### BROKERAGE LISTING DISCLOSURES

Standard Brokerage disclosures to Sellers that provide helpful information and definitions.

**2**

### SELLER INFORMATION AND DISCLOSURES

These are documents that provide necessary information about your home to potential Buyers.

**3**

### EXCLUSIVE RIGHT-TO-SELL

This is the contract that sets the price of your home, Brokers' commissions, and marketing parameters.



## Prepare for Photos

I will schedule photography about **7 days** before showings start. This will include interior and exterior photos, a floor plan, and a 3D Virtual Tour. Make sure your home is sparkling, staged, and looks its best (you'll be glad you did)!

## Plan Ahead to Welcome Buyers

Arrange to be away from your home during showings. Remember to secure valuables outside of the home. Set the table (literally!) to make a great impression. Your home should be clean and inviting when Buyers walk inside.



## For Sale Sign and Lock Box

I will arrange to have a sign and lock box delivered to and set up at your home about **5 days** before showings begin.



## 3 ... 2 ... 1 ... Launch!

Nice work! We're ready to activate your listing in the MLS. It will be syndicated across all internet channels including RE/MAX.com ensuring maximum exposure in the metro area, across the state, and beyond. Your listing will start appearing in searches and inboxes immediately. Showings will begin as scheduled. Let's get your home SOLD!