

7 STEPS TO HOMESELLER SUCCESS



STEP 1: PRICING

Pricing it right matters and the right price range can be found using some simple math.



STEP 2: CONDITION

You can improve the market value of your home by completing your low cost projects.



STEP 3: STAGING

Not staging a property leaves too much to the buyers imagination leading to lower value.



+ THESE ARE THE TRICKS WE USE TO SELL HOUSES FASTER AND FOR MORE MONEY.

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INTRODUCTION

HI,

I'm Will Daly. Thank you for taking the time to read about this amazing process. I am sure it will be of value to you.



WILL DALY
AGENT / BROKER

I am a real estate broker with a strategic approach to selling homes faster, smoother, and for more money than my competitors. I have almost 30 years of experience in doing this.

Selling a home is a complex undertaking that involves hundreds of actions.

STRATEGIC APPROACH

As part of our strategic approach to selling homes we have grouped these actions into seven steps: pricing,

condition, staging, marketing, communication, negotiation and closing in this order.

COMPROMISE

Many people compromise and skip a step or change the order of the steps and are disappointed when the home doesn't sell.

UNWAIVERING COMMITMENT

An unwavering commitment to completing each step in order is critical to selling a home for top dollar.



Golden Rule #1

If a home is marketed properly but is getting few to no showings then it is priced too high. PERIOD.

PRICING

STEP 1

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THE RIGHT PRICE MATTERS

Many property sellers believe that selling a home for top dollar is all about marketing and nothing but marketing.



Many property sellers believe that selling a home for top dollar is all about marketing and nothing but marketing.

WRONG!

While marketing is important it is the fourth most important step in successfully getting top dollar for a home.

Price matters.

Golden Rule #1- if a home is marketed properly but is getting few to no showings then it is priced too high. PERIOD.

The modern home search process begins with a list of "wants and needs" (e.g. price not to exceed "x," number of bedrooms, general location, garage size etc...). Real estate agents and prospective buyers plug the objective criteria into a search engine (like MLS or Zillow, Trulia or other app) and from the pool of thousands of available homes options will be presented. Everyone gets that.

EVERYONE has a budget. I sold a home to a Phoenix Suns player. Their budget was \$3 million, and they still did not get all their "wants and needs." They had to compromise their list because they refused to spend more than \$3M. That was their budget and they weren't going above it. PERIOD.

This is why understanding the **true** trading range for your home and then setting the price at the top or even slightly above the top of the range is critical in enjoying. **top dollar** for your home. We can stage it perfectly and market the heck out of it **but if we mess up on price then you will be invisible to your target audience!**

NATURAL PRICE BREAKS

Few people understand the importance of natural price breaks. When determining a budget for a home purchase most buyers either round up or down in increments of \$50,000. For example, from \$350,000 to 400,000 or \$425,000 to 475,000.

If the trading range for a Seller's home is \$445,000 to 475,000 and a Seller sets the asking price at \$502,000 ("just to see if we can





get it") they are missing two natural price breaks. There is nothing wrong with pushing the upper limits of a natural price break but stretching across two price breaks is a big mistake. Depending on circumstances it would be best to price the home at \$475,000 and then follow the remaining six steps to homeseller success to get full price or more!

EXAMPLE

For example if your home's trading range is \$485,000 to 495,000 then you would be wise not to price the home above \$500,000 because you will cut out people looking to spend less than \$500,000. You will only be seen by the \$500,000 plus buyers. By pricing it at \$500,000 you'll be seen by people searching from \$450,000 to 500,000 AND people searching

\$500,000 to 550,000.

PERCEPTION

Also its important to know that few real estate agents build "Buyer Searches" higher than the defined range because they don't want their clients thinking that they are trying to sell them a more expensive house just to get more commission.

Few home buyers build searches above their price limit, at least initially, because they are attempting to be fiscally responsible and only look within their financial comfort zone.

Home buyers and their agents will extend a search beyond the financial limit **IF** they can not find any homes that satisfy their wants and needs in the predefined price range.

So if your home is priced above the range that it should be priced and buyers are finding homes that work for them within their price range then YOUR HOME IS INVISIBLE to the very prospects that you need to advertise to.

ARE YOU INVISIBLE?

Let's say most comparable homes to yours; those with similar number of bedrooms, similar finishes, same part of town, same number of garage spaces etc.... are priced from \$360,000 to 399,000. But you have priced your home at \$415,000. Unless buyers are not able to find homes they like at \$399,000 or less then they will never modify their search parameters to go up to

\$415,000. So again, your home is invisible to them.

Your counterpoint might be that certainly there are people looking for homes in the \$400,000 to 450,000 range and you would be right. But if your home does not meet the wants and needs of that buyer, then you may as well be invisible to them as well. Because you are **stretching** to be in that price range when you don't really belong there. If you get an offer, you'll get a low offer.

Also a known truth in real estate is that at any given time, the largest pool of possible buyers for your home is when you first list the home for sale. After that the pool decreases significantly.

Why?

In average to good markets, buyers have already seen all the homes on the market and are now circling around like sharks looking for anything new hitting the market. After this pool of buyers sees your home, the only buyers you'll have exposure to are buyers just beginning their home search or buyers who have not found what they want and are modifying their search parameters. Both groups combined are significantly smaller than a pool of buyers who have been looking for a period of time.

You must make the best impression when you first list your home because RARELY does a home have a second chance at a first impression.



Pricing your home correctly first is critical to getting the highest price for your home possible.

Does this mean that we can't push the envelope in getting you the most money for your home? **Heck No!** But you have to have a strategic approach to pushing the price envelope.

Our goal is to get you the highest price possible. But you do that by making a huge splash in the buyer pool and getting a lot of attention right out of the chute. We want people clamoring over your home. We want people desperate to buy your home. That is how you get the highest price possible.

But to get there, we have to start with pricing it right and then complete the remaining six steps of our seven step process.



PROJECTED TRADING

To do this from a pricing standpoint we price your home above the projected trading range (**but within the applicable natural price break**) for your home based on the condition of your home and based on the strength or weakness of the market as a whole, the absorption rate in your specific neighborhood, the buyer interest in homes with floor plans and upgrades/finishes like yours and the "mood" of buyers today (do they feel cocky, indifferent or desperate).

Unlike commodities such as apples and avocados, homes are unique. Buying a home is an emotional process with an obvious business component (it's the biggest sale of most people's lives!). And while algorithms like Zestimate can give you a ballpark idea of the value of your home, there is no way for a Zestimate to give you the true trading range of your home. Zillow doesn't know the finishes of your home or the finish level of the homes in the database that the algorithm is relying on. Zestimate doesn't know if a home backs to a major road, an office building or high-tension power lines. Zestimate does not have feet on the ground that truly understand your neighborhood and the pluses or possible challenges of a home.

A Price Even Slightly Out Of Your Range Prevents Offers!

When a property is priced even a few percentage points outside the predicted trading

range, it can stifle buyer traffic, increase days on the market and limit showings that would have led to offers. One of the most painful and perhaps desperate moments for a seller is wondering, "why doesn't my agent just bring me an offer?" That seller needs to adjust the price into the range where multiple buyers have the incentive to view the property along with competing properties in the same price range.

Understanding all this and discovering your true and accurate price range is a difficult process. Allow us to show you how to price your home optimally to dramatically increase your chance to get the best price possible.

We Know how to properly price your home.

COMPARISON

Compare the Condition of Your Home to the Condition of Homes that Have Recently Sold and Those Currently for Sale

STEP 2

CONDITION



Golden Rule #2

"If the home is being viewed by a lot of buyers but no one is making an offer then you have a condition issue."



Having a realistic appreciation of how the condition of your home compares to the condition of homes that have recently sold and the condition of homes for sale is crucial for several reasons.

The condition of your home in comparison to homes that have sold is important in establishing the trading range (price range).

The condition of your home in comparison to homes that are currently for sale is important in understanding how quickly your home might sell AND how aggressive we can be during the negotiation stage.

Understanding condition also helps us avoid problems with Golden Rule #2.

Golden Rule #2 if the home is being viewed by a lot of buyers but no one is making an offer then you have a condition issue.

When comparing the conditions of your property to others the smartest path to a reality check includes comparing the features and condition of your property closely and honestly with the properties that have recently sold in your neighborhood AND also the homes currently on the market (the competition). One of the key words here is "honestly." **Few home owners are able to do this without the help of a trusted agent.**

Every property seller should take the time to understand the condition of the homes that establish the baseline of our expected trading range (solds) and the condition of the competition (for sales).

OBJECTIVE UNDERSTANDING

An objective understanding of the condition of your property increases the likelihood of garnering a record price and/or helps to hold a "deal" together that might otherwise fall apart. There are two types of potential condition issues; those that can be easily seen which will be



reflected in buyer offers to purchase and those that are not easily seen which will be discovered after the price negotiation and can affect the Seller's bottom line nonetheless.

The best way to prevent surprises related to condition issues not easily seen is for a Seller to have the home inspected BEFORE the buyer does. By doing this a Seller has a chance to find the most cost effective way to repair problems rather than after the home is "under contract" and the clock ticking. Also, by addressing issues before they are discovered by a buyer, buyer confidence is higher and they are less likely to balk if other problems arise in the process. Knowing the true condition of your property and addressing issues in a proactive way ultimately puts more money in a Seller's pocket.

COMPLETING SMALL PROJECTS

The reason a property seller should make the effort to complete all "no to low" cost projects is because buyer confidence translates into higher offer prices. Meaning a home that shows like it has been really well taken care of enjoys higher offer prices. Examples of these "no to low" cost projects include making sure all light bulbs work (also super important for the staging stage), installation of fresh air filters and dusting around the filter grill, dusting off the walls of your front entry to knock any spiderwebs down, replace any non-working GFCI outlets, hiring a plumber to fix any sticking or leaking toilets, etc... **If a Buyer sees a lot of little "piddly" things wrong with the home they can't help but wonder what else is wrong with the place.**

HIRE US

Hire us to sell your home and we'll give you an in-depth explanation of what to do to tweak the condition of your home in order to maximize the selling price. We also have dependable but reasonably priced handymen and contractors to refer to you.

Price out any deferred major upgrades!

A huge question for many Sellers is whether or not major projects such as kitchen and bathroom renovations should be completed. Even if they are in your budget major upgrades should only be



considered if the cost will be reflected in a higher sales price.

When it's not viable to complete major renovation projects, the next best step is to have the projects professionally priced prior to sale and have the estimate readily available for all buyers to review so they are fairly accounted for during the negotiation stage. Failure to do this leaves a Buyer to guess what renovations will cost and believe me, they guess very high. Doing your homework



Price out any
deferred major
upgrades.



up front greatly increases the odds of putting more money in your pocket.

PROFESSIONALLY CLEAN

The most obvious mistake that property sellers make is to not have their property professionally cleaned outside by a landscaper - think curb appeal- and inside by a professional cleaning service - think lemony fresh. No buyer wants to move into somebody's mess unless they've received a compelling discount on the purchase price. And again, a buyer can't help but wonder if a seller who doesn't keep their home impeccable is hiding bigger maintenance and repair items.

Clean homes translate into more money in a seller's pocket for little to any extra cost.

CONCLUSION

We realize that discovering which projects you should complete can be overwhelming. Our team will review the condition of your home, offer suggestions and provide names and contact information of trusted and fair vendors.

We Know what condition your home needs to be in so you can get top dollar.



STEP 3

STAGING



It's very costly to assume that property buyers have a vision for how they would set up their furniture in a new home.



STAND OUT

Typically, buyers will view four to ten homes during an outing of home touring.



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The viewing of each home usually lasts about ten minutes unless the home is exceptionally large or the buyers are exceptionally detail oriented. MOST buyers use this time to quickly sort through the list of homes; grading each home as a "yes," a "no" or a "maybe" and to decide if the current home being toured is "number 1," "number 2" or "number 3" so far in the tour.

SORTING PROCESS

Understanding this sorting process gives informed Seller's an edge.

Smart Sellers understand that they have only ten minutes or less to make an impression AND to outrank the competition so that they get a second look.

Smart Sellers remove their rose-colored glasses and take a big gulp of reality (or if they aren't able to do this then they listen to their agent and do what he or she says). There are no second chances with this sorting mentality of Buyers. Sellers have one chance and that's it.

A quick sorting tour is emotion based. How does the home smell? Is it light and bright or gloomy and cluttered? Is the back yard littered with dog





poop or is the grass freshly mowed and bordered with bright colorful flowers? Is the kitchen meticulously clean or is it a turn-off? Buyers don't notice details in ten minutes they sense an overall "feel" for the home. However, it takes being detailed to create an environment that feels right.

BUYERS WON'T REMEMBER

I kid you not, Buyers won't remember the address of a property when they refer to it later. They will refer to it with one or two descriptive terms either positive or negative and usually sensory based.

I love Indian food. But I remember showing a home that really smelled awful and the Buyers told me it was from curry. I learned that I love curry on my plate but not the smell of a kitchen where countless curry dishes were cooked. Sure enough the Buyer's always referred to that home as the one that stunk (not a good thing in that case) vs something positive. I would bet money that the sellers of that home suffered financially because they did not address the curry smell in their home.

You want your home to be remembered as the home that "smelled like it had just been cleaned" or the "one with all the flowers at the front door" etc...

I showed a home that my buyers described as super clean. I later realized that the Seller had dusted the top of their baseboards and hit them with a quick coat of paint. It wasn't readily obvious that they had painted just the top of their baseboards, but the home "felt" extra clean.

Everything That I Have Written to This Point is About Getting the Buyers To Come Back for A Second Look.

If you have done everything right; priced the home properly,

addressed condition issues and staged the home properly then you should certainly make it to every Buyer's "top three" list; meaning the buyers and their agent will be revisiting your home for a longer more in depth second tour with the expectation that we'll get an offer.

INITIAL VISIT

A buyer's initial visit, again, is to sift through a bunch of homes to narrow down to top picks. They move through a home during the first visit rather quickly. However, once a buyer decides that they love the general look and the feel of a home and come back for a second look that is when they have to imagine themselves living in the home.

This is where staging is super important.

The Typical Property Buyer Has Limited Vision!

You need to neutralize the space as much as possible, while still leaving it warm and inviting, so that the Buyer can visualize their personal belongings and furniture in the space.

WHAT BUYERS SEE

When a property is staged properly, it's easy for buyer's to see what's possible with the space and makes it easier for a buyer to imagine themselves "living" in the home. When we do that, we effectively "have the buyer in our hands." The dream of making it their own home starts becoming more of a reality as they continue to sell themselves on making an offer



and getting more emotionally involved.

Maximize Open Space & Room

Because personal tastes vary greatly, the most important goal in staging a property is to maximize the feeling of open spaces and easy flow. There's nothing worse than having a buyer walk through your space while bumping into personal items and getting a sense of clutter. Even in small spaces, it's possible to enhance the flow. It's best to imagine a walk-through from room to room with the goal of making it easy for several people at a time to pass through together. This simulates an actual walk-through with real estate agents and multiple buyers.

Professional stager or DIY staging?

While it's always best to hire a professional staging company it is possible to do it yourself

with the help of a great real estate agent.

Whether hiring a professional or staging on your own the first step is to "declutter."

REMOVE PERSONAL PROPERTY

Personal stuff can clutter a property making it seem smaller and darker than it is and can also distract buyers from looking at what is most important; your beautiful home! We don't want them looking at the wall of pictures of your family. We want them focused on your home. We'll give you specific advice but in general most seller's should pack at least one third of their personal items now. If you don't use something regularly, pack it. We'd rather see a garage full of packed moving boxes than a home with too much personal property.

I ask my sellers to imagine

they are having very important company over for dinner and they want to put their absolute best foot forward. Hide the mixer and Cuisinart sitting on the kitchen counter... never or rarely used. Clear the calendar and notes from the front of the refrigerator. Put all but the most critical bathroom stuff away (e.g. beard trimmers, blow dryers, curling irons etc...). Go through your shampoos etc... and throw away or pack the stuff you rarely use. Thin, thin, thin out every room. If you don't use it, pack it!

DECLUTTER

This goes for furniture and larger items as well. If your living area seems full, thin it out. If your bedroom and/or closets seem full, thin them out too. If it's summer, and you are serious about selling and have done everything else up to this point, then **pack your winter clothes so your closets look bigger**. If your pantry is overflowing then pack some of those items too.

After that, buying a few items that add some color or freshen a room can go a long way; a new door mat, a colorful pot of flowers (fake or real), fresh towels etc...

If you hire us to sell your home we will help, either by recommending a fantastic professional stager (often times paid by us) or by sharing some of the tricks we've learned over the years.

We Know the importance of staging your home and we know how to do it.



STEP 4

MARKETING

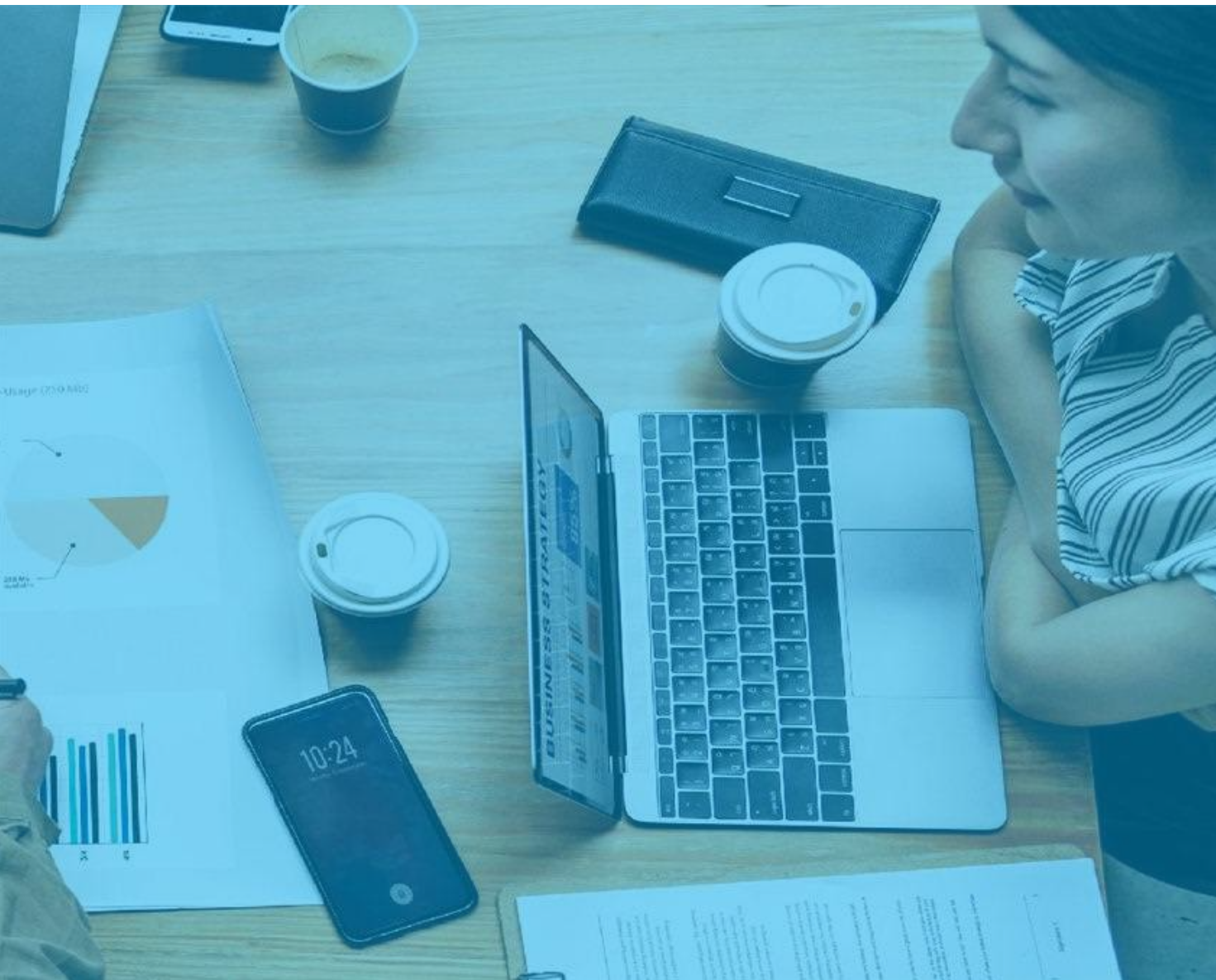


Fantastic photos are critical. While this should be abundantly obvious it is amazing (and sad) to see so many poorly photographed homes on the market.



While the MLS is by far the best way to promote a property to the buying public there is no doubt that non-MLS web sites play a critical and arguably growing part in successfully selling homes. Unfortunately, there are so many options on the web with new companies almost every day, that it is hard to know how best to promote your home on the web. Rather than take a shotgun approach it is best to spend extra time, money and energy promoting your home on the proven web





sites. **We Know** the best sites and we know how best to promote our sellers' homes on those sites.

OPTIMIZING

Optimizing The Presentation Of Property Pictures & Details

Fantastic photos are critical. While this should be abundantly obvious it is amazing (and sad) to see so many poorly photographed homes on the market for sale. While smartphones have fantastic cameras few if any models are good enough to use for photographing a home for sale.

In addition to having a fantastic photographer with a great eye and top of the line equipment the home must be properly prepped for that photographer. We'll coach you how to fine tune your home so that it glows for the shoot. And we can do all this and keep the photos "true to life" so





that when the buyer sees your home they are not disappointed because the home “looked so much bigger” or “brighter” or “so much different” in the photos. A disappointed Buyer does not pay top dollar.

ADVERTISING COPY

While the photos are absolutely crucial, the ad copy runs a close second.

Certain words like “quaint” and “cozy” can be death blows to a home because they often translate into “small.”

Simply offering a laundry list of the upgrades and features does little to promote a home either. It's important to write a description that is less objective (laundry list of upgrades) and more emotion based without being cheesy. Buyers are



sophisticated today. Don't B.S. them. Irritated Buyers do not offer high prices.

SOLVE PROBLEMS

Like we said previously solving or acknowledging challenges or short comings up front in a way that sheds light on the matter and offers realistic and affordable solutions helps the Buyer get his or her head around the matter and encourages offers; better offers than they would have otherwise made.



Certain words like “quaint” and “cozy” can be death blows to a home because they often translate into “small.”



CREATE COMPETITION AND MAXIMIZE A BIDDING ENVIRONMENT

Ultimately, in “balanced” to “good” markets, setting the price just slightly above its trading range, staging the home properly and effective marketing that creates excitement should result in multiple offers and drive the sale price of any property to its highest achievable level. The key to creating buyer competition can only be reached by finding the right price range that will by itself open the doors of interest. Then and only then will aggressive marketing push the property to the forefront of the media channels that best attract high quality


buyers who are truly interested in buying your property.

CONCLUSION

We realize that marketing your property can be overwhelming, so please feel free to contact us to arrange for an in home consultation on how to maximize the marketing of your property.

We Know how to market your home.





DON'T PLAY DEFENSE

Most sellers make the mistake of becoming defensive when they hear negative feedback and begin to convince themselves that the feedback is incorrect.

STEP 5

COMMUNICATION



When you decide to hire a professional real estate agent to guide you through your sale choose wisely so that you feel safe and comfortable with open communication.



A big mistake that property sellers make is not many communicating honestly because of a fear of loss. No property seller wants to be taken advantage of, so the natural reaction is to not trust anybody and therefore, not share the truth about their motivation to sell. The best way to prepare for a property sale is to simply decide whether it's really time to sell or not. When it is the right time, it's critical to be honest and allow yourself to feel motivated at a level 10 on a scale of 1 to 10. With this approach you'll be able to fight through the fears that are a natural part of engaging in such a large financial and emotional transaction as the sale of a property.

COMMUNICATE THE TRUTH WITH YOUR AGENT

When you decide to hire a professional real estate agent to guide you through your sale choose wisely so that you feel safe and comfortable with open communication. If you've started off by admitting your high level of motivation remember that nobody can make you sell your property so avoid saying self-sabotaging statements such as, "I'm not going to give it away!" Those words are fear driven and interfere with how you approach your property sale. Remember that this process is a business transaction and should be handled professionally; letting negative emotions get a hold of you will cost you in many ways.





➤ **LISTEN TO BUYER & CO-AGENT POST-SHOWING FEEDBACK**

On your way to a successful sale you'll need to make adjustments based on the feedback of the buyers and their agents. One of the most critical tasks that a professional real estate agent should perform is the gathering of honest feedback. Most buyers will be viewing multiple properties during their search and that gives the **receptive** seller access to critical information in the form of real-time market feedback. Your property is being compared to others and the buyer agents are helping those buyers find properties that offer the most features at the best price. Therefore, if you're losing out to other properties, you must make adjustments in your price and/or condition to be competitive.

ACCEPT FEEDBACK OPENLY & AVOID BEING DEFENSIVE

The best action to take when receiving market

feedback is to simply listen and consider. Most sellers make the mistake of becoming defensive when they hear negative feedback and begin to convince themselves that the feedback is incorrect. The key is to remember that it's an opinion and in the case of selling a property, the opinions of buyers and their agents do matter. Another mistake is to look only for positive feedback to substantiate the current positioning of the property price and condition especially when



One of the most critical tasks that a professional real estate agent should perform is the gathering of honest feedback.

that feedback is not leading to offers. Look for honest critiques that allow you to take immediate action and adjust your competitive standing in the current market place.

CONCLUSION

We realize that preparing for communication during the sale of your property can be overwhelming, so please feel free to contact us to arrange for an in-home consultation on how to prepare for the challenges communication will present during the sale of your property.

We Know the importance of open communication to your bottom line.



NEGOTIATION



The biggest mistake that property sellers make during the negotiation phase is that they don't prepare themselves properly.



STAND OUT

Typically, buyers will view four to ten homes during an outing of home touring.



The biggest mistake that property sellers make during the negotiation phase is that

they don't prepare themselves properly. The best negotiators are the best prepared. It's important to walk through what really happens during your negotiation with your real estate agent so that you'll never be surprised. The first step is to study the potential trading range for your property and understand that the buyer is most likely to start at the lower-end of that range unless the market place is so competitive that there are multiple offers by default.

THE FINAL PRICE WILL FALL WITHIN THE REALITY RANGE

Your final sale price will most likely fall within or very close to the reality range (trading range) that you established with your agent before the process ever began. When you're aware of this range you'll avoid overreacting negatively to lower offers. The next step is to prepare yourself to counter any and all "low" offers, even if you only move a little bit in order to keep the discussion moving. It doesn't





matter where a buyer begins with their opening bid, it only matters where they end up. ALWAYS give a counter offer to at least encourage the buyer to continue; harsh negative responses from sellers end more potential deals than anything else. Every buyer

needs to experience their own process and many will increase their offer dramatically when they encounter a positive and inviting reaction.

DON'T OVERTHINK - STAY CONNECTED WITH "WHY" YOU'RE SELLING

Most sellers try to read too far into the negotiation techniques of the buyer and become too easily offended. Don't overthink what the buyer's strategy might be, rather, realize that it's just a business transaction and that the market place is simply



trying to find the true current market value for your property. The key to staying calm and professional during your negotiation is to stay focused on why you're selling in the first place so that you continue to move towards the goal of a successful sale.

EVERYBODY HAS TO AGREE IN THE END SO THINK WIN-WIN

Remember that at the end of any property negotiation, both buyer and seller have said "yes" and agreed to a meeting of

the minds on price and terms. Neither party will ever feel that they've achieved a perfect deal because there is no such thing. The final deal is influenced by so many variables that it's impossible to experience a perfect negotiation. The best thought process is to be thankful that a ready, willing and able buyer has agreed to buy your property, which, ultimately is a win-win.

CONCLUSION

We realize that preparing to negotiate the sale of your

property can be overwhelming, so please feel free to contact us to arrange for an in-home consultation on how to thoroughly prepare yourself for the negotiation of your sale tricks learned over the years.

We Know how to negotiate the best deal for you.

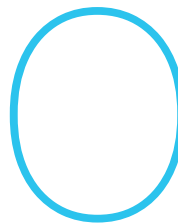


STEP 7

CLOSING



Whenever a deadline cannot be met it's critical to secure the properly written extensions or withdrawal forms.



Once a sales contract has been agreed upon there are many details that must be accounted for. Of course, the most important detail is to protect against the possibility of default. The way to properly limit the chance of default is to adhere to all critical dates and deadlines.

Whenever a deadline cannot be met, it's critical to secure the properly written extensions or withdrawal forms. There are many parties





connected to a closing including but not limited to: attorneys, title companies, insurance agents, mortgage lenders, inspectors, appraisers and more. Proper communication with all parties is critical.



STAY FOCUSED ON WHAT YOU MUST DO

The most important lesson is to assume 100% responsibility for the outcome of your closing even when you're being assisted by a team of competent professionals. Primarily, you must understand your personal closing responsibilities. For example, you should be arranging for a moving company immediately so that you can meet the conditions of the closing date, which typically includes delivering your property in professionally cleaned condition. Don't assume anybody but you has your best interests in mind and ask questions any time you're not completely sure what you must do to close with care.





CONSIDER DATES SERIOUSLY

You must understand that selling a property is a financial transaction that typically follows a written contract with legal obligations that must be met or the parties might become subject to penalties under law. Protect yourself by adhering to the dates and deadlines that you as the seller are obligated to meet.



BE FLEXIBLE AND ANTICIPATE CHALLENGES

A real estate transaction is one of the single largest financial and emotional transactions that most people make in a lifetime. The transaction includes the orchestration of many parties and therefore requires a great level of flexibility. While it's important to stick to dates and dead lines to avoid financial loss you should also expect and prepare for timeline adjustments to ensure a less stressful experience.

We Know how to get your contract closed.



CONCLUSION

The purpose behind the development of the **"7 Steps To Homeseller Success"** is to allow people (just like you) to see everything that goes into selling a home for top dollar AND to offer a no risk way to see our system at work.

Successfully selling a home is NOT just hanging a "for sale" sign and listing the property on the MLS. **Successfully selling a home requires a plan.** We have a plan that is very detailed and battle tested and have shared some of that plan here. But believe me, there is much more to successfully selling a home for top dollar.

We would of course love the opportunity to help

you sell your home ourselves or at least to have an opportunity to discuss the possibility to do so.

For a painless, no hassle, free and easy conversation with me call (480) 510-8775 and Press "1." You can also email me at: will@weknow.re (the re stands for real estate).

I promise I won't bug the heck out of you. But, do know that we are very thorough with follow-up (and you should expect that from anyone that is representing you).

Regardless of what you decide to do, I wish you the best! **-Will Daly**





WE KNOW
— REAL ESTATE —

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