

sales approach

Your real estate agent should present you with a complete, well thought out, proven plan to sell your property. This plan should begin with identifying the steps necessary to get your property ready for sale to actually marketing the property to closing escrow. A well thought out plan is an important step towards selling your home for the best possible price in the least amount of time and with the least amount of stress. A good sales plan should include

- Comparative market analysis and review of current market conditions to determine a reasonable listing price
- Steps to take that can increase the marketability of your home, both from a price and time perspective
- Steps the agent will take to "get the word out" that your home is for sale, such as listing in the Multiple Listing Service (MLS), placing a for sale sign on the property and advertisement
- When and how many times your home will be shown to other agents and the public in general
- Process for showing the home by appointment
- Process for reviewing offers with you
- Steps the agent will take to ensure a smooth, successful close of escrow