



THE GURLEY TEAM'S LISTING & SELLING PROCESS

Thank you for opportunity to be your listing agents. Our team will be with you every step of the way, protecting your interests and ensuring you get top service with the sale of your home!

STEP ONE ~ EVALUATING YOUR HOME & YOUR GOALS

- ☐ We will tour your home, room by room, and the exterior
- ☐ We will discuss the market and how your home fits within it
- ☐ Recommendations will be made for preparing your home
- ☐ Pricing and marketing strategy may be discussed at this time or in a follow-up meeting (if additional research time is needed)
- ☐ We'll learn about your goals in selling and your plans after you sell
- ☐ We'll solidify our time line for next steps

STEP TWO ~ LISTING APPOINTMENT

- ☐ Listing paperwork and Seller Disclosures will be completed
- ☐ Lock box and signs will be placed on the property
- ☐ We'll discuss the agent showing process and your notification preferences
- ☐ We discuss how to put your best foot forward right out of the gate!
- ☐ Professional photographing & additional staging as needed; A virtual tour and/or 3D tour will be made, if needed.

STEP THREE ~ LET THE SHOWINGS BEGIN!

- ☐ The first several days may be the busiest, so make sure your home is in tip-top shape
- ☐ Don't be home if you can help it, remove pets and their bowls/beds/toys
- ☐ If agents leave their cards, put or throw them away (we will be tracking everyone that comes through your home)
- ☐ If someone shows up without an appointment, don't let them in, ask them to call us (our contact information is on the yard sign ☺)

STEP FOUR ~ THE OFFER(S)

- ☐ We will communicate with you every step of the way, providing feedback from your showings as they come in
- ☐ We may need to adjust our strategy, conditions in your home and/or possibly price
- ☐ Once an offer(s) is received, we'll email it to you and discuss with you all the details; We'll work together to make sure your interests are protected
- ☐ All offers, counter-offers and amendments are made in writing. Nothing is binding until both the seller and buyer signs. We'll discuss the timelines with you and make sure we adhere to all of them
- ☐ DocuSign is used throughout the transaction. An email address for each owner will be needed

LAST STEP ~ CLOSING!

- ☐ Once the Buyer has completed their inspection(s), financing contingency and appraisal contingency, the last step is attending closing
- ☐ Be sure to complete the Seller Information Sheet sent to you by the Closing Attorneys office
- ☐ If you can't attend closing, please let us know asap. Arrangements can be made if we have notice.
- ☐ Let us know how you want your proceeds to be given to you (live check or a wire to your bank)

You are all done... Phew!!

Thank you for this opportunity to be your Agents! Please keep in touch and we will do the same.

The Gurley Team is always here for you!

TheGurleyTeam 