

HOME SELLER'S ROADMAP



MEREDITH SMITH HOMES
BENCHMARK REALTY LLC

WHY SELL YOUR PROPERTY WITH MEREDITH SMITH HOMES?

Simple - no one can locate buyers better. Bringing more than 95 years of marketing experience, helping you achieve the best price in the shortest time possible. To sell property today, you need more than a "FOR SALE" sign and local newspaper ad. Meredith has a proven marketing strategy to help your property stand out from the crowd!

1 INITIAL CONSULTATION WITH YOUR AGENT

- Establish your real estate goals
- Market education & orientation
- Comparative Market Analysis (CMA)
- Consider incorporating a home warranty into your listing
- Sign listing agreement with your Agent

2 PREPARE YOUR PROPERTY FOR SALE

- Schedule and complete any repair work
- Clean, organize, and remove clutter
- Try to disconnect your emotions
- Make your home attractive to prospective buyers
- Consider making alternate plans for pets during showings

3 MARKETING YOUR PROPERTY WITH MEREDITH

TECHNOLOGY

- Branded national, office, and Agent websites
- Extensive Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Email marketing
- Client Relationship Management (CRM) software
- Specialty Property Group Websites for Targeted Marketing

TARGETED MARKETING

- Wide-range advertising for property exposure
- Proprietary buyer lead generation & conversion tactics
- Global marketing
- Optional in-house advertising agency delivering:
 - Digital, direct mail, and print marketing
 - Public relations
 - Signage (including outdoor signage)
 - Broadcast
 - Professionally designed listing collateral
 - Social media marketing

ADDITIONAL SERVICES

- Open houses
- MLS feeds
- Broker events
- Client care team
- Local & home office support
- Strategic marketing partners
- Home protection plan

4 RECEIVE AN OFFER ON YOUR PROPERTY

- Property showings by local REALTORS®
- Receive an offer

5 CONTRACT NEGOTIATION & ACCEPTANCE

- You may choose to accept the offer and execute or you may present a counter-offer through your Agent who will negotiate for terms acceptable to you
- Upon acceptance of all contract terms by the buyer and by you, the contract will be executed
- Earnest money deposited

6 BUYER DUE DILIGENCE & RESOLUTION

- Buyer conducts inspections
- Lender orders appraisal
- Survey

7 RENEGOTIATION (IF NECESSARY)

- Your Agent will guide you through any renegotiations resulting from inspection, title, or appraisal results

8 TITLE WORK

- Title search and examination will be completed
- Title company will issue title insurance

9 BUYERS CLOSE ON YOUR PROPERTY

- Contract and financing contingencies are satisfied
- Final loan approval is obtained and documents are sent to the closing officer
- Closing process occurs when all closing documents have been signed by both you and the buyer
- Lender loans the funds
- The deed is recorded
- Buyer takes possession

10 CELEBRATE!

You just sold your home and are beginning a new chapter of your story. Congratulations! It was a pleasure serving you and I hope you will recommend me to others needing real estate services. Your referral is my greatest compliment!