

THE SELLING ROAD MAP

(what happens next?)

This checklist of essential marketing and preparation-for-sale tasks and actions will help guide you through the whole process.

As you can see, we take care of everything but we thought you might appreciate knowing what actually needs to happen to bring your property to market and negotiate a successful result on the best possible terms.

We'll also be in regular contact during the campaign to give you updates and let you know about open house times and other appointments if required.



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national**
REAL ESTATE

Elliott Shiner

HERE'S A LIST OF WHAT HAPPENS NEXT:

- 1.** Signing the agreement activates our service
- 2.** We will then prepare a list of features and benefits of your property
- 3.** We'll give you with a checklist to help you prepare your home for sale
- 4.** We'll book a photography session
- 5.** We'll advise your legal representative to prepare all necessary documentation
- 6.** Your keys will be cut, tagged and registered
- 7.** Our marketing department gets to work
- 8.** All required marketing for our media release and on-going advertising will be booked
- 9.** We send a text to our data base of buyers (coming soon message)
- 10.** Signage arranged
- 11.** A team visit is arranged at a time that suits you
- 12.** We begin to receive buyer interest and qualify buyers to prepare for viewing
- 13.** We target surrounding local residents to generate interest
- 14.** We launch our media release promoting your property
- 15.** We give you written updates regarding buyer feedback and any offers
- 16.** We negotiate with buyers and document the best possible outcome
- 17.** We seek your advice and authority during ALL negotiations
- 18.** All documentation required is signed by both parties
- 19.** We put a SOLD sticker on your sign
- 20.** Your sale proceeds after agreed costs are paid to your nominated account

With a successful sale behind you, you're now free to move ahead to the next stage.

If we can assist by recommending a moving company, please let use know. The best companies are usually booked well ahead so it might be wise to book someone as soon as you can.

In today's competitive real estate industry the only indication we have that we are completely qualified to sell real estate is your satisfaction and testimonial. Any positive feedback you can give us to use in our marketing is genuinely appreciated.