



JANET • Z  
REAL ESTATE

# Steps to Selling a Home

## Step One - How marketable is your home? Janet Z will:

- Come to your home and provide a written, detailed property analysis, itemizing your home's selling points and give you a solid sense of how it sits competitively in your neighborhood.
- Help you price your home, and regularly monitor that number's practicality.
- Write a description of the property that works well on the web.
- Help you stage your décor to attract buyers.
- Photograph your home and post more than a dozen professional images on line to gain interest from Realtor.com and Northern Colorado Properties.com's readers - as well as the growing number of viewers coming directly to Janet Z's website.

## Step Two - Prepping to sell your home? Janet Z will:

- Prep you for a smooth Open House (to buying agents & to prospective home owners), and provide tips on ways to have your home ready to show as often as possible, without disrupting your personal life!
- Explain the property disclosure forms which you are required to provide to prospective buyers.
- Arrange your Open Houses.
- Represent your property to buyer's agents and their interested customers.
- Provide a solid Marketing Plan, with a big focus on the web, and supplement that direct activity with local advertising and colorful sales literature.
- Ensure flyer boxes outside your home will always be full
- Check your online leads and report those trends back to you.

## Step Three - Selling your home. Janet Z will:

- Be there for you when the prospective buyer makes a bid.
- Help negotiate the selling price and the terms (the goal is for you receive the most money possible in the transaction).
- Be on top of the closing process, making sure all the dates are met and all the calculations are accurate. This can be a nerve-racking time, so Janet Z will keep everything under control.
- To make sure that the road to the final sale is virtually bump-free, your Janet Z agent will be with you at the closing. That's when the deed is transferred to the buyer and the bank checks are signed over to you.
- And finally, Janet Z Real Estate will celebrate the sale together with you and make a donation to a charity of your choice.