

# Home Strategy Guide Sellers

Strategy Guide

ROSE  
WOLF

Helping you find your  
place in the world

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The ins and outs of  
selling your property in  
Greater Boston

# Homesellers Strategy Guide

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5 step method that takes you from preparation through closing with confidence and ease.

This guide is intended to give you an overview of the entire selling process. Please be sure to check in with your Realtor to delve deeper into any of this information.



# Preparation

# Homesellers Strategy Guide

Do you have a strategy for selling your home?

Selling a home is among the most significant financial decisions in your life and it's something the Rose/Wolf Team at Compass takes very seriously. Our goal is to prepare you and your home for sale and to guide you confidently and successfully through the process. We are trained and skilled at both being strategists in preparing, packaging and introducing your home to the market, as well as, your negotiator when offers are in play, working with you through the closing and beyond.

Your agent will work with you guiding you through ideas for enhancing your property's best features, strategizing with you on the best list price to meet your timeline goals, formulating a market plan for exceptional exposure, properly preparing the property to provide you with a smooth and worry free transaction and providing transparency in the interest of being your trusted advisor.



# Going to Market

# There are two main types of preparation:

## **Preparing the Home:**

The first step is the initial consultation with your agent to discuss possibilities, timing and budget. It's important to understand that when your home goes to market it should be presented in its best light.

Some ideas to consider could include:

- Curb appeal
- A deep cleaning
- Neutralize any strong colors
- De-personalize
- De-clutter
- Make repairs
- Consider professional staging
- Fresh coat of paint
- Consider refinishing floors or replacing old carpet
- Update light fixtures

These expenses up front will likely pay dividends with a faster sale and a higher price.

## **Proactive Due Diligence:**

Proactive due diligence is often overlooked while preparing the home but it's just as important. It's a good idea to begin with a preliminary title report to verify all is as expected with regard to delivering a clear title to your buyer. Ordering this report upfront allows time for any corrections needed and no surprises. It's also a good idea to order any city required reports or inspections in advance and prepare a seller's disclosure package. With proper preparation your agent will be able to speak intelligently on your behalf and you will be ready for offers on day one!





# Negotiating Offers

Your home is on the market. You've prepared so well and now you have an offer, or multiple offers! Now the real excitement begins...

Purchase offers are often complex and it's important that sellers have a clear understanding of all contract terms in addition to the purchase price offered. Once a seller has accepted an offer, in writing, they generally do not have unilateral ability to cancel the transaction, so it's important to be sure all items are negotiated in a seller's best interest.

The following pages will outline the basics of the Purchase and Sale Agreement as well as specialized investigations a buyer may choose to perform and additional provisions to be aware of.

At Compass we also go above and beyond to vet buyers prior to a seller accepting or countering any offer. This includes verifying a buyer's financials. We want to see that a buyer has their funds readily available; whether paying all cash or financing.

If a buyer is obtaining financing, we will also check in with their chosen lender to be sure they are responsive and have actually verified a buyer's ability to obtain a loan.





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Home Sellers Guide?

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