

# THE SELLER ROADMAP

This is a brief summary of the timeline for selling your home. Remember, as your Realtor®, I will be there every step of the way to make sure things run smoothly!



# MARKETING TIMELINE

## 1. Planning Phase

- Sign Listing Agreement
- Complete Disclosure Package
- Open Pre-Escrow
- Staging Consultation
- Discuss Necessary Repairs + Cosmetic Prep
- Consider Pre-Inspections

## 2. Advisory Phase

- Finalize Pricing Strategy
- Finalize Marketing Plan
- Facilitate Property Improvements

## 3. Off-Market Prep

- Design Marketing Collateral
- Staging Prep
- Media Executions
- Broker Outreach

# MARKETING TIMELINE

## 4. Listing Goes on the Market

Property Syndication & Marketing  
Broker's Tours, Open Houses  
Showings by Appointment  
Review Offers  
Negotiation

## 5. Escrow & Due Diligence

Manage Escrow  
Work with Third Party Experts  
Assist with Closing Procedures

## 6. At Close

Signing & Transfer of Title  
Disbursement of Funds to Seller  
Transfer of Keys  
Transfer of Utilities