

# *The Tess Adams Team* PENNSYLVANIA HOME SELLER'S GUIDE

Undoubtedly you have given a considerable amount of thought to your decision to sell your home. The selling of a home is much more than the disposition of real property. There are emotions to be considered as well as finances and logistics. Our philosophy is to minimize your stress by maximizing our dedication to providing the most professional assistance available. Thank you for trusting us to assist you with this transaction. Below is an overview of the steps that will need to be accomplished to ensure the success of your home sale.

## **1. Consultation**

When we meet with you at your home, we'll give you a good idea of what your home is likely worth as well as what we feel it should be listed at. Our opinions are based on comparable sold properties in the area, our years of experience, and our understanding of the market. We will provide you with a list of comparable properties to substantiate our valuation of your home. During this consultation your dedicated agent will go over anticipated closing costs and help you determine your expected net profit. Additionally, you will be asked to review and complete the following Federal and State required documents necessary to list your property for sale:

- Consumer Notice
- Affiliated Business Arrangement Notice
- Lead Based Paint Disclosure
- EPA & HUD Disclosure
- Pennsylvania Exclusive Right to Sell Real Estate (Listing Agreement)
- Pennsylvania Seller's Property Disclosure
- Lockbox Authorization Addendum
- Showing Authorization & Instructions

## **2. Marketing**

Our team believes in marketing to all possible channels. By doing this we will maximize the potential eyes viewing your property. Then, once they're aware, it highlights the property's best features to increase the likelihood buyers will inspect and hopefully fall in love with it and make an offer. With your permission, our team will use the following platforms and methods to market your home:

- The Multi-List Service (Bright MLS)
- Our Team Website
- Social Media (FaceBook, Instagram, Google Business Listing)
- Email Campaigns to our 20,000+ member sphere
- Open House Events
- Printed Advertising if deemed necessary (Magazine Ads, Printed Flyers, Post Cards)
- Competitive Buyer Agency Compensation
- Aggressive Inter-Office Campaigns

## **3. Negotiation**

Contract negotiations aren't just about the price of your home. There are many other important terms of a contract, such as due diligence and closing dates, earnest money amounts, closing costs, juggling multiple offers. Then, once under contract, we manage the "second set of negotiations" in inspections and repairs. Deals can easily be lost or made here. Having an experienced negotiator with a good reputation and ability

to work nicely with other professionals is another thing that sets us apart. Our team has over 30 years of real estate experience that you can trust will bring you the most favorable results.

#### 4. Settlement

The contract is executed, all the conditions have been met, the final walkthrough of your property was completed, and it is time for the buyers and sellers to go to the settlement table. The closing is the scheduled meeting where home ownership is officially transferred from the seller to the buyer. A closing agent, usually representing a Title Abstract Company or a Real Estate attorney can conduct the closing. The buyer typically chooses the closing agent who is responsible for the signing of all the documents and once all the closing documents are signed and approved the closing agent disburses funds. Your dedicated Tess Adams Team or designated team member will attend closing with you to make sure that your questions are answered and that you are represented throughout the entirety of the transaction.

#### Transaction Management

Our team prides ourselves on our consistency and communication throughout your transaction. Having a team of dedicated directors, agents, transaction coordinators, conveyancers and agents allows us to have an “all hands-on deck approach” to transaction management. We know that transaction management is more than simply helping you with paperwork. It's helping you to always understand what's next and what to expect, guiding you through complicated documents with ease, helping you understand various terminology and options. We want you to feel confident and in-the-know about the entire buying process. At any point during your transaction, you can reach out to our team leader, Tess Adams, and/or your dedicated real estate agent.

#### Your Dedicated Agent:

**Phone Number:**

**Email Address:**

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