



SELLING PROCESS *Timeline*

PreSale Process

- Listing Presentation
- Comparative Market Analysis to determine price and timing
- Listing agreement and disclosure documents signed
- Customize marketing plan and complete time line
- Make extra keys and schedule photography schedule
- Order inspections, property and termite (and pool)
- Make a list of home preparation items and schedule staging if needed
- Open escrow with Chicago Title Company in Palo Alto
- Submit advertising including direct mail piece, brochure, newspaper ad and dedicated website
- Enter property listing into the MLS
- Yard sign up and lock box out
- Put disclosure binder and disclosure packets together
- Prepare for Broker's Tour
- Open house with comparable sales packets for prospective buyers and neighbors
- Offer(s) heard by Seller(s) and Valerie
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Contract Ratified and Escrow Process

- Negotiate and ratify contract
- Fill in dates on transaction procedure
- Buyer's inspections, loan and appraisals submitted to lender
- Title search by Chicago Title Company
- Contingencies removed
- All original documents signed by Buyer and Seller
- Sign off on documents at Chicago Title
- Cancel services: phone, water, cable, PG&E, etc.
- Arrange possession
- Buyer walk through
- Record sale
- Keys and possession to Buyer
- Proceeds to Seller