

Working Together To Sell Your Property

When it comes to selling a property, there are many things we can agree on. These mutual objectives define the partnership between Realtor and Seller. They foster the spirit of teamwork that will be instrumental to our shared success. Each team member has an important role to play.

Individual Responsibilities:

Seller's Responsibilities:

- ✓ Agree to reasonable listing price.
- ✓ Agree to marketable terms.
- ✓ Prepare property for showings.
- ✓ Make property available for tours and showings.
- ✓ Be available for offer presentations.

Realtor's Responsibilities:

- ✓ Provide market data to help set the listing price.
- ✓ Give tips for property preparation.
- ✓ Advertise the property.
- ✓ Tap into referral network for buyers
- ✓ Communicate between other agents and buyers
- ✓ Assist with closing process.

Hall Realty's Responsibilities:

- ✓ Provide broad exposure for your property.
- ✓ Offer key support services.
- ✓ Supply buyers through our referral network.
- ✓ Provide a reputation of credibility and a track record of performance.

Determining Your Property's Value

A Competitive Market Analysis (CMA) is designed to estimate the value of your property under current market conditions. It is, by definition, the highest price your property will bring if it is put on the open market today. A CMA is a very time-sensitive assessment and is created by looking at the property itself, as well as three outside factors:

- 1) **Current comparable listings.** If there are a large number of comparable properties for sale, there is more competition for buyers.
- 2) **Comparable listings that have sold recently.** We look at properties that have sold and compare their list price to the actual selling price. We then learn about the strength of the market for properties like yours and the value buyers are assigning to properties in your area.
- 3) **Compare listings that have expired.** Expired listings often reflect a property that was overpriced. Studying these statistics can help us price your property right-right from the start.

CALL NOW for a FREE Market Analysis of your home!

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