

**THE SELLING PROCESS**

# **MAXIMIZING THE VALUE OF YOUR HOME**

**MANY HOME SELLERS FREQUENTLY LEAVE THOUSANDS OF DOLLARS ON THE TABLE BY NOT HIRING REAL ESTATE PROFESSIONALS WHO UNDERSTAND HOW TO PREPARE, PRICE, PHOTOGRAPH, MARKET, NEGOTIATE AND CLOSE.**

**Therefore, we developed our system of maximizing the value of your home around several critical steps.**



**Chris and Betsie Shiparski  
HOMESMART  
941-375-1148**

**SG**  
**SHIPARSKI**  
**GROUP**

# THE SELLING PROCESS

## 1. Meet with Chris and Betsie

We will meet with you to listen and identify your needs. We will present a plan to successfully prepare, price, professionally photograph, market and close your home and then complete the listing paperwork.

## 2. Determine how to get the greatest return

Your home is competing directly with other top resale properties and new construction. To maximize the value of your home, we help identify and prioritize any needed repairs, improvements or staging that will provide the greatest return. We know what buyers are looking for and how they want it delivered.

## 3. Pricing

After conducting a full assessment of your property to maximize its value, we will set a price at the upper threshold of what the market will bear, yet still compel buyers to submit an offer. When pricing, we must keep in mind you will never have more agents and buyers looking at your home than you will in the first 30 days. Therefore, the single most important step in selling your home for the highest price is pricing it correctly from the beginning. Over-priced homes simply sit on the market, depreciate in perceived value and desirability, and are rejected by the agent and buyer communities.

## 4. Marketing

One goal: to compel the greatest number of your most likely buyers to make an offer on your property. Our successful marketing program begins with high-quality professional photography and focuses on the internet, social media, e-mail campaigns, direct mail, print marketing, and broker to broker calls.

## 5. Negotiating

Now that we have properly priced, prepared and marketed your home, we can begin defending its value. The first opportunity to lose money is in not preparing and pricing your home correctly, the second is in negotiating. We have a proven and well-known track record of defending and negotiating the value of a property. We understand the psychology behind negotiating and the importance of keeping everyone's emotions at bay. Additionally, prior to receiving an offer, we will identify the terms you are looking for and negotiate fiercely to meet or exceed your needs.

## 6. Inspections and Repairs

Many contracts can fall apart at this stage. Inspections and repairs are the second negotiation and require great skill, patience and perseverance. This is where we excel.

## 7. Closing

After we successfully negotiate your terms and are under contract, we enter your home into our 150 task closing system to make certain the buyers, buyer's agent, lender, appraiser, surveyor and closing agent complete their respective contractual obligations. We handle every call, task and follow up while you focus on what you need to accomplish.

**We are a full-service real estate team ready to guide you through the selling process.**

**Contact us today to discuss your needs. 941-375-1148**

