

Listing Guide

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Passion for Homes.
Neighborhood Specialists Since 1986

Six Steps in the Process

1. Meet & Tour the Home



Tour the Home

- Schedule a consultation
- Tour the home
- Discuss the process
- No obligations!

Listing Proposal

- Provided after touring the home
- Includes value analysis, timing, fees, estimated proceeds, & recommended repairs/improvements

Listing Paperwork

- Sign Listing Contract
- Sign Seller's Disclosure
- Discuss exclusions
- Electronic signatures

2. Home Prep



Repairs & Improvements

- Review all repair items
- Begin the work or call a handy person to help

City Inspection (if required)

- Schedule if needed
- Review items that require repair prior to inspection
- Resolve all required repairs prior to listing

Listing Prep

- De-clutter & de-personalize
- Deep clean
- Yard prep
- Stage
- Photo shoot

3. Listing & Showings



Final Touches

- Keys in lock box
- Discuss open houses
- Review Expectations
- How ShowingTime works

Go Live on MLS!

- Press "Go"
- Review the listing
- Schedule open houses
- Promote on social media
- Discuss listing syndication

Showings

- Lights on + shades up
- Sparkling clean
- Pets penned
- Owner never present
- Assess feedback

4. Offer & Acceptance



Offer Strategy

- Discuss likelihood of multiple offers
- If so - set "Highest & Best" deadline
- If not - review offer ASAP

Negotiate Offer

- Review all aspects of offer
- Try to finalize negotiations within a half a day or less
- Expect reasonable "give-and-take" from both sides
- This happens quickly — time is of the essence

Sign It

- Sign electronically via email (can be done on your phone)
- Nothing is final until ALL signatures are received
- Earnest money due within 3 business days
- Written statement - we hold it

5. Inspection & Appraisal



Inspection

- Typically 5-7 day deadline from offer acceptance
- Buyer may choose a radon and/or sewer line inspection
- Typically takes 3-5 hours

Inspection Negotiation

- Negotiation must be complete and in writing by contingency deadline
- Focus on major issues
- Sellers should always expect to complete reasonable repairs or accept price reductions

Appraisal

- Typically 3-6 weeks after offer acceptance
- Takes 1 hour or less
- Home should be "show ready"
- Low appraisal may require more price negotiation

6. Final Stretch



Final Walkthrough

- Done the day before or day of closing
- Takes 15-30 minutes
- ALL personal property must be removed and repairs completed prior to closing

At Closing

- Title provides final numbers prior to closing
- Sellers often pre-sign and don't attend closing
- Signing takes 30-45 minutes
- Remember to leave ALL Keys, garage openers, and anything else a buyer will need

Final Steps

- Proceeds can be wired to your bank account or via check at closing.
- Contact Utilities
- Change Address
- Congrats on your sale!!!

We're with you every step of the way.

Services Included

Pricing

Help Establish a Sales Price with a Market Analysis

Proceeds

Describe Estimated Proceeds on a Seller's Net Sheet

Preparation

Provide Repair & Staging Recommendations

Marketing

Market Your Home on the MLS and our Private Network

Access

Install a Lock Box for Showing Access

Showings

Automated Showing Booking, Confirmations, & Feedback

Negotiation

Negotiate the Best Price & Terms with Buyer's Agent

Contracts

Fast & Paperless Electronic Signing on Any Device

Earnest Money

Safe Handling of Earnest Money in our Broker Trust Account

Closing

Review of Closing Statement and Facilitation of Closing