

# TOP 10 SERVICE AREAS OF THE SELLER VALUE PROPOSITION

- #1 Needs Analysis**
  - a. Help clarify the motivating reasons to sell.
  - b. Determine the seller's timetable.
- #2 Pricing Strategy**
  - a. Determine the best-selling price strategy given current market conditions.
  - b. Show resulting net sheet.
- #3 Property Preparation**
  - a. Advise on repairs and maintenance.
  - b. Provide staging strategies.
- #4 Marketing Strategy**
  - a. Develop marketing plan.
  - b. Establish marketing timetable.
- #5 Receive An Offer**
  - a. Evaluate offers.
- #6 Negotiating To Sell**
  - a. Negotiate counteroffers.
  - b. Advise on final terms and conditions.
- #7 Sell**
  - a. Prepare post-contract work list.
  - b. Advise on repairs and vendor services..
- #8 Pre-Close Preparation**
  - a. Coordinate and supervise document preparation.
  - b. Provide pre-closing consulting.
- #9 Closing**
  - a. Preview closing documents.
  - b. Resolve last-minute items.
  - c. Complete transaction.
- #10 Post-Closing**
  - a. Coordinate move.
  - b. Assist with post-closing issues.



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