

# HOME SELLING PROCESS

## 6 STEPS TO SELLING YOUR HOME WITH GR HOME TEAM



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### IN-HOME APPOINTMENT

- Identify your selling goals and needs.
- Review selling strategy, timeline, marketing plan and market value of your home.
- **Hire GR Home Team and sign listing paperwork.**

2

### PREP YOUR HOME FOR BUYERS

- Room by room consultation with tips & resources to best prepare your home for buyers.
- Pack, clean, fix, paint, and prep for sale!

3

### STAGING, PHOTOS, & GO LIVE!

- GR Home Team executes marketing plan which includes professional photos, free light staging, printed and online brochures
- Go "Live" on MLS, Zillow, and 700+ websites
- Tidy up and keep your home 'hotel clean'.

4

### NEGOTIATE AND ACCEPT OFFER

- GR Home Team will provide showing feedback, adapt marketing strategy, and advocate for you, until an acceptable offer is received and signed.
- Erin and Jodi are Certified Negotiation Experts.

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### PENDING SALE

- Buyer conducts their home inspection.
- 160+ details and steps expertly handled and communicated in preparation for closing.
- Bank appraisal for buyer's loan is completed. GR Home Team supplies info to ensure top dollar.

6

### CLOSING AND POSSESSION

- Review closing statement and net proceeds.
- Sign closing documents.
- Payoff any mortgages
- Receive cash from sale!
- Pack, clean and say goodbye to your home.
- Hand over keys.



# SELLER TIMELINE



## 0-12 Weeks Before Listing: Home Prep

- Hire GR Home Team and sign listing paperwork.
- Conduct room by room home prep consultation with GR Home Team.
- Complete initial repairs, decluttering, packing, cleaning, and light staging.

## Day 0: Professional Photos

- 2-3 hour appt where you do not need to be home.
- GR Home Team will final stage, open all curtains, fluff pillows, and ensure your home is photo ready. Professional photography, online and print marketing, and updated market pricing will be completed.

## Day 2 to ??: Go Live on the MLS and Active Marketing

- Home listing is activated. Showings and feedback are ongoing.
- Keep home clean and tidy.
- GR Home Team will receive and negotiate offers until you are satisfied.

## Day 1-30 after Accepted Contract = Pending Sale

- Accept a purchase agreement!
- Buyer deposits earnest check and enters Inspection Contingency
- Appointments for inspections and appraisal are completed.
- Complete any agreed upon repairs. Pack and confirm movers.
- Buyer's loan is processed and is cleared for closing!



## Day 30 after Accepted Contract = Closing Day!

- Sign closing documents, payoff mortgage, receive cash proceeds from sale.

## After Closing: 0-30 Days of Possession

- Pack, move, clean and turn over keys and home to buyer.

