



What to Expect When You List Your Home with Today's Home

Our goal is simple: help you make wise decisions, protect your equity, and move forward with confidence. Here's what the process looks like when we work together.

1. A Conversation Before Anything Else

- We begin by understanding your goals, timing, and what matters most to you.
- We talk honestly about the market, your home's position, and possible outcomes.
- You receive guidance based on experience, not pressure.

2. Home Review & Preparation Plan

- Walk-through of your home from a buyer's perspective.
- Recommendations for repairs, improvements, or simple changes that increase appeal.
- Guidance on where to spend money and where not to.
- Preparation timeline designed around your schedule.

3. Pricing Strategy Built on Reality

- Review of recent sales, current competition, and buyer activity.
- Clear explanation of pricing strategy and how buyers respond to price.
- Positioning your home to attract strong interest early.
- Ongoing pricing review based on market feedback.

4. Professional Marketing Launch

- Professional photography and videography to present your home accurately and attractively online.
- MLS exposure and online distribution to major home search platforms.
- Creation of a professional property brochure for buyer showings and take-away materials.
- Marketing designed to attract qualified buyers, not just views.
- Thoughtful presentation that respects your home and privacy.

5. Showing & Feedback Management

- Showing coordination designed to minimize disruption.
- Communication after showings so you understand buyer reactions.
- Weekly property activity report outlining online views, showing activity, website sources, and geographic locations of buyer interest.
- Adjustments made when needed to keep momentum strong.

6. Offer Guidance & Negotiation

- Clear explanation of every offer and term.
- Strategy focused on net results, not just price.
- Negotiation handled calmly and professionally.
- Guidance through inspection and repair discussions.

7. Contract to Closing Oversight

- Coordination with lenders, title, and all parties involved.
- Timeline management so deadlines are met.
- Problem-solving when issues arise.
- Regular updates so you always know what's happening now and what's next..

8. Closing & Beyond

- Final preparation guidance before closing.
- Review of settlement statements.
- Continued resource and support after the sale.
- Because it's always more than just a house.

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