

REAL ESTATE

Selling Guide

Step-by-Step Process
to a Successful Home Sale

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Selling Smart Starts Here

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Having a local and experienced listing agent provides immense peace of mind throughout the process. You can rely on our market expertise to navigate potential challenges and ensure the transaction is as stress-free as possible. Our listing agents prepare comprehensive market proposals and develop a marketing plan for each unique property. We leverage traditional and modern tools to sell your property for the best price and terms. You will benefit from our local connections and network, experienced contractors, affiliated Multiple Listing Service and other media platforms to stimulate interest for your property.

When sellers ask how long it takes to sell, there is no easy answer. While some properties sell in a few days, others take several months. One of the key factors influencing a sale is the condition of the property and adhering to a proven process as outlined below:



Choose the Best Agent

Our diverse team of agents speak multiple languages and are experienced and ready to advertise and market your property to their network of clients. 84% of all buyers came from three sources: Internet, Real Estate Agent, and Sign/Open House.



Prepare the Property

It is important to handle important repairs, declutter and depersonalize, do general cleaning and enhance the curb appeal. We have a vendor directory of licensed, bonded and insured businesses to help. Painters, roofers, landscapers, plumbers, electricians and more.



Discuss the Price

Setting the right price means balancing your goal for the best return with the buyer's perception of value. Market value is what a buyer is willing to pay in today's market, regardless of past costs or improvements. Buyers compare properties before making an offer, so pricing competitively ensures your home is seen as a good value and attracts strong offers.



Review Documents and Contract Signing

Prior to going live on the market, we will do a comprehensive market analysis considering sales data and local trends in your neighborhood. Preliminary documents will be collected and reviewed and questions answered regarding legal statewide real estate documents. We will take one more look at the pricing strategy and complete steps to work within your timeline.



Obtain Maximum Exposure Online and Offline

We use a comprehensive strategy to showcase your property's features, combining online, social media, advanced analytics, and traditional signage. Our exceptional follow-up on inquiries sets us apart, making us the trusted choice for sellers who value impactful marketing.



Full Marketing Proposal

A full market proposal provides a clear, data-driven strategy to position your property for success. It outlines pricing recommendations, market trends, and a customized marketing plan to attract qualified buyers. This essential tool ensures you maximize your home's potential and achieve the best possible outcome and may be re-evaluated throughout the process as the marketplace changes.



Signage and Open House Strategy

Open houses offer the opportunity to meet potential buyers who may not have otherwise set up an appointment to view the property. It allows time to establish a rapport with interested parties. Open house marketing can include: MLS promotion, social media, printed marketing such as flyers, postcards or doorhangers, door knocking of the neighborhood and additional directional or a-board signs.



Staging | Photography and Videography | Floorplans

True professionals know how to properly market a property. After photography, floorplans are the next desired feature on a listing according to recent research. Videography helps buyers understand the layout and sizing, easily reducing the time on market by 50% if included. Staged homes increase buyer's perceived value and sell faster and for more money than comparable non-staged homes.



Preinspection | Home Warranty and Contractor Work

Did you know you can secure a home warranty while your property is on the market? This can cover items like appliances and water heaters, offering peace of mind to potential buyers. Our agents can also guide you on which improvements add value and connect you with trusted contractors or arrange preliminary inspections to ensure your home is market-ready.



Social Media and Online Syndication

Along with Best Choice Realty's website, we maximize your property's exposure through targeted social media campaigns and extensive online syndication. Your listing will reach thousands of potential buyers across popular platforms and real estate websites, ensuring it stands out in today's digital marketplace. Meta, Windermere, Redfin, Zillow, Realtor.com and more!

Moving Forward

Important Dates and Notes for Your Listing

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY