



## Christian Harris

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# Experience the Difference!

## The Listing Process

We Have the Real Estate Experience Down to A Science -  
Providing the Best R.E. Experience and Results Humanly Possible, Each & Every Time

### The Listing Process:

- During the initial Seller Consultation – Analyze and strategize:
  - Perform a walk through and Market Analysis, recommending a pricing and marketing strategy based on your homes specific appeal and the current real estate market trends, to help maximize your home’s resale value.
  - With 15 years as a professional carpenter and residential remodeler, I understand houses, what appeals to Buyers and can provide recommendations for the best “bang-for-the-buck” house touchups, cleaning and staging.
- The home owner(s) and Broker sign the Listing Agreement and all accompanying forms.
- You provide an extra key for MLS key box so Buyer Agents can access & show the home.
- We order the preliminary title report from the title company to make sure it’s “clean” and unencumbered.
- We recommend you conduct a pre-inspection so you know of any issues you may need to address or disclose, keeping you, the Seller in the “driver seat”.
- We hire a professional photographer to take the listing photos & create a [3D Tour Virtual Tour](#), providing online buyers with a self-guided virtual walk-through.
- We create a dedicated Property Website, including paid Facebook/Instagram advertising & social media marketing targeted at the ideal Buyer for your unique property.
- The listing is entered into the MLS, including photos and a link to the 3D Tour, which then automatically syndicates out to all the prominent websites like Zillow, Redfin, etc.
- We create a custom listing flyer for your home, to be placed inside for the buyers during showings, including a compelling story about your home that we craft, designed to intrigue and engage the target buyer for your property. - people buy the benefit of what something (like a new home) will do for them and the lifestyle they want... people aren’t moved by lists of features and numbers.
- An MLS key box will be installed so other real estate agents can show your house.
- A Sea-Town Real Estate “For Sale” sign will be installed on the day the listing goes live!
- You will receive regular updates on the showings, buyer interest and of course, any offers received for your property, which we will then go over together.