**Understand the steps of a sell transaction**

* **Prepare for the Listing Presentation**
  + If possible, send photos or coordinate a viewing of the property in advance of the listing meeting - objective assessment of the property’s condition is extremely useful for establishing listing price.
  + Prepare questions in advance of the listing presentation to get the most out of this meeting.
* **Listing Presentation**
  + Meet your Be Broker to discuss goals, expectations, and answer questions.
  + Educate your broker on the physical characteristics of your property.
  + Learn about the Be Five Star Marketing plan for listing your property.
  + Participate in developing a pricing strategy by listing out your questions in advance, formulate a hypothesis of your property’s value, and
  + Identify whether work is needed prior to listing or if you will sell ‘as-is’.
* **Execute the Paperwork**
  + Once the listing presentation is concluded and all pertinent details are agreed upon, your Be Broker will prepare all necessary paperwork for execution.
* **Prepare for Listing**
  + Stage your residence and execute the property commoditizing plan
  + Your Be Broker will arrange for PROFESSIONAL photography.
  + Identify any showing restrictions/challenges, and determine the showing plan, required notice for showings, open house plan, etc.
* **Property goes to Market**
  + Your Be Broker will provide listing activity updates at agreed intervals and an agreed medium of communication.
* **Receive an Offer**
  + Evaluate offer(s) with your Be Broker and discuss its value, including NET proceeds.
  + Work with your Be Broker to negotiate with potential buyers.
  + Review the steps from acceptance to closing with your broker.
* **Respond to Contingencies**
  + In some cases the buyer may wish to address physical, legal, or financial concerns that arise during inspection, legal review, or working with their lender.
* **Cruise to Close**
  + Your Be broker, in conjunction with your attorney and other participants in the transaction, will assist you in preparing for your closing.
  + Close!
  + Your Be broker will ask you to fill out a brief satisfaction survey so that we can continue to improve.