



# Steps to Selling Your Home for the Highest Possible Price

Provided courtesy of The Dawn Thomas Team, guiding nice people through Silicon Valley real estate matters. Our mission is to help everyone find their place in this world.

## PHASE 1

### Initial Consultation

- Understand your objectives and time frames
- Examine local market conditions
- Determine fair market value
- Discuss Highest Possible Pricing strategies for your property
- Review and customize marketing plan
- Define how we will work together

### Open Escrow

- Open escrow with Title company
- Order Preliminary Title report
- Review and address any potential issues found in Preliminary Title report
- Order Home Owner's Association documents (if applicable)

### Home Inspections and Preparation

- Perform necessary inspections—home, pest, chimney, roof, pool, etc.
- Complete any planned repairs or improvements prior to property going on the market
- Maximize property presentation—declutter, simplify, staging

### Disclosures

- Complete and review Seller Disclosures on property condition, history, and improvements to meet legal obligations, help buyers act quickly, and establish strong Sellers' negotiation position
- Develop and implement action plan (if needed, based on reports and inspections)

## PHASE 2

### Listing Preparations

- Schedule professional photo and video shoots
- Write compelling marketing copy
- Ensure all inspections, disclosures, and marketing materials are ready
- Enter complete property listing into Multiple Listing Service

### Marketing

- Implement customized marketing plan for your property
- Initiate comprehensive Internet and Social Media marketing
- Distribute property flyers
- Leverage Sotheby's network to showcase your property
- Schedule open house(s) and broker tours

### Gather Feedback

- Follow up with all agents showing property for feedback
- Collect statistics and feedback on every open house and broker tour
- Conduct weekly review of showings, statistics, and feedback with sellers
- Re-evaluate pricing if no offers within 14-21 days

### Review Offers and Negotiate Contracts

- Review offers with sellers—price, terms, contingencies, financing
- Develop and implement counter offer strategies
- Negotiate agreement and secure fully-ratified contract
- Ensure delivery of contract to Title Company and all team members for immediate action

## PHASE 3

### Initial Escrow Period

- Report "Pending Sale" to Multiple Listing Service and place "Pending" sign on property
- Secure and negotiate "back up" offers
- Confirm key escrow dates and requirements with buyer's agent
- Verify buyer's agent and buyer have received all disclosures, inspections, and reports

### Transaction Review

- Audit and confirm all documents are properly signed, acknowledged and archived
- Monitor and resolve any issues arising from buyer's review of disclosures and inspections
- Monitor and confirm progress on buyer's loan application, appraisal, conditions, and document delivery time frame

### Contingency Removal

- Review repair requests
- Negotiate and confirm repairs (if needed)
- Manage contingency removals for property condition and financing
- Confirm move-in date
- Schedule final walk-through
- Change status on Multiple Listing Service to "Do Not Show"

### Record and Close Escrow

- Review document package with sellers
- Confirm sign-off dates
- Attend final walk-through
- Sign-off and funding
- Exchange keys
- Escrow is closed



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