

# HOME SELLING PROCESS WITH SHANNON MAHONEY



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SHANNON MAHONEY



BERKSHIRE HATHAWAY  
HomeServices  
California Properties

## Phase 1

# Prior to Coming on the Market

## Define your Objective

- Goals
- Expectations
- What is most important to you

## Understanding the Market

### Dynamics

- Timing/seasonal considerations
- Month's supply of inventory
- Macro vs micro markets (San Diego County vs. specific neighborhood)
- Current market position (seller's market vs. buyer's market)

## Comparative Market Analysis "CMA" and Determining Home Value

- Distinguish characteristics with comparable active/sold properties
- Assess the competition and analyze the pricing strategies
- Fine tune your home selling preparation plan and determine what you are willing to fix/change/enhance

## Home Owner Collaborative Listing Preparations

Gather owner documents and disclosures

- Prepare and schedule for home enhancement and/or improvements to properly showcase your property; cleaning, de-cluttering, painting and staging
- Schedule photographer/videographer

## • Choosing your Pricing Strategy

- "Traditional style" priced above market value
- "Market value style" priced at perceived market value
- "Event style" priced below market value







## Phase 2

# Exposing Your Home to the Market

## Representation and Marketing

- Pre-marketing and whisper campaign • Create perception of value
  - Pitch property at all networking meetings and events • Introduce the property to the market and go live on the MLS
  - Execute the strategic marketing plan •
- Print advertising
- Digital advertising
  - Property brochures
  - Direct mail brochures •
- Video distribution
- Broker caravan open house tour •
- Weekend open houses
- Accommodate all showing requests
  - Monitor prospective buyers' interest
  - Promote amongst extensive network
  - Maintain an understanding of the pulse of the market
  - Provide bi-weekly market updates

## Reeling in Offers to Begin Negotiations

Attract the right offer

- Qualify the opportunity
- Perform negotiation tactics and provide proper guidance for your response
- Protect your interest
- Position you to win



## Phase 3

# Escrow and Closing

- Provide seller disclosures
- Execute the contract and all timelines
- Accommodate buyer requests during inspection period
- Handle any agreed upon repair items from negotiations
- Finalize moving details
- Provide all keys, garage/gate remotes, manuals
- Close of escrow and receive funds
- Time to celebrate with your favorite realtor after a successful close!