

What Happens After You Sign the Listing Agreement



If you're thinking about selling your home soon, you may wonder what happens after you sign the listing agreement with your agent. It may not seem like it, but what happens in the first few days after signing the agreement makes all the difference in how quickly and profitably your home sells.

Once you hire me to get you top dollar for your home, my work kicks into high gear because your home deserves the best start it can get!

Here are the 4 things I do to set my sellers up for success from the very beginning:

1. Get Professional Photos Done: In today's market, buyers will get their first impressions of your home online. That's why I bring in professional photography to make your home stand out. Great photos are critical to attract the right buyers. You need to get the right pics that grab attention, generate clicks, and ultimately get more buyers through your door.

2. Prep the Home for Maximum Impact: My goal is to have buyers walk into your home and immediately picture themselves living there. I'll guide you to make small adjustments so they can do just that. From staging advice to lighting tweaks to improving the flow of furniture, I'll ensure your home shows in its best possible light.

3. Create a Customized Launch Plan: Timing and strategy are critical to get you top dollar. I'll create a strong marketing strategy to maximize the first week your home hits the market. This, along with open houses, private showings, and networking with other agents, will create urgency and maximize buyer traffic, leading to stronger offers.

4. Make a Strong Pricing Strategy: To get top dollar, we need to price your home correctly from the start. I'll help you choose the right listing price by reviewing comparable sales, current buyer activity, and neighborhood trends.

All of these steps work together to create momentum from the first day your home hits the market so you can have the most successful sale possible.

If you're thinking about selling this year, let's chat about what this process would look like for your home! Reply to this email and I'll walk you through exactly how we'd get your home prepped, launched, and sold for top dollar.



Melissa Slaughter

REAL ESTATE AGENT