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# HOME SELLING GUIDE



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# WELCOME TO YOUR HOME SELLING GUIDE

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This is a guide designed to explain the home selling process and steps needed to accomplish a successful sale.



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The Perotti Group is a multi-state real estate company led by CEO/Founder Cliff Perotti, who has been empowering people through real estate since 1984. With over 900 properties and \$1 billion in real estate sold, The Perotti Group has built its reputation on providing client-centric, and knowledgeable advice, allowing clients to make the most informed real estate decisions. We have a track record of success in residential homes, luxury properties, international properties, commercial-investment properties and property management. As a result our diverse experience, The Perotti Group offers the following services:

- Residential Sales / Leasing
- Luxury Homes Sales / Leasing
- Commercial-Investment Real Estate Sales / Leasing
- International Real Estate Sales
- 1031 Exchanges
- Private Equity Real Estate Investments
- Real Estate Consultancy
- Property Management

If you are looking to buy or sell real estate, The Perotti Group is the first step in a successful transaction.

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# About Us



Villa Perpoli  
**INTERNATIONAL**



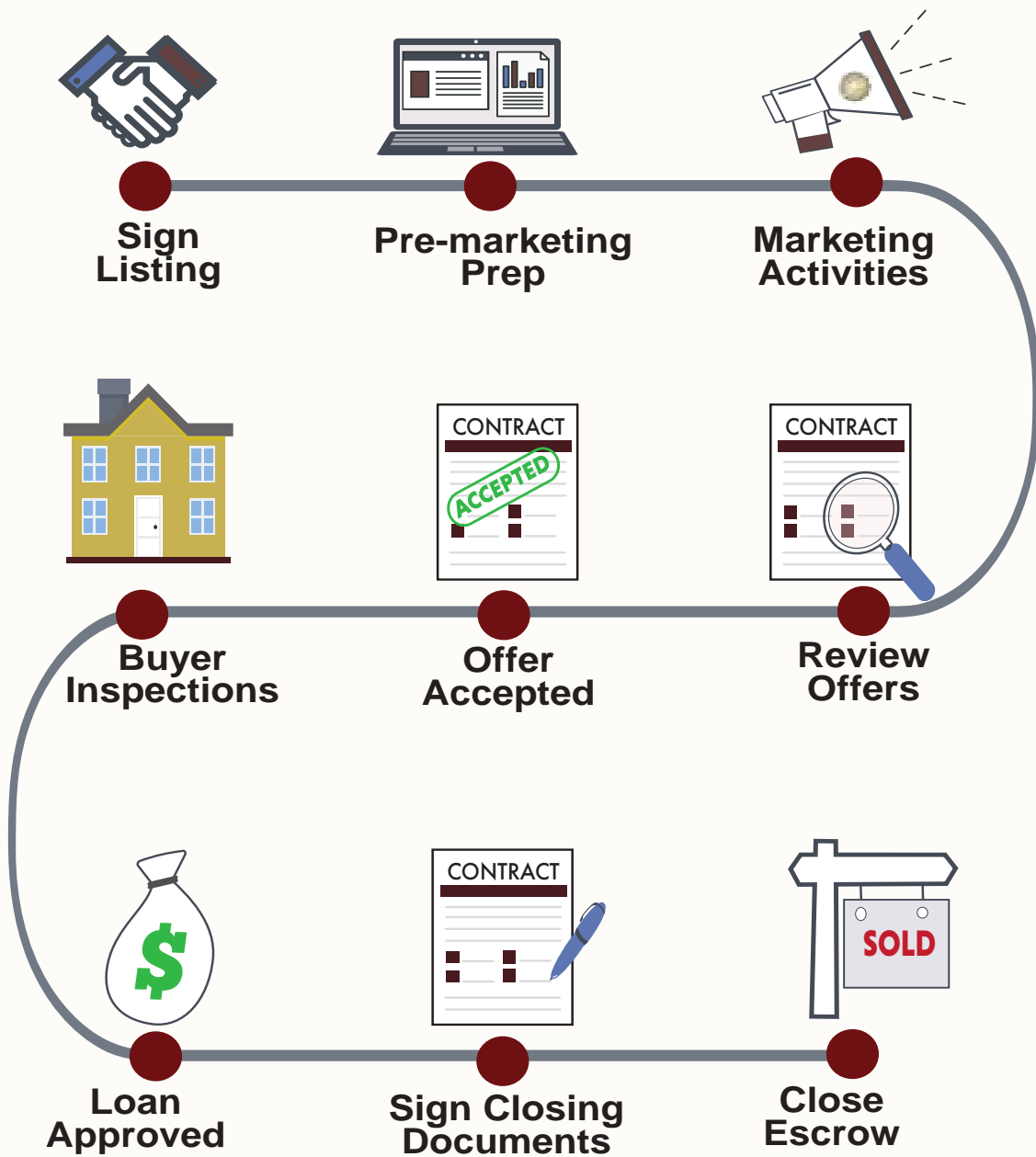
San Francisco, California  
**INVESTMENTS**



Chicago, Illinois  
**LUXURY**

# The Selling Process

## Step by Step Home Selling Guide



# Marketing Conditions

When your property hits the market, it's important to understand the existing market conditions. The Perotti Group can provide you with market information that can impact your pricing and timing decision. You may also want to know how long the selling process may take.

**The three areas that we recommend you review are:**

1. Sales activity in the area.
2. Current pricing strategies of comparable properties.
3. How long it typically takes to sell a property, known as "Days on Market."

## SALES ACTIVITY



Real estate markets are in a constant state of fluctuation, not only in the larger Chicago area, but within specific neighborhoods or suburban towns. It's important to know the activity in the immediate area surrounding your property.

## HOME PRICES



Understanding the current property competition in your area is essential in making your pricing decision. An overpriced listing will only help to sell the competition, while a properly-priced property will attract buyers away from competing properties. Review your property's Comparative Market Analysis with us to know current pricing trends.

## DAYS ON MARKET

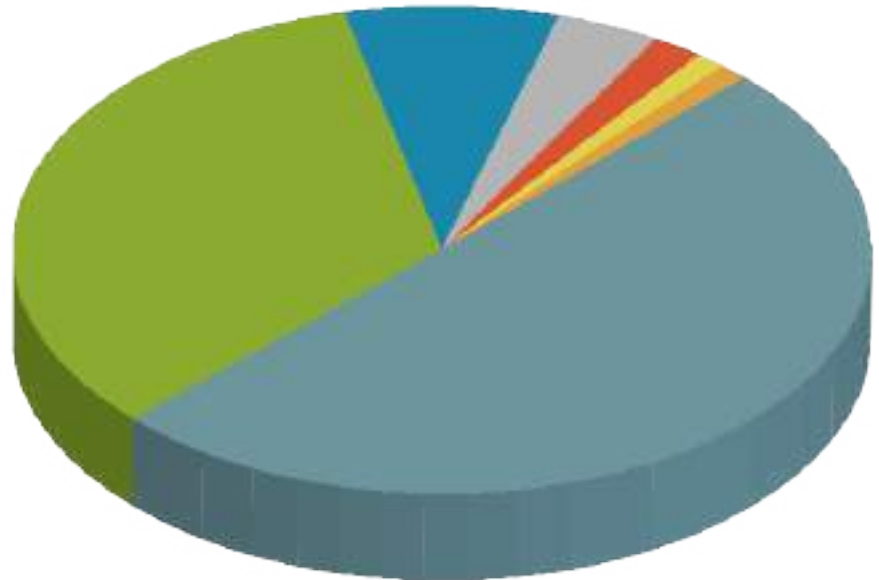
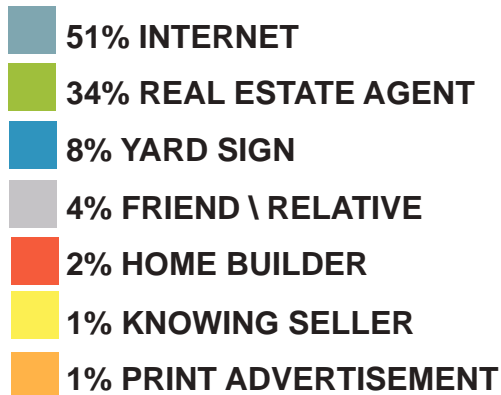


You should know how long it takes to sell a property in your area and when a listing becomes "stale" because it has been on the market too long. Correct pricing and proper presentation avoids this issue.

**ASK US FOR THE MOST UP-TO-DATE MARKET DATA FOR YOUR AREA.**

# Marketing Considerations

## HOW BUYERS FOUND THEIR HOME



Source: 2016 National Association of REALTORS® Profile of Home Buyers and Sellers



### OUR MARKETING STRATEGY

We expose your property to buyers using a comprehensive plan that matches your property to where buyers are looking. (See above diagram) Our in-house Marketing Department will implement this marketing strategy using the exposure elements set forth in the following pages. Our goal is simple: ***Help you sell your property at the highest price possible in a reasonable timeframe.***

# Marketing Preparation

## PREPARING THE PROPERTY

*You only get one chance to make a first impression.*



When it comes to preparing your home, it's essential to consider:

- ✓ Staging Options
- ✓ Curb Appeal
- ✓ Professional Photography
- ✓ Pre-Marketing Inspections
- ✓ Accessibility





## PRE-MARKETING ACTIVITIES

Before exposing the property to buyers, we recommend proper preparation, which may include some of the following items.

- Improving Curb Appeal
- Cleaning & Painting
- De-cluttering
- Staging the Property
- Professional Photography
- Brochures Ordered
- Property Sign Ordered
- In-House “Coming Soon”
- Disclosure Package

## LOCAL MARKETING PHASE

40% of the time a buyer knows someone in the neighborhood. Thus, we launch our marketing efforts locally.

- Listing Announcements
- Top Agent Network
- Open House
- Facebook / Pinterest & Blogs
- Multiple Listing Services
- Co-op Broker Sites
- Broker Tour
- Property Sign Installed
- Brochure Box
- Craigslist / Trulia / Zillow



# Exposure

## NATIONAL EXPOSURE

As a mobile society, your buyers may be sitting anywhere in the U.S.

- Trulia & Zillow
- Realtor.com & 80 + Additional Sites
- Google
- New York Times / Wall Street Journal
- Dupont Registry
- National Registry
- Yahoo Real Estate
- LinkedIn & Twitter

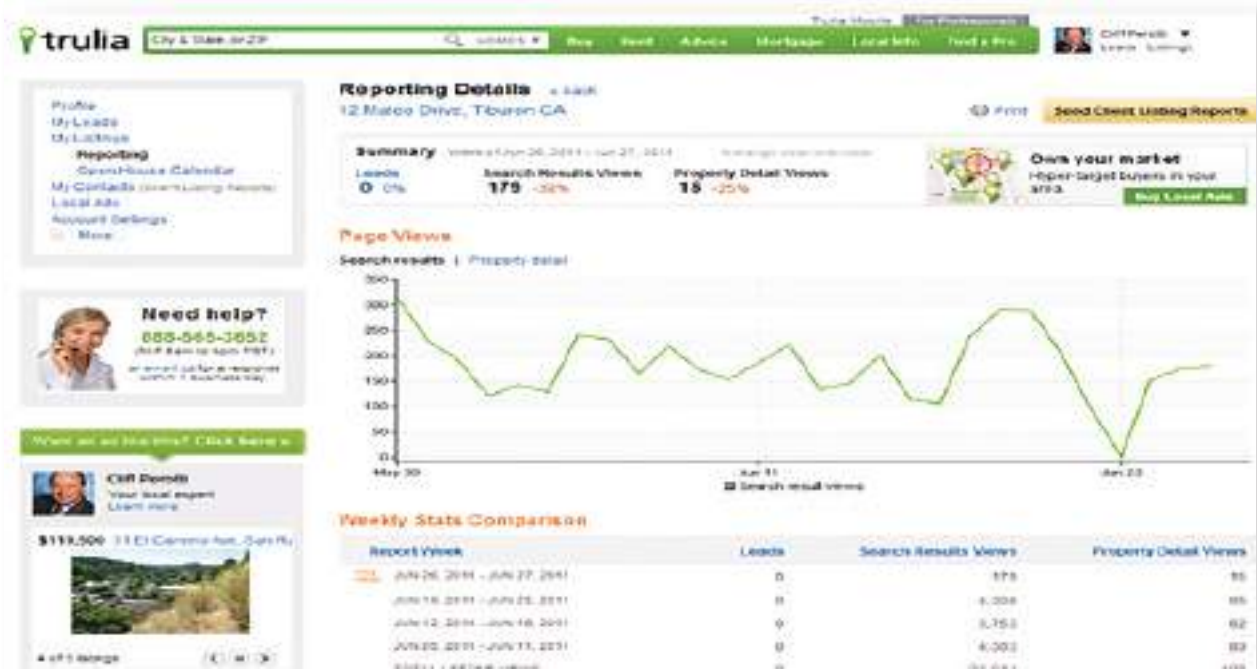
## INTERNATIONAL MARKETING PHASE

Approximately 18% of sales are done with foreign buyers who are looking to buy quality investments here in the U.S. We make sure that those buyers are aware of your property.

- Worldproperties.com
- ProxioPro International Network
- International Real Estate Federation
- International Alliance Members
- Language of Luxury Members
- International Property Specialists
- Lead Galaxy



## FEEDBACK FROM MAJOR WEBSITES



- ✓ Advertising Updates
- ✓ Showing Feedback
- ✓ Open House Updates
- ✓ Internet/ MLS Tracking
- ✓ Email Updates

Credible feedback is essential to knowing how your property is being received and if any marketing adjustments are necessary.

# Feedback

## WHEN AND HOW OFFERS ARE PRESENTED

You will have the following options when hearing offers:

### AS THEY COME

With this option, you would review offers with us as they are received. This is the “present as soon as possible” option.

### SPECIFIC DATE & TIME

This option requires all offers to be presented at a specific date and time. This is ideal when multiple offers are anticipated and gives all buyers ample time to write their offer.

### OTHER OPTIONS

Each situation is unique. You and The Perotti Group may wish to adapt either of the other strategies, or create another method of presentation, with the intention of increasing the sales price or number of offers received.

## RESPONDING TO OFFERS

Once you have received an offer, you have the following options when responding to the offer:



### ACCEPTANCE

Your first option, if the offer is acceptable in all of its terms, is to simply sign and accept the offer.



### COUNTER OFFER

If there are some terms in the offer that need to be changed or negotiated, The Perotti Group will help you create a counter offer to the buyer. Until the buyer accepts and signs your counter offer, the property is not under contract and the property is still available.



### REJECTION

If an offer is simply not acceptable in its price and / or terms, you may simply reject the offer. This should be a rare occurrence, as we recommend sending a counter offer instead.



### NO ACTION

If you simply don't wish to respond to an offer, it will eventually expire and your home is still on the market.

# Contingencies

## CONDITIONS THAT MUST BE ACCOMPLISHED

For most purchase agreements, there are contingencies in the contract that must be satisfied as part of the transaction. The most typical contingencies are shown below.

### INSPECTIONS

Sometimes referred to as the “Due Diligence Period,” your buyers will have a certain number of days to have the property inspected by inspectors or contractors of their choice. After they have completed these inspections, the buyers may:

- Accept the property condition, or
- Ask for certain repairs to be done, or
- Ask for a credit to make repairs, or
- Cancel the transaction



### ATTORNEY REVIEW

Both you and your buyers will each have an attorney review the purchase agreement within a certain number of days for completeness, accuracy and any potentially-needed modification. Changes to the purchase agreement may be made at this point.

### FINANCING

If your buyers need to obtain a new mortgage to buy your property, then there will be a contingency for financing. If the buyer notifies you that they did not qualify for the needed loan, then the transaction will be cancelled.

**With all contingencies satisfied, all that's left to do is attend your closing.**

# Closing



When you attend the closing appointment with your attorney, you will sign all final paperwork and receive your proceeds from the sale.

**CELEBRATE A SUCCESSFUL SALE!**

Thank You



For Considering Us!

***SEE US FOR THE NEXT STEPS.***

## YOUR LISTING CHECKLIST

### ***Sign Exclusive Listing Agreement And Disclosures***

The listing agreement gives us the authority to represent you. Your disclosures will be delivered to prospective buyers. We also recommend including copies of your property tax bill and utility bills.

### ***Sign Installed***

We will have a property sign installed. If you do this step at the beginning of your preparation, we will add a "Coming Soon" rider.

### ***Prepare The Interior Of The Property***

This includes de-cluttering, painting as needed, staging (if appropriate).

### ***Prepare The Exterior Of The Property***

Mow lawns, plant fresh flowers, trim bushes, power wash (if needed), remove debris from exterior areas, touch up paint, exterior, trim, and fencing. (if needed)

### ***Schedule Pre-Marketing Inspections***

We recommend a home inspection and pest control inspection. Your Sales Consultant can help schedule these.

### ***Professional Photography***

The Perotti Group will schedule your professional photography.

### ***Marketing Exposure Begins!***







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