



# PARK LANE

REALTY™

WE ARE YOUR REAL ESTATE CONSULTANT, EDUCATOR AND PARTNER

## SELLER'S GUIDE

The motivation to sell a property can vary, whether it's a desire to upgrade, downsize your home, or simply liquidate one of your assets. Whatever the reason, Park Lane Realty agents will help you maximize the value of your property.

- STEP 1** The FIRST STEP is to assess the property to be sold. Park Lane Realty agents will prepare a comparative market analysis (known as a CMA), which consists of close knowledge and a detailed study of property value that factors in appreciation, supply and demand, price-per-square foot comparison, presentation and image. This will help determine the ideal sale price.
- STEP 2** The SECOND STEP is to prepare the property to be shown to potential buyers. It is recommended that homeowners hire an inspector and, if needed, a contractor to provide estimates for any major problems that might require repair. Any improvements made to your property prior to putting it on the market can be an advantage when showing to potential buyers; presentation is key in this phase.
- STEP 3** The THIRD STEP is to market and advertise your property. Once the price is set and the property is ready to be shown, Park Lane Realty agents will create a marketing plan to advertise the property and showcase its best qualities. We use various marketing techniques to make sure your property gets the necessary exposure.
- STEP 4** The FOURTH STEP is the actual sale of your property. Park Lane Realty agents will negotiate on your behalf to ensure that you receive the best price for your property. Of course, we will keep you involved in every step of this process to make sure you are comfortable with all decisions and negotiations. Our agents will do everything in their power to secure a smooth and successful closing.



AT PARK LANE REALTY, WE TAKE PRIDE IN GUIDING OUR CLIENTS THROUGH ALL OF THEIR REAL ESTATE TRANSACTIONS, FROM BEGINNING TO END, AND PROVIDING THEM THE BEST POSSIBLE EXPERIENCE.

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