



WHAT TO EXPECT WHEN SELLING YOUR HOME

At Delux Realty, we sell lots of homes.

You're looking for professional, knowledgeable real estate agents that are on your side, with the capabilities to locate a buyer so you can move on.

Our qualified agents provide a turnkey approach to selling your home that includes the marketing knowledge and exposure you need to get the optimal price for your home.

Here's what to expect when selling your home:

IT'S IMPORTANT TO PRICE YOUR HOME TO SELL

One of the most important considerations in selling your home is to price it correctly. Your Delux real estate agent will begin by assessing the price of your home with a "Comparative Market Analysis," or CMA, at no cost to you. This will determine the current market value of your property.

WHAT CONDITION IS YOUR PROPERTY IN?

The condition of your property is a huge factor in determining how quickly your home will sell. Our agents will either recommend a home inspection or suggest some paint touch up, landscaping, cleaning, and general home maintenance they may believe is necessary.

YOUR HOME IS LIKE A STAGE

Dress for success! We believe the first impression is everything. The standards in home selling have changed due to the influence of all those wonderful shows on HGTV. After assessing the condition of your property, a professional home stager will be recommended to you to declutter your home (though you don't believe it needs it!) to give you the best shot at impressing your potential buyers.

WHAT'S INVOLVED IN MARKETING YOUR HOME TO SELL?

Delux Realty uses the latest technology to list your home, not only on the local MLS (Multiple Listing Service) site, which is imperative, but also on all the major websites in the country. They will send email marketing blasts, hold open houses, send targeted mailings, and tap into our national network of realtors and buyers.

OPEN HOUSES HELD REGULARLY

Our agents will hold regular open houses to real estate brokers and to the buying public to increase exposure of your property.

YOU RECEIVE REAL ESTATE SIGNAGE THAT'S NOT THE NORM

Our signs aren't standard. We have the most elegant and visible signs on the street. They have six-foot posts displaying 24x 30-inch signs that are lit, so you won't miss a potential buyer that may be driving by at night.

PROFESSIONAL PHOTOGRAPHY MAKES A DIFFERENCE

Our agents use professional photographers that will shoot well planned, professional pictures highlighting all the wonderful features of your home.

WE OFFER A CENTRALIZED SHOWING SYSTEM

Accessibility is key. We do not want to miss out on a potential buyer wanting to view your property. Our agents will use a professional showing service to set up appointments for buyers. This service provides access to your home seven days a week (based on your schedule if you are still occupying the premises) so we don't miss any showings, even when our office is closed.

EXPERT NEGOTIATING RESULTS IN THE BEST PRICE POSSIBLE

Our agents are here to negotiate the optimum price of your home. Your buyer will make an offer and you will be given the option to make a counteroffer, just like the seller did when you purchased your home.

YOU'RE NOW READY TO FINALIZE THE SALE OF YOUR HOUSE

You're almost done! You remember closing on your home. So now, the property ownership is transferred to the buyer, and the "deed of trust" or mortgage is given to their lender. This is the final step in the selling process. When everything is signed, you can now move onto your next adventure.