



# THE SELLER'S AGENT'S ROLE AS A LICENSED REALTOR®

- **ADVOCATE** FOR YOU DURING THE ENTIRE HOME SELLING PROCESS.
- TAKE TIME TO **UNCOVER** YOUR GOALS, OBJECTIVES, AND CONCERNS.
- **RESEARCH** HOMES IN THE AREA AND PREPARE A COMPETITIVE MARKET ANALYSIS.
- PROVIDE COMPS AND **SUGGESTIONS** ON ASKING PRICE.
- HELP WITH DECLUTTERING WHILE **ADVISING** ON HOME REPAIRS OR UPGRADES.
- **HIRE** A PROFESSIONAL REAL ESTATE PHOTOGRAPHER.
- **CRAFT** A THOUGHTFUL, COMPELLING PROPERTY DESCRIPTION.
- PLACE YOUR HOME ON THE AGENT ONLY **DATABASE (MLS)** AND HUNDREDS OF PUBLIC REAL ESTATE SITES LIKE ZILLOW.
- **MARKET** THE PROPERTY BY PROVIDING SIGNAGE AND USING PRINT AND DIGITAL MARKETING STRATEGIES.
- **HOST** OPEN HOUSES AT YOUR REQUEST.
- **MANAGE** AND COORDINATE ALL SHOWING REQUESTS WITH YOUR SCHEDULE.
- **QUALIFY** ANY POTENTIAL BUYERS.
- **NEGOTIATE** OFFERS ON YOUR BEHALF WITH YOUR BUYER AGENTS.
- **ASSIST** WITH VARIOUS FINANCIAL ASPECTS OF THE HOME SALE.
- PROVIDE OVERSIGHT AND **FOLLOW UP** RELATED TO PROPERTY INSPECTIONS AND REPAIRS.
- ASSIST WITH **GATHERING** ESSENTIAL PROPERTY DOCUMENTS.
- **MANAGE** ALL DATES AND DEADLINES RELATED TO THE CONTRACT.
- **MONITOR** BUYER'S LOAN STATUS LEADING UP TO CLOSING.
- **WORK DIRECTLY** WITH THE TITLE COMPANY TO ENSURE THE ACCURACY OF ALL CLOSING PROCEDURES.
- **PRESENT** AT CLOSING TO ENSURE ALL YOUR INTERESTS ARE PROTECTED.

*Bringing You to the Closing Table.*

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