

Selling Your Home



Selling Guide For Property Owners



1

Defining Success

Outlining Your Objectives

- What is your motivation to sell?
- What is your timeline to move?
- Where are you moving?
- What is most important for you?

Understanding the Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply and Demand
- The Numbers: Trends and Metrics
- Analysis of Active, Pending, and Sold Transactions
- Personal Timing and Seasonal Considerations

Your Home: Strategic Planning

- Outline Features and Benefits
- Determine Key Differentiators Based on Active Inventory
- Establish Target Market and Buyer Profile
- Create Profile-Based Buyer Attraction Strategy

2

Listing Details

Finalize Documentation & Contractual Agreements

- Complete Any Property Improvements
- Engage Staging Consultant
- Engage Photography and Media Professional
- Organize Trusted Advisor Meeting
- Define Launch Timeline

Marketing Preparations

- Property Launch Collateral
- Traditional Advertising
- Digital Marketing Plan
- Social Media Strategy
- Broker Network Exposure
- Showing Strategy
- Direct Mail and Community Approach
- Cross-Marketing
- International Buyer Strategy
- Public Relations

3

Introducing the Property

Launching the Marketing Plan

- Creating the Perception of Value
- Attracting and Qualifying Potential Buyers
- Safe Showing
- Monitor Interest
- Weekly Reports, Updates, and Communication Strategy
- Respond to Changes in the Market

Negotiating Strategies

- Procure Written Offers
- Qualify and Analyze the Merits of Each Offer
- Strategically Respond to Offers
- Negotiate to Optimize Price and Terms
- Multiple-Offer Process and Back-Up Offer Strategies

4

Escrow Process

Execute the Contracts

- Complete Disclosures
- Meet Deadlines and Contingency Periods
- Fulfill Duties and Responsibilities
- Introductions to Relocation Concierge

Closing

- Transitioning from the Property
- Final Documentation
- Closing and Celebrations

Working Together Again

- Staying in Touch and Keeping You Informed
- Second Homes and Investment Properties
- Providing Resources, Feedback, Testimonials, and Referrals

Our Scale is Your Strength

With over 6,900 agents and approximately 120 offices in key markets across the country, we have the reach and resources to promote your property from coast to coast.

Our scale enables your agent to leverage a powerful network of referrals and services that puts our national strength to work for you.

Exposure in Key Luxury Markets

California	Metro D.C.
Colorado	Nevada
Connecticut	New Jersey
Florida	New York
Massachusetts	Texas

The Next Move Is Yours.



Learn More

#1

Douglas Elliman is One of the Largest Independent Luxury Residential Real Estate Brokerages in the United States.

\$34.4

BILLION

SALES IN 2023

6,900+

AGENTS

DIRECT ACCESS

43,902

TRANSACTIONS

SALES & RENTAL

 **DouglasElliman**

elliman.com

150 EL CAMINO DRIVE, SUITE 150, BEVERLY HILLS, CA 90212. 310.595.3888. DRE# 01947727. © 2024 DOUGLAS ELLIMAN REAL ESTATE. ALL MATERIAL PRESENTED HEREIN IS INTENDED FOR INFORMATION PURPOSES ONLY. WHILE THIS INFORMATION IS BELIEVED TO BE CORRECT, IT IS REPRESENTED SUBJECT TO ERRORS, OMISSIONS, CHANGES OR WITHDRAWAL WITHOUT NOTICE. ALL PROPERTY INFORMATION, INCLUDING, BUT NOT LIMITED TO SQUARE FOOTAGE, ROOM COUNT, NUMBER OF BEDROOMS AND THE SCHOOL DISTRICT IN PROPERTY LISTINGS SHOULD BE VERIFIED BY YOUR OWN ATTORNEY, ARCHITECT OR ZONING EXPERT. IF YOUR PROPERTY IS CURRENTLY LISTED WITH ANOTHER REAL ESTATE BROKER, PLEASE DISREGARD THIS OFFER. IT IS NOT OUR INTENTION TO SOLICIT THE OFFERINGS OF OTHER REAL ESTATE BROKERS. WE COOPERATE WITH THEM FULLY. EQUAL HOUSING OPPORTUNITY. 