



1. Strategic Plan

- ✓ Select Home Selling Team
- ✓ Review Market Conditions
- ✓ Buyer Profile Analysis
- ✓ Outline Custom Marketing Plan
- ✓ Determine Pricing Strategy
- ✓ Set Listing Timeline

2. Preparation

- ✓ Prepare Property for Marketing & Showings
- ✓ Pre-listing Inspections
- ✓ Photography & Video
- ✓ Creation of Marketing Materials
- ✓ Complete Disclosure Package

3. Marketing

- ✓ Submit Listing for National Listings Distribution
- ✓ Website, Video, Photography and All Online Marketing Launched
- ✓ Open House Schedule Syndication and Invitations Sent
- ✓ Direct and Email Marketing Initiated
- ✓ Signage and Advertising

4. Showings

- ✓ Setup House Prior to Each Showing
- ✓ Broker's Tours
- ✓ Open Houses
- ✓ Evening Showings
- ✓ Showings By Appointment

5. Offers

- ✓ Provide Buyers With Disclosure Packages
- ✓ Accept Offers
- ✓ Review Buyer Financial Qualifications
- ✓ Consideration of Offer Terms
- ✓ Negotiations, Counters and Addendums
- ✓ Offer Acceptance

6. Escrow

- ✓ Open Escrow Account
- ✓ Buyers Good-Faith Deposit
- ✓ Preliminary Title Report and Documentation Review
- ✓ Contract and Escrow Timeline
- ✓ Home Buyer's Inspections
- ✓ Appraisal and Lender Review
- ✓ Complete Signed Disclosures
- ✓ Additional Negotiations and Terms

7. Closing

- ✓ Review File and Confirm All Paperwork
- ✓ Review & Sign Closing Documents
- ✓ Moving & Clean Property for Transfer
- ✓ Loan Funding & Final Cash Deposits
- ✓ Close of Escrow
- ✓ Proceeds to Seller



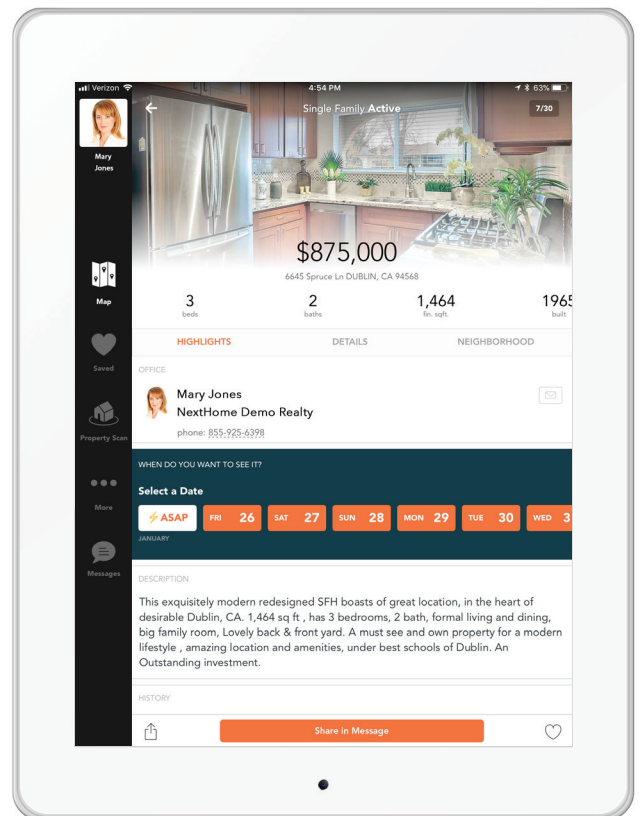


FACT: Today's home buyers start their property search online. Mobile traffic now accounts for 61% of the total traffic to real estate sites (*Properties Online*). At NextHome, our focus is to maximize your property's exposure to the fastest growing segment: **mobile**.

Homebuyers do a lot of research online, but they also get in their car at all hours of the day to personally check out homes and neighborhoods. Put your home's information right in the car with them with NextHome's Mobile Connect.

The yard sign in front of your home will contain instructions for buyers to get more detailed information. By sending a quick text message and downloading our app, potential buyers will gain access to your property's listing information and photos.

After they do, potential buyers will be able to message us with any questions or schedule a tour right from their mobile device.



NextHome's **Mobile Connect**.
Just another way we bridge the
online and offline homebuyer
experience.