ELLE REALTY CO. SELLER’S GUIDE

A Step-by-Step Guide for Homeowners

# Welcome to Elle Realty Co.

Selling your home is a big decision, and we’re here to make the process as smooth, strategic, and successful as possible. Our team of experienced agents is committed to guiding you from listing to closing with professionalism and care.

# Step 1: Initial Consultation

We start with a complimentary consultation to:  
- Understand your goals and timeline  
- Review your property and unique selling points  
- Answer your questions about the process  
  
This helps us tailor a custom strategy that fits your needs.

# Step 2: Pricing Your Home

We conduct a detailed market analysis to set the right price:  
- Review comparable sales (CMA)  
- Analyze local market conditions  
- Evaluate upgrades, location, and unique features  
  
Our goal is to position your home competitively to attract qualified buyers quickly.

# Step 3: Preparing Your Home for Sale

Presentation matters. We’ll help you:  
- Declutter and deep clean  
- Stage your home (optional)  
- Make minor repairs or updates  
- Boost curb appeal  
  
We also offer vendor referrals for cleaning, painting, and landscaping services.

# Step 4: Marketing Your Property

We use modern and traditional methods to get your home in front of buyers:  
- Professional photography and video  
- MLS listing and syndication to major websites  
- Social media and digital ads  
- Email campaigns and open houses  
  
We craft a compelling listing description and ensure your home makes a great first impression.

# Step 5: Showings and Offers

We coordinate and track all showings, providing feedback and market updates.  
  
When offers come in, we:  
- Present and review all offers in detail  
- Help you compare terms, not just price  
- Negotiate on your behalf to maximize your profit and protect your interests.

# Step 6: Under Contract and Inspections

Once you accept an offer:  
- The buyer will order an inspection  
- We assist with any repair negotiations  
- Ensure timelines and contingencies are met  
  
Our team keeps everything organized and on schedule.

# Step 7: Appraisal and Financing

If the buyer is using financing, the lender will order an appraisal. We:  
- Prepare a packet for the appraiser with comps and upgrades  
- Communicate with the buyer’s lender and agent  
- Monitor for any potential issues and work toward solutions

# Step 8: Closing Day

Congratulations! At closing, you’ll:  
- Sign all necessary documents  
- Transfer keys and possession  
- Receive proceeds from the sale  
  
We’ll walk you through each step and ensure a smooth, stress-free experience.

# After the Sale

We’re still here for you:  
- Help you relocate or buy your next home  
- Provide tax document copies if needed  
- Assist with investment or 1031 exchange opportunities  
  
Let us know how we can continue to support your real estate goals.

# Why Choose Elle Realty Co.

- Personalized service and expert advice  
- Proven marketing strategies  
- Strong negotiation skills  
- Trusted by homeowners across Ohio and Florida  
  
We take pride in delivering results and building long-lasting client relationships.

# Contact Us

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Serving Cleveland, OH and Florida