



SELLER GUIDE

**HELPING CLIENTS
ALL OVER THE
BAY AREA!**

JOSH UY
REALTOR®, DRE #01952401

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THE *Home* SELLING PROCESS

1

Seller Consultation:

- Meet with Josh
- Evaluate options based on goals & timeline
- Understand current market conditions
- Establish pricing strategy & plan

2

Prep Work:

- Establish prep work timeline
- Clean & declutter the home
- Upgrade & repair work performed by contractor/vendor
- Stage the home

3

Marketing

- Gather media: professional photos, video, 3D Tour, drone footage
- Begin online advertising & email blast campaign
- Activate listing on MLS
- Prepare for showings & open house

4

Offers & Negotiation

- Follow up with interested parties
- Review of all offers
- Understand pros & cons of each option
- Negotiate counter offer(s) if necessary

5

Escrow Period

- Offer acceptance
- Initial deposit/earnest money deposit (EMD)
- Appraisal appointment & report
- Buyer inspections and/or bids

6

Final Details

- Manage removal of buyer contingencies
- Clear conditions & finalize loan
- Receive clear to close from lender

7

Closing

- Prepare transfer of utilities & mail
- Sign closing documents
- Get your money & celebrate!
- Rent back period (if any)

LISTING WITH JOSH:

- Organized & Clear Plan for Selling Your Home
- Professional Marketing: Photography, Floorplan, Brochures, Video & Drone, plus Matterport 3D Virtual Tour
- Property Website Dedicated to the Home
- Designer Quality Staging Partners
- Advertising Through the MLS, Along with the Everhome & Side Network
- Marketing Blast to Agents in Nearby Counties
- Targeted Facebook & Google Ad Campaigns
- Coordination & Negotiation with Vendors
- Assistance with Materials Selection / Designer Referral
- Project Management Services





Learn ABOUT ME:

1. Transparent Communicator With Regular Updates
2. Extensive Market Knowledge, Backed By Data
3. Prioritizes Client Interests & Service Above All
4. Tenacious Never Give Up Attitude, But With A Calm Demeanor
5. Expertise In Preparing Homes For Sale, Remodeling Eight Homes
6. Resourceful Problem Solver, Performs Well Under Pressure
7. Not A Salesman - I Am Your Guide, Educator, & Advisor



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