

# WHITE REALTY ASSOCIATE'S SELLING PROCESS

Throughout the selling process we'll keep you informed every step of the way with prompt and clear communication tailored to your preferred method of contact (email, text, call, etc.).

## STAGE 1: PERSONALIZED SELLING PLAN

### Initial Consultation

Find out your selling goals and needs.

### Comprehensive Market Analysis

Provide you with a CMA, in which we analyze local trends, sale prices of nearby comparable properties, and other local market data to provide you with an accurate assessment of your property's value.

### Personalized Selling Plan

Lay out a plan that provides options, so you can make an informed decision that best suits your needs.

## STAGE 2: PREPARE YOUR PROPERTY FOR SALE

### Repairs & Improvements

If necessary or desired, complete any repairs or improvements. As a licensed contractor, owner/broker of White Realty Associates, Dave Dumalski, has a network of high quality, principled, and experienced professionals.

### Staging

If desired, have your property professionally staged to enhance your property's appearance.

## STAGE 3: MARKETING

### Photography

Have your property professionally photographed to highlight your property's best qualities.

### Advertising

Utilize both print and online sources to advertise your property.

### Open House & Showings

Schedule targeted and strategic open houses and showings to get an accurate idea of buyers' interest and provide a personalized touch to the selling process.

