

What Can I Expect from Acuity Group When Selling My Home?

Why Acuity Group's Realtors are Above the Competition:

- They are aware of the complicated local and state requirements affecting your transaction.
- Have full understanding of the real estate contracts and addenda.
- Understand the local market conditions and trends.
- Effective in multi-party contract negotiations.
- Highly-trained, with access to programs for continued learning and additional certifications.
- Networked with other Real Estate Agents in the area.
- Resourceful in attracting the largest possible pool of potential buyers.
- Knowledgeable in the technology resources that facilitate the transaction.
- Knowledgeable in marketing technology.
- Assisted by a support staff.
- Supported by professional legal counsel.

Our Marketing Strategy:

In order to sell your home quickly and with the best possible terms, it is necessary for your Acuity Agent to prepare your home to be listed on the MLS. This process includes:

- Deciding when to put your home on the market.
- Establishing a strategic price based on recent comparable sales, local market conditions and your motivation to sell.
- Estimating your net proceeds.
- Advising you on how to make your home more appealing to potential buyers.
- Schedule a high quality, indoor/outdoor photo shoot at your property.

Marketing Your Property:

- We will order a "FOR SALE" sign to be placed prominently on your property with a brochure box so that drive-by clients can get access to information regarding your home.
- We will install a lock box for agent showing access.
- Input your home to the regional Multiple Listing Service (MLS) for immediate exposure to the real estate community and syndication to multitudes of other real estate sites.
- Develop a color brochure highlighting the features and benefits of your home.
- Promote your home to other cooperating agents by emailing out a "Just Listed" notice.
- Feature your property on our website and syndicate your listing to 80+ additional real estate websites.
- We will frequently post your listing during its market period to our social media network which includes; Facebook, Twitter and Google+.

- We will provide you with online feedback from agents who show your home.

Negotiating the Offer:

When an offer comes in, we will immediately present and explain it to you. You will be able to accept, reject, or counter any offer presented. During the negotiation process, we will leverage our experience and skills to advocate your interests. We will:

- Review the contract and explain your obligations before you sign.
- Negotiate an acceptable amount of earnest money to protect your interests.
- Verify the buyer's capability to perform financially on their contract.
- Explain how contingencies and release clauses work.
- Negotiate through any inspection work orders that may be requested by the buyers following their inspection.
- Define legal disclosure requirements.
- Make sure to obtain all necessary signatures to ensure a binding, legal contract.
- Immediately deliver copies of the fully executed contract to you.

Throughout the negotiations, your Acuity Group Realtor will provide you with a professional, objective point of view; but the final decision to accept an offer is yours.

After Offer Acceptance:

Once an offer is accepted, we will manage all the details to make the process as stress-free and efficient as possible. We will:

- Submit the purchase agreement and closing worksheet to your selected Title Company.
- Accept and hold the buyer's earnest money in our real estate trust account.
- Stay in contact with the buyer's agent to ensure a smooth close.
- Follow the progress of the buyer's loan.
- Monitor all contingency removal deadlines.
- Assist and negotiate on your behalf should a conflict with the buyer arise.

Finalizing and Closing the Transaction:

Your Acuity Group Realtor will attend the closing with you and will review all closing documents and settlement statements before you sign. Your Realtor will be present to handle any unforeseen issues that may arise at the closing table.

When the transaction has successfully closed, your title company closing agent will present you with your closing proceeds check and a copy of all of your closing documents. Your agent will then present the keys to the new owner/s.

As you can see – it pays to work with the Professionals at Acuity Group!

Contact Us Today! 763-633-3535 or Sales@ACGProperty.com