



DESIREE + Kelly

Homebuyer Flow

January 2015

Construct the winning offer...

What's it worth?

- Comparative Market Analysis (CMA)
- Improvements and repairs
- Will it appraise?

Reality-test the asking price

- Accurate price?
- Other buyers?
- Skilled listing agent?
- Days on market?

Refine Value

- Form 17 (defects)
- Property history
- Timing needs (buyer & seller)
- Title review
- Emotional value

Sweeten Offer?

- Pre-Inspect
- Waive contingencies (finance, inspection, etc.)
- Flexible timing
- Price escalation
- Earnest money