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Seller's Guide

The Sound Shore

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THE BARRY TEAM
AT COMPASS

COMPASS

Seller Process

01

Let's Talk

We will meet to discuss your plans and goals, marketplace trends, and assess your property's qualities. We will take a tour of your home and I will share a listing presentation tailored to your home.

02

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, I will work with you to ensure the property is visually ready for buyers. As part of my services I will provide a staging consult to discuss the steps needed to show your home's greatest potential.

03

Choosing a Price

Strategically pricing your property is one of the most important aspects of selling your home. We will decide on a price together using multiple factors. First, a Comparative Market Analysis will show recently sold homes in your area. Second, a team of agents will be invited in to provide their input on pricing.



04

Going Live

Professional photos have been taken, and your property listing is now showcased on Compass.com and sent across our 100+ partner sites for the entire selling process.

05

Spreading the Word

I will develop and execute an effective marketing plan including beautiful assets to highlight your home. I will continuously leverage my professional contacts, the Compass Network Tool, launch digital and print ads and hold open houses to find ideal buyers and agents.

06

Showings and Feedback

Agents will book showings through an app that allows you to approve appointments and receive feedback. This feedback from agents and buyers is aggregated from launch, and the listing and marketing strategy is revised if necessary.

7

Communication and Measuring Success

You and I will establish the best method and frequency of communication for updates, metrics, and market info.

8

Receiving an Offer

We will review the offer(s) and decide how to respond: accepting the offer, rejecting the offer, or making a counter offer. In a competitive market, we may decide to set a deadline for bids.

9

Negotiating the Details

The contract is negotiated and accepted, and the home appraisal and inspection take place. If the inspection presents any issues, further negotiations may take place. Typical issues that the seller is asked to address are radon mitigation and other safety concerns.

10

Completing the Close

Prior to closing, the buyer will do a final walkthrough of the property. Upon confirmation of buyer financing, attorneys will draft closing statement reflecting adjustments. Now it's time to hand the keys off to the new owners.

