

Seller's Guide

to getting top dollar for your home.



Condos | Single-Family Homes | Investment Properties | Luxury Homes | Waterfronts



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Discover the valuable role a Listing Agent plays in navigating your home-selling journey, from the initial consultation to a successful settlement, and resources for beyond the sale!



Why Work with a Northrop Realty Listing Agent? We Guide You Through One of Life's Biggest Decisions!

Here's How:

1 Expert Pricing Strategy

Northrop Realty real estate agents have in-depth knowledge of the local market. I can perform comparative market analyses, allowing me to price your home competitively.

2 Negotiation Skills

Being an experienced agent, I can handle multiple offers, counteroffers, and unexpected challenges to ensure the best deal for you.

3 Time Savings

Selling a home involves handling paperwork, coordinating showings, and fielding buyer inquiries. I can manage these time-consuming tasks, allowing you to focus on other priorities.

4 Access to Qualified Buyers

Northrop Realty has a network of pre-qualified buyers and I work closely with other agents. Within this process, I can ensure you that I'm connected with serious and vetted prospects.

Let's Take A Look At Your Step-by-Step Home-Selling Process



MatchMaker

At 6 am the day after the paperwork is turned in, our Future Listings email is sent out to our vast network of Northrop Realty sales agents.



Prep & Staging

An ASP® certified Home Marketing Consultant provides a custom staging plan for your home and schedules a photography and 3D virtual tour session.



Home Highlights

Our High-Def 4K Fusion™ photos, 3D virtual walkthrough, 2D floorplans, and custom brochure beautifully showcase your property.



Coming Soon

We list your home as "Coming Soon" to notify agents in the MLS and our global network that it will be available for showings soon. An Open House is scheduled.



Marketing

Custom, highly targeted, multi-media marketing collateral and advertising campaigns are designed for your property and Open House showings.



Listing Launch

Your property goes live through the MLS and is included in our Hot New Listings 100,000+ subscriber newsletter. Targeted digital and traditional marketing is launched for maximum exposure to buyers.

Resources for Purchasing and Maintaining a New Home in the future!

Should you require any of these resources, simply reach out, and I'll be glad to assist!



Mortgage Lenders

Reputable lenders who offer competitive rates and financing options tailored to your needs



Home Inspectors

Ensures the property is thoroughly inspected for any potential issues



Title Companies

Reliable title companies to conduct a title search and ensure a smooth and sound closing process



Insurance Providers

Options for homeowners insurance and other coverage to protect your investment



Local Government Offices

Resources for local zoning regulations, property taxes, and other local ordinances



Utility Providers

Resources to set up services for water, electricity, gas, internet, and more



Home Service Providers

Find local contractors, landscapers, and cleaners for home maintenance and improvement projects



School District Information

If applicable, a list of local schools and educational resources to help plan in the future



Community Resources

Explore community amenities, recreational facilities, and other resources in the area