

START

SELL
BUY

1 Find a Team You Trust

2 Agree on a List Price for Your House
Determine Search Criteria for Your Next Home

3 Declutter/Prepare Your House for Photos
Start Searching for Your New Home

4 Have Professional Photos Taken
View Available Homes

5 Start Making Offers
List Your House Live in MLS & Market Property



THE JOURNEY TO SELLING & BUYING AT THE SAME TIME

7 Sign Purchase & Sales Agreement for Your Purchase
Collect Offers & Get Feedback from Your Showings

Get Offer Accepted

6 Prepare for & Conduct Showings



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8 Evaluate/Negotiate Offers & Sign Purchase Sales Agreement
Schedule & Negotiate Inspections on Your Purchase

9 Buyer Inspections Completed On Your Sale
Submit Mortgage Application with Lender On Your Purchase

10 Negotiate Inspection Repairs On Your Sale
Appraisal Completed & Value Confirmed on Your Purchase

11 Appraisal Title Search Completed & Buyer's Financing Cleared to Close on Your Purchase
Title Search Completed & Your Financing Cleared to Close on Your Purchase



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CONGRATULATIONS!
You made it to Closing Day!
*Please Bring a valid ID

13 Sign Your Closing Documents & Exchange Keys!

12 Coordinate/Confirm Closing Date, Final Walk Throughs & Moving Details On Your Sale & Purchase



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A lot goes into choosing the right team to work with, not just who promises the highest price for your home. When interviewing agents, ask if they specialize in working with people selling and buying at the same time and how many times they've been able to successfully make this type of transition happen for their clients in the last year. Ask what challenges they faced and keep an eye out for reliable communication, too.

Your listing specialist will study comparable home sales in your immediate area to help you determine a pricing strategy that will get you the highest possible amount for your property. You'll discuss your wants and needs for your next home with your buying specialist and at this point, your agents will present you with a contract allowing them to represent your best interests.

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Tackle any small repairs you discuss with your listing specialist to get your house ready for viewing (for example, repair holes in your walls, freshen up peeling paint, and declutter) and deep clean so your house is photo-ready. Of course, we're available to offer you staging advice to help your house shine. Start searching for and viewing potential properties with your buying specialist – it's time to start exploring your options for your next new home!

The better the pictures, the faster it sells. Studies have shown that homes with quality photography sell faster and for more money. A professional eye can help your home be seen in a new light. More importantly, professional photography entices buyers to visit in person. Have fun shopping for your new home and exploring areas and options for your next neighborhood!

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What good are great pictures if no one sees them, right? It's time to advertise your home with all you've got. We enter your house into multiple MLS systems which syndicates to thousands of websites like Realtor.com and Zillow to run professionally driven email marketing campaigns that keep your home front and center to as many people as possible. As you find contenders for your next home, it's time to work with your buying specialist to craft and present strategic offers on each property that will make you stand out from any competition you may have.

As showing requests come in, we will begin to organize time blocks that begin the first weekend your home is marketed. Our team uses a "deferred showing" strategy – we list the home on Wednesday and setup showings to start on Saturday. We want to get as many eyes on the marketing as possible and structure the showings to create a buzz around the property with potential buyers running into other potential buyers. Sometimes it's the first one, sometimes it's not! Stay focused and keep working with your buying specialist to get an offer accepted and secure your next home.

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Private showings are great opportunities for sellers to receive feedback on their property and to use this information to get top dollar. We will discuss this feedback with you and start collecting offers for your consideration. Once you've gotten an offer accepted on your next home, you'll discuss details, dates, and contingencies and sign your sales contract for your purchase.

Once we begin receiving offers, we will organize and present them to you for your final decision. As the home seller, you have the choice of either accepting an offer as-is, negotiating more favorable terms, or rejecting the offer completely. Upon accepting an offer that both you and the buyer have agreed to and signing a purchase and sales agreement, you are officially under contract on your sale! Your buying specialist will work to help you coordinate your inspections on your next home and negotiate any findings you may want to be addressed before you move in.

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The buyer's home inspections on your sale typically take place within 10-14 days of the agreement being signed. The inspection is performed by a professional while we, as your representative, the buyer and their agent are present. **You should plan to be out of your house during the inspection.** A general home inspection usually takes 2-3 hours, and if the buyer has any requests you'll find out once it's completed and they receive their report. Meanwhile, it's time to work with your mortgage lender to get your application submitted for your financing for your purchase of your new home.

Once the buyer receives the home inspection results on your sale, they may request repairs or contract changes be made. You will have the option to accept, negotiate, or reject these requests. If no agreement can be reached, the contract may be terminated, and showings will resume. Of course, if an agreement is reached - happy dance! If you're using a mortgage, it's time for your mortgage lender to order the appraisal on your new home so they can confirm the fair market value for you – once the appraisal is ordered, they'll reach out to the listing agent directly to access the property.

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If the buyer is using a mortgage to purchase your home, their lender will most likely require an appraisal too. While the buyer and their mortgage lender can expect the appraisal report a week later, it's safe to otherwise say that no news is good news when it comes to your buyers appraisal on your current house. Title searches will be completed on both properties by the closing attorneys to confirm there are no surprises and both you and your buyer's financing will be "cleared to close" on your house and the home you're purchasing – it's time to schedule closings!

Your listing and buying specialists will work with you, the closing attorneys, your buyer and the seller of your new home to coordinate final walk-throughs, times for signing your closing documents and exchanging of keys. The day of closing, unless otherwise negotiated, each house will be empty and ready for its new owners and you and your buyer will get to take one last look to make sure everything is as expected before signing your closing documents and getting the keys to your new home.

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Yes, more paperwork, but this time the end is in sight! The day of closing after walk-throughs are completed, you'll meet with your attorney to review and sign all of your loan documents and sale paperwork. Once everything necessary is signed on your sale and your purchase, the documents will be recorded at town hall and it all becomes "officially official"! You hand over the keys to your old house, get the keys to your new home and get to start moving in – congratulations homeowner, it's time to get your move on!!

CONGRATULATIONS!

You made it to Closing Day!
Sign closing documents and
turn over the keys!

*Please Bring a valid ID

