

# SELLERS ROADMAP

A quick reference guide for sellers navigating the intricate home selling process.



## 1 MEET WITH A REAL ESTATE PROFESSIONAL

Schedule a meeting with a trusted real estate professional to discuss your goals, ask questions, and identify next steps

## 2 ESTABLISH A PRICE

Work with your real estate agent to determine an optimal listing price based on market research

## 3 PREPARE YOUR HOME

Get your home market-ready by decluttering, cleaning, and making any necessary repairs

## 4 LIST IT FOR SALE

Your agent will put your home on the market and start marketing it to bring in potential buyers

## 5 SHOWINGS AND OPENS

Make your property available for showings and open houses to attract potential buyers

## 6 OFFERS AND NEGOTIATION

Evaluate offers with the guidance of your real estate agent and negotiate for the best terms.

## 7 CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter the buyer's offer

## 8 ESCROW PROCESS

Once you accept an offer in writing and all parties have signed the purchase agreement, the escrow process begins with a licensed and reputable escrow company

## 9 BUYERS FUNDING

If the buyer is obtaining a loan, they will work with their mortgage provider to finance the loan, sign their loan documents with a notary, and wire closing funds to escrow

## 10 RECORDING

When escrow receives the buyer and seller's signed documents and the buyer's closing funds, escrow will set up the file for recording with the Title Company

## 11 CLOSING

Your escrow officer will ensure all necessary paperwork is in order and funds are transferred. Your real estate agent will arrange the exchange of keys

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