Home Selling

The Three Phases

Typical Sale Simplified

Preparation Phase
7 - 20 days typical

Seller

Seller & Wm Norton Johnson R.E. Co. Agree to Work Together

Agree on List Price

Prepare Paperwork

Wm Norton Johnson Co. Oversee Entire Process as agent for seller

Municipal Inspection

Pest Control Inspection

Other Recommended Inspection

William Norton Johnson Co. Marketing Department Develops Unique Marketing Campaign

Seller Preparation

Home Makeover Co. Oversees Property Preparation

Marketing Phase
7 - 180 days typical depending on market

Multiple Listing Service

Broker's Tour

William Norton Johnson Co. Oversees Entire Process as agent for seller

Networking with other R.E. Agents

Public Open House

Follow-up After Showings

Mail Campaign

Advertising Campaign

Buyer

Buyer's Agent

Negotiate the Offer

Escrow Phase
20-45 days typical

William Norton Johnson Co. Broker Monitors Escrow for Seller

Escrow Opened

Buyer Inspection Contingency Removed

Buyer Preliminary Title Report Accepted

Buyer Loan Contingency Removed

Signing of Closing Documents

Seller Move

Recordation of Deed

Seller Packaging

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