CENTURY 21®

THE HOME SELLING PROCESS

Your roadmap from our first conversation to closing

DID YOU KNOW?

91% of recent sellers used a real estate agent.

5% of sales were FSBO - an all-time low.

Source: NAR 2025 Profile. National data.

YOUR 10-STEP HOME SELLING ROADMAP

1 INITIAL CONSULTATION
Goals, timing, property and selling priorities.

2 MARKET & PRICING
Comparable sales, competition and market conditions.

3 PREPARE YOUR HOME
Repairs, presentation, staging and readiness.

4 MARKETING PREP
Photography, video, facts and launch materials.

5 MARKET LAUNCH
MLS, online exposure, agent network and promotion.

6 SHOWINGS & FEEDBACK
Manage access, monitor response and communicate.

7 OFFERS & NEGOTIATION
Compare price, terms, financing and contingencies.

8 CONTRACT REVIEW
Complete any applicable contract review and confirm the next steps.

9 INSPECTIONS & CLOSING PREP
Inspection, appraisal, title, financing and deadlines.

10 WALK-THROUGH & CLOSING
Complete final steps, transfer ownership and celebrate.

WHAT INFLUENCES MARKET VALUE?

- **Location & neighborhood** — Buyer demand in your area
- **Comparable sales** — What similar homes sold for
- **Condition & updates** — How your home compares
- **Size, layout & features** — Space, function and amenities
- **Current competition** — What buyers can choose instead
- **Market conditions** — Inventory, demand and financing

You control condition, presentation and asking strategy.
The market determines value.

SELLER PRIORITIES

MARKETING
Reach qualified buyers

PRICING
Position competitively

TIMING
Plan around your goals

THE C21 ADVANTAGE

LOCAL EXPERTISE
Knowledge of our markets

PROVEN MARKETING
A coordinated exposure plan

SKILLED NEGOTIATION
Price, terms, risk and options

SMOOTH EXPERIENCE
Coordination and communication

THE JOURNEY AT A GLANCE

Timing varies with preparation, market conditions, offer terms, financing and transaction requirements.

CONSULT — PREPARE — LAUNCH — SHOW — OFFER — REVIEW — COMPLETE — CLOSE

LET'S MAKE YOUR MOVE A SUCCESS

Your CENTURY 21 agent will help you plan each step and build a selling strategy around your goals.

AGENT NAME

CENTURY 21 BROKERAGE / OFFICE

PHONE / TEXT

EMAIL

Each office is independently owned and operated.

Information is general in nature. Transaction steps and timing may vary. Consult appropriate legal, tax and other professionals as needed.