CENTURY 21®

PROFESSIONAL SELLER SERVICES

Strategic guidance from consultation through closing.



GUIDANCE FOR HOME SELLERS

GUIDANCE THAT SUPPORTS YOUR DECISIONS

Your CENTURY 21 agent helps you evaluate pricing, prepare your home, plan marketing, compare offers and coordinate the steps toward closing. The goal is a clear strategy built around your property, priorities and timing.

A CLEAR PLAN FOR EVERY STAGE OF YOUR SALE

1 PRICING & MARKET POSITIONING

Interpret comparable sales, competition and market conditions to develop an informed launch strategy.

2 PREPARATION & PRESENTATION

Prioritize practical improvements, staging, photography preparation and showing readiness.

3 MARKETING & EXPOSURE

Present and promote your home through the MLS, online platforms, agent networks and coordinated marketing.

4 OFFER EVALUATION & NEGOTIATION

Compare price, financing, contingencies, timing, risk and estimated net proceeds.

5 INSPECTION & APPRAISAL COORDINATION

Help you evaluate requests, understand your options and coordinate the appropriate professionals.

6 CONTRACT-TO-CLOSE MANAGEMENT

Monitor deadlines, communication, financing, title and closing preparation.

WHAT YOU CAN EXPECT

1. CLEAR STRATEGY
2. PROACTIVE COMMUNICATION
3. PRACTICAL RECOMMENDATIONS
4. INFORMED DECISIONS
5. CONSISTENT COORDINATION

AGENT NAME

CENTURY 21 BROKERAGE / OFFICE

PHONE / TEXT

EMAIL

Each office is independently owned and operated.

Information is general in nature. Transaction steps and recommendations vary by property and circumstances.