



TEN STEPS TO SOLD

SIMPLIFYING THE JOURNEY

01

Consultation & Strategic Partnership:

Meet with Mark Abdel to discuss your selling goals, timeline, and customized strategy for bringing your home to market. Once expectations, pricing approach, and representation are aligned, the listing agreement is executed and the process begins.

02

Home Assessment & Strategic Pricing:

Mark will evaluate your home's features, condition, and current market comparables to determine optimal positioning and pricing strategy. The objective is to create strong early demand, attract qualified buyers, and maximize your home's market potential.

03

Property Preparation & Presentation:

Preparing your home for market is a critical part of maximizing value. From presentation recommendations to strategic staging guidance, every detail is focused on creating a strong first impression and elevating buyer appeal.

04

Pre-Market Launch & Strategic Marketing:

A strong launch begins with exceptional presentation. Professional photography, strategic marketing assets, and targeted pre-market implementation are designed to showcase your home beautifully and generate immediate buyer interest from day one.

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RE/MAX
ADVANTAGE PLUS

05

Listing Launch & Market Exposure:

Your home is officially launched across the MLS and leading real estate platforms, supported by strategic digital exposure designed to maximize visibility and attract qualified buyer interest from day one.

06

Buyer Showings & Market Activity:

Qualified buyers will begin touring your home through private showings, creating valuable opportunities for engagement and offers. Open houses may also be strategically utilized when beneficial to increase visibility and market activity.

07

Offer Review & Negotiation:

When offers are received, each is strategically evaluated beyond just purchase price—including terms, contingencies, and buyer strength. Mark provides experienced negotiation guidance to help secure the strongest overall outcome.

08

Under Contract:

With the right offer accepted, your home moves under contract and the transaction enters its next phase. Mark provides hands-on guidance to keep the process organized, efficient, and moving toward a successful closing.

09

Inspections & Appraisal:

During this phase, the buyer completes inspections and the lender orders an appraisal to confirm value. Mark provides experienced guidance through any negotiations or adjustments to help protect the transaction and maintain momentum toward closing.

10

Closing Day:

Closing is the final step where documents are signed, ownership is transferred, and the sale is officially complete. Mark helps ensure a seamless closing experience so you can move forward with confidence.