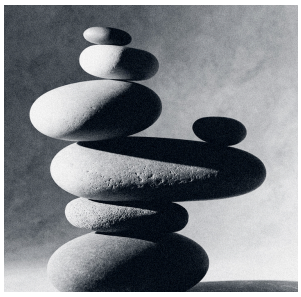
PARAGON
REAL ESTATE GROUP

The Process of Selling Your Home

Review Seller Needs, Wants, Circumstances & Timeline

Experience, Expertise, Commitment
Assess the Value of Using Paragon

Review Property Condition & Circumstances



Comprehensive Marketing Plan
Comparative Market Analysis (CMA)
Pricing & Positioning Strategy
Property-Preparation Punch List
Calculate Seller Proceeds

Agency Disclosure & Listing Contract

- ✓ **Finalize Calendar of Events**
- ✓ **Complete Pre-Sale Inspections**
- ✓ **Order Required Reports**
- ✓ **Assemble Property Disclosure Pkge**
- ✓ **Consider Home Warranty Option**
- ✓ **Order Financing Scenario Flyers**
- ✓ **Assess Updated Market Data**

Prepare Property to Show for Maximum Response & Sales Price

Implement Marketing Campaign
Professional photography, promotional materials, advertising, Internet marketing, Broker marketing, MLS, media slideshow, direct mail/email, signage, etc.

Put Property on Market
Brokers' Tours, Open Houses, Showings by Appointment

- ❖ **Offer Review, Negotiation & Buyer Qualification**
- ❖ **Acceptance of Purchase Contract**
- ❖ **Back-Up Offer Ratified (if possible)**
- ❖ **Revise Seller Net Proceeds Calculations**

- ✓ **Escrow Opened with Title Company**
- ✓ **Buyer Initial Deposit; Loan Pay-off Information to Escrow Agent**
- ✓ **Create Timeline of Contractual Obligations & Close of Escrow**
- ✓ **Continue Property Marketing until All Contingencies Are Removed**

Financing, Due Diligence & Contingency Removal
Appraisal; preliminary title report; buyer inspections; statutory reports; seller disclosures; HOA documents; buyer approval of documents, disclosures and reports; loan commitment; hazard insurance; etc.

- ✓ **All Purchase Contingencies Removed**
- ✓ **Buyer Increase of Deposit**
- ✓ **Final Instructions to Escrow**

- ▪ **Complete Statutory Compliance**
- ▪ **Finalize Moving Arrangements**
- ▪ **Buyer Final Walk-Through**
- ▪ **Review Estimated Closing Statement**
- ▪ **Principals Sign Closing Documents**
- ▪ **Buyer Final Deposit & Loan Funding**

CLOSE OF ESCROW
Recordation of Sale

- ♦ **Proceeds to Seller**
- ♦ **Keys to Buyer**
- ♦ **Closing Follow-Up**