

Information For Sellers

The Corcoran Sales Process

WHAT TO EXPECT

Proper Pricing

Proper pricing, aggressive yet highly connected to value, will guarantee that you receive top dollar for your property. You will receive a market analysis of comparable properties and frequent updates on market conditions.

Customized Marketing Strategy

We design a comprehensive marketing program to maximize the exposure of your property to qualified buyers and within the brokerage industry.

Showcasing Your Home

Your agent will work with you to showcase your property for sale, including tips on staging or modifications that can enhance appeal.

Open House

Your agent will recommend having Open Houses to which the brokerage community is invited. Open Houses offer access to busy agents who seek a specific property for their customers. We may also recommend hosting several buyer Open Houses, scheduled at your convenience and highly publicized. Your agent will coordinate, oversee and manage the entire showing process.

Real Time Reporting

In addition to 24/7 information available on Corcoran.com, your agent will keep in regular contact regarding all developments concerning the sale of your property.

Bid Management

Bid management is a key skill in today's complex market and we train our agents to use the bidding process to maximize the value of your property.

Contract Process

We will recommend an attorney or work with yours, providing any information he or she may need to facilitate a smooth and prompt contract signing and closing.

Board Package Preparation

We ensure that the Board Package is assembled and submitted promptly, and that the purchasers appear to their best advantage. Our senior management team reviews and advises on all Board packages.