COMPOSING YOUR SONG

OUR PROCESS

Houses can be constructed identically, but every home is unique. We are trained to look for and catalog those special characteristics – whether they are striking paint colors, coved ceilings, or spectacular early morning light – and weave them into a narrative that becomes the marketing of your specific property when you are ready to sell. Along with that, we provide guidance and resources to help prepare it for market, so that we capture its "best side" for the discerning eyes of potential buyers.

Here is an overview of our process.

INITIAL CONSULTATION

- We tour the home with you. We learn what you love most about it, what improvements or modifications you've made to it, and give you first impressions of our time in it.
- We discuss compensation, when we are paid for our services, including how fees are shared with participating agents.
- We consider: What could enhance this experience? Recommendations might be fresh/neutral paint, paring down of furnishings, minor repairs, staging, or more substantial projects. We will work with whatever budget of time and money you have, and only recommend those projects that should result in a 3X return on your investment.

RECAP & PROPOSAL

- Within a few days, we will follow up with a formal marketing proposal and market value estimate, known as a Comparative Market Analysis, or "CMA." This will include personally touring and researching your likely competition.
- The marketing proposal will include a Lark and Fir digital marketing strategy as well as conventional methods of promoting your home to reach the greatest number of qualified potential buyers. The proposal is based on the completion of any recommended pre-sale projects that you have agreed to.
- The proposal will include a timeline, and as necessary, resources to help. It will also clearly detail what we will be doing in tandem with those steps, in order to prepare the marketing (or, compose the lyrics!) in a timely fashion and have things ready to execute symphonically in both print and digital media, for maximum exposure value.
- At this time, you will be expected to commit to a listing contract with us, so that we can legally begin pre-marketing efforts with your approval.

WEEKLY PROGRESS

- Once we have a contract in place, we will check in at least once per week, to see how the preparations are coming along.
- Depending upon your timing and circumstances, there might be one week – or ten – before we are ready for the all-important photo shoot and final composition of the marketing pieces for RMLS, social media, and printed flyers.
- If there are more than 3-4 weeks in the interim for the agreed-upon list of projects, an updated CMA will be provided to account for the market activity since the initial report was generated, and any resulting recommendations to shift the asking price accordingly will be made to you.

LARK + FIR
REALTY

LARK
A small bird of the western prairies and grasslands, known for its beautiful song. The meadowlark is the state bird of Oregon.

GOING ON MARKET

- Once the listing goes live, we monitor showing activity closely and provide you with daily updates for the first 10 days.
- We host publicized Open House sessions during the first weekend the home is listed unless rare circumstances (such as a tenant) make this impossible. If no offers are received in a timely manner, we will make recommendations based upon the feedback and adjust the marketing message over all channels as needed.
- If any change in strategy or price is agreed-upon, we will continue to provide daily updates on activity for another two weeks, and then twice weekly after that, as needed.
- The average number of days on the market ("DOM") correlates fairly predictably with the number of qualified buyers for a given price point, such that most homes in financeable condition up to about $500K should attract offers within a couple weeks.
- Homes priced between $500K - $750K might take an additional 2-3 weeks; and those near or over $1M might take a second month or more to find a willing and qualified buyer, since there are fewer qualified buyers in that price range.

SALE PENDING

- Once you come to mutual acceptable terms with a buyer (note: we present and review the merits of, and vet all offers with you as they are delivered), we prepare a timeline with milestones for the transaction for all parties.
- We enter "the inspection period" during which the buyer conducts specific inspections and tests they have identified in their offer, such as the general home inspection, as well as other tests that may include conditions you will have to insure or agree to in order for the tests to be performed accurately.
- We will advise you of critical junctures, and track that the buyer is performing as per the terms of the contract, such as the time that the buyer is permitted by law to deposit earnest money, review property disclosures and the preliminary title report, make a loan application, as well as conduct inspections and negotiate any repairs or credits for flaws or unsatisfactory conditions.
- Once we have successfully navigated inspections and negotiations for repairs or credits on your behalf, we will track the completion of any necessary appraisal, which should be conducted promptly.
- Until all financial conditions have been met, you should receive at least two updates per week from us during this phase of the transaction. We will also help coordinate any repairs you have agreed to and insure proof of completed work is provided to all parties.

CLOSING

- Once the buyer has signed their final paperwork (typically loan documents), we will coordinate your review of final settlement terms, and your signing appointment with the title company and escrow officer.
- We will help you with any final de-staging or removal of items you don't want to take with you, as well as any moving, storage, or cleaning services.
- We will remove all of our marketing materials and insure that we collect and deliver keys once the sale records.