

step by step SELLING



ae ALEXIS OAKES
REALTOR®

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COLDWELL BANKER | SELECT

01 MEET WITH ME

Discuss your needs, set a price, & sign listing paperwork

02 SELLER "HOME WORK"

Clean, repair, declutter,
fill out forms

03 PHOTOGRAPHY

Photos, floorplan, drone
aerials, video tour, etc

06 SHOWINGS

ShowingTime to schedule,
Sentrilock to access

05 MARKETING MATERIALS

Yard sign, directional signs,
flyer box, listing book

04 ACTIVATE MLS

Property database syndicates
out to Coldwell Banker, Zillow,
Realtor.com, etc

07 ADVERTISING

Posts to Facebook,
Instagram, etc

08 EVENTS

Open houses, broker's opens

09 PERSONAL NOTES

Sent to REALTORS® who
have buyers looking for a
home like yours

12 CONTRACT DUE DILIGENCE

Inspections, financing, &
appraisals

11 OFFERS

Discussion & accept, negotiate
or decline

10 COMMUNICATION

Feedback, market updates,
& adjustments

13 REPAIR NEGOTIATIONS (TRR)

All, some, or as-is

14 TITLEWORK

Title requirements, loan payoff,
survey

15 CLOSING

Settlement Statement,
pre-sign, buyer closing,
receive proceeds

