



MY PROCESS FOR
home sellers

#1 Get to Know Each Other: We'll have a preliminary talk to discuss your expectations, plans, and timing. It's important that we're a good fit because we'll talk frequently and I'll be in and out of your home, initially helping to get it ready to sell and ultimately showing your home to prospective buyers. During our preliminary interview, I'll ask you some basic questions about your house, like number of bedrooms and bathrooms, but also what drew you to your home in the first place, its condition, what you love about it, and what you would change if you were to stay.

#2 Get Educated: I'll give you a seller's packet, which includes information on the selling process, pricing strategies, closing costs, some background about me and Houlihan Lawrence (the local market leader), how we'll market your home, and documents to review that you'll eventually sign if you decide to move forward.

#3 Property Walk-Through: I'll assess your home and we'll discuss what potential improvements to consider so your house sells quickly, at top dollar – whether that's a fresh coat of paint, updating some light fixtures, fixing a leaky faucet, or even renovating a bathroom for minimum cost but maximum impact.

#4 Make a Plan: There's usually an ideal time or deadline that drives your move. We'll put together a schedule of what needs to happen so you're able to move on time to meet your ideal timetable. We'll discuss backup plans if your house doesn't sell according to schedule or if it sells faster than you expect.

#5 Get It All Out on the Table: We will review the materials in the selling packet — marketing plans, competition, closing costs, and all documentation. Ask any questions you have to be comfortable before you move forward. We'll also get into the nitty-gritty and discuss your guidelines for showing — for example if you need 24-hour notice or if you want me to keep a key at my office for agents or would rather have a Supra lock box.

#6 Contract Signing: This is an exclusive right for Houlihan Lawrence, with me as the agent, to sell your property, and it's usually a contract over a time frame designated by you (typically 6 to 12 months). A signed contract as well as signed New York state disclosures will be necessary to move forward from here.

#7 Shine That Penny! I'll help you enhance the value of your home so you get top dollar, and I'll probably make a few suggestions for improvements. If you do decide to move forward with a project or two, I have a carefully curated arsenal of professionals who can help get your house ready. I'll check the building file of your house at Town Hall to make sure we don't have any surprises when it's time to close, such as an open permit that needs to be closed. We'll discuss staging options — I can stage your house using the furniture and various pieces you already own or bring in vetted staging professionals for a free consultation, giving you various options to consider. Finally, I'll have your home photographed by a professional photographer, measured, and floor plans drawn up. We'll discuss additional things like a Matterport floor plan, video, and drone photography to make sure that your property pops online.

#8 Pricing Strategy: I'll do an in-depth market analysis and pricing strategy to educate you and ultimately to net you the most dollars. We'll look at a big-picture market analysis of your area and then get more granular as it relates to your town, neighborhood, the size of your home, its condition, and its amenities. As a member of the Houlihan Lawrence team, the Westchester market-share leader, I have access to superior data and market knowledge. I'll help you decide on a price range, but we'll finalize the price once you're ready to have your house go live, as we want to take into account the most recent market activity.

#9 Modern Marketing: The first place any buyer will see your home is online. As a modern marketer and former marketing executive for global brands, I'll ensure that your property gets out there on all digital media outlets, in style. I'll explore creative ways to create buzz around your property through special broker events as well as traditional marketing channels like print and open houses. Houlihan Lawrence promotes its properties in publications like The Wall Street Journal, The New York Times, and Brownstoner. I'll reach out to our stellar network of local agents to spread the word about your unique home and everything it has to offer.

#10 Negotiate Like a Boss: At the end of the day, you want to get fair market value for your home, and it's my job to make that happen. Price is a big part of the negotiation, and you'll be fully equipped with market data to know the value of your house. There are also softer elements in a negotiation that are important — timing of the move, exclusions and inclusions, mortgage and inspection contingencies, as well as simply having a constructive and positive relationship with the other side of the table. All of these elements are part of the mix, and I'll work to get you the most positive outcome.

#11 Getting It Done: Buying or selling a home is a big deal, and it's not uncommon for there to be hiccups along the way. I'll be there every step to manage your transaction so it runs as smoothly as possible and gets you where to want to be on time.

Val Otto
— REAL ESTATE


HOULIHAN LAWRENCE
SINCE 1888

(646)884-0650
votto@houlihanlawrence.com
valottorealestate.com

