

Working together to sell your property

Shared Objectives

It is in everyone's best interest to:

- Attract qualified buyers
- Negotiate favorable terms
- Get the best possible price
- Complete the transaction expediently

When it comes to selling a property, there are many things we can all agree on. These mutual objectives define the partnership between REALTOR® and seller, and foster the spirit of teamwork that will be instrumental to our shared success. Each team member has an important role to play.

Individual Responsibilities

Seller's responsibility:

- Agree to a reasonable listing price
- Agree to marketable terms
- Prepare property for showings
- Make the property available for tours and showings
- Be available for offer presentations

REALTORS® responsibility:

- Provide market data to help set the listing price
- Give tips for property preparation
- Advertise the property
- Tap into referral network for buyers
- Communicate between other agents and buyers
- Negotiate the sale
- Assist with the closing process

Edina Realty's responsibility:

- Provide broad exposure for your property
- Offer key support services
- Supply buyers through our referral network
- Provide a reputation of credibility and a track record of performance