



GUIDE TO SELLING A HOME



Windermere
REAL ESTATE
—CITY GROUP—



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The Nick Briggs
DIFFERENCE

“Your true worth is determined by how much more you give in value than you receive in payment”

-The Go-Giver

- **What Separates me from other agents?**

Most agents focus on transactions – I focus on relationships. My business is built on the philosophy that “your true worth is determined by how much more you give in value than you receive in payment.”

That means I don’t just help you buy or sell a house – I help you make confident decisions, stay informed, and feel supported long after closing. My goal isn’t just to close deals; it’s to create raving fans who trust me enough to refer their friends and family.

- **How do I approach working with clients?**

I follow a simple rule: People work with people they know, like, and trust.

So my process is built on slowing down to connect. I start with listening – really listening – to what matters most to you. Then I use my experience, local data, and systems to create a plan tailored to your goals. Every conversation, showing, and negotiation comes from that foundation of trust and clarity.

- **What’s my philosophy on sales?**

I don’t “sell” – I serve.

Instead of trying to convince people to move, I focus on helping them make decisions that improve their lives. I’m here to educate, guide, and protect – not pressure. I take care of my people first and worry about business last.

- **How do I measure success?**

By the number of people who feel genuinely cared for – not the number of homes sold.

Success for me is when a client says, “You made this so much easier than I expected,” or when they send me a message months later saying they love their new neighborhood. That’s when I know I’ve done my job right.

- **What kind of experience should my clients expect?**

Calm, clarity, and communication. I want every client to feel informed and confident from start to finish. You’ll always know what’s happening, why it matters, and what comes next. My systems are designed to remove stress, simplify the process, and create a smooth experience – whether you’re buying your first home or selling your fifth.

- **What’s my role after closing?**

Closing isn’t the end of our relationship – it’s the beginning of my commitment to being your lifelong real estate resource. I stay in touch with market updates, local recommendations, and value-driven resources throughout the year. My goal is to remain your go-to person for anything home or Spokane-related long after the keys are handed over.

My Value
PROPOSITION

Sellers

Buyers

Other Realtors	Nick Briggs (Me)	Other Realtors	Nick Briggs (Me)
<input type="checkbox"/> Yard Sign	<input type="checkbox"/> Yard Sign	<input type="checkbox"/> Buyer Consultation	<input type="checkbox"/> Advanced Buyer Consultation
<input type="checkbox"/> Lock Box	<input type="checkbox"/> Lock Box	<input type="checkbox"/> MLS Access	<input type="checkbox"/> MLS Access
<input type="checkbox"/> MLS Upload	<input type="checkbox"/> MLS Upload	<input type="checkbox"/> Property Tours	<input type="checkbox"/> Advanced Property Tours
<input type="checkbox"/> Property Flyer	<input type="checkbox"/> Property Flyer	<input type="checkbox"/> Offer Preparation	<input type="checkbox"/> Advanced Offer Preparation
<input type="checkbox"/> Schedule Showings	<input type="checkbox"/> Schedule Showings	<input type="checkbox"/> Negotiation	<input type="checkbox"/> Advanced Negotiation
<input type="checkbox"/> Settlement Services	<input type="checkbox"/> Settlement Services	<input type="checkbox"/> Vendor Referrals	<input type="checkbox"/> Expert Vendor Referrals
<input type="checkbox"/> Price Opinion	<input type="checkbox"/> Detailed & Collaborative CMA	<input type="checkbox"/> Transaction Management	<input type="checkbox"/> Better Transaction Management
<input type="checkbox"/> Advertising	<input type="checkbox"/> Strategic and Optimized Marketing		<input type="checkbox"/> Property Valuation Reports
<input type="checkbox"/> Photos	<input type="checkbox"/> Professional Photos		<input type="checkbox"/> In-Depth Form Explanation
<input type="checkbox"/> Offer Handling	<input type="checkbox"/> In-Depth Form Explanation		<input type="checkbox"/> Detailed Buying Process
<input type="checkbox"/> Negotiations	<input type="checkbox"/> Strategic & Effective Negotiations		<input type="checkbox"/> Buyer's Packet
	<input type="checkbox"/> Detailed Listing Process		<input type="checkbox"/> Market/Process Education
	<input type="checkbox"/> Pre-Listing Packet		<input type="checkbox"/> Weekly Email Updates
	<input type="checkbox"/> Full Detailed Marketing Plan		<input type="checkbox"/> Weekly Phone Calls
	<input type="checkbox"/> Professional Grade Property Video		<input type="checkbox"/> Listing Research Prior to Showing
	<input type="checkbox"/> SEO Optimized Property Blogs		<input type="checkbox"/> Home Priority List
	<input type="checkbox"/> Better Website Search Results		<input type="checkbox"/> Home Showing Ranking List
	<input type="checkbox"/> Kitchen Counter Display		<input type="checkbox"/> Full Home Research
	<input type="checkbox"/> Strategic Open Houses		<input type="checkbox"/> Paperwork Management
	<input type="checkbox"/> Constant Feedback From Showings		<input type="checkbox"/> Investment Analysis
	<input type="checkbox"/> Strategic Price Adjustments		<input type="checkbox"/> Highly Detailed Property Search
	<input type="checkbox"/> Neighbor Outreach		<input type="checkbox"/> Logging Tour Feedback/Notes
	<input type="checkbox"/> Multi-Media Marketing		<input type="checkbox"/> Offer Writing Strategies
	<input type="checkbox"/> Weekly Email Updates		<input type="checkbox"/> Offer Summary For Sellers
	<input type="checkbox"/> Weekly Phone Calls		<input type="checkbox"/> Many Added Personal Touches
	<input type="checkbox"/> Market/Process Education		<input type="checkbox"/> Many Helpful Tools
	<input type="checkbox"/> Annual Property Reviews		<input type="checkbox"/> Ensuring a Smooth Transaction
	<input type="checkbox"/> Closing Coordination		<input type="checkbox"/> Inspection Coordination
	<input type="checkbox"/> Strategic Direct Mail		<input type="checkbox"/> Annual Property Reviews
	<input type="checkbox"/> Excellent Customer Service		<input type="checkbox"/> Closing Coordination
	<input type="checkbox"/> Net Profit Calculation		<input type="checkbox"/> Excellent Customer Service
	<input type="checkbox"/> Expert Recommendations		<input type="checkbox"/> Net Cost Calculations
	<input type="checkbox"/> Move In/Out Coordination		<input type="checkbox"/> Expert Recommendations
	<input type="checkbox"/> Full Transaction Management		<input type="checkbox"/> Move In/Out Coordinating
	<input type="checkbox"/> Post-Closing Communication		<input type="checkbox"/> Full Transaction Management
	<input type="checkbox"/> And Much More...		<input type="checkbox"/> Post Closing Communication
			<input type="checkbox"/> And Much More...

About Me

My name is Nick Briggs,

Being born and raised in Spokane, I've always known what a special place this city is. From the beautiful seasons to the strong sense of community, Spokane has shaped who I am—and it was always my dream to help others create a life here, too. That dream led me to real estate, where I get to combine my love for this city with my passion for helping people.

Before entering the world of real estate, I spent many years in the customer service industry. During that time, I learned the importance of truly listening, clear communication, and following through—skills that not only helped me build strong relationships but also showed me just how much I enjoy supporting others. Wanting to take that passion a step further, I attended Gonzaga University, where I earned a Bachelor's Degree in Business Administration. That education strengthened my foundation in management, negotiation, and leadership—skills I now use every day to help my clients navigate their real estate journeys.

I love this community with a passion, and that passion fuels my commitment to providing both buyers and sellers with exceptional service. My goal is always to bring comfort, confidence, and clarity to the process, no matter where someone is in their journey. Whether it's a first home, an investment property, or a dream home, I strive to be the trusted advisor my clients can count on every step of the way.

When I'm not working, you'll likely find me playing a round of golf, cheering on my favorite sports teams, fishing, or spending quality time with friends and family. I feel incredibly lucky to live and work in such an amazing city—and I'm honored to help others call it home, too. I would be honored to represent you in this next step of your life!



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As Your Listing Agent,

here are some of the most important tasks I'll handle for you.

Conduct a Comparative Market Analysis.

Competitively price your home to sell.

Create a complete home marketing plan.

Coordinate **SHOWING TIMES.**

Negotiate all offers per your instructions.

Provide complete transaction management.

Keep you informed every step of the way.

Some of my other tasks...

- ✓ Research MLS sales activity.
- ✓ Research Days on Market for similar properties.
- ✓ Complete curb appeal assessment.
- ✓ Discuss how qualified buyers will be vetted.
- ✓ Explain brokerage's role in the transaction.
- ✓ Provide weekly progress reports and share feedback to determine if any changes are needed.
- ✓ Create a net sheet to evaluate offers.
- ✓ Explain each offer's pros and cons.
- ✓ Establish a timeline for loan approval and closing.
- ✓ Measure total square footage.
- ✓ Compile list of completed repairs and items to be maintained.
- ✓ Order your For Sale signs.
- ✓ Assess interior decor and suggest changes.
- ✓ Discuss print/online ads.
- ✓ If needed, order and supervise inspections including lead paint, asbestos, termite, mold/mould and sewer systems.
- ✓ Confirm verifications of deposit.
- ✓ Verify with buyer's agent that loan processing is on track.
- ✓ Design property marketing flyers.
- ✓ Create buyer feedback report.
- ✓ Review MLS regularly to ensure property remains competitive.
- ✓ Notify my referral network (including international relocation network) about listing.
- ✓ Help resolve any issues with buyer after the sale.
- ✓ Stay in touch with you after the sale with relevant information regarding real estate and other interesting topics.
- ✓ **...and many more!**

Seller

PROCESS



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Briggs

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№	ACTIVITIES	<input checked="" type="checkbox"/>
1	Listing Presentation	<input type="checkbox"/>
2	CMA	<input type="checkbox"/>
3	Paperwork	<input type="checkbox"/>
4	Preparation	<input type="checkbox"/>
5	Listing Day	<input type="checkbox"/>
6	Marketing	<input type="checkbox"/>
7	Offer Received	<input type="checkbox"/>
8	Inspection	<input type="checkbox"/>
9	Appraisal	<input type="checkbox"/>
10	Final Walkthrough	<input type="checkbox"/>
11	Signing Day	<input type="checkbox"/>
12	Closing Day	<input type="checkbox"/>

1. Listing Presentation



WHAT IS THE LISTING PRESENTATION?

- The listing appointment is our first point of contact.
- Takes place at sellers house.
- Seller gives a home tour for accurate pricing.
- Overview of the selling process and services will be provided.

WHAT TO EXPECT

Listing presentation covers:

- Forms and property information.
- Interview questions for the seller.
- Value provided by the agent.
- Marketing strategy.
- Detailed selling process and additional topics.



2. CMA



WHAT IS THE CMA?

- Comparative Market Analysis (CMA) determines home value by comparing similar homes.
- Conducted post-listing presentation to assess house and identify solid comparables.

HOW IS A CMA DONE?

- CMA involves identifying pending, active, and recently sold properties within 6 months.
- Ideal comps: similar in square footage, bedrooms, bathrooms, lot size, and within a mile of the property.

HOW IS MY METHOD BETTER?

Most agents determine price by looking at a few comparable sales and picking a number that “feels right.” That approach might work sometimes – but it leaves room for emotion, bias, and guesswork.

My pricing process is data-driven and visual. I analyze your home’s position in the market the same way a buyer does – comparing it against active, pending, and sold listings through a detailed graphical model that shows where your property fits in real time. This allows us to see exactly how buyers will perceive your home compared to others, so we can price strategically to attract maximum attention, not just list and wait.

It’s not about guessing your home’s value – it’s about understanding how the market will respond to your price. That’s how we position your property to sell faster and for stronger offers.



3. Paperwork



WHAT IS THE PAPERWORK STEP?

- Paperwork follows pricing strategy development.
- Once listing price is established, we will proceed with filling out necessary documents.

WHY IS IT IMPORTANT?

- The paperwork step is initiated after listing presentation and CMA.
- Ensures understanding of my commitment level before the sale process.
- Seller will learn how we use paperwork and will understand each document in depth.

WHAT PAPERWORK WILL WE SIGN?

- 1A-SWF (Exclusive Listing & Sale Agreement)
- MLS Data Form (Listing Info)
- Form 17 (Seller Disclosure)
- Exhibit A (Legal Description)
- Form 22J (Lead Based Paint)
- Form 22K (Utilities)
- Form 22E (FIRPTA)
- Wire Fraud
- Docs Recieved



4. Preparation



WHAT IS THE PREPARATION STEP?

- Listing your house involves many tasks.
- Assistance is provided to prioritize pre-listing actions and handle certain tasks.
- Seller will understand what helps homes sell and how to implement those strategies in their sale.

WHAT SHOULD BE DONE?

- Professional photography and videography will be provided.
- Tips to enhance home presentation for maximum sale value will be given.
- Sellers can expect full transparency and honesty.

WHAT ALL NEEDS TO BE DONE?

- Open Title
- Make Repairs
- Cleaning
- Staging
- Remove Personal Items
- Photography/Videography
- Install For Sale Sign
- Install Lockbox



5. Listing Day



WHAT IS LISTING DAY?

- Listing Day: the day your house goes live on the market.
- Follows process explanation, pricing establishment, paperwork completion, and house preparation steps.

WHEN IS THE BEST DAY TO LIST?

- Preferred listing time: Thursday morning.
- Strategy: Aligns with house hunters planning to view homes Friday-Sunday, keeping the listing fresh in their minds.

SHOWING TIPS

- Be flexible for showings, be prepared to leave when people are showing
- Leave the lights on with comforting music playing
- De-clutter and clean before showings
- Remove all personal items
- Use a warm cookie scented air freshener



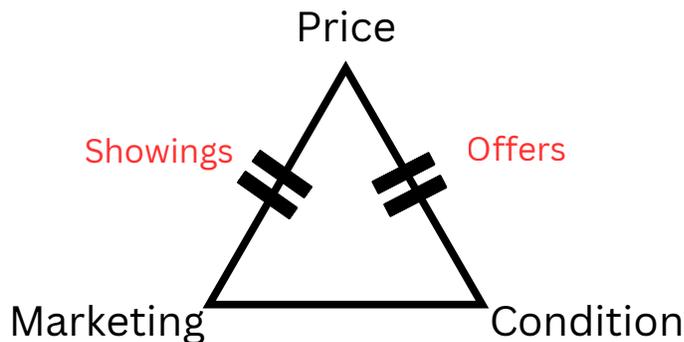
6. Marketing



WHAT IS THE MARKETING STEP?

- Marketing: Promoting your property to maximize visibility.
- Goal: Increase showings through effective marketing to secure offers.

THE MARKET SPEAKS



HOW WILL NICK MARKET?

- Post just listed on Instagram, Facebook, LinkedIn, Google, Facebook Marketplace, and More
- Send Just Listed Postcards.
- Custom Property Blog Post With SEO Optimization.
- Custom Walkthrough Video
- Facebook/Instagram Ads.
- Flyers, Older Marketing Methods, etc.
- Custom Home Flyer For Inside House (Comparable Listings, Special Features, Seller's Favorites)
- Host Open Houses Each Weekend w/ Feedback Forms for Each Guest to Fill Out.
- Send Letters to Neighbors
- Present Listing to All Agents in My Office
- Do Everything I Can To Get It Sold As Fast As Possible



7. Offer Received



WHAT IS THE OFFER RECEIVED STEP?

- Offer Review: Assess and discuss buyer's offer terms.
- If acceptable, guide through acceptance process.

WORK W/ ESCROW

- Work closely with escrow; they bridge between both parties.
- Be prepared to provide required information and answer questions.



8. Inspection



WHAT IS THE INSPECTION?

- Inspection: Comprehensive examination of the house for potential issues.
- Buyers will send an inspection response after understanding the property's condition.

WHAT CAN THE BUYERS DO AFTER THE INSPECTION?

- Post-inspection buyer options: request repairs, alter contract terms, or withdraw.
- Seller can then counter or accept buyer's response.
- Buyer then can accept the counter, offer a new counter, or terminate the agreement.



9. Appraisal



WHAT IS THE APPRAISAL?

- Appraisal: Evaluation of home's value post-inspection for lender verification against loan amount.

WHY DOES A HOME NEED AN APPRAISAL?

- Appraisals ensure the bank's investment is secure by verifying the home's value matches the loan amount.

ARE THERE ANY ISSUES?

- FHA and VA loans may face appraisal issues; proactive measures taken to identify potential problems.
- Decision on allowing FHA/VA financing based on issue severity.
- Small issues recommended to be addressed pre-appraisal to prevent complications.



10. Final Walkthrough



WHAT IS THE FINAL WALKTHROUGH?

- Final walkthrough: Buyers and their agent check that requested repairs are completed and the home remains in the agreed condition.

WHY DO A WALKTHROUGH?

- Walkthroughs allow buyers to verify that inspection issues were addressed and the home is in the agreed-upon condition.
- If the home is not in the condition agreed upon or repairs were not done, the buyer may terminate the agreement.

WHEN IS THE FINAL WALKTHROUGH?

- The final walkthrough typically occurs within a week of closing or after completing any requested repairs.



II. Signing Day



WHAT IS SIGNING DAY?

- Signing Day: Occurs a few days before closing, where both parties sign to transfer property ownership.

WHY DO SIGNING DAY?

- Signing day essential for transferring ownership from seller to buyer.
- A notary will clarify and explain each document before signing.

WHEN DOES THE BUYER SIGN?

- Buyer typically signs documents the day before closing.
- After buyer signs, all parties have completed signing; wait for escrow notification of county-recorded ownership change.



12. Closing Day



WHAT IS CLOSING DAY?

- Closing day: Specified in the contract as the day the county records the change of ownership.

WHEN IS CLOSING DAY?

- Typically occurs the day after Signing Day.

WHEN CAN THE BUYER MOVE IN?

- Buyer can move in after county records the ownership change.
- Agent will inform the buyer once escrow confirms the update.



VACANT HOME? STAGING CAN CHANGE EVERYTHING.

Staging helps your home sell faster — and for more money.



*Helps buyers visualize
the space*



*Improves photos +
online first impressions*



*Makes rooms feel larger
and more functional*



*Creates urgency
and stronger offers*

— STAGING WORKS: BY THE NUMBERS —

83% of buyers' agents say staging helps buyers visualize the home

1%–10% higher offers reported by agents when staged

Up to **70% faster** sale time in many markets

Recommendation:

- **Home Staging Works**
Phone: (509) 868-4187
Email: Info@homestagingworks.com
Website: homestagingworks.com

Property Enhancement Checklist

You can rely on my network of the most reliable and dependable home improvement professionals in the marketplace.

LIVING AREAS

TIDY UP!

- Remove piles of papers and magazines from tables.
- Rearrange furniture; discard worn furniture and store "extra" pieces.
- Straighten bookshelves.

CLEAN UP!

- Clean and deodorize all carpets, spot cleaning where necessary; wash all floors.
- Polish all furniture.
- Wipe down lighting fixtures, making sure all bulbs are working.
- Wash window treatments.
- Clean fireplace, if applicable.

PATCH UP!

- Patch and paint walls and ceilings, if necessary.

THE FINISHING TOUCH!

- Display linens on table.
- Add fresh flowers, potpourri or a scented candle.
- Rearrange pictures to highlight specific areas.
- Add lamps if room is dark.

BEDROOMS

TIDY UP!

- Straighten children's play area and store extra toys.
- Remove extra furniture and rearrange to define areas.
- Make closets more appealing by storing seasonal clothes elsewhere.
- Be sure all clothes are hanging up and not lying around the room.

CLEAN UP!

- Clean and deodorize all carpet, spot cleaning where necessary.
- Wash window treatments.
- Wipe down lighting fixtures, making sure all bulbs are working.

PATCH UP!

- Patch and paint walls and ceilings, if necessary.

THE FINISHING TOUCH!

- Add decorative pillows to beds.
- Add a plant.

OTHER ROOMS

TIDY UP!

- Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- Box up and store (or dispose) of any unnecessary items.

CLEAN UP!

- Sweep and clean floors.
- Remove cobwebs from walls, window sills and ceilings.
- Wash windows, inside and out.

PATCH UP!

- Make sure furnace, air conditioning and hot water heater are in working order.

HERE COMES A BUYER

Before each showing, be sure to complete these last-minute touches to make your home stand out and look great!

EXTERIOR

- Pick up after pets.
- Pick up lawn tools, toys, etc. lying around the yard.
- Clear driveways and walk areas.

INTERIOR

- Open curtains for daytime showings and close curtains for nighttime showings.
- Open windows to "freshen up" your home.
- Do a quick tidy up.
- Play instrumental music.

ADDITIONAL OBSERVATIONS:

Conduct a
Comparative
Market Analysis.

AS YOUR LISTING AGENT,

Keep you
informed every
step of the way.

Competitively
price your home
TO SELL.

there are 100+ tasks I'll handle for you.
Here are just a few:



Provide complete
transaction
management.

Create
a complete home
marketing plan.

Coordinate
showing
times.

Negotiate all
offers per your
instructions.

The New Rules of Real Estate **FOR SELLERS**

1

I'll work on all
the details with
the buyer's

agent to negotiate
the best price and
terms of the sale for
you, including any
concessions.

2

Buyer's agents
bring a stronger
pool of vetted,

motivated buyers to your
home. These agents
will ensure a smooth
process throughout the
whole transaction.

3

Compensation
can no longer
be listed on the

MLS, on a state-by-state
basis, but can be (as has
always been the case)
negotiated in other ways.

Oh, by the way...if you or someone you know is considering a move, feel free to contact me with any questions. I'm here to offer clear, concise information you can trust.

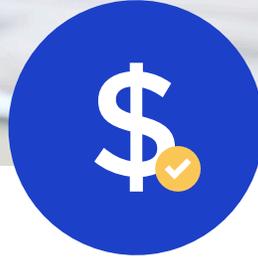
What a Buyer's Agent Does



Brings a bigger pool of stronger buyers.



Reduces the number of those "just looking."



Encourages the buyer to make a fair and strong offer.



Helps expedite the entire process ensuring the deal doesn't fall through and closes on time.



Recommends professionals (mortgage lenders, title, insurance, etc.) to ensure a smooth closing.

CLOSING COSTS

DISCLAIMER: THESE ARE EXAMPLES AND THE CLOSING COSTS CAN VARY WIDELY

SELLER CLOSING COSTS: 6% - 10% OF SALE PRICE

- **AGENTS COMMISSION:
(VARIES, IF APPLICABLE)**
- **SELLER CONCESSION
(3% - 9% OF SALE PRICE)**
- **ESCROW FEE
(VARIES)**
- **HOME WARRANTY
(\$400 - \$600/YEAR)**
- **PRORATED PROPERTY TAX
(VARIES)**
- **TRANSFER TAX
(VARIES)**
- **OUTSTANDING LIENS
(IF ANY)**

BUYER CLOSING COSTS: 2% - 6% OF LOAN

- **APPRAISAL FEE
(\$400 - \$600)**
- **ESCROW ACCOUNT FUND
(~2 MONTHS OF EXPENSES)**
- **HOME INSPECTION
(\$300 - \$450)**
- **HOME INSURANCE
(\$50/MONTH PER EACH \$100K IN HOME VALUE)**
- **HOME WARRANTY
(\$400 - \$600)**
- **LOAN ORIGATION FEE
(~1% OF LOAN)**
- **LENDER'S TITLE INSURANCE
(0.5% - 1% OF LOAN)**
- **OWNER'S TITLE INSURANCE
(~1% OF PURCHASE PRICE)**
- **MORTGAGE INSURANCE FOR FHA, USDA, OR
VA**
- **PREPAID DAILY INTEREST RATES
(VARIES)**
- **PRORATED PROPERTY TAX
(VARIES)**
- **RECORDING FEE
(VARIES)**
- **AGENT COMMISSION (IF APPLICABLE)**

I WILL CALCULATE THIS FOR
YOUR SPECIFIC SCENARIO

Recommendations

Buyers

Lenders:

- Skip Leasure (InterCap Lending)
 - Phone: (858) 208-7055 / (509) 213-7303
 - Email: skip@intercaplending.com
- Wayne Sherrill (American Pacific Mortgage)
 - Phone: (509) 893-1594
 - Email: wayne.sherrill@apmortgage.com
- Luke Baker (Guardian Mortgage)
 - Phone: (509) 710-4631
 - Email: lukebaker@gmc-inc.com

Inspectors:

- Mark Wilkins (Superior Home Inspections)
 - Phone: (800) 294-5591
 - Website: superiorhomeinspectionsnw.com
- Dan Brower (Castle Home Inspection)
 - Phone: (509) 769-8125
 - Website: castlehomeinspector.com
- Liberty Inspection Services
 - Phone: (509) 960-3000
 - Website: liberty-inspection.com

Sellers

Title/Escrow Companies:

- CW Title & Escrow
 - Phone: (509) 558-2800
 - Website: cwttitle.com
- WFG National Title
 - Phone: (509) 532-5000
 - Website: wfgtitle.com
- TICOR Title
 - Phone: (509) 327-2381
 - Website: ticorspokane.com

MISC:

- I have great contacts for most contractors/jobs. Feel free to reach out if you need any particular recommendations

Common Questions Answered:

(Scan QR Codes to Read My Answers)

How to Buy a House in Spokane?



How To Price a House in Spokane?



Should You Fix Up Your House Before Selling?



What's The Best Time to Sell a House?



How Long Does it Take to Sell a House?



How Much Does it Cost to Sell a House?



How to Prepare to Sell a House in Spokane?



What Are Common Home Selling Mistakes?



How to Negotiate Before/After Inspection?



How to Stage a Home?



What Happens After an Offer is Accepted?



How to Get And Handle Multiple Offers?

