

A man with glasses and a beard, wearing a maroon shirt, is smiling and looking at a woman with brown hair, wearing a pink shirt. They are standing in a room with several cardboard boxes on the floor, suggesting a move. The man has his hands on the woman's shoulders. The background is a softly lit interior with a lamp and some plants.

CORLEY REAL ESTATE
MILWAUKEE'S CONDO SPECIALISTS

EMPOWERING YOU TO
NAVIGATE THE MARKET WITH
CONFIDENCE AND TRUST

SELLERS
GUIDE

SELLERS

GUIDE

THE CORLEY ADVANTAGE

Selecting the right agent is crucial to enhancing your homeselling experience. Partnering with Corley Real Estate provides you with access to Milwaukee's latest market insights, extensive network, and unparalleled experience

Selling a home involves many complexities, from property preparation and marketing to negotiations and paperwork.

We are committed to surpassing your expectations throughout every phase of the process making your home selling journey as smooth and stress-free as possible.



ONLINE RESOURCE GUIDE

Whether you're seeking a local contractor or looking for staging suggestions, these online resources are tailored to help you identify the most effective solutions for your home selling needs. We invite you to explore our tools and resources to ensure you are well-informed and adequately prepared for every phase of your home selling journey.



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HOME SELLING PROCESS



GO-TO-MARKET STRATEGY

Use comparable sold properties, with consideration of home condition, to determine the right price, necessary preparation, and timing to achieve the best results!



MARKETING YOUR HOME

- LARGE SOCIAL MEDIA PRESENCE
- NETWORKING
- CRE WEBSITE LISTING W/ FEED FROM METRO MLS
- PROFESSIONAL STAGING
- BEST-IN-CLASS PHOTOGRAPHY & VIDEOGRAPHY
- VIRTUAL TOURS
- OPEN HOUSES



ACCEPTING AN OFFER

For any offer received, it is important to understand the terms, implications, and overall strength of an offer.

TYPICAL MILESTONES OF AN OFFER TO NAVIGATE & NEGOTIATE:

- EARNEST MONEY RECEIPT
- INSPECTION/TESTING
- APPRAISAL
- LOAN COMMITMENT



SUCCESSFUL CLOSE

TIME TO CELEBRATE!



SELLER PREPARATION

Impress house hunters with simple yet visually appealing updates. You want potential buyers to imagine your house as their own.

DECLUTTER & DEPERSONALIZE

DEEP CLEAN

PRE-SALE HOME INSPECTION

SELLER DISCLOSURE

MINOR REPAIRS & QUOTES

CREATE CURB APPEAL



CORLEY REAL ESTATE

MILWAUKEE'S CONDO SPECIALISTS



EXTENSIVE NETWORK, EXPERTISE, EXPERIENCE, & RESULTS!

CONSISTANTLY RANKED IN THE TOP FIVE FOR OVERALL CONDO SALES IN MILWAUKEE FOR OVER A DECADE

Corley Real Estate is a boutique firm specializing in downtown Milwaukee condos with a dedication to unparalleled customer service and personal and private attention, making each client feel one of a kind.

CORLEYREALESTATE.COM

CHRIS CORLEY

Chris Corley is the leading expert in the Milwaukee condo market, serving as a trusted resource for both buyers and sellers. With over 15 years of experience, his professionalism and attention to detail are second to none.

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JAMES HEFFERNAN

With an accomplished track record in residential real estate serving the Historic Third Ward and Greater Milwaukee Area, James Heffernan exemplifies unparalleled commitment to his clients and their success.

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HISTORIC THIRD WARD

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