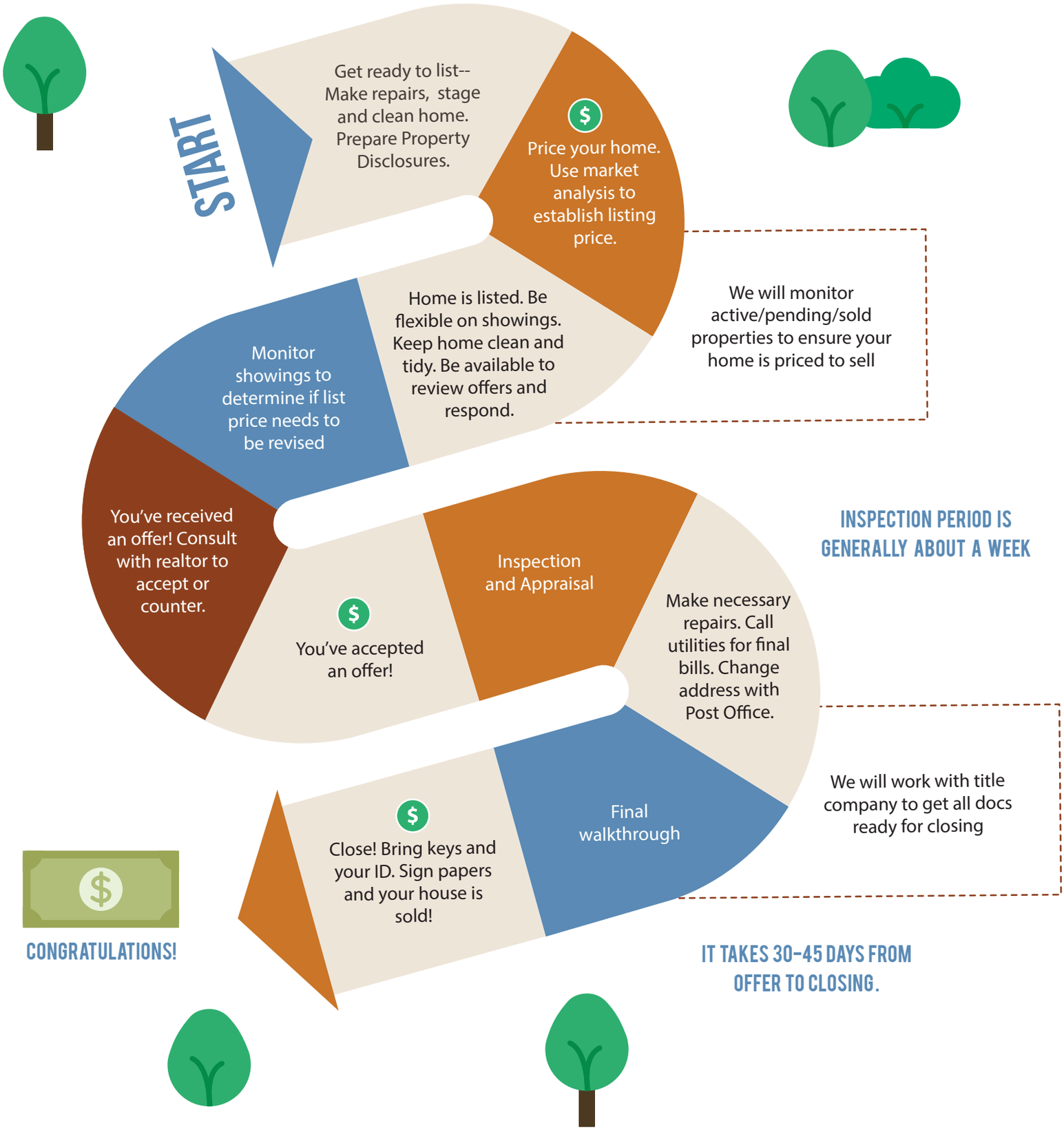THE HOME SELLING PROCESS