

SELLING

Your Home

Presented By WIRSCHER REAL ESTATE

"Live where you love"

www.wirscherealestate.com



ABOUT US

Hey there! We are Bill Wirsche and Jessica Wirsche. Father-in-law and daughter-in-law team.

Bill has been in real estate since the mid-80s and has been a top producer with the brokerage most of his career.

Jessica came into the business in March 2021 and has been working hard to learn everything she can from Bill's mentorship & become successful.

Together we bring the "old & new" school ways of marketing, but the same concept of being upfront and honest with our clients and putting them first.

We are here to help you sell your home and make the process as easy and comfortable as possible. We will go above and beyond for you and keep it 100% real.



"The little touches from a staging consultation to dropping off a replacement garage door opener spoke volumes for how invested they were, not only in the transaction, but in our family & happiness. I am honestly still blown away by just how personal and attentive the experience was..."

- A & L

Bill Wirsche & Jessica Wirsche

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CLIENT LOVE



Jessica & Bill were such a pleasure to work with! They were always available to answer questions and ease our nerves. Their knowledge of our area was so helpful and they were so fast to act in this crazy competitive market. Jessica sold our house and found us a new one that we are so in love with! I would highly recommend this team to anyone and everyone!

-Celina & Mike



Let me start simply - Bill and Jessica were nothing more than the best of the best. To elaborate, their attention to detail, deep experience and frankly staggering knowledge of markets and communities in Calgary were all brought to bear for us, putting us in a positive to sell quickly and also find our Forever Home in a timeline and at costs that were quite comfortable. Further, these folks exemplify the old axion "above and beyond". I never in my life thought I'd have realtors who would go so far to help us through a transition in homes..."

-Lindsay & Andrew

10 STEPS TO LISTING YOUR HOME

Below is the home selling process and steps that we will be taking to get your home sold. While it may seem like a lot of daunting tasks, we are here to help guide you and make the process easy and effortless.



Tell Us About Your Home

Please take a little bit of time to answer these questions so we can learn more about you and your home.



What drew you to purchase your home when you bought it?

What is your favorite feature of your home?

What is your least favorite feature of your home?

What is the neighborhood like?

What concerns do you have about your home?

Your Motivation & Plan

It is so important as your agent, to understand your motivation behind why you are deciding to sell your home, and what your plan for after the sale entails. This will help us to stay on course and to accomplish these goals together.

YOUR WHY: Why are you moving? Do you need to have your home sold by a certain time frame? Are you selling because of a need or a want?

YOUR PLAN: What is your budget for listing your home and any prior listing improvements? What price do you think you want to list your home at? What is the minimum sales price you will except?

WHAT'S NEXT? What is your plan after you sell your home? Do you need to find a new home? Will you be renting or staying with friends until you find your next home?

COMPLETE HOME IMPROVEMENTS



We have prepared a list of some home improvements that you may want to work on before we get your home photographed and listed.

It is important to show your home at its best in order to get it sold quickly and for the most value.

Please list any home improvements you plan to make before we get your home on the market.

HOME IMPROVEMENT CHECKLIST

- | | |
|--|---|
| <input type="checkbox"/> Replace single pane windows with energy efficient ones | <input type="checkbox"/> Cut back over-grown trees |
| <input type="checkbox"/> Paint walls neutral colors | <input type="checkbox"/> Add some seasonal flowers in pots |
| <input type="checkbox"/> Switch out dated kitchen hardware to more modern ones | <input type="checkbox"/> Get rid of popcorn ceilings |
| <input type="checkbox"/> Upgrade your appliances or replace with stainless steel | <input type="checkbox"/> Get your home professionally cleaned |
| <input type="checkbox"/> Get floors and carpets professionally cleaned | <input type="checkbox"/> Organize your closets and clear out personal items |
| <input type="checkbox"/> Power wash the driveway and porch | <input type="checkbox"/> Get rid of any funky odors |

PRICING YOUR HOME

When it comes to pricing your home, we will work together to establish a fair market value for your home and make sure that you feel confident in the price that we list your home at.

Our goal is to get your home sold quick and at a high price. To do that, we must list it correctly from the beginning. This attracts a high amount of the right qualified buyers in your price range, and helps to avoid receiving low offers.

FACTORS

Recent comparable home sales in your area

Condition of your home after any pre-listing improvements

Any features or upgrades that appeal to majority of buyers

Location

Current economics/market conditions

Supply VS Demand
(Sellers VS Buyers Market)

NON-FACTORS

The price at which you purchased your home for

How many years you have owned your home

Specific design features that only appeal to you

The cost of any renovations you made to your home

What you think your home is worth

What you want to profit from the sale of your home

Marketing Plan

When it comes to marketing your home, we will create a custom plan, tailored specifically to you and your home.

The goal is to attain maximum exposure to your ideal buyer, so we can sell your home for the highest profit and in the quickest time possible.

Digital Marketing Options

Online Marketing For
Maximum Exposure

- Informative & engaging MLS listing description
- Create a personalized website
- Run paid Instagram promotions
- Create a virtual tour to showcase on-line

Open Houses

Open House Dates &
Private/Virtual Tours

- Schedule an Open House (or multiple)
- Host private tours with local real estate agents
- Allow for virtual tours with real estate agents

Other Online Marketing

Coming soon & new
listing posts on Social
Media

- Post on "coming soon" realtor Facebook page
- Market on all social media platforms
- A

Word Of Mouth

Email and Office
Announcements

- Send email campaign to all buyers in my extensive database
- Introduce your property to all agents in our agency

STAGE YOUR HOME

Staging your home is an important part of the sales process.

If you will be continuing to live in your home while it is on the market, you may want to hire a professional stager to help you get your home organized in a way that appeals to the broadest range of buyers.

If you will be completely moved out when your home goes on the market, you may want to work with a stager to stage your entire home with their inventory or to do so with their virtual tools.

Will You Be Hiring A Professional Stager?

Yes

No

LIST OF OUR RECOMMENDED STAGERS

Action Plan

STEPS TO ORGANIZE AND STAGE

DEADLINE:

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■ _____

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PREPARING FOR YOUR PHOTO SHOOT

Nearly ALL prospective home buyers will see your home online before they decide to come see it in person. Therefore, it's critical that we show your home in its best possible light through professional photography.

Exterior Tips

Schedule for the time of day when the sun shines on the front of your home.

1. All Cars need to be either in the garage (with the garage door closed) or moved off-site
2. Sweep / blow off the driveway, walks, patios, decks, etc
3. All window blinds at the same height, set to allow maximum view and light
4. Bushes and trees trimmed back so you can easily see the house from the street
5. Clean all windows
6. Cut the lawn and make sure your patio furniture is arranged
7. Don't forget curb appeal! Add festive wreath, doormat, and colorful flowers to the front porch / door

Interior Tips

Light, bright and uncluttered will set the stage for competitive offers

1. Deep clean the entire house. Hire a professional if needed.
2. Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
3. Clear off countertops in kitchen (hide toasters, coffee makers, paper towel holders, blenders, etc)
4. Clear off countertops in baths, such as tissues, make-up, soap, paper towels, curling irons, etc)
5. Remove all "fridge art", such as recipes pictures, grocery lists, etc
6. Add some color to the kitchen such as fresh flowers or a bowl of oranges, lemons, and apples
7. Turn off all ceiling fans, televisions, computers, sound systems
8. Remove your furry friends from the areas being photographed
9. Remove all shoes / boots / slippers from entryways
10. Make sure all mirrors and glass shower doors are clean and streak-free
11. Make all beds
12. Fresh clean towels in each bathroom



BEFORE WE BEGIN...

Can you please list most recent home upgrades.

Will you allow open houses or prefer virtual options?

What day would you like your listing to go live?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Is there a security system that we need to be aware of?



LET'S DO THIS!

With us as your agents, you will never have to go down the long road of selling your home with doubts or confusions. We will continuously be right by your side every step of the way.

We will communicate with you quickly and efficiently every step of the way. Being upfront and honest is our policy and we will disclose all feedback to you in a timely manner.

Let's Do This!



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*"Don't wait
for the right
opportunity.
Create it."
-Unknown*



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LOOKING FORWARD TO HEARING FROM YOU!