

*Get the most money for your property in the  
least amount of time.*



# SELLER GUIDE

Presented by Emily Streff, REALTOR®

Real Estate With Emily

2024  
EDITION

# Experience the Difference



When you list your home with me, not only do you get detailed attention to the selling process, I also offer marketing solutions and features to help your home stand out from the local competition. In order for your home to get top dollar, it's imperative to work with an agent that does more than stick a sign in your yard.

You can view my unique marketing solutions in this guide.





# Contents



<b>04</b>	Our Mission and Core Values
<b>05</b>	Discussing your needs
<b>06</b>	Discussing your home
<b>07</b>	Market Conditions
<b>08</b>	Organization & Maintenance
<b>09</b>	Lockbox/ Sign
<b>10</b>	Online Presence
<b>11</b>	Photos and Video
<b>12</b>	Listing Description
<b>13</b>	Property Flyers
<b>14</b>	Open House
<b>15</b>	Pricing
<b>16</b>	Home Inspection/Appraisal
<b>18</b>	Homework

# Mission

At Real Estate with Emily, my mission is to provide personalized, transparent, and results-driven real estate services that empower clients to achieve their property goals with confidence. I am dedicated to fostering strong, lasting relationships and delivering exceptional value through integrity, expertise, and a deep commitment to the communities I serve.

## Core Values

Integrity I uphold the highest standards of honesty and ethical conduct in every transaction, ensuring that my clients can trust me to act in their best interests at all times.

Client-Centered Service Your needs and goals are at the heart of everything I do. I strive to understand your unique situation and deliver tailored solutions that exceed your expectations.

Transparency Open communication and transparency are key to a successful real estate experience. I ensure that my clients are fully informed and involved throughout the entire process.

Community Commitment I believe in the power of strong communities and am dedicated to contributing to the growth and vitality of the neighborhoods I serve, including representing Milwaukee County's tax-foreclosed properties.

Expertise and Innovation With a deep understanding of the real estate market and a commitment to continuous learning, I bring expert knowledge and innovative strategies to help clients navigate the ever-changing landscape of real estate.

Responsiveness In real estate, timing is everything. I prioritize responsiveness and agility, ensuring that my clients never miss an opportunity and are always well-supported throughout their journey.

# Let's sit down and understand your needs

# 87%

Of all homes sold in 2018 were sold with a real estate agent.

The key to having a lower stress transaction is building good communication methods between you (the seller) and the agent.

Let's discuss:

- Where do you want to move to?
- Why are you moving?
- How long do you have to sell your home?
- What is your budget?

It is important to first understand your needs so I know what you are looking for at the time. As a REALTOR®, I will help you achieve your goals in selling your home.



# Discussing your home

When presenting your home to prospective buyers first impressions are crucial. It is important to put your home in its best light and to create a buzz regarding your home. This can be achieved by improving your home to impress buyers.

Exterior:

- Fix or replace anything damaged or worn
- New paint or pressure wash
- Fix doorbells
- Clean or paint front door
- Create curb appeal; freshly cut green grass, fresh flowers or plants

Interior:

- Fresh new paint
- New flooring
- Carpeting
- Kitchen appliances
- Light switches
- Upgrade lighting
- Fix or replace cracked molding or floor tiles, leaking taps and toilets. Loose door knobs, squeaky door hinges, closets or screen doors that are off their tracks.
- Fix or touch up walls, ceilings, windows, etc.
- Shampoo carpets and rugs, replace if necessary

**There are 3 types of improvements that will impress buyers and help sell your home:**

- 1. Cost effective improvements**
- 2. Upgrades and repairs**
- 3. Reorganization and maintenance**





# Discussing Market Conditions

## Get Comparative Market Analysis (CMA)



A comparative market analysis (CMA) is a document drawn from a local multiple listing service (MLS) database. To create a CMA, a REALTOR® considers the average price of recently sold, active, and expired listings that are comparable to the home currently being sold by the agent (known in the industry as “comps”). While most often used by seller agents to determine a listing price for a home, CMAs can also be used by buyer agents.

Comparable properties you should incorporate into your CMA include:

- Evaluate Homes That Have Sold, Expired, Have Sales Pending, or Been Listed in the Past 6 Months.
- Evaluate Homes with the Same Number of Bedrooms & Baths
- Evaluate Homes Within Roughly 300 Square Feet of Yours
- Evaluate Homes That Are in the Same Neighborhood
- Evaluate Homes That Are in the Same or Comparable School Zones
- Evaluate Homes with a Similar Lot Size as Yours
- Evaluate Homes That Have Similar Amenities as Yours

# Tips for Reorganization & Maintenance



## EXTERIOR:

- Mow and rake the lawn. Trim hedges and shrubs, weed and edge gardens.
- Clean sidewalks and driveway, remove any litter.
- Power wash the porch, deck and patio.
- Clear out the garage of everything but cars. If yours has become a two-car attic, throw out all unnecessary items, and then thoroughly organize and clean everything that remains.

## INTERIOR:

- Clean and tidy the "money rooms", these include the kitchen, master, and family room. These rooms are what buyers mainly look at and can help sell your home.
- Create space by storing all excess furniture.
- Remove all odors and add air freshener, dishes of potpourri, etc for scent.



## Lockbox and Sign

- We make sure to keep your home safe with a professional grade lockbox. Only licensed realtors of our association have access to these bluetooth lockboxes.
- When a realtor enters the property we will be notified.
- In addition you will be able to approve and deny showings once the realtor has requested showing online.
- We also send you a sign to put in front of your home to display.
- When prospective buyers are coming to your open house or showings the sign will make sure your house stand out and easy for them to arrive.



# Your home will be featured on 100+ websites Zillow, Trulia, Realtor.com, etc.



The buying process has been completely redefined from the past. In today's age looking for homes has become heavily dependent on the internet. This is why we hire the best photographers in the state of Wisconsin to showcase your home. Once your professional pictures and videos are taken we can upload them to our MLS, Zillow, Realtor.com, Trulia, etc to make sure the home gets as much exposure as possible!

Also when you list with me your property will be featured on all of my social media platforms to even ensure the property receives even more exposure. In today's age, social media is used with almost everybody! This is why we believe it is crucial to do proper social media marketing to sell your home. A good social media presence for your home can drastically change the way potential buyers look at it.

# Schedule Photos and Video



A high quality, professional photographer is essential for selling every home.

Buyers can be turned off by not using professional photos and videos which will cause them to lean towards homes with great pictures.

Even using drone's can help give a new perspective to buyers viewing homes.

**\*\* Key takeaway-** Make sure to have great photos and videos for Zillow, Realtor.com, Trulia, and many more. We will also showcase your home on social media, including: Facebook, LinkedIn, Instagram, YouTube, and others. After all, this is your biggest investment!



# Creating the best listing description



When creating the listing description for the multiple listing service (MLS), I love having sellers complete my *property features sheet*. This is used for multiple purposes.

1. Help me create the best listing description for the property. I know the stats of your home, but you know all the special reasons potential buyers will love the home.
2. Placing it in the welcome presentation for buyers to see what you love most about your home and you took the time to handwrite on the property features sheet. It's emotional for buyers purchasing their new home, and we want to give them all the reasons why your home is special.

# Property Flyers



My marketing efforts don't just stop online. I'll create beautiful flyers, customized to the detail of your home, and market it to neighbors, and reach out to neighboring cities to land the perfect buyer. Whether we sell to someone local, or someone moving here from out of state, we take the steps to get as many eyes on your home as possible.

The more interest your home gets, the better the sales price and contract details can end up being more negotiable.

In addition, we like to have a welcome presentation in the home for potential buyers. This presentation includes the MLS listing for reference also all the upgrades/features of the home.

# Open House



Open houses are a phenomenal way to generate foot traffic into your home, to give potential buyers an overview of all its unique features, and give them the opportunity to fall in love with it in person.

Once the property is LIVE I will prepare an open house for potential buyers. My feedback forms allow us to capture the info of each potential buyer and gain insight into what they think of your home. I can then follow up with each visitor to see if they are ready to make an offer, and we can get your home sold.

Here are some tips to make sure your house can shine at its open house:

- Ideally, pets should be unseen. Pet areas should be clean and odor-free; not everyone may share your love for animals and some may be allergic to them.
- Bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma.
- Lock away and hide all cash, jewelry, small valuables, and prescription drugs, if applicable.
- You should be absent so buyers feel comfortable making comments.



# Benefits of Proper Pricing

**Faster Sale:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurances, and other carrying costs.

**Less Inconvenience:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

**Increased Salesperson Response:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

**Exposure to more prospects:** Pricing at market value will open your home up to more people who can afford it.

**Better response from advertising:** Buyer inquiry calls are more readily converted into showing appointments when the price is not deterrent.

**Higher offers:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

**More money to sellers:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

# Drawbacks of Over Pricing

**Reduces activity:** Agents won't show the property if they feel its priced too high

**Lower advertising response:** Buyer excitement will be with other properties that offer better value.

**Loss of interested buyers:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

**Attracts the wrong prospects:** Serious buyers will feel that they should be getting more for their money.

**Helps the competition:** The high price makes the others look like a good deal.

**Eliminates offers:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

**Causes appraisal problems:** Appraisers must base their value on what comparable properties have sold for.

**Lower net proceeds:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

## Couple things to expect after going under contract:



### Meet Appraiser at Property

As your realtor I will do the following:

1. Schedule appointment with appraiser
2. Meet appraiser at property with sales contract and comps
3. Answer any questions or concerns with the property

### Reviewing Inspection Requests

- After the buyer has an inspection done if they are requesting repairs they will present to us a repair request form along with the inspection reports.
- They will either send in a request for certain items to be repaired or request for a credit at closing. This will be applied towards their closing costs and/or down payment.
- These items need to be completed, re-inspected prior to closing. This is a cost for the buyer.
- Written into our NEFAR purchase and sale agreement is a 10 day home inspection contingency period.
- Within the first 10 days of going under contract the buyer still has the opportunity to cancel the contract and get their earnest money deposit back.

# What people are saying.....



I listed my house with a realtor for 6 months before removing the listing. Then I hired Emily and she sold the house within the first week of listing. Her marketing is incredible and she is very talented.

- Brendan Moran

Emily listed my condo for me and within 48 hours, I had around 8 offers. Highest and best. She knows how to put a listing out there across multiple platforms and knows the best way to market your listing. The closing process was effortless and she was always quick to respond and was on top of everything. She made it a breeze. I can't recommend Emily enough.

-Kim Koenig

Emily stepped up in a very difficult sale to help us get the house vacated, cleaned up and sold all in a month. She helped set up contractor for repairs as well. Life safer for sure!!

- Michael Goddard



## Homework (Due by Picture Day)

- \_\_\_\_\_ Complete Sellers Disclosure
- \_\_\_\_\_ Complete "What Makes Your Home Special"
- \_\_\_\_\_ Obtain Recent Tax Bill
- \_\_\_\_\_ Obtain Most Recent HOA Bill (if applicable)
- \_\_\_\_\_ Obtain Covenants & Restrictions
- \_\_\_\_\_ Obtain Floor plan
- \_\_\_\_\_ Obtain Builder Info/Docs (If original owner)
- \_\_\_\_\_ Obtain Most Recent Survey
- \_\_\_\_\_ Obtain Most Recent Appraisal
- \_\_\_\_\_ Obtain all Warranty, Bond, Maintenance and/or permitting documentation and invoices

\*\* Likely stored with closing documents of subject property purchase



When it comes to listing with me, you're not just partnering with a real estate agent, you're partnering with a marketing professional. I've taken the courses, undergone the proper coaching, and completed the education necessary to ensure your home gets the best exposure in front of hundreds of thousands of people. With an expertise in social media marketing, we can ensure your home is viewed by all of the right candidates to bring you a buyer on your terms.

# Welcome to the Family!

I would like to say thank you for allowing me to serve you in your real estate needs. I recognize the confidence and trust you have placed in my company and me, and I assure you that I will strive to give you the best service available in our area!

My goal is simple:

"To sell your home in the fastest time frame possible, with no problems, and to net you the most amount of money!"

If at any time you would like to visit with me concerning the marketing efforts of your property, please give me a call.

As always, thank you for allowing me the opportunity to be of service to you with your real estate needs.

Sincerely,

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