

Your Home Selling Guide

Simple. Strategic. Stress-Free.

Meet Your Realtor

Hi, I'm Jade — a Chicago real estate broker focused on helping sellers maximize their home's value through smart pricing, strategic marketing, and strong negotiation.

My background in permits, zoning, and property standards gives my clients an extra layer of insight when preparing and positioning their home for the market.

Whether you're selling a condo, single-family home, luxury property, or investment property, my goal is simple:

Get you the strongest possible offer with the smoothest possible process.

Why This Market Matters

The Chicago and North Shore markets are still seeing:

- Low inventory in many neighborhoods
- Strong buyer demand
- Competitive multiple-offer situations
- Buyers willing to pay premiums for move-in-ready homes

With the right pricing and marketing strategy, sellers are often seeing:

- Faster sales
 - Stronger terms
 - Higher final sale prices
-

The Selling Process

1. Initial Consultation

We'll discuss:

- Your goals and timeline
 - Market conditions
 - Pricing strategy
 - Recommended improvements or staging
 - Estimated net proceeds
-

2. Preparing Your Home

First impressions matter.

We'll create a plan that may include:

- Decluttering
- Light cosmetic updates
- Staging recommendations
- Professional cleaning
- Photography preparation

Even small changes can significantly impact buyer perception and final sale price.

3. Pricing Strategy

Pricing is one of the most important factors in your sale.

A strong strategy considers:

- Recent comparable sales
- Current competition
- Buyer demand
- Market trends
- Pricing psychology

The goal is to generate strong interest early — when your home gets the most attention.

4. Professional Marketing

Your home deserves more than just an MLS upload.

My marketing strategy may include:

- Professional photography
- Video walkthroughs & reels
- Social media marketing
- Email campaigns
- Private Listing Network exposure
- Open houses
- Targeted online advertising

I also leverage my Chicago-focused social media audience to increase exposure and attract buyers.

5. Showings & Buyer Feedback

Once active:

- Buyers schedule private showings
 - We monitor activity and feedback closely
 - I keep you updated throughout the process
 - We adjust strategy if needed
-

6. Offers & Negotiation

I'll help you evaluate:

- Purchase price
- Financing strength
- Earnest money
- Inspection terms
- Closing timeline
- Contingencies

The highest offer is not always the strongest offer.

My job is to help you choose the best overall terms while protecting your interests.

7. Under Contract

Once under contract, we navigate:

- Attorney review
- Inspection negotiations
- Appraisal
- Financing milestones
- Title work
- Final walkthrough

I coordinate communication between all parties to keep the transaction moving smoothly.

8. Closing Day

You'll sign final documents and officially transfer ownership of the property.

Once complete:

Congratulations — your home is sold.

Tips to Maximize Your Sale Price

Clean & Declutter

Buyers need to emotionally connect with the space.

Light & Bright Wins

Open blinds, replace bulbs, and maximize natural light.

Small Repairs Matter

Minor fixes can prevent buyers from assuming larger issues.

Neutral Spaces Sell Faster

Simple, clean styling appeals to more buyers.

Pricing Correctly Matters More Than “Testing High”

Overpricing can reduce momentum and lead to fewer offers.

Why Work With Me

- ✓ Strong negotiation skills
 - ✓ Chicago & suburban market expertise
 - ✓ Content-driven marketing strategy
 - ✓ Experience with buyer psychology
 - ✓ Permit & zoning knowledge background
 - ✓ Constant communication throughout the process
 - ✓ Personalized strategy — not a one-size-fits-all approach
-

Frequently Asked Questions

How much is my home worth?

I provide a customized comparative market analysis based on your property and current market conditions.

Do I need to stage my home?

Not always professionally, but presentation absolutely matters. Even simple styling adjustments can make a major difference.

How long will it take to sell?

Every property is different, but properly priced homes in strong markets can move quickly.

Should I make updates before listing?

Sometimes yes, sometimes no. I'll help you determine which updates are worth the investment.

What costs should I expect?

Typical seller costs may include:

- Attorney fees
- Title-related costs
- Transfer taxes
- Possible prorations or credits
- Brokerage commission

I can provide a rough net sheet estimate before listing.

Let's Talk Strategy

Thinking about selling?

Let's create a custom plan for your home and goals.

Jade Mosak

312-843-2171 | jademosak@atproperties.com

Broker | Chicago & North Shore Real Estate

Urbane Home | [@properties](#) Christie's International Real Estate