



THE DICK BARR GROUP

@  
**VILLAGE REALTY**

(847) 579.9736

[www.DickBarr.com](http://www.DickBarr.com)

[DB@DBGREC.com](mailto:DB@DBGREC.com)



# Home Seller's Guide

WHAT TO EXPECT & POSITIONING FOR TOP DOLLAR

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## Quick Reference

Address	
City/State/Zip	

### Attorney Information

Name	
Phone #	
Address	
City/State/Zip	
Email	

### REALTOR® Information

Name	
Phone #	
Address	
City/State/Zip	
Email	





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## Count on **The Dick Barr Group**

**Welcome** to the home-selling process. Throughout this process, you can count on **The Dick Barr Group @ Village Realty** to guide you smoothly through the entire transaction and provide expert answers and strategies to achieve your ultimate goals. We are thrilled to serve you.

### Count On Us For Service

The Dick Barr Group @ Village Realty believes in providing shirt-sleeve service to its clients, prioritizing your goals before ours.

### Count On Us For Experience

Dick Barr has been licensed to sell Real Estate in Illinois since 2004, selling tens of millions in real estate. His team is highly trained in the specialized skills necessary to deliver on that experience.

### Count On Us For Convenience

The Dick Barr Group @ Village Realty is always on the leading edge of technology to deliver ease of action for every step in the process.

### Count On Us For Results

The data shows that The Dick Barr Group @ Village Realty delivers results faster and for more money in your pocket than our competition.



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# Terms You Should Know

## Appraisal

An estimate of your property's value as viewed by the appraiser. The appraisal is ordered by the lending bank in most cases and neither the lender nor the REALTORS involved have any say in the value. Appraisals are typically ordered at the conclusion of the Attorney Modification period.

## Annual Percentage Rate

The borrower's costs of the loan term expressed as a rate. Sometimes difficult to compare because lenders get to decide which costs are included or excluded.

## Attorney Modification

The first 5 business days of a contract when principals and their attorneys perform due diligence as well as potentially propose modifications to the contract for the benefit of a principal. This is typically the most precarious time where transactions can fall apart.

## Clear To Close

This is an official statement from the lender where they indicate the loan is fully approved by the lender, and at which point the attorneys will then schedule a closing. Most delays in closing dates occur due to delays in the clear to close being issued by the lender.

## Close of Escrow (Closing Date)

The close of escrow is when all the terms of the contract have been executed. While this is often the closing date on the contract, many times this date is adjusted due to circumstances between participants, their attorneys or lenders. In Illinois, this is also the date that funds are dispersed and the ownership of the property changes hands.

## Closing Disclosure

A required disclosure by the lender to the borrower that shows all of their costs associated with the home purchase. New regulations require this disclosure no later than three business days before closing.

## Comparable Sales

Sales of homes with similar characteristics of the subject property used to estimate a value of the property being sold.

## Deed Restrictions

Limitations in the deed to a parcel of property that dictate certain uses that may or may not be made of the real property.

## Default

When a principal to a contract breaches the agreement and is declared by the other party to be in default.

## Earnest Money Deposit

Money put down in good faith as a deposit for a real estate contract. Its use has diminished over the years, as seldom does one party to the transaction get to keep this money in the event of default.

## Easement

A right, privilege or interest limited to a specific purpose that one party has in the land of another.

## Endorsement

Part of a title insurance policy that expands or limits coverage.

## Inspection

Unless waived in the contract, the Seller of real property must make their home available upon reasonable notice to allow the buyer to perform any noninvasive inspection the buyer wishes. Failure to allow an inspection may cause a cancellation per the terms of the contract.

## Legal Description

A unique description of real property that specifies, by law, the exact parcel of land. Far more specific than your address.

## Lien

An encumbrance placed on real property to cover the obligation of a debt.

## Mortgage

The instrument by which real property is pledged as security for repayment of a loan.



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## PITI

Principal, Interest, Taxes & Insurance, spoken as a single amount of total monthly payment on real property.

## Power of Attorney

A written instrument whereby a principal gives authority to an agent (typically an attorney) to sign documents on their behalf. In real estate this is typically performed as a limited POA for a very short period of time for a very specific purpose.

## Radon

Radon is an odorless gas from inside the earth that has been known to accumulate in large concentrations in certain homes. Some buyers will have a radon inspection performed to determine the concentration of the gas in your home before purchasing. High levels can typically be mitigated for a reasonable cost and rarely lead to the cancellation of a contract.

## Recording

Filing documents with the recording authority of local government to enter those documents into the public record.

## Settlement Statement

The document, signed by principals to the transaction that lays out all of the financial details of a real estate transaction, including costs and credits.

## TRID

**TILA-RESPA Integrated Disclosure.** TRID is a series of guidelines that attempt to close some of the loopholes that unscrupulous lenders have used in the past to trick consumers. TRID rules dictate what information mortgage lenders need to provide to borrowers and when they must provide it. TRID rules also regulate what fees lenders can charge and how these fees can change as the mortgage matures.

## Notes:

[illegible]

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## Key Professionals Involved In Your Transaction

### **REALTOR®**

In Illinois, a REALTOR® is a licensed real estate Broker and a member of the National Association of REALTORS®, a real estate trade association. REALTORS® also belong to their state and local Association of REALTORS®, and are bound not just by laws and regulations, but also a comprehensive Code Of Ethics.

### **LISTING BROKER**

A Key role of the listing agent is to form a legal relationship with the homeowner to market and sell their property and list the property in the Multiple Listing Service. In Illinois, we have a process termed “Designated Agency”. This means that you are assigned to a single broker who has the fiduciary responsibility to work in your best interest. The Listing Broker will be in communication with each participant in the transaction outlined below to manage that all of the proper steps are happening as they should and in time. The Listing Broker is ultimately responsible to make certain that everything comes together for the close of escrow.

### **BUYER’S BROKER**

A key role of the Buyer’s Broker is to work with the buyer to locate a suitable property and negotiate a successful home purchase.

### **MULTIPLE LISTING SERVICE (MLS)**

The MLS is a database of properties listed for sale by REALTORS® who are members of the local Association of REALTORS®. The MLS is the largest single source for up to date and accurate information about homes available for sale. The MLS strictly regulates the rules of the association and demands ethical and honest marketing practices.

### **REAL ESTATE ATTORNEY**

The attorney leads the facilitation of your transaction, including escrow, handling title insurance, arranging surveys, loan pay-offs, modifications to the contract and negotiating credits and inspection items. Additionally, the attorneys prepare all documents and arrange the deed.

### **LOAN OFFICER**

The loan officer is responsible for getting the loan from initial preapproval, through the full approval and underwriting process for the Lender. The lender will make sure their client (The Buyer or Borrower) provides documents needed to approve the loan in a timely manner, with the intent of getting the escrow to close per the terms of the contract.



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## **UNDERWRITER**

The Underwriter is an employee or contractor of the Lender, whose sole job it is to verify everything on a borrower's loan application. They are also responsible to make certain that all of the requirements of the loan type adhere to the requirements of the mortgage insurers and investors in the loan.

## **APPRAISER**

The Appraiser's job is to give an estimate of value of the home. The Appraiser is paid for by the Buyer, however, the lender requires the appraisal for a determination of how much the bank is willing to lend for the purchase. It is not uncommon in hot seller markets for properties to sell over appraised value, however in those instances, buyers must be willing to come out of pocket for the amount over appraisal.

## **INSPECTOR**

The Inspector is a licensed professional trained to inspect real estate based on particular state requirements. Their job is not to decide whether a house passes or fails inspection, rather to tell their client (typically the buyer) any issues the house has that does not conform with acceptable standards. Buyers will then use this report to decide if they wish to proceed with a transaction or if they wish to renegotiate for items that were not apparent to them prior to the inspection. The inspectors typical involved in home purchases are general home inspectors and specialist radon inspectors, well and septic inspectors. However any professional trade can offer inspections, and some buyers do choose to hire specialists for each major component of a home. This may include, roof, chimney, electric, plumbing, landscape, foundation, pest Infestation, etc.

## **SURVEYOR**

The Surveyor's role is to map out your property and all improvements on the property. The resulting map is called a Platt of Survey. This survey is used to determine the boundaries of the lot, if there are any encumbrances or encroachments, identify any easements and make certain that all permanent improvements are built within the buildable areas of the lot. The Title Company also makes a decision on whether or not to insure a survey based on the individual circumstances. This is important for buyers because it gives peace of mind knowing that if it is later determined that a home was built in an improper location or encroaching on someone else's property, the title insurer will pay to remedy the situation.

## **TITLE COMPANY**

These are the people who carry out the title search and examination, work with the participants to eliminate the title exceptions that are objectionable, and provide the policy of title insurance regarding title to the real property. In Illinois, the fee for their services by custom is mostly on the Seller, however, the Borrower on a loan is responsible for the closing fee and any required Lender's title policies required. On a cash transaction, the closing fee is customarily split between buyer and seller.





# PREVENT WIRE FRAUD

## What is **Wire Fraud**?

Wire fraud is an act of fraud that uses electronic communications, such as making false representations on the telephone or via email, to obtain money.

## How does **Wire Fraud** work?

Wire fraud occurs when a fraudster obtains money based on false representation or promises.

For example, you may receive wire instructions which appear to be from your title company, real estate agent, attorney, or lender, when in fact they are from a fraudster.

## Recommended precautions to protect yourself from **WIRE/ACH FRAUD**:

- ⇒ Verify that the wiring information you received is from your title insurance company by contacting them at a valid phone number, not one provided in a potentially fraudulent email.
- ⇒ Monitor your accounts regularly for unauthorized transactions. Report any unauthorized transactions to your bank immediately.
- ⇒ Do not share your online banking logon credentials (User ID/Password) with anyone.
- ⇒ Do not share your account number with anyone who does not need it.
- ⇒ Never access your bank account using a public computer (e.g., at the library or a hotel business office).
- ⇒ Install a firewall on your computer to prevent unauthorized access.





# Benefits of using a Professional REALTOR®

Before you make the decision to try to sell your home alone, consider the benefits a **REALTOR®** can provide that you may not be aware of.

## A REALTOR®:

- ⇒ Understands market conditions and has access to information not available to the average homeowner.
- ⇒ Can advertise effectively for the best results
- ⇒ Knows how to price your home realistically, to give you the highest possible outcome within your time frame.
- ⇒ Is experienced in creating demand for homes and how to show them to advantage.
- ⇒ Knows how to screen potential buyers and eliminate those who can't qualify or are looking for bargain pricing.
- ⇒ Knows how to go toe-to-toe in negotiations.
- ⇒ Is always "on-call", answering the phone at all hours, and showing homes evenings, weekends and during the work-day.
- ⇒ Can remain objective when presenting offers and counter-offers on your behalf.
- ⇒ Maintains errors and omissions insurance.
- ⇒ Will listen to your needs, respect your opinions and allow you to make your own decisions.
- ⇒ Can help protect your rights, particularly important with the increasingly complicated real estate laws and regulations.
- ⇒ Is experienced in problem solving to facilitate a successful closing on your home.
- ⇒ Makes all of the upfront investments to sell your home at no charge to you.
- ⇒ Takes on all the risks associated with their agreement with you. We don't get paid until you get paid.
- ⇒ Invests in State-Of-The-Industry technology to attract the most potential buyers possible.
- ⇒ Understands how to target to the largest market segment and advises based on that knowledge.

Only you can determine whether you should attempt to sell your home, probably your largest investment, all alone. Talk with us before you decide. You may find working with a professional is a lot less expensive and much more beneficial than you ever imagined.



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## Preparing Your Home For Sale

First impressions have a major impact on potential buyers. Try to imagine what buyers will see when they approach your house for the first time and walk through each room. Ask me for advice; I know what buyers care looking at. Here are some general tips to get you started.

- ☐ Mow and edge the lawn regularly, and trim the shrubs
- ☐ Make your entry inviting: Paint your front door and buy a new front door mat.
- ☐ Paint or replace the mailbox, if needed.
- ☐ If screens or windows are damaged, replace or repair them.
- ☐ Repair or replace worn shutters and other exterior trim.
- ☐ Make sure the front steps are clear and hazard-free. Make sure the doorbell works properly and has a pleasant sound.
- ☐ Ensure that all exterior lights are working.
- ☐ Check stucco walls for cracks and discoloration.
- ☐ Remove any oil and rust stains from the driveway and garage.
- ☐ Clean and organize the garage, and ensure the door is in good working order.
- ☐ Shampoo carpeting or replace if worn. Clean tile floors, particularly the caulking.
- ☐ Brighten the appearance inside by painting walls, cleaning windows and window coverings.
- ☐ Repair leaky faucets and caulking in bathtubs and showers.
- ☐ Repair or replace loose knobs on doors and cabinets. If doors stick or squeak, fix them.
- ☐ Make sure toilet seats look new and are firmly attached.
- ☐ Repair or replace loud ventilating fans.
- ☐ Replace worn shower curtains.
- ☐ Rearrange furniture to make rooms appear larger. If possible, remove and/or store excess furniture, and avoid extension cords in plain view.
- ☐ Remove clutter throughout the house. Organize and clean out closets.
- ☐ Clean household appliances and make sure they work properly.
- ☐ Air conditioners/heaters, hot water heater should be clean, working and inspected if necessary. Replace filters.
- ☐ Check the pool and/or spa equipment and pumps. Make sure all are working properly and that the pool and/or spa are kept clean.
- ☐ Inspect fences, gates and latches. Repair or replace as needed.
- ☐ Inspect attic and crawl spaces for signs of discoloration and have treated/mitigated prior to listing.



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## Staging Your Home For Show

To make the best impression, keep your home clean, neat, uncluttered and in good repair. Please review this list prior to each showing.

- ☐ Keep everything clean. A messy or dirty home will cause prospective buyers to notice every flaw.
- ☐ Clear all clutter from countertops.
- ☐ Let the light in. Raise shades, open blinds, pull back the curtains and turn on the lights.
- ☐ Get rid of odors such as tobacco, pets, cooking, etc., but don't overdo air fresheners or potpourri. Fresh baked bread and cinnamon can make a positive impact.
- ☐ Send pets away or secure them away from the house, and be sure to clean up after them in the yard.
- ☐ Close the windows to eliminate street noise.
- ☐ If possible, you, your pets, and your children should be gone while your home is being shown.
- ☐ Clean trash cans and put them out of sight.
- ☐ If you must be present while your home is shown, keep noise down. Turn off the TV and radio. Soft, instrumental music is fine, but avoid vocals.
- ☐ Keep the garage door closed and the driveway clear. Park cars and campers away from your home during showings.
- ☐ Hang clean, attractive guest towels in the bathrooms.
- ☐ Check that sink and tub are scrubbed and unstained.
- ☐ Make beds with attractive spreads.
- ☐ Stash or throw out newspapers, magazines, junk mail.







# For Sellers

## ⇒ **ARE YOUR LOAN PAYMENTS WITHDRAWN AUTOMATICALLY?**

If so, you may want to contact your current lender and ask them to stop any automatic withdrawals. Sometimes communication that your loan has been paid off can be slow in reaching the department in charge of automatic withdrawals.

## ⇒ **HAZARD INSURANCE (Fire Flood, Etc.)**

After recording is confirmed, you should talk to your insurance agent about canceling any insurance policies affecting the property.

## ⇒ **FINAL SETTLEMENT STATEMENT**

After closing and recording, you will receive your final settlement statement in the mail. Please keep it for your records and tax purposes.

## ⇒ **TAX LIABILITY**

You should always check with a tax professional to determine if you have any tax liability associated with the selling of your home. Rules change frequently, and only a certified professional can give you this answer. Do this especially if you are not planning on purchasing a new home right away.

## ⇒ **VILLAGE INSPECTIONS/STAMPS**

Some municipalities will require a village inspection and/or the payment of transfer stamps before you can close on your sale. Be sure to familiarize yourself with your municipality's process when selling. These inspections often require lead time, so do not wait until the last minute.

## ⇒ **KEY EXCHANGE**

I will typically handle the key exchange with the buyer's side. Either by delivering the key to closing, or making arrangements with the Buyer's broker to remove the key from the lockbox during the final walk through. The buyer will not have access to your key until funds have been dispersed by the title company.

## ⇒ **UTILITIES**

Contact the utility companies to remove your name and close out the accounts. You will need to make arrangements directly with the utility company to cover payment for charges incurred between your last statement and the closing date.

## ⇒ **WHAT HAPPENS NEXT?**

Once all parties involved with the transaction have given their approval, the title company will record and disburse all funds, including your proceeds and loan payoffs.

## ⇒ **ESCROW ACCOUNT (For Taxes & Insurance)**

If you pay your taxes and insurance to your current mortgage holder, you may be entitled to a refund of the balance on that account. Mortgage companies typically process refunds within 30 days of closing. Make sure they have your forwarding address to ensure receipt of the refund.



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## Tips for a Timely Closing

Selling a home can be a rewarding experience, but there may be delays in the closing due to situations that could have been avoided. At The Dick Barr Group @ Village Realty, we understand that by keeping you informed and helping you prepare for the closing day, the more likely you will have a stress free closing experience. Although closing procedures vary from transaction to transaction, having an understanding of what may be required at closing and preparing accordingly will help your settlement process go as smoothly as possible.

### MORTGAGES ON THE PROPERTY

Please provide detailed information to your attorney, including loan number and payment address on all mortgages on the property. Home equity lines, even if they have zero balances, will also require detailed mortgage information in order to satisfy the original loan requirements. You may have to provide signed authorization for the lender to send the payoff.

### CONFIDENTIAL INFORMATION STATEMENT

You may be asked by your attorney or title agent to complete this form if you have a common surname. In addition to the form, you may have to supply supporting documentation of a change in marital status or if the property was inherited.

### MAINTENANCE CONTRACTS

If the buyer will be assuming service contracts on equipment or appliances, please provide the closing agent or attorney with a copy of the service contract. They may be easily transferred and the unused portion can be credited to you on the settlement statement at closing.

### JUDGEMENT SEARCH

Any judgements, tax liens, etc., filed against you which attach to the property must be paid from your seller proceeds at closing.

### FOREIGN INVESTMENT IN REAL PROPERTY TAX ACT OF 1980 (FIRPTA)

If you are not a United States citizen, the title company may be required to deduct and withhold a tax equal to 10% or 15% of amount realized (generally the amount paid for the property). Please review the FIRPTA requirements prior to closing.

### INTERNAL REVENUE SERVICE (IRS)

The title company is required to report the sale of the property to the IRS. Be prepared to provide your social security number(s) and forwarding address at closing.

### POWER OF ATTORNEY

The use of a power of attorney must be approved in advance of settlement. If you are planning to use a POA, please inform your attorney as soon as possible to allow time for the title company to properly review the document.

### MARITAL STATUS

Spouses may be required to sign closing documents even though they may not appear to hold title and their name does not appear on the deed.

### ABSENCE AT CLOSING

If you are unable to attend the signing, please arrange with your attorney a time to sign the documents in advance of the closing. Your signature on certain documents and deeds require the use of a notary, which your attorney can facilitate.

### REQUIRED AT SIGNING

Identification such as US Driver's License, passport or military ID must be provided at the signing appointment.

### SALE PROCEEDS

Please provide written instructions for delivery of sales proceeds. For security purposes, the title company will not accept verbal instructions and they may contact you prior to closing to confirm your desires. Options will include the title company initiating a wire to you with your proceeds, or in certain circumstances issuing you a check at closing. Wires typically carry a fee, depending on your bank.



# Consider **THIS**



One transaction could involve more than 20 individuals, including real estate brokers, buyers, sellers, attorneys, title officers, escrow agents, loan officers, loan processors, underwriters, home inspectors, termite inspectors, insurance agents, home warranty representatives, contractors, roofers, plumbers, etc., etc. And often one transaction is predicated on the successful closing of another transaction.

When you consider the number of people involved, you can imagine the opportunities for delays and mishaps. I, nor my team, can prevent unforeseen problems from arising; however, our experience and skill can help smooth out the process, set proper expectations, and guide you skillfully through the turbulence towards a successful outcome.



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# Why choose a Real Estate Professional versus Selling by Owner?

Can you sell your home on your own? Certainly.

Real Estate marketing is challenging, filled with hard work, loaded with challenges and legal hurdles, but quite frankly, it's not rocket science. Sure, to us at the Dick Barr Group, we consider what we do part art, part experience and part science, but literally anyone can stick a sign in their yard and sell their home to the right person for the right price.

However, over the next several pages, we will cover what we do to not only show you the value we add in convenience, but also how we not only are more successful, faster and more profitable than selling by owner, we are also more successful, faster and more profitable for you than our competition.

To start, here are a few points to ponder:

1. **Marketing your home is not as easy as you may think.**

90% of buyers start their search online, and for sale by owner sellers are unlikely to get you the exposure you need on a number of listing websites to reach the maximum audience. A simple sign in your yard and a posting on a social media site can get you some phone calls, even an interested buyer,

**How can we help with that?** Using us automatically offers widespread exposure for your listing through the multiple listing service. We also have the means to promote your house to fellow agents to share with their clients. FSBO sellers would have to shell out big bucks for advertising and still might not reach the most important audience. In real estate, the larger the audience, the more the competition for your home, the higher the price can go.

2. **Homes for sale by owner are often priced wrong**

Those who put their homes on the market as FSBO tend to set a price based on an online assessment tool or the lofty sum that the neighbor down the street claims they were offered—two methods that are liable to put the listing price way off.

The danger in overpricing a home is that it will languish on the market, and buyers will wonder why, even if you lower the price later.

**How can we help with that?** We will provide an accurate home value based on a comprehensive market analysis to help you arrive at the right listing price. The goal is to make sure you're pricing your home in the sweet spot—not too high so that you are turning off potential buyers, and not too low so you are leaving money on the table.

3. **You could underestimate (or overestimate) how much money to spend on curb appeal**

A novice home seller is unlikely to view their home objectively or know how to stage it to appeal to the broadest audience. That means you might be turning off potential buyers with an amateur paint job, an overgrown yard, or even a broken doorbell.

On the flip side, if you're trying to make the home sale by owner option work, you might end up investing far more money than is needed.

**How can we help with that?** Even if you're not up for a full home makeover, we have an eye for detail and can recommend simple, budget-conscious swaps that can translate into real dollars when it comes negotiation time.

4. **Showings are a drag**

FSBO sellers don't realize how draining it can be to set up showings. And on top of scheduling actual potential buyers, you also have to deal with both looky-loos (gawkers with no intention of buying the house) and "sharks," (investors looking to flip your house for a profit).

**How can we help with that?** We will handle all the scheduling and staff the tours for you, so all you have to do is quickly tidy up and vacate.

5. **Market Timing/Preparation/Pricing Strategy**

The best benefit we bring to the table is our knowledge of what to do, when to do it and how to do it. Without all three of those, By Owner sellers can leave literal thousands of dollars on the table.

**How can we help with that?** By consulting with you on all of the details, guiding you towards the best market times, focusing on the best staging, updates and repairs, and by pricing your home to create the most interest and competition, we consistently score big returns for our clients.



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# Why choose Dick Barr & His Team of Experts?

Dick Barr has been a licensed real estate professional serving Northeastern, Illinois since 2004. He is an expert Real Estate Marketing strategist, who knows how to leverage high technology into his marketing platforms. Dick has personally closed well over tens of millions of dollars in real estate.

Dick was a pioneer in Real Estate drone videography and was the first Real Estate managing broker in Lake County to self pilot and incorporate drone videography for residential real estate.

By privately funding the equipment and learning best practices for cinematic dronography, Dick delivered access to low to mid value homes a marketing benefit before only afforded by commercial and luxury real estate owners. Since then, Dick has received his UAS pilot's license from the Federal Aviation Administration so he can continue to provide this unique marketing perspective for sellers.

During the pandemic, amid sellers unwilling to open their homes to strangers, Dick incorporated 360 degree, high quality, virtual tours for his real estate clients, again an add-on typically only afforded by luxury real estate owners.

Dick is a perfectionist who has mastered the technologies mentioned above, and combined them with an artistic ability to direct and produce high quality videos that get seen by a staggering percentage of the buying market, catapulting his digital views to an extremely large audience.

Dick's expert knowledge of the real estate and financial market, buyer and seller psychology, creative perspective on advertising and marketing, and providing professional tools to all of his listings is why Dick's listings consistently sell for top dollar in the fastest time imaginable, in any market.

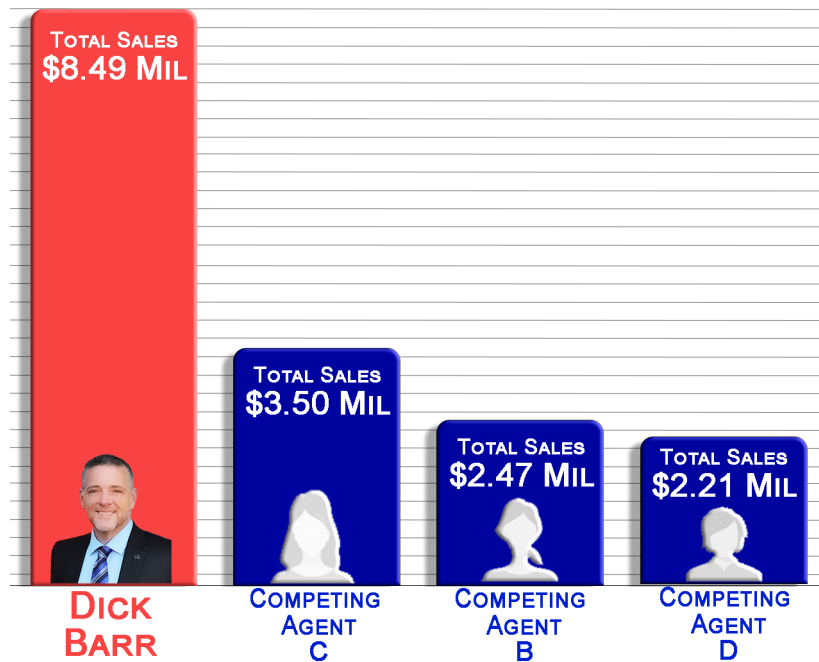
Dick is a trusted and respected community name who pours his heart and soul into everything he does. You will rarely see Dick advertising his business, however you will see him advertising the homes he sells to maximum effect. Just another aspect that sets Dick apart from his competition, and why his listings sell for top dollar in record time.



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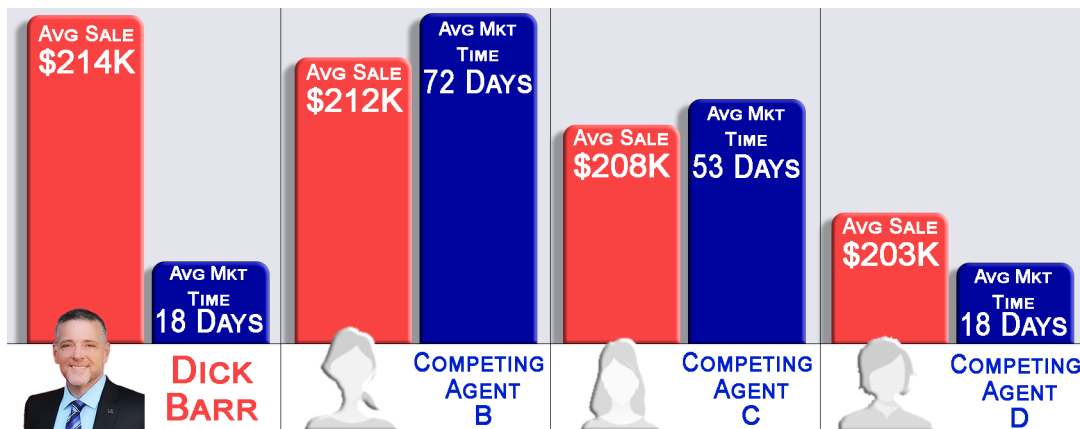
Between 2006 and 2020, in Dick's target market, he outsold the next three top brokers combined\*.

*(Dick's \$8.5 Million to their average \$2.7 Million)*



Between 2006 and 2020, Dick also had the highest average sale by 3%, and the lowest average market time\*.

*(Dick's 18 days market time to their average 48 day market time, which can save sellers an entire month of mortgage interest and property tax).*



\*Source: Midwest Real Estate Data LLC  
Information deemed reliable but not guaranteed





# How Do We DO IT?

## Expert Staging Tips

Sometimes the slightest enhancements can make all the world of difference. We spend hours going through your home identifying ways we can improve the impression on potential buyers that returns high ROIs.



## Professional Photography

They say a picture is worth a thousand words. In real estate, a picture can be worth many thousands of dollars. Creating that spectacular very first impression can make the difference between 20 appointments opening weekend and none. The more appointments we have, the more chance we have to sell for top dollar.

## Professional 360 degree Virtual Tours & Drone Videography



It used to be only luxury real estate would get marketing benefits like professional 360 degree tours and drone videography. However, the Dick Barr Group @ Village Realty has invested tens of thousands of dollars into state of the art, professional equipment, software, certifications, licensing and training to be able to provide the highest quality video and aerial technology to any listing at any price point. These add-ons not only set us apart from our competition, they set your home apart from your competition. Homes with 360 degree virtual tours and professional drone videography are viewed as much as 3X more than comparable listings on the internet. More views leads to more appointments, which leads to more competition for your home.





## Staging Your Home For Show

To make the best impression, keep your home clean, neat, uncluttered and in good repair. Please review this list prior to each showing.

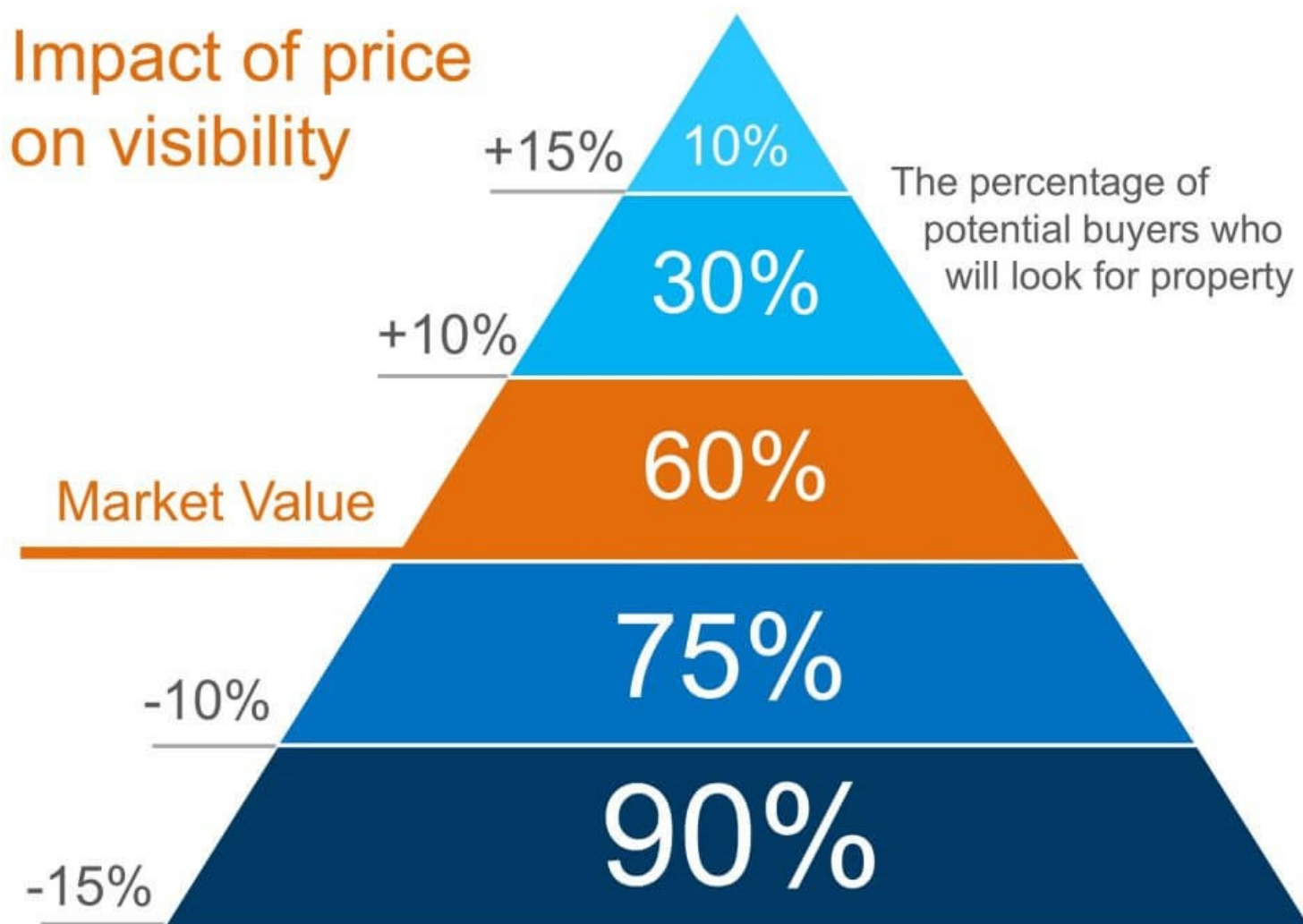
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- ☐ Let the light in. Raise shades, open blinds, pull back the curtains and turn on the lights.
- ☐ Get rid of odors such as tobacco, pets, cooking, etc., but don't overdo air fresheners or potpourri. Fresh baked bread and cinnamon can make a positive impact.
- ☐ Send pets away or secure them away from the house, and be sure to clean up after them in the yard.
- ☐ Close the windows to eliminate street noise.
- ☐ If possible, you, your pets, and your children should be gone while your home is being shown.
- ☐ Clean trash cans and put them out of sight.
- ☐ If you must be present while your home is shown, keep noise down. Turn off the TV and radio. Soft, instrumental music is fine, but avoid vocals.
- ☐ Keep the garage door closed and the driveway clear. Park cars and campers away from your home during showings.
- ☐ Hang clean, attractive guest towels in the bathrooms.
- ☐ Check that sink and tub are scrubbed and unstained.
- ☐ Make beds with attractive spreads.
- ☐ Stash or throw out newspapers, magazines, junk mail.



## Pricing Your Home to Sell for Top Dollar

Price is more than just a dollar amount, it is a strategy and a tool. One of the most effective tools we have to net you the most money possible. Different markets call for different pricing strategies. Strong seller markets call for aggressive pricing strategies, while strong buyer markets call for very conservative pricing strategies. Sometimes markets will change in the middle of our marketing campaign which means we must adapt. The quicker we can adapt, the quicker we can maximize your net proceeds.

Remember, your home is not “worth” how much money you need to get out of it, it is “worth” how much a buyer needs to have your home. Our objective is to expose your home to the largest market of buyers, possible. Marketing, staging, professional photography, advertising, repairs and upgrades are all part of increasing your marketability. Pricing, however, is the key that brings it all together to net you the most money possible.



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# Planning Your Move

## SIX WEEKS BEFORE

- ☐ Create an inventory sheet of items to move.
- ☐ Research moving options. You will need to decide if yours is a do-it-yourself move or if you will be using a moving company.
- ☐ Request moving quotes. Solicit moving quotes from as many moving companies and movers as possible. There can be a large difference between rates and services withing companies.
- ☐ Discard unnecessary items. Moving is a great time for ridding yourself of unnecessary items. Have a yard sale or donate unnecessary items to charity.
- ☐ Packing materials. Gather moving boxes and packing materials for your move.
- ☐ Contact insurance companies. You'll need to contact your insurance agent to cancel/transfer your insurance policy. Do not cancel your policy until you have closed escrow.
- ☐ Changing schools. If changing schools, contact new school for registration process and to confirm school boundaries. A surprising amount of online information is inaccurate, out of date or blatantly wrong.

## FOUR WEEKS BEFORE

- ☐ Contact utility companies. Set utility turn off date, seek refunds and deposits and notify them of your new address.
- ☐ Obtain your medical records. Contact your doctors, physicians, dentists and other medical specialists who may currently be retaining any of your family's medical records. Obtain these records or make plans for them to be delivered to your new medical facilities.
- ☐ Note food inventory levels. Check your cupboard, refrigerator and freezer to use up as much of your perishable items as possible.
- ☐ Service small engines for your move by extracting gas and oil from the machines. This will reduce the chance to catch fire during your move.
- ☐ Protect jewelry and valuables. Transfer jewelry and valuables to safety deposit boxes so they can not be lost or stolen during your sale and your move.
- ☐ Return Borrowed and Rented items which you may have borrowed and rented. Collect items that you lent out to others.
- ☐ Start packing the items you expect you will not need for your remainder of time in the house (dishes, out of season clothes, certain appliances, outdoor equipment and toys, etc.)

## ONE WEEK BEFORE

- ☐ Plan your itinerary. Make plans to spend the entire day at the house or at least until the movers are on their way. Someone will need to be around to make decisions. Make plans for kids

and pets to be at the sitters for the day.

- ☐ Change of address. Visit USPS for change of address form.
- ☐ Bank Accounts. Notify banks of address change. Make sure to have a money order for paying the moving company if you are transferring or closing accounts.
- ☐ Service automobiles. If automobiles will be driven long distances, you will want to have them serviced for a trouble-free drive.
- ☐ Cancel services. Notify any remaining service providers (newspapers, landscapers, snow removal, etc.) of your last day of needed service.
- ☐ Start packing your everyday items that you will not need before your closing date.
- ☐ Travel items. Set aside items you will need while traveling and those needed until your new home is established. Make sure these are not packed in the moving truck.
- ☐ Scan your furniture. Check furniture for scratches and dents before so you can compare notes with your mover on moving day.
- ☐ Prepare Floor Plan. This will help avoid confusion for you and your movers. Make sure your movers know whose room is whose and which is a family room and which is a living room.

## MOVING DAY

- ☐ Review the house. Once the house is empty, check the entire house (closets, attic, basement, cabinets, etc.) to ensure no items are left or no home issues exist.
- ☐ Sign the Bill of Lading. Once you're satisfied with the mover's packing your items into the truck, sign the bill of lading. If possible, accompany your mover while the moving truck is being weighed.
- ☐ Double check with your move. Make sure your mover has the new address and your contact information should they have any questions during your move.
- ☐ Vacate your home. Make sure appliances that shouldn't be running are off, make sure doors and windows are locked. Make sure all extra keys and garage door openers are situated in an easy to identify location (kitchen counter or drawer is typical). Notify me once you are out.



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## A Word About Referrals

It is the policy of the Dick Barr Group at Village Realty to never accept any sort of referral fee for referring a service partner: Attorney, Title Company, Inspector, Lender, Insurance Agent, Handyman or Contractor.

**This is not to say that we don't benefit from you using one of our trusted referral partners!**

Here is precisely how we (and you) benefit by utilizing the services from one of our service providers.

- We will **ONLY** refer partners we have worked with in the past and have excelled at exceeding the clients' and our expectations.
- We are likely working on many deals at the same time together, and in constant communication. This means they will answer our calls and return our emails.
- We already understand each others' work styles and habits, so communication and getting things done are a matter of habit.
- They know **YOU ARE THE CLIENT**, but also understand we need to be kept in the loop so we don't have to chase you or them looking for answers.
- We refer them a lot of business already, so they know messing up on your file will lead to less referrals.

The most challenging transactions always seem to occur when "Aunt Alice" or "Brother-In-Law Bob" offer to do you a "Favor" by working on your transaction. The only scenario worse than that is when clients hire discount service providers who use direct mail to target you and offer what appear to be bargain basement pricing.

**HOWEVER**, this is your transaction and it is your right to hire whoever you like for any aspect of the transaction. We can and will work with anyone. It is decades of experience that give us a preference to make your transaction smoother for you that we offer referrals. But by no means are you obligated to accept any referral.

Please feel free to shop around and do your own research.



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## Some Final Words



Thank you for giving us the opportunity to talk to you about likely your most precious single asset, your home. We know, intrinsically, that your home is more to you than building materials and dollars. It has been the place that holds all of your most enduring and endearing memories for as long as you have lived there. You've experienced joy and triumph, and you've also experienced loss and sadness inside your home.

### **All of that matters to us!**

Besides the obvious objectives of what we do, we also believe it is our job to help you fulfill your dreams and move you onto the next chapter in your life in the most seamless fashion possible.

The process of selling a home can be bumpy and challenging. As many different homes there are, there are an equal number of potential challenges and bumps in the road.

Our extensive experience with thousands of homes means that chances are we have encountered the challenge that may come your way. We are well versed in how to address it, respond to it and fix it, with minimal impact to you.

Like a good pilot, we can't promise there will not be turbulence, but we can promise that through our expertise and experience, we can minimize its effect and land you safely at your destination.

**At the Dick Barr Group we are also motivated by our desire to be the best.** That motivation means you always get more. Our innovative strategies are proven by our ability to outpace the market in both price and speed. We demonstrably sell homes faster and for more money, meaning you get to put more money in your pocket; far more than selling by owner, and even more than selling with another Real Estate Professional.

We look forward to serving you!

# Dick Barr

Dick Barr  
Managing Broker  
The Dick Barr Group @ Village Realty  
DB@DickBarr.com / 847-579-9736  
www.DickBarr.com



@ Village Realty



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1915 E. Grand Ave Lindenhurst, IL 60046



THE DICK BARR GROUP

@  
**VILLAGE REALTY**

(847) 579.9736

[www.DickBarr.com](http://www.DickBarr.com)

[DB@DBGREC.com](mailto:DB@DBGREC.com)

