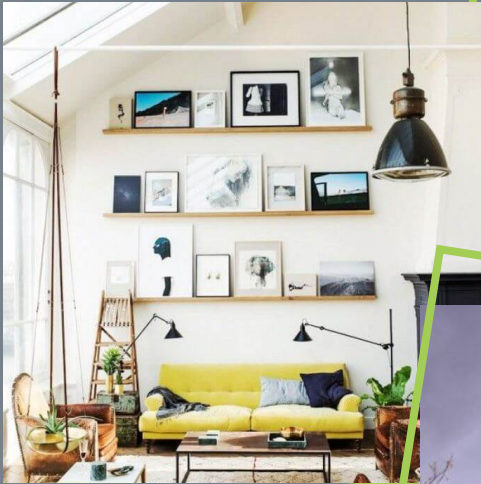




HOME SELLER GUIDE



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ABOUT US & OUR COMPANY

Mission Statement

Home is not just a place, it's a sense of belonging.
Let us help welcome you home!

Hello! We are a dynamic duo of professional Realtors, Jonie Sturek and Heather Tedesco. With a combined 25+ years of real estate experience and \$200 million in sales, we pride ourselves in taking the stress out of the real estate process and enjoy the journey to your dream home! We serve clients from Nebraska to Iowa, condos to acreages, and across all price points. Whatever your real estate needs are, we are here to help!

Jonie has been in the real estate industry since 2001 in varying roles. She excels by focusing on her clients, not the transactions, or as others call it, "the deal". You deserve better! She makes it a personal mission to help inform her clients of options and best outcomes. She is honored to partner with her clients to provide winning solutions for you.

Heather loves homes! With close to 25 years in the sales and marketing industries, she has a passion for real estate and a mission to help buyers and sellers in the Omaha metro area create memorable experiences throughout the process while building lasting relationships. She thrives under pressure and prides herself in finding the comedy when the unexpected happens... Because it inevitably does. She's here to hustle, so you don't have to. Let's work together and do cool stuff.

We want you to make an educated real estate decision and have fun doing it! We love what we do and look forward to the opportunity to showcase our knowledge for you!



WHAT DO REALTORS DO?

First things first...

We are here for you every step of the way!

We know you're even more excited than we are to find your perfect new home! Buying a house is a fun and exciting process, but it can also be stressful and aggravating at times. Which is why we're giving you this guide... We do everything possible to make sure everything goes as smoothly as possible. Many of the things that are stressful or aggravating can be avoided (or handled better) as long as you know what to expect and do ahead of time. So please, give this guide a quick read, and refer back to it throughout the process of buying your home. While this guide won't get into every little detail about the process, we'll be taking care of a lot of things behind the scenes, which you'll never need to worry about. The guide does get into some things you should know about, which will save you time, effort, money, and heartache. We're looking forward to working with you, and thank you for the confidence you've put in us to assist your sale.

Pricing is a key component most sellers are concerned about and as a Realtor, we will evaluate the location, condition and marketing strategy of your property. We know the local real estate market very well and are able to speak about the days on market, list to sales price ratios, seller's closing costs concessions, etc.

The most important responsibility of a Realtor is to protect our client's interests. Our fiduciary responsibility is always to you and making sure that your goals are held in the highest regard.



Let's work
Together

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GETTING YOUR HOME READY

Let's Break It Down Step-by-Step

Curb Appeal!

Spruce up your home's exterior with inexpensive shrubs and brightly colored flowers. Nice landscaping, well-maintained yard, shoveled snow all make for the best first impression. Simple fixes like properly appointed flower pots and removal of trash cans from view will make a world of difference.

Declutter!

Do you really want to move those extra items twice? If not, donate them! Every buyer looks for storage, so ensure all closets, cabinets, storage areas and laundry room remain clutter-free. After all, you are selling a home and a lifestyle. Showcase an organized home that it is easy to maintain...YOUR home!

Degrease!

Time to really pay attention to your kitchen appliances and make it look like they have barely been used. Spend time really getting the previous cooking adventures removed from the home. Ever eat in a dirty restaurant? NO! And no one wants to buy a dirty kitchen either!

De-personalize!

One of the most important things to do when selling your house is to take the home out of the house. The more personal stuff in your house, the less likely a potential buyer can imagine themselves living there. Remove items that are unnecessarily taking up space. Walls, floors, countertops.... Remember square footage sells!

Deep Cleaning!

If you want to indulge yourself, now may be the time. Hire a great cleaning service to really tackle your home. Get every inch of your home clean and sparkling, great cleaning people pay attention to every detail. It will pay you back many times over in selling a home that shines!



**Selling your home is different.
Always be ready to show.**

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Time to Hit the Market

- ☐ **Determine a Target LIVE Date**
When would you like your home to start being marketed to the public? What works best for you?
- ☐ **Meet to Complete Listing Documents**
Time to set aside about an hour to complete listing agreement and necessary disclosures.
- ☐ **Agent to Schedule the Professional Photographer**
Photographer takes about an hour to complete the photo shoot of all interior and exterior aspects of your home. Our listings never go live without great photos!
- ☐ **Agent to Schedule the Arrival of the FOR SALE sign**
The sign arrives in coordination of the live listing date, completed documents, and professional photos. Today is the day!



The big day is here!
This is the day your home goes LIVE on the MLS.

Marketing Commitment

Our team is committed to explaining every aspect of the sale. Each sale is different, but this is a general guideline.

- We will notify you of all showing requests just as soon as we receive them. Let's work together to never miss a showing opportunity.
- In the first week of being listed, we will hold an Open House and promote it to all area Realtors via email blasts, housing websites, and social media platforms.
- We will do "Live" video tours of the home to create interest in the Open House, but also personal virtual showings.
- We request and follow-up with agents who show your home. As soon as we receive feedback, we will share it with a quick call or text, whichever you prefer.
- We keep you apprised of all homes in your neighborhood that either come on the market or sell. Our promise to you is to stay ahead of the curve. Once we chase the market or are hesitant to respond, seller's don't optimize their price. That is not how we best help you! We stay ahead of the trends and keep you informed.

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OFFER PROCESS

We Have an Offer! Now what?

You will be immediately notified of all offers.

We will detail the pros and cons of every offer and provide you an estimated sellers proceeds sheet. We will help you negotiate any offer with 100% confidence to ensure you get your BEST offer!

Once you accept an offer, we will guide you through the inspection timelines and help you prepare for the home inspection process. Typical timelines for an inspection is 7-10 business days.

Upon completion of the home inspection contingency, we move on to the appraisal process if the buyer is obtaining a loan. Typically, the lender will request the appraisal be completed within 10 business days.

Sellers will be contacted by the Title Company to sign all needed title documents about one to two weeks prior to close.



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CONGRATS! WE'RE CLOSING!

It's Time to Close.

This is the home stretch!

The buyers will want to do a walk thru a few days before closing. This is time to make sure you have the home in order to transfer ownership. The home is expected to be in the same condition as when the buyers bought it. Make sure it is clean and the utility companies have been called for the day of closing. This is when the buyer and the buyer's lenders are working feverishly.

Once we have confirmation of the closing, we will gladly reach out to give you the great news!



Congratulations!

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