

A modern living room with a grey sofa, a white coffee table, and a potted plant. The room is brightly lit, and the furniture is contemporary. A large, semi-transparent white circle is overlaid on the right side of the image.

SELLER'S

guide

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A living room scene featuring a white sofa with several pillows. A large, white, chunky knit blanket is draped over the sofa. To the left, there is a potted plant with large green leaves. On the wall behind the sofa, there are two framed pictures. The floor is made of wood. The text "About Us" is overlaid in a cursive font.

*About
Us*



*a little
about us...*

*Hello,
We Are*

SMITH | PETERSEN

**Providing The Best Client
Experience Possible!**

When using Smith|Petersen you get agents who truly care about YOU, not just the sale! Everyone has a unique story when contemplating a move. No two are exactly the same! We want to hear about your needs and expectations...because in the end...selling your home is really all about you!

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we're here to help



Shannon Smith

AGENT

I could give you the standard REALTOR® bio...I will fight for my clients, I've sold a million homes, I'm married with kids, I love my dogs...blah, blah, blah. All the things in those standard bios are probably 100% true, but I decided I wanted to do something a little different & tell you the things I will not do.

I will not be a "yes man" & tell you things just because I think it is what you want to hear. I will not try to "talk you into" buying a house. If I think a house isn't right for you, I will not be afraid to tell you why I feel that way. I will not be anything but honest! In the end, isn't that the most important thing? We are not talking about buying a pair of shoes here. We are talking about what will most likely be the biggest financial investment of your life! Even if it's not exactly what you want to hear, I will be nothing but honest. Being honest, to me, is the only possible approach.



Tom Petersen

AGENT

As a REALTOR® my first priority is to make my clients happy. I listen to their wants and needs to achieve the best outcome in every transaction and I strive to ensure that the home buying or selling process is fun, easy and stress-free. As a Bloomington-Normal native I take pride in my community, as a seasoned real estate professional, I recognize and value the trust my clients place in me and I strive every day to exceed their expectations. I currently serve as part of the Community Cancer Center advocacy group along with serving on the Executive Committee for Carle Bromenn Chase for Champions Fundraiser. I have an extensive professional background in sales and management and am dedicated to excellent customer service and a commitment to work hard. I look forward to working hard for you as your REALTOR®.



STEPS TO *selling a home*

- 01 WHAT WE DO FOR YOU
- 02 ESTABLISH A PRICE
- 03 FINANCIALS
- 04 PREPARE YOUR HOME
- 05 MARKETING
- 06 LISTING
- 07 SHOWINGS
- 08 OFFERS & NEGOTIATIONS
- 09 UNDER CONTRACT
- 10 FINAL DETAILS
- 11 CLOSING

A bright, modern kitchen with a dining table and island. The scene is dominated by two large, lantern-style pendant lights hanging from the ceiling. The kitchen features white cabinetry, a granite countertop, and a large window on the left side. A dining table with wooden chairs is set in the foreground. The overall atmosphere is clean and inviting.

Preparing
to Sell

01 *What we do for you*

As your agent we want to be your best asset as you go through the home-selling process. This is one of the biggest financial transactions of your life. We are here to advise you through every step of the process.

We will be working with your best interests in mind and can help guide you through all the stages of selling your home.



CONNECT YOUR HOME WITH PROSPECTIVE BUYERS

Using our proven marketing strategies such as professional photography, database farming, social media marketing, and targeted ad placement, we achieve maximum exposure of your home to prospective buyers.

GET YOU MORE MONEY

We know getting top dollar for your home is imperative. We have strategies in place to help achieve this result.

ATTENTION TO DETAIL

The process of selling a home requires a good deal of paperwork. We will walk you through all the required documents and make sure they are completed as required. We will stay on top of deadlines, communicate with all involved parties (i.e. attorneys, buyers agent, etc.), and keep you informed along the way.

PROFESSIONAL NEGOTIATOR

Negotiations are key to helping you achieve your objectives when selling your home. We will go over all offers in detail and advise you on the most advantageous way to respond.

02 Establish a Price

Pricing your home competitively...

The listing price is one of the most important factors in a successful home sale. You may be tempted to list high, but often times this may have the opposite effect of what you are looking for. It could result in price reductions, longer days on market, and the risk of becoming a "stale" listing. We will provide the data that shows what homes are selling for in your area. Lean on us to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner and for more money.

What determines the price?

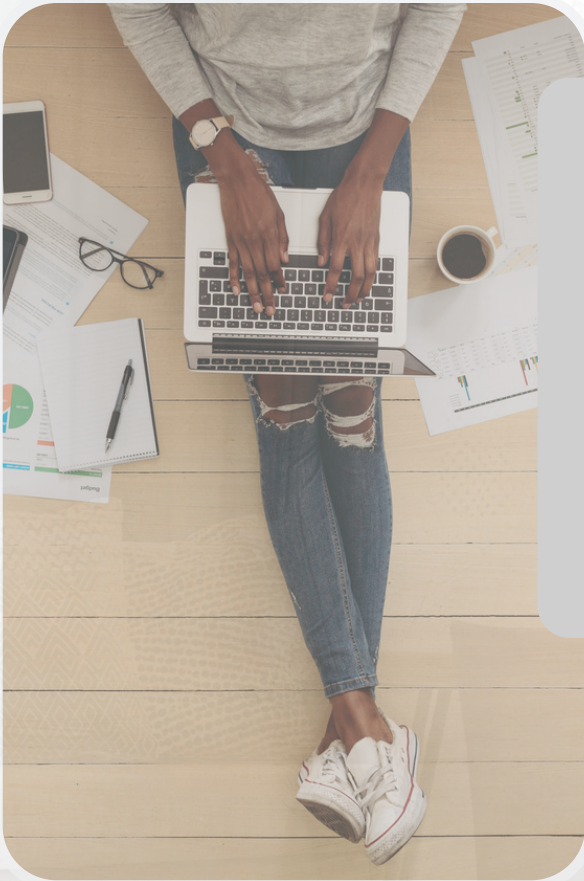
Remember that your home is only worth what buyers are willing to pay. We will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

Comparing these houses to your home will help paint a picture of what prospective buyers are willing to pay.



03 Financials

What's the bottom line?



There are several expenses to take into account when figuring the bottom line of the sale of your home.

They include mortgage payoffs, attorney fees, REALTOR® fees, title insurance, tax stamps, and prorated property tax credits.

We can use these figures to provide an estimated net proceeds of sale for your home.

Other things to keep in mind...

There could potentially be other expenses that you may incur in the process of selling your home.

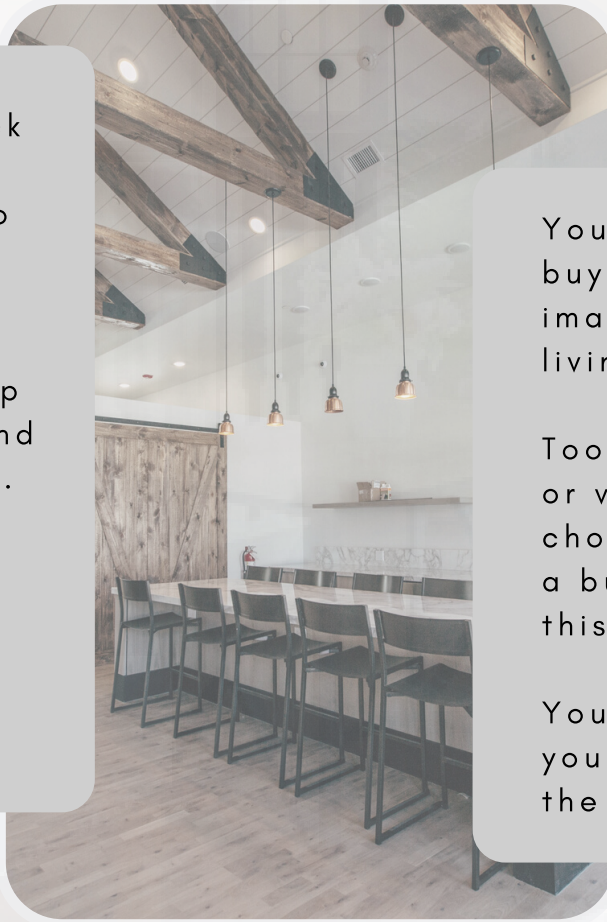
A couple examples could be cost of repairs as a result of inspections or providing the buyers with a home warranty.



04 Prepare your home

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



You want the potential buyer to be able to imagine themselves living in the home.

Too many family photos or very specific design choices can impede on a buyers ability to do this.

You want to neutralize your home to appeal to the masses.

Home Staging Tip...

Do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers. Buyers need to be able to envision themselves living in your home.

If there are too many personal items or too much clutter it can distract buyers attention away from what your home has to offer.

Preparing Checklist

Exterior

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Power wash siding
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



Interior

- Repaint in neutral colors that appeal to many styles
- Remove clutter and most personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room

PRE-LISTING *Checklist*

Curb Appeal

- Add colorful plants
- Mow lawn
- Trim around walkways
- Trim trees and bushes
- Remove weeds from flowerbeds
- Mulch around trees and flowerbeds
- Clean and/or paint the front door
- Add a new, fresh doormat

Exterior

- Powerwash driveway & siding
- Repair/replace damaged screens
- Make sure water spigots are working
- Repaint or stain deck/patio
- Wash windows
- Clean window wells
- Clean & arrange patio furniture
- Clean out/repair gutters & downspouts
- Sweep off driveway and walkways
- Ensure lights are working and bright
- Make sure doorbell is working

Overall Interior

- Mop all hardwood and tile
- Clean windows
- Repair holes or cracks in walls
- Repaint with neutral colors
- Clean baseboards and trim
- Organize basement
- Check and replace lightbulbs
- Dust all lights and ceiling fans
- Dust shelves and art
- Remove family photos
- Take out all trash
- Have carpets professionally cleaned
- Eliminate odors (pet,smoke)
- Organize closets leaving free space
- Clean all blinds and curtains
- Ensure windows open, close and lock
- Clean all filters and vents
- Replace worn pillows and rugs
- Declutter and arrange in inviting way
- Place fresh flowers on table
- Make daily to-do list to stay tidy

PRE-LISTING *Checklist*

Kitchen

- Deep clean fridge, stove, & microwave
- Ensure all appliances are working
- Wash all cabinet fronts
- Organize to create space
- Minimize items on counter
- Remove magnets from refrigerator
- Hide trash can in a closet

Bedroom

- Declutter and organize closets
- Create empty space in closets
- Dust and declutter all furniture
- Launder bedding and pillows
- Clean blinds and curtains
- Organize furniture to look spacious

Laundry Room

- Clean all surfaces
- Organize shelves
- Wipe down washer and dryer
- Put all clothing away

Bathroom

- Remove rust and mildew stains
- Replace caulk around sink/tub/shower
- Replace worn rugs and towels
- Clean or replace shower curtain
- Clean and repair any damaged grout
- Ensure the sink/tub/shower drain well
- Ensure the toilet operates properly
- Check/clean the exhaust fan
- Clean toilet bowls
- Clean soap residue from shower/tub
- Remove non-essential items from shower/tub
- Repair/replace any leaky faucets
- Clean mirrors

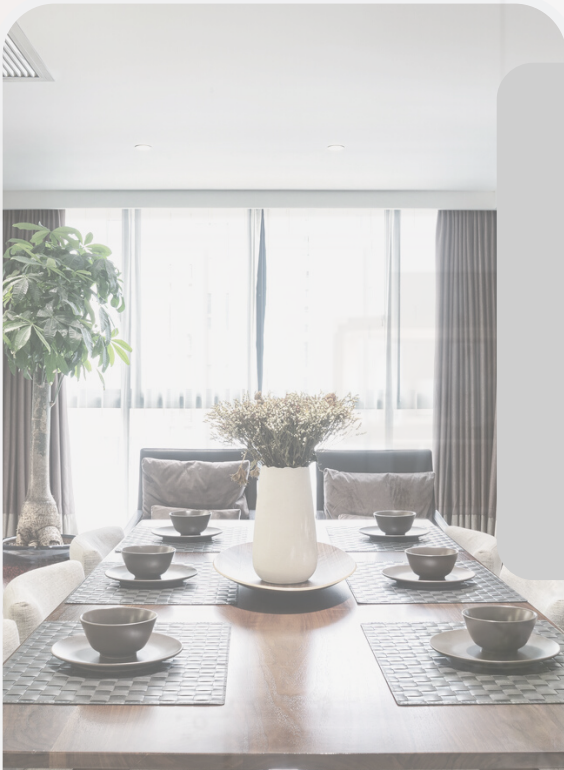
Garage

- Clean floors
- Organize to create floor space
- Organize items in bins or on shelves
- Eliminate any odors
- Ensure the garage door is working



Finding a Buyer

05 Marketing



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

Our Marketing Strategy

- Professional Photography
- Database Farming
- Social Media Marketing
- Unique Open House Methodology
- Targeted Ad Placement
- Radio Advertising
- Consistent Communication

06 Listing

Your home is officially on the market - congratulations!

Now we will use our connections to get the word out about your home to other agents and potential buyers.

A sign will be placed in your front yard and all the marketing tools we discussed will be set in motion.

Online presence is one of the most important factors in reaching prospective buyers. Most buyers start their search here.

We provide professional photography to get well-lit photos that will give your home an edge in attracting buyers.

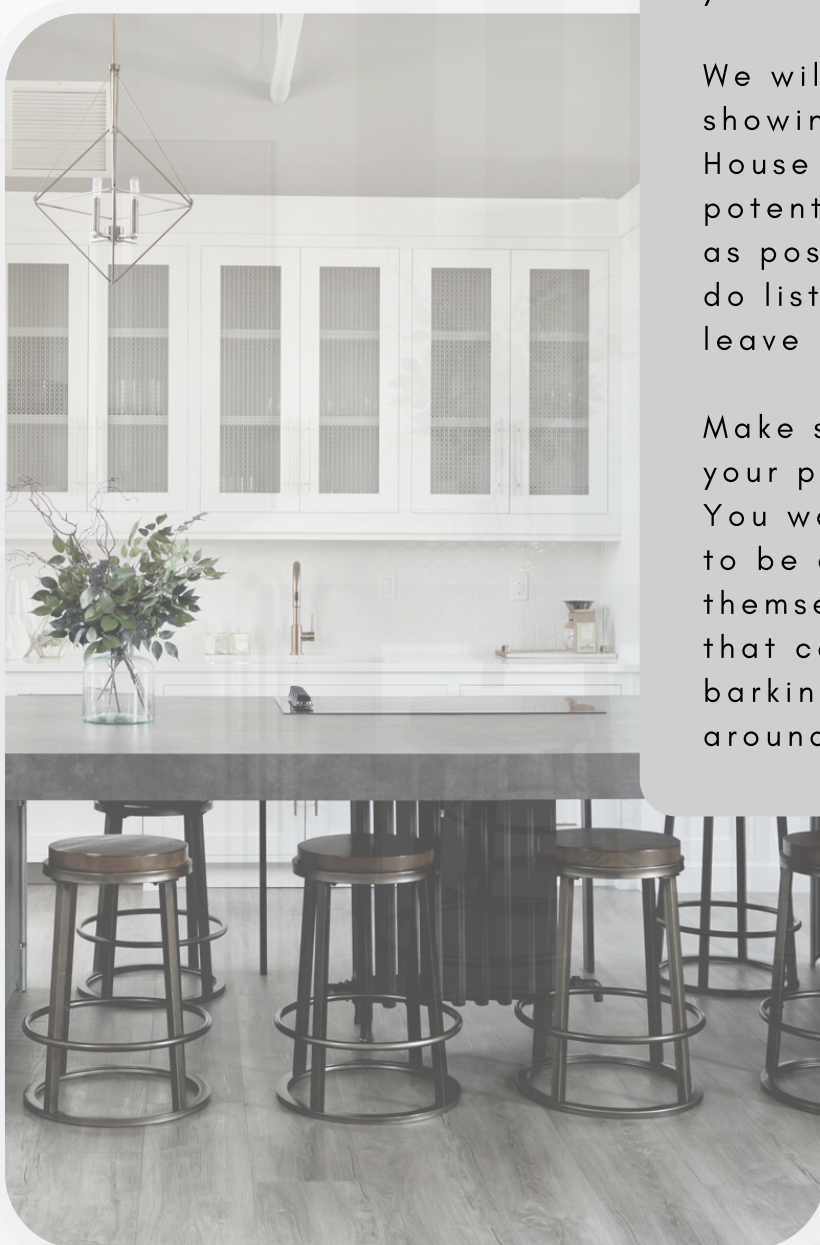


07 Showings

The most important thing to keep in mind while showing your home is flexibility.

We will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Create a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog or cat roaming around.



Showing Checklist

...if you have ten minutes

- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Put all evidence of pets in a basket and take it with you
- Wipe down all countertops and put all dishes in dishwasher
- Empty all garbage cans and take out trash
- Put out your fresh towels
- Pick up all toys and personal items
- Turn on all lights

...if you have an hour

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies



Final Steps



Offers & Negotiations



We will advocate to get the best terms for you.

Whether we receive one or multiple offers, we will help you review each offer and discuss all the terms and conditions. We will provide our advice on the best approach for your response.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is reached that is acceptable for both sides.

Under Contract



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These can include...home inspections, title search, and a final walk-through by the buyer before the closing.

10 Final Details



Time to get packing and plan for your move. Arrange moving services and transfer utilities as of the date of closing.

11 Closing

Closing is the final step in your home selling process.

During the closing, the deed is transferred to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Make sure to bring a state issued ID as well as any extra keys and garage door openers for the home to the closing.

Congratulations on selling your home!

Customer Testimonials

”

Shannon sold us this house several years ago and did a fantastic job listening to what we wanted and showing houses which fit both our desires and price range. I recently got a promotion at work which prompted a relocation to Georgia. It was short notice so we had to get our house sold fast. Because of how great she was to work with the first go around, I knew I wanted her in our corner again. She assured us that with her marketing we would be in a very good position going onto the market. She was not lying!!!! Day 2 we got our first offer. She worked diligently negotiating and worked out a deal all sides were happy with. From listing to sold in 5 days. You can't ask for better service.

”

Tom did a fantastic job - he made selling our house quick and easy! He took care of all the details for us. He found us a beautiful new home and we are so excited. The whole process was easy and enjoyable - Tom has great knowledge about both buying and selling and the quick communication between him and his office and us helped to take care of all the details quickly and efficiently. Hire Tom - you won't be disappointed!

”

We sold a previous house as a FSBO because of negative experiences with past real estate agents who were too busy, impersonal, or uninterested. But our new home purchase with Shannon gave us a real change of heart. We turned around and asked her to sell our old house, which she did in TWO days—wow! Shannon was incredibly attentive, involved, and responsive to our concerns and a steady stream of text messages. We'd gladly work with her again!

Resources

ATTORNEYS

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Todd Bugg
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TEB@DunnLaw.com

Pat O'Rourke
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Patrick@AllianceLT.com

MOVERS/STORAGE

Bloomington Relocation Services
309.888.4370
www.brs-navl.com

Uncle Bill's
309.451.4500
<https://unclebillstorage.com/>

U-Haul
309.807.5514
www.uhaul.com

ROOFER

Able Roofing 309.428.8403

PLUMBER

Platinum Plumbing .. 309.434.0803

ELECTRICIAN

Emmett-Scharf 309.664.1111

HVAC

Hoegger HVAC 309.275.5177

FLOORING

Flooring Depot 309.663.0145

PAINTER

Wiltz Painting 309.275.3732

FENCING

Post Up Fencing 309.531.5554

LANDSCAPER

Knob Hill 309.663.2014

WINDOWS/GLASS

Twin City Glass 309.827.4926

CARPET CLEANING

On The Spot 309.212.5326

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