

SELLER'S *Guide*



Hello!

I'm Melissa Welsh



I'm is a lifelong resident of Central Minnesota and have exceptional knowledge of the area. I believe that real estate is much more than simply buying or selling a home. A key element of real estate is developing relationships and building trust with her clients. She's a full-time realtor representing Buyers and Sellers and will work hard to see you through a successful transaction. She knows how to listen, is very responsive and always puts the needs and wants of my clients first. She was in a nursing role for 15+ years prior to becoming a Real estate agent. She has three children and when she's not working, she loves to travel.

Licensed in the state of Minnesota & Florida
Graduate of Real Estate Institute - GRI
Military Relocations Professional - MRP
Certified Probate Real Estate Specialist- CPRES

beachboundrealtor@gmail.com

www.beachboundrealtor.com



Hello!

I'm Haiden Welsh



I'm Haiden, a dedicated realtor passionate about helping clients find their ideal homes. My mission is to guide people through one of life's most significant decisions, ensuring their needs and dreams are met. Whether clients are first-time homebuyers or seasoned investors, I aim to make their experience seamless and enjoyable.

Outside of real estate, I love traveling and exploring new places. Additionally, I coach a high school dance team, fostering creativity and teamwork. These skills translate into my real estate practice, where I emphasize collaboration and communication to help clients navigate the complexities of buying or selling a home. I understand the emotional stakes involved and strive to make the process smooth and rewarding for everyone.

haidenrealtor.com

www.beachboundrealtor.com



**COLDWELL BANKER
REALTY**

WHY COLDWELL BANKER REALTY®?

THE COLDWELL BANKER® BRAND IS THE NORTH STAR OF THE REAL ESTATE INDUSTRY – GUIDING PEOPLE TO THE HOMES OF THEIR DREAMS FOR 118 YEARS. IT'S A PASSION AND PURSUIT WE TAKE DEEP PRIDE IN: CREATING AND EXCEEDING IMPECCABLE STANDARDS IN EVERY ASPECT OF YOUR REAL ESTATE EXPERIENCE:

- PROVEN SUCCESS
- POSITIONING YOUR PROPERTY
- FULL SERVICE
- PRICING STRATEGIES



LIST YOUR HOME WITH CONFIDENCE

SELLING YOUR HOME WITH COLDWELL BANKER REALTY GIVES YOU ACCESS TO AN INDUSTRY-LEADING MARKETING SUITE DESIGNED TO PUT YOUR HOME IN FRONT OF MORE BUYERS, BOOST ITS SALES PRICE AND HELP YOU MAKE THE MOVE THAT'S RIGHT FOR YOU. AFTER ALL, YOUR HOME SALE EXPERIENCE SHOULD BE SIMPLE AND REWARDING. YOU WILL LEARN MORE ABOUT THE DIFFERENT PRODUCTS AND PROGRAMS AVAILABLE TO YOU IN THIS PRESENTATION.

Home Seller's ROADMAP



FINDING *a Great agent*

Find a real estate agent that you trust and feel comfortable with. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as much as you are.

INDUSTRY KNOWLEDGE

We have access to a wide variety of resources that is not readily available to the public. WE can help you determine the best price and time to sell.

SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

We must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

We're are dedicated to helping you answer any questions that arise from this process. We treat you, how we would like you to treat us!

ESTABLISH

a Price

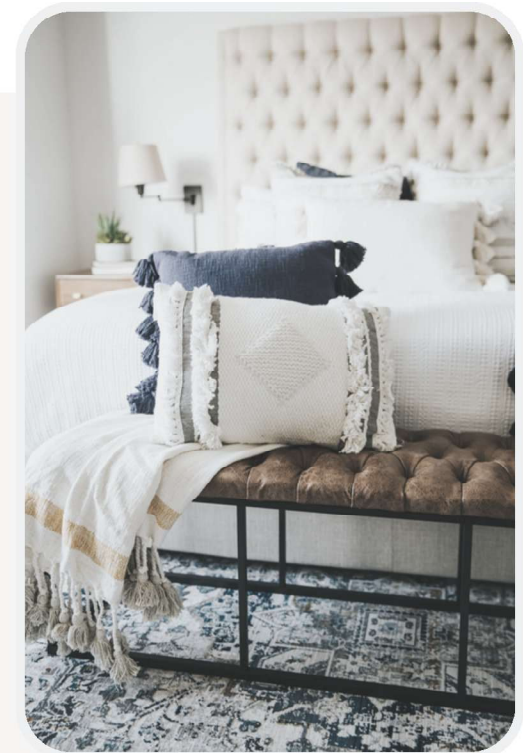
LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

1. You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood.
2. You can get your real estate agent to perform a free market analysis on other homes for sale in the area.



ESTABLISH

Buyer Agent Compensation



HOW OFFERING BUYER'S AGENT COMPENSATION CAN BENEFIT SELLERS

WHETHER TO OFFER COMPENSATION TO A BUYER'S AGENT, AND THE AMOUNT OF COMPENSATION YOU MAY DECIDE TO OFFER, IS PURELY YOUR CHOICE. THERE IS NO LEGAL OR OTHER OBLIGATION TO OFFER SUCH COMPENSATION. HOWEVER, SO THAT YOU CAN MAKE AN INFORMED DECISION, AND TO HELP YOU UNDERSTAND WHY WE RECOMMEND THAT YOU MAKE SUCH AN OFFER, BELOW ARE SOME POINTS TO CONSIDER REGARDING WHY WE BELIEVE THERE ARE SIGNIFICANT BENEFITS TO DOING SO.

THE MOST SIGNIFICANT BENEFIT OF OFFERING COMPENSATION TO A BUYER'S AGENT IS TO HELP MAKE YOUR PROPERTY ATTRACTIVE TO THE WIDEST POSSIBLE POOL OF POTENTIAL BUYERS. EXPERIENCE HAS SHOWN THAT THIS IS THE BEST WAY TO CREATE THE HIGHEST DEMAND FOR YOUR HOME - WITH THE GOAL OF GENERATING THE FASTEST SALE AND POTENTIALLY THE BEST PRICE FOR YOUR HOME.

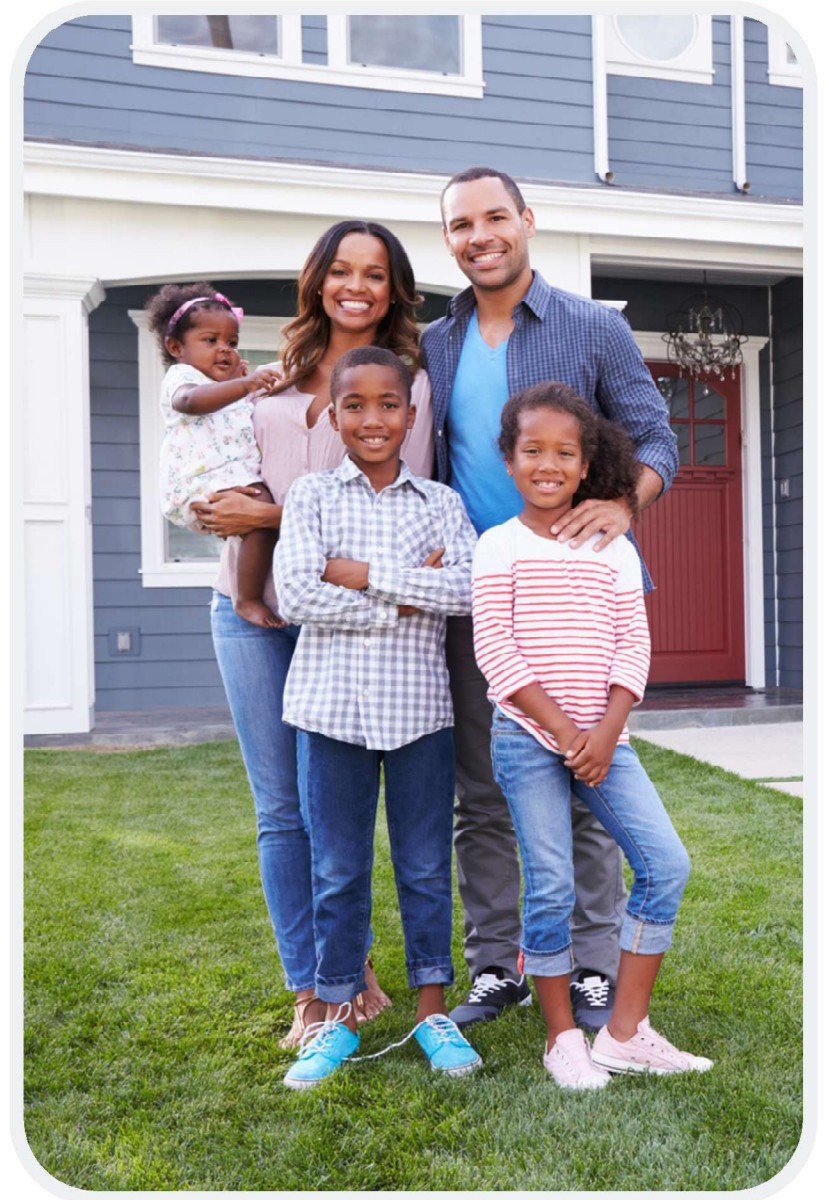
EXPERIENCE SHOWS THAT THE SELLER BENEFITS FROM THE BUYER HAVING AN AGENT BECAUSE THE TRANSACTION GOES MUCH MORE SMOOTHLY. WITHOUT AN AGENT REPRESENTING THE BUYER, THE CLOSING PROCESS CAN TAKE LONGER AND OTHER COMPLICATIONS CAN ARISE. OFFERING COMPENSATION TO THE BUYER'S AGENT GENERALLY INCREASES THE CHANCES THAT THE BUYER IS REPRESENTED BY A LICENSED PROFESSIONAL WHO WILL MANAGE THEIR SIDE OF THE TRANSACTION.



PREPARING YOUR HOME


OUTSIDE

- Take care of the landscaping. Keep your lawn freshly mowed and neatly trimmed, water the flowers, trim the trees and bushes
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Sidewalks & Driveway: Sweep your sidewalks daily from debris or remove snow if listed in the winter.
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



PREPARING YOUR HOME

INSIDE

- Painting: Touch up your house's exterior paint. Paint and/or clean the front door.
 - Remove and replace any personal items
 - Inspect your home with a buyer's eyes, weed out excess furniture, knickknacks, and "stuff"—toss it, donate it, give it away, sell it at a yard sale or put it into storage—so the house seems more spacious, and buyers can imagine themselves in it.
 - Clear everything off your refrigerator: Most homeowners use magnets or tape to stick everything from vacation snapshots and finger-painting masterpieces. Clear everything off.
 - Stay vigilant about maintenance. Clean, scrub, and polish: Keep your stove, oven, refrigerator, microwave, and other appliances clean inside and out.
 - Clean and spot-treat all carpeting. Shampooing the carpets always gives it a fresh look. Clean walls, doors, and woodwork.
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- A photograph of a modern living room. A blue sofa is positioned against a white wall, adorned with blue and white patterned pillows. In front of the sofa is a dark wood coffee table with a glass top, holding a bowl of fruit, a green bottle, and some books. To the right of the sofa is a small wooden side table with a lamp and a potted plant. On the wall above the sofa are three framed botanical prints of large leaves. A blue and white striped rug is on the floor.
- Eliminate odors: Buyers will notice strong smells as soon as they walk through the front door. Eliminate smoke, mildew and pet odors.
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 - Get rid of clutter: Keep clutter off kitchen counters and dirty dishes out of the sink.
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 - Make sure hinges and knobs are tightened and doors close properly.

Listing

Congratulations! You've made an important decision to sell your home! The first thing to do is filling out the paperwork to list your home.

We will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.



Make sure your photos and descriptions are clear, attractive, and relevant.

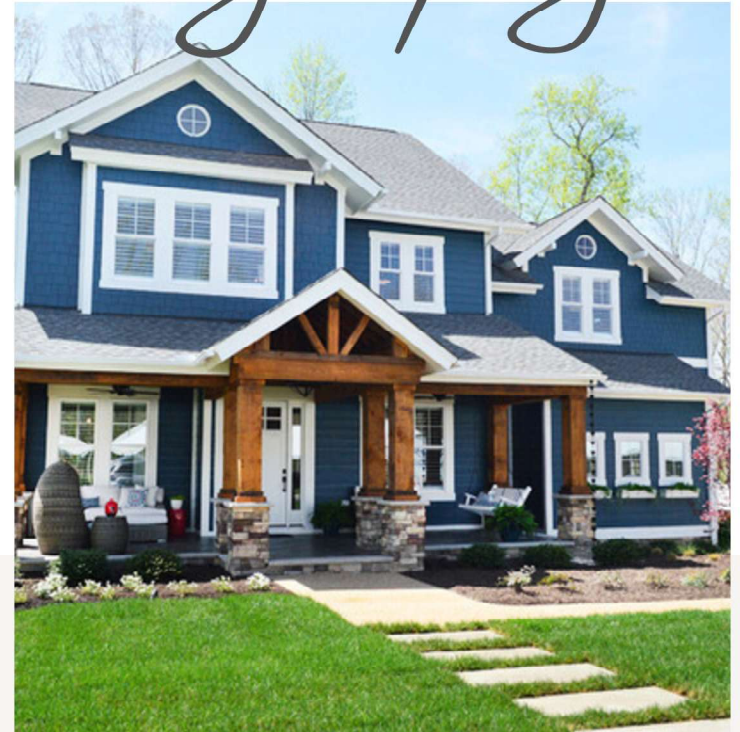
These are the first impressions of your home to a potential buyer.

Make sure your sign is standing nice and straight so when potential buyers drive by and they can see that it's for sale. If it's winter, please make sure you shovel around the sign, so it is visible to all that drive by. If for some reason it breaks, please call your real estate agent so they can get a new one installed.



Professional Photography

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. Thanks to professional photography, your property will look its very best, encouraging buyers who are browsing online to slow down and take notice. These are the first impressions of your home to a potential buyer. We take professional high-quality photos to best highlight your home. Photos are essential since over 98% of buyers will first see your home online. Buyers will feel more comfortable with more photos to look at.



Disclosures



Sellers are obligated to disclose any problems or flaws pertaining to the property. Items that are not in working order, damage to the home due to storms, a broken dishwasher, or any new assessments the city or county are imposing on the property. If you fail to mention the leaky roof or flooded basement, you could be libel for not disclosing for up to two years after selling your home, so it's important to disclose all information.

Before you start showing your home, you need to decide what will be included in the sale. If you want to take your curtains or a bolted shelf in the garage with you, let us know so we can put that information on the MLS listing. Anything that is screwed into the home stays with the home. (This does not include pictures on the wall, but it does include TV mounts).

Does your home have a septic system? Do you need a septic certification? If so, we need to order that.

Do you have a private well? When's the last time you had a water test done?

It's also important to let your agent know if anything has happened since you listed your home, for example: water in the basement or any other deficiencies to the home.



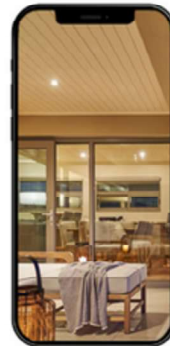
Marketing Online

You will be on nearly every real estate site in the State of Minnesota. Agents use a feature called an “auto email” in the MLS which sends listings to buyers with certain criteria that they’re looking for. As soon as your house goes on the market, your home will be in their inbox within 15 minutes.

Our brokerage signed a contract so we can feature all our listings on the number one site used by consumers. We put additional photos to increase your exposure online, so your home is higher on search engine results. When any buyer inquiries about your property or others in the area, their contact information will be sent to one of our agents.

We spend extra money to have your home featured on Zillow, Trulia, Redfin, and Realtor.com and all other sites so your home gets maximum exposure.

We will feature your property on Facebook and Craigslist, Market Place, and Instagram, because we want as much information about your home as possible online, so you generate more exposure and show up higher on search results.



Marketing



Professional Photography
High-quality photos perfect for print and online to make your property look its very best*

*Consult your agent for details



Extensive Online Exposure

Your home will be displayed on the real estate industry's most visited websites and viewed by potential buyers all over the world



Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



Property Tour

Professionally produced photo slideshow

Marketing



YouTube Advertising

Professionally produced 30-second listing ad shown during a YouTube video with optimized audience targeting



Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



Social Media Banner

Attention-getting online promotion of your home for maximum reach



Just Listed eFlyer

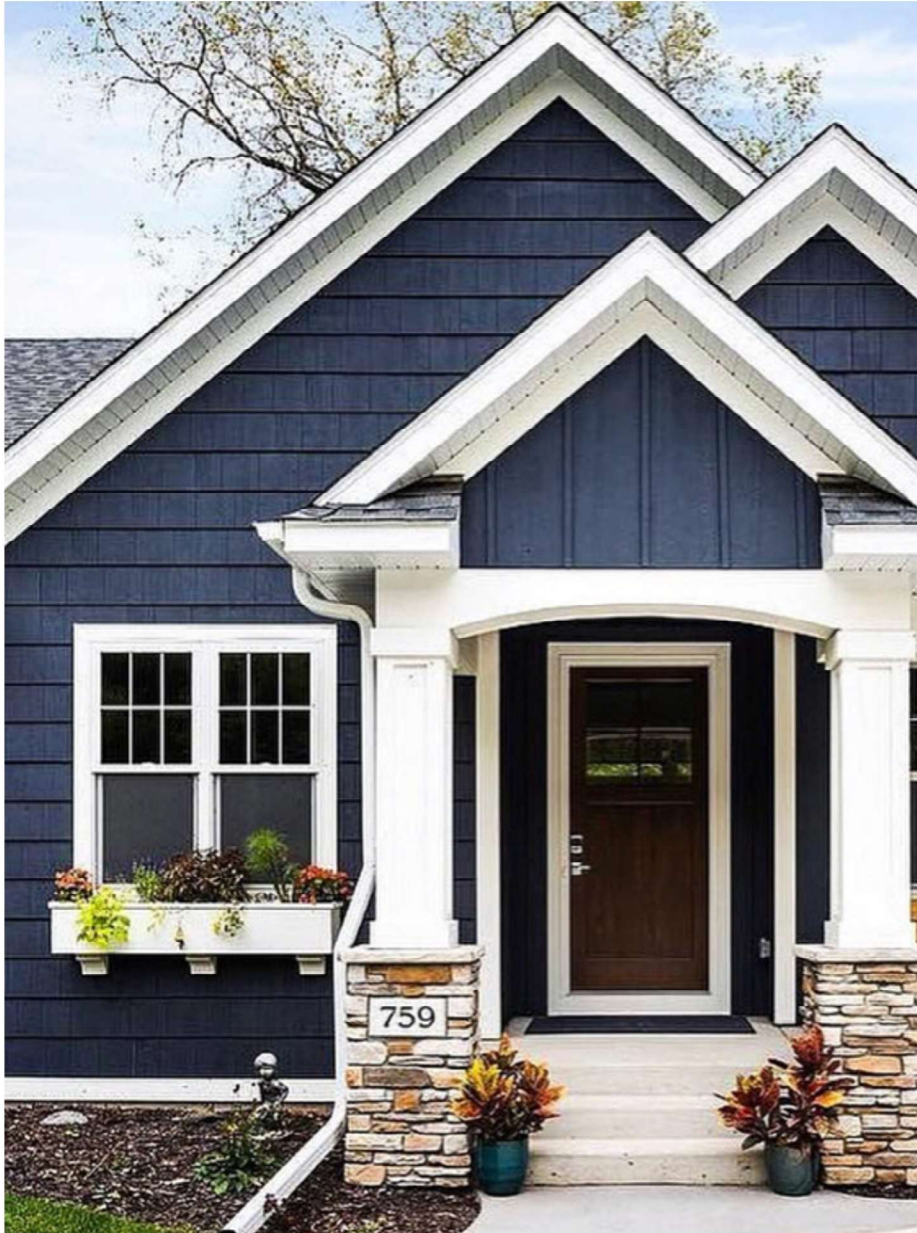
"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market

Marketing



Mobile Brochure

Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



Property Brochure

Beautiful, professionally printed property brochures with trackable QR code, to showcase your home



Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure

Showings

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



Checklist FOR SHOWINGS

Make the beds and fluff pillows
Throw away any garbage
Empty out garbage cans and take out the trash
Clean the countertops and put away dishes
Declutter the home, remove any toys
Turn on all indoor and outdoor lights
Vacuum, sweep and mop the floors
Wipe all major appliances, glass, and mirrors
Fold or hang up visible clothing nicely



OFFERS *and Negotiations*

We will contact you as soon as possible with the terms of the purchase agreement. At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, we will help you negotiate with the buyers to find a price that you are happy with.

We pride ourselves on excellent communication with our clients to ensure that the process is transparent, smooth and all information provided to the sellers is accurate and up to date.



Your home is Under Contract



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract.

Some things that need to occur before the closing process can commence:

The first 5-15 days the buyer will do an inspection and negotiate any repairs or will continue without repairs.

The buyer's lender will order an appraisal on the home, which can take roughly 5-30 days for them to get the report. They will do a title search & get the buyers information sent to underwriting for final approval.

FINAL Walkthrough

Right before closing the buyer will be doing a final walk-through to make sure the property is in the same condition as when you signed the original Purchase agreement. A walk-through should take roughly an hour to complete, enough time for them to be very thorough. During this assessment, they will check for new issues that may have come up since the last time they viewed the home. At this time, they will check all major appliances to ensure they are in working condition. They will also check to make sure any previously agreed-upon repairs have been made. They will look over the general condition of the property, inside and out.



Things to do before

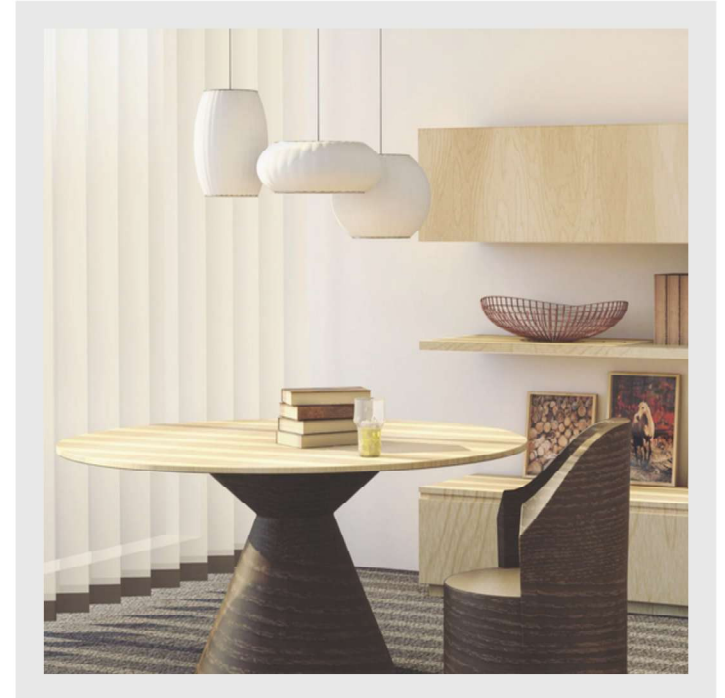
Closing

Things to do before closing:

Utilities will need to be switched out of your name, and if you're buying a home you will have to call to have your name switched for the new property.

Change your address at the bank, checks & your license.

Cancel your homeowner's insurance on the home you sell.



Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- Make sure you bring your license for identification.
- The deed to the house will be filed by the county and ownership is transferred to the buyer.

Any other documents including financing, insurance, and legal documents are exchanged.

- Congratulations! You've sold your home!

MELISSA'S CUSTOMER *Testimonials*



Melissa did a great job for us in selling & buying our new home. She was always available to answer questions every time we contacted her. She explained everything in detail and was always looking out for our best interest. We would use her again for all our real estate needs. Lisa S.

”

Melissa is the best! She is thorough, professional and great to work with. She has kept us apprised about the status of showings and information as it comes and goes. Melissa is honest and forthright- no games – no disappointments. Her advice, responsiveness, support and communication have been an invaluable asset to the sale of our home. I would highly recommend working with Melissa! Matt P.

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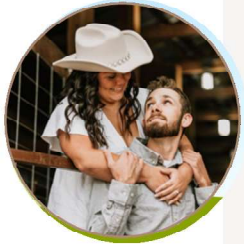


Melissa was incredibly insightful in helping my family find a great home! She was astoundingly professional and kind with us, and many times went out of her way to assist and meet our needs. She is well informed about properties and the local area. Would highly recommend her if you are thinking of moving to the area! Cavan W.

”

HAIDEN'S CUSTOMER

Testimonials



Working with Haiden was a great experience. As a first-time homebuyer, I was uncertain about what to expect throughout the process. Haiden guided me through the process with ease, and I am forever grateful for such an amazing first home, thanks to Haiden. Julia D

”

Haiden was very knowledgeable about the area. She was super friendly and very patient. She took us to several properties sometimes twice so that we could pick a place that was perfect for us. once we found the place, she got everything handled and we closed quickly and with no hitches. highly recommend her. Tom L.

”



Haiden took the time to explain all our options when selling our home clearly and honestly. She gave great staging ideas for our open houses. She truly cared about helping us! Hannah L.

”

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Haiden Welsh – Realtor
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COLDWELL BANKER
REALTY





LENDERS

Chris Wahl - Mortgage Lender
Guaranteed Rate Affinity
(612)209-0941 NMLS# 283507
christopher.wahl@grarate.com

Lisa Schreifels - Loan Officer
St. Cloud Financial Credit Union
320-249-7047 NMLS#533090
lisas@scfcu.org

Corey Eckstrand - Loan Specialist
St. Cloud Mortgage
(320)333-6886 NMLS# 235856
corey@stcloudmortgage.com

LANDSCAPING

Supreme Lawn & Landscaping
320-251-1739



HOME INSPECTOR

Scott Anderson 320-761-2100
Brad Knowles - 320-828-3701
Fred Krueger - 320-428-4543

SEPTIC CERTIFICATION

Watab (320) 363-1300
Miller Sewage Treatment Solutions
(320)398-2705

SEPTIC INSTALLATION

Kotzer Excavating (320) 980-0015
<https://kotzerexcavating.com/>

STORAGE UNITS

CornerStone Storage
www.cornerstonestoragemn.com

ELECTRICAL & PLUMBING

Klein Electric - (320) 252-5059
Precise Heating, A/C, Plumbing &
Refrigeration - 320-363-7401

WATER TEST

Finken Water (320) 258-2005
<https://finkens.com>

Traut Companies - 320) 251-5090
<http://www.trautcompanies.com>