

LAKEPLACE.COM

THE LISTING PRESENTATION



DANE ARTHUR®
REAL ESTATE AGENCY

DANEARTHUR.COM + LAKEPLACE.COM

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DANE ARTHUR AGENCY + LAKEPLACE.COM

\$3.0 B+
TOTAL SALES

8,000+
TOTAL
TRANSACTIONS

100+
YEARS OF
COMBINED
EXPERIENCE

The Dane Arthur Real Estate Agency was built on a simple but powerful idea: that great real estate is created through daily commitment to improvement, integrity, and genuine service. Rather than focusing on grand narratives or individual personalities, the agency is rooted in a shared dedication to doing the right thing for clients and delivering exceptional results. Originally founded as LakePlace.com, the firm has evolved into a modern, full-service real estate company driven by innovation, collaboration, and a client-first mindset.

With more than two decades of industry experience behind it, Dane Arthur has always embraced change rather than resisted it. The company has continually invested in technology, marketing, and forward-thinking systems to better serve buyers and sellers in an ever-evolving marketplace. That commitment to innovation is paired with humility and discipline - a belief that success comes not from seeking attention, but from staying focused on what truly matters: providing outstanding service, adapting to market shifts, and helping clients make confident, informed decisions.

At its core, Dane Arthur & LakePlace.com is a relationship-driven brokerage. The culture emphasizes authenticity, teamwork, and long-term client partnerships over short-term transactions. Agents are empowered to collaborate, share knowledge, and support one another so every client benefits from the collective strength of the entire organization. This approach allows the agency to consistently deliver a higher level of care, insight, and results - ensuring that each client's goals are not just understood, but truly prioritized.

THE TEAM

We're here to serve you...at the highest level. We strive to exceed client expectations through our in-depth market knowledge, transparent communication, and a personalized approach that ensures each transaction is smooth, successful and memorable.

The roots of The Dane Arthur Real Estate Agency & LakePlace.com are grounded in small-town values, teamwork, and a strong Midwestern work ethic. What began in northern Minnesota grew into a culture built on dedication, accountability, and a competitive drive to do better for clients. Those early principles continue to guide the firm today, shaping how agents collaborate, serve, and build lasting relationships in every market the company operates.

Founded more than 20 years ago as LakePlace.com, Dane Arthur has grown into one of the largest and highest-performing independent real estate brokerages in the Midwest, with offices and agents across Minnesota and Wisconsin. The agency combines deep local expertise with modern systems, strong leadership, and sophisticated marketing to give clients a powerful advantage in every transaction. With a strong management foundation in place, agents are free to focus on what matters most - guiding buyers and sellers through successful, well-supported real estate experiences.

At its core, our company is driven by a people-first philosophy. The company believes real estate is about far more than properties - it is about trust, relationships, and helping clients reach meaningful life goals. That belief is reflected in the way the agency supports its agents, serves its clients, and builds its brand. Through collaboration, integrity, and long-term thinking, The Dane Arthur Real Estate Agency continues to build a legacy of excellence that shows up in every interaction and every closing.

While we have worn many hats over the years and have always embraced change, our core mission has remained unwavering: deliver exceptional, unparalleled real estate services to our valued clients.



TESTIMONIALS

"We were so fortunate to have had our LakePlace.com agent represent us last summer. They were instrumental in getting our home sold in just one day at a price that exceeded our expectations, and in helping us find our dream home on the perfect lake. Throughout the entire process, it felt like we were working with a trusted friend who genuinely cared about our success. The entire Dane Arthur team is incredibly knowledgeable and consistently went the extra mile to protect our best interests."

Dana J.

"After experiencing poor communication with other real estate firms in the past, the level of responsiveness and clarity we received from the LakePlace.com team was refreshing. They communicated often, kept us informed every step of the way, and made the entire experience feel smooth and stress-free."

Dirk C.

"We spoke with three other agents before choosing our LakePlace.com agent, and in every case the communication was slow or inconsistent. With Dane Arthur, staying in touch was easy and seamless. They used phone, text, and email depending on what made the most sense, which made everything feel efficient and well-coordinated. Strong communication was extremely important to us, and the LakePlace.com team delivered exactly that."

Ryan B.



"FROM OUR VERY
FIRST MEETING,
WE KNEW WE WERE
IN GOOD HANDS."



MLS 6643426
4 BD 4 BA 3,716 SF
\$1,500,000



MLS 6677462
3 BD 4 BA 4,012 SF
\$2,187,000



MLS 6744369
3 BD 1 BA 1,370 SF
\$860,000



MLS 6797175
5 BD 5 BA 3832 SF
\$1,280,000



MLS 6530355
4 BD 3 BA 4644 SF
\$1,570,000



MLS 1580746
9 BD 10 BA 9,470 SF
\$2,000,000

RECENTLY SOLD

AGENCY



Local Brokerage. Global Reach.

Selling a house can be an overwhelming task. There's advertising to plan and budget for, open houses and private showings to arrange, purchase offers to negotiate, contract contingencies to worry about, and complicated paperwork to fill out. We have extensive experience marketing properties and showing them to their best advantage.

It's our job to know about the latest market conditions, government regulations, and upcoming developments – so that you don't have to.

With billions of dollars in sales, we've been in the business of delighting our clients for more than 20 years. The Dane Arthur Agency + LakePlace.com is a boutique brokerage founded on the principles of honesty, integrity, and hard work. We take pride in being leaders and experts in the lakeshore industry while remaining humble and grateful for the opportunity to serve our clients.

20+
YEARS
IN
BUSINESS

60+
TOP
PRODUCERS

20+
MN & WI
MARKETS SERVED



SELLER'S ROAD MAP

01 / AGENT

Select a reputable and experienced real estate agent to represent you and your property.

02 / PRICE

We will look at comparable sales in the area, market trends, and the condition of your property to help you set an asking price.

03 / PREP

Make necessary repairs, declutter, and stage your home to make it appealing to potential buyers. We will provide advice on how to make your home more marketable.

04 / MARKET

We will create a marketing plan, including listing it on the MLS, capturing high-quality professional photos, hosting open houses, and advertising to potential buyers.

05 / OFFERS

We will present any offers received on your home, and represent your interests as you negotiate with the buyer to reach a mutually beneficial agreement.

06 / CONTRACT

You and the buyer have agreed to the terms of the offer and both parties have signed the agreements. Appraisal and inspection is likely to follow.

07 / FINAL DETAILS

The buyer works with their mortgage provider to finalize the loan and complete all necessary tasks such as inspections.

08 / CLOSING

Transfer of funds and ownership are complete and seller is all packed up and ready to move. Time to celebrate!

PRICING STRATEGY

01

UNDERSTAND THE MARKET

The first step in developing a pricing strategy is to conduct a comprehensive analysis of the local real estate market. We'll look at data on recent sales and current listings to get a sense of what similar properties are selling for in the area.

02

CONSIDER THE PROPERTY'S UNIQUE FEATURES

We'll evaluate your property's unique features and amenities to consider how they impact its value relative to comparables in the area.

03

SET A REALISTIC PRICE

Based on the market analysis and your property's features, we'll set a realistic and competitive price. Keep in mind that overpricing can lead to a longer time on the market and potentially lower offers, while underpricing can leave money on the table.

04

CONSIDER PRICING STRATEGIES

In a competitive market, pricing the property slightly below market value could attract more buyers and result in multiple offers. Alternatively, if the property has highly sought-after amenities or is in a desirable location, pricing it higher could lead to a quicker sale at a higher price.

05

BE OPEN TO FEEDBACK

It's important to be open to feedback from potential buyers and their agents. If you're not receiving the level of interest you had hoped for, we'll consider adjusting the price or marketing approach to better align with market demand.



PREPARING YOUR PROPERTY TO SELL

DECLUTTER AND DEPERSONALIZE

A cluttered and personal space can make it difficult for potential buyers to envision themselves in the space. Remove personal items and keep the space clean and organized.

CLEAN AND STAGE

Clean the house thoroughly and consider staging it to make it more attractive to potential buyers. Staging can highlight the home's best features and help a buyer picture themselves living in the home.

MAKE NECESSARY REPAIRS

Address any necessary repairs or improvements before listing the property. This can include fixing leaky faucets, patching holes in walls, and updating outdated fixtures.

IMPROVE CURB APPEAL

First impressions matter, so take time to improve the exterior of the home. This could include adding fresh landscaping, painting the front door, or power-washing the exterior of the house.

PROFESSIONAL PHOTOS

We will hire a professional photographer to take high-quality photos which is essential for marketing your property. The professional photographer will capture your home's best features and help it stand out online.



MARKETING STRATEGY

PROFESSIONAL PHOTOGRAPHY

01

Our first step is to have a professional photographer take high-quality photos of your property. The property photos will be bright, clear, and showcase the best features of your home, inside and out.

VIRTUAL TOUR

02

Creating a virtual tour of your property will allow potential buyers to view the home from the comfort of their own computer or smartphone. This will give buyers a better sense of the layout and help them visualize living in the space.

ONLINE LISTING

03

Your property will be listed on popular online real estate websites such as Zillow, Realtor.com, LakePlace.com and EVERY broker enabled website in the market area. Detailed description, features, and its location to be included.

DIGITAL ADVERTISING

04

Your property will be shared on social media platforms such as Facebook, Instagram, YouTube and Twitter to reach a wider audience. Additionally, targeted ads will run to reach specific demographics and increase exposure.

OPEN HOUSES

At your discretion, we'll host open houses for potential buyers to come and view your property in person. This is a great opportunity to highlight the features of the home and answer any questions that buyers may have.

PRINT ADVERTISING

Custom flyers, brochures and mailers will be designed and distributed to local brokers and prospective buyers. We'll also distribute postcards and/or door hangers promoting your property for sale.

PUBLIC RELATIONS

We will carefully craft a story around your unique property and pitch it out to local Real Estate websites and newspapers for even more exposure.

NETWORKING

We'll utilize the LakePlace.com agent network to spread the word about your property and its unique features via email, social media and in person interactions.



LAKE PROPERTY CLOSING PROCESS

LAKE HOME INSPECTION

Typically, the buyer arranges for a home inspection to ensure that there are no major issues with the property. If any issues are identified, the buyer may request repairs or a reduction in the purchase price.

TITLE SEARCH & INSURANCE

A title search will be conducted to ensure that the seller has clear ownership of the property and that there are no liens or other issues with the title. The buyer will typically purchase title insurance to protect against any issues that may arise in the future.

CLOSING DOCUMENTS

The closing disclosure outlines the final terms and costs associated with the purchase. Both the buyer and seller will need to review and approve this document before moving forward.

CLOSING COSTS

The buyer and seller will need to pay closing costs, which can include fees for the title search, title insurance, appraisal, attorney fees, and other expenses.

TRANSFER OF OWNERSHIP

The title company will transfer ownership of the property from the seller to the buyer. The seller will need to provide the keys to the property, and the buyer can take possession of the home.





OUR PROMISE

- ✓ We will assist you in preparing your lake property for sale, including recommending any necessary repairs or upgrades to maximize your sale price.
- ✓ We will market your lake property through a variety of channels to ensure maximum exposure to potential buyers.
- ✓ We will provide you with regular updates on the status of your lake property sale and any feedback received from potential buyers.
- ✓ We will work tirelessly to get you the best possible price for your lake property.
- ✓ We will handle all negotiations with potential buyers on your behalf, and will work to secure the best possible terms for you.
- ✓ We will be available to answer any questions you may have and provide guidance and support every step of the way.

WE ARE HERE
FOR YOU EVERY
STEP OF THE
WAY.



DANE ARTHUR

REAL ESTATE AGENCY



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