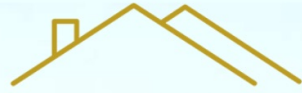


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SHOWCASE HOME GROUP

Showcase Your Home

personal service - modern systems - proven results

Your Home Selling Guide

Your Agent: Rene Kinney



About

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Homes Sold

171

\$49M volume

2023



Homes Sold

293

\$83M volume

2024



Homes Sold

474

\$137M volume

2025

The Showcase Home Group is one of the top-performing real estate teams in Northeast Ohio, consistently ranking in the top 0.5% of teams nationwide. With a combination of modern marketing, strong negotiation, and a client-first approach, our team has built a reputation for delivering results whether you're buying your first home or making your next move.

When you work with me and the Showcase Home Group, you get: Access to a high-volume, well-connected network

Early opportunities on homes before they hit the market, Proven negotiation strategies backed by hundreds of transactions, systems and support that make your experience smooth and stress-free.

"When you choose me, you're not just hiring one agent — you're gaining the power, experience, and strategy of an entire top-producing team behind you."

Selling Your Home Journey



SHOWCASE HOME GROUP

Showcase Your Home

1

Consultation

Discuss goals, timeline, and pricing strategy.



Prepare

Stage, photograph, and market your home effectively.



Listing

List your home on the MLS and promote it.



Showings

Host open houses and private showings.



Offers

Review offers, negotiate, and accept the best one.



Closing

Final inspections, paperwork, and handing over the keys.



Offers

Review offers, negotiate, and accept the best one.



Rene Kinney

330-441-6848

YourRealtorRene@gmail.com

Your Agent




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Rene Kinney
330-441-6848
www.ReneMarie.biz
YourRealtorRene@gmail.com

My Commitment to You!



1

PRICING STRATEGY

I will analyze the market and local comps to set the best price to maximize your home's value and attract serious buyers.

2

EXPERT MARKETING

I'll implement a full-spectrum marketing plan to showcase your home professionally and get maximum exposure. We will use Zillow Showcase with a virtual tour option and drone photos to make your home stand out.

3

PREPARATION & STAGING

I'll guide you on decluttering, staging, and improvements to make sure your home shows beautifully and appeals to buyers.

4

QUALIFYING BUYERS

I will pre-screen and qualify potential buyers to ensure you only get serious offers from ready, willing, and able purchasers.

5

NEGOTIATION EXPERTISE

I'll skillfully negotiate to get you the best possible price and terms, protecting your interests every step of the way.

6

SMOOTH CLOSING

I will oversee the entire closing process from start to finish, working alongside the Showcase Home Group team and our transaction coordinator to keep everything organized and make sure we get you to a smooth, successful closing.



Rene Kinney

330-441-6848

YourRealtorRene@gmail.com



Get Your Home Photo Ready: Pre-Listing Checklist

Make sure your home shines for photos with this simple, comprehensive pre-listing checklist:

Declutter

- Clear countertops, tables, and shelves of excess items.
- Remove personal photos, heavy decor, and excess furniture.
- Organize and minimize clutter in closets and storage areas.

Clean

- Deep clean all rooms, including floors, carpets, windows, and baseboards.
- Clean kitchen appliances, countertops, sinks, and bathrooms.
- Wash windows and mirrors to make them shine.

Tidy

- Make beds neatly with neutral bedding and fluffy pillows.
- Arrange pillows and throws neatly on sofas and chairs.
- Hide everyday items like mail, pet bowls, toys, and dishes.
- Store personal items such as shoes, laundry, and toiletries out of sight.

Repair & Refresh

- Touch up paint and fix any scuffs, cracks, or damage.
- Replace burnt-out light bulbs and make sure all lights work.
- Address any minor repairs such as leaky faucets or so squeaky doors.

Enhance Lighting

- Open blinds and drapes to let in natural light.
- Turn on all lights, using warm bulbs for a cozy glow.
- Avoid using bright, harsh lighting that creates shadows.

Exterior Appeal

- Mow the lawn, trim hedges, and weed flower beds.
- Sweep walkways, porches, and remove any cobwebs.
- Add a fresh doormat and some potted plants to the entrance.

Understanding the Contract

Here's a breakdown of key terms in the contract that may seem confusing.

Understanding these terms will position you for a successful sale and protect your interests throughout the process.

1

Contingencies

Conditions that must be met for the sale to proceed, such as inspection, appraisal, financing, or the sale of the buyer's home.

We'll monitor and manage these to reduce your risk of the deal falling through.

2

Earnest Money Deposit

A good-faith deposit the buyer puts down with the offer to show they are serious.

This is held in escrow and applied toward the purchase at closing.

We'll ensure the amount is significant enough to show commitment.

3

Down Payment

The portion of the purchase price the buyer is paying in cash. A higher down payment often indicates a more financially stable and serious buyer.

4

Inspection Period

The timeframe for the buyer to conduct a home inspection. We'll guide you through this period, advising on any repair requests or issues that may arise.

5

Appraisal

A professional estimate of your home's value performed by a licensed appraiser.

Ensuring the appraisal matches the agreed sale price is crucial to avoid delays.

6

Closing Costs

The fees and expenses paid at closing, such as escrow fees, title insurance, and lender fees. We'll review these with you so there are no surprises.

7

Closing Disclosure

A final statement that details the terms of the sale, including the total closing costs and your net proceeds. We'll ensure this is accurate and review it together.

By understanding these key terms, you'll feel better informed and confident as we navigate the contract toward a successful closing.

Do it Yourself

Seller Net Sheet

Use this worksheet to estimate how much you'll net from the sale of your home.

Fill in the blanks and do the math to calculate your net proceeds.

Potential Sale price \$ _____,_____

Less:

Mortgage Payoff (subtract -remaining loan amount) \$ _____,_____

Listing Agent: 3.75% commission \$ _____,_____

(Multiply your sale price by 3.75%)

Buyer Agent: Typically 2.25% commission \$ _____,_____

(Multiply your sale price by 2.25%)

Showcase Home Group Transaction Fee: \$495

Estimated Closing Costs: \$ _____,_____

(Average ~1% of sale price including title insurance, escrow fees, and county fees)

Estimated Net to Seller \$ _____,_____

This is only an estimate based on information available. Actual figures may vary.