

LISTING PACKET

THE TASK TEAM

RESIDENTIAL ► COMMERCIAL ► NEW CONSTRUCTION

SETH TASK, TEAM LEADER

CRS, GREEN, C2EX, CNHS, AHWD

2024 PUBLIC/FEDERAL ISSUES LIAISON, NATL ASSOC. OF REALTORS®

2021 PRESIDENT, OHIO REALTORS®

2017 OHIO REALTOR® OF THE YEAR

216.276.1626 (CELL) | SETHTASK@TASKHOMES.COM

**BERKSHIRE
HATHAWAY**
HOMESERVICES

PROFESSIONAL
REALTY



ABOUT Us

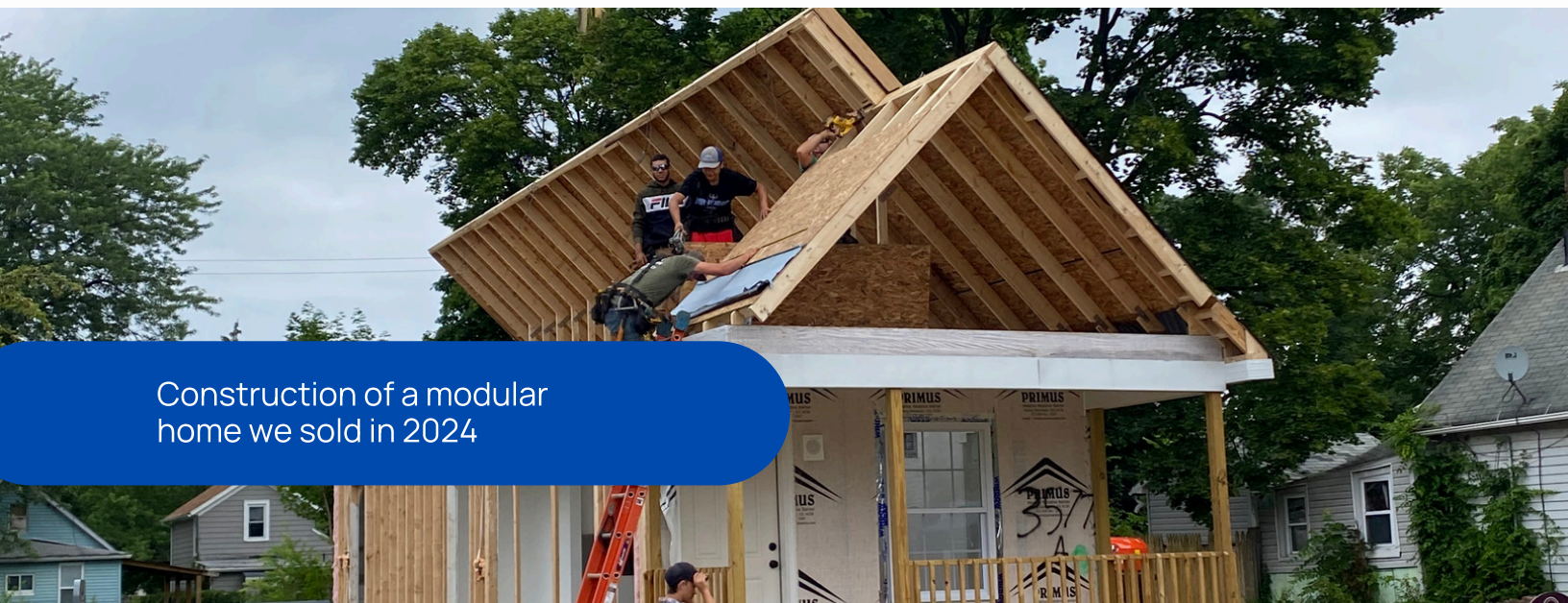
The Task Team is an award winning team serving Greater Cleveland as part of Berkshire Hathaway HomeServices Professional Realty. We are deeply passionate about and active in our community of Northeast Ohio, and find great joy in helping our clients meet their real estate needs.

When we're not working on a transaction you will find us attending community meetings, supporting local nonprofits, and advocating at local and federal levels to improve market conditions for both buyers and sellers. We are committed to upholding fair housing rights, supporting the development and accessibility of affordable housing, and have been nationally recognized as a top performing member of the LGBTQ Real Estate Alliance.

- Decades of experience buying, selling, and developing residential/commercial real estate
- Top 1% of all US REALTOR® teams in volume
- Top 100 worldwide teams within Berkshire Hathaway



Construction of a modular home we sold in 2024



Our website features
our up to date listings
and team info!

Scan the QR code to
browse or visit
www.taskteamcle.com.



► MISSION

To enhance quality of life for our clients
and communities through genuine
relationships, excellence in real estate
services and advocacy.

► VISION

To become the most trusted and respected
real estate team in Greater Cleveland by
delivering exceptional service, expert
guidance, and personalized attention to
every client, every time.

► VALUES

Integrity
Care
Professionalism
Innovation
Grit



Presenting the team's donation
to The Gathering Place in 2024

OUR TEAM

Your agent will be your main point of contact at The Task Team, but you may hear from some of our staff as well. Our team works together to ensure your transaction goes smoothly and our agents hold certifications and designations in a variety of specialties such as new construction, sustainability, and fair housing.



Chris Armstrong
Listing Coordinator



Claire Billingsley
Marketing &
Special Projects



Jan Brown
Transaction &
Closing Coordinator



Ariana Iorillo
Agent



Kimberly Kolenc
Agent



Steve Kramer
Agent



Molly Malloy
Agent & Ops Director



Paul Morris
Agent



Darren Snodgrass
Agent



Tina Wedler
Agent



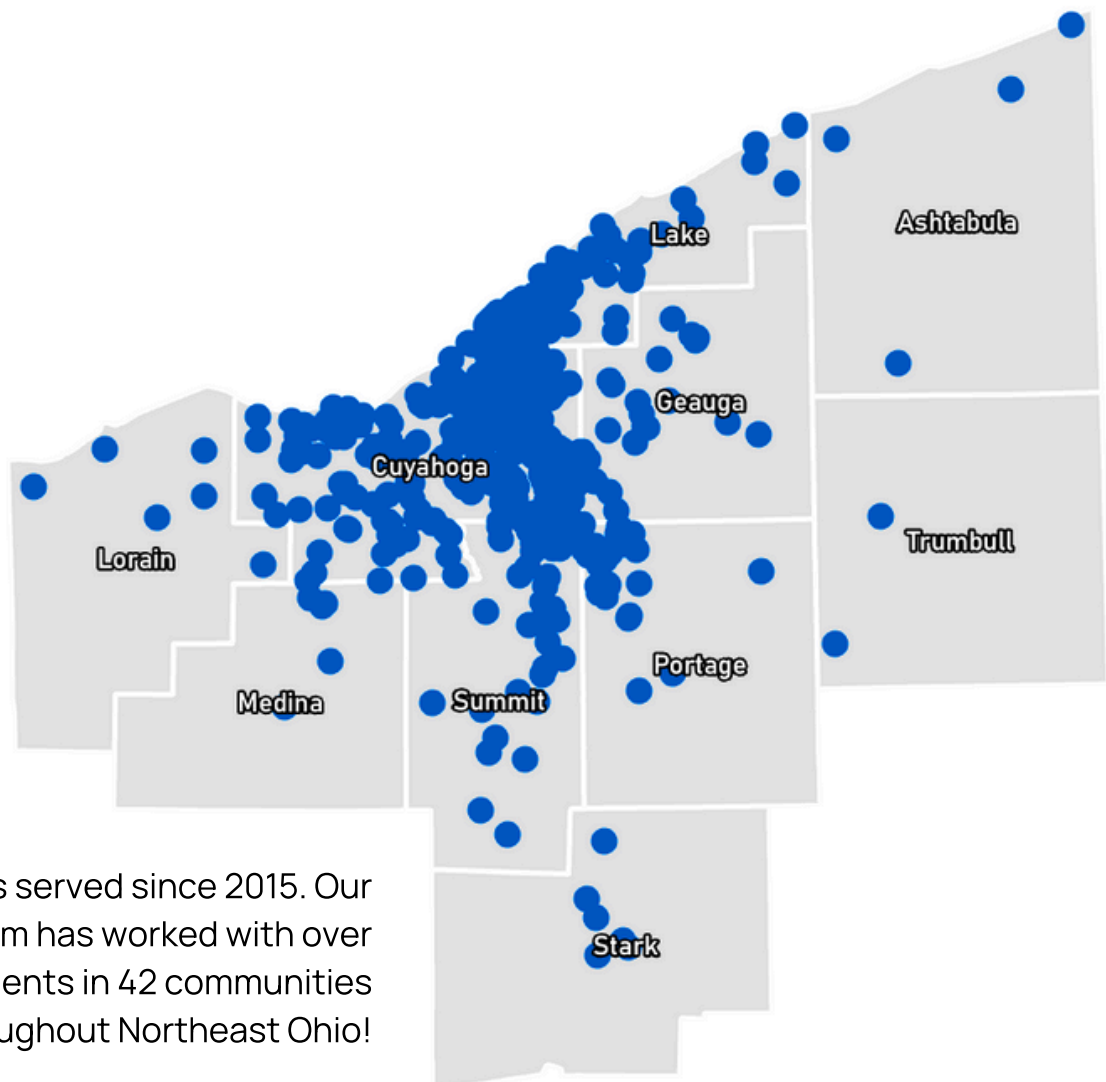
Jeannet Wright
Agent

Team Leader Seth Task has nearly two decades of experience and is certified CRS, GREEN, C2EX, CNHS, and AHWD. He is a Director at the National Association of REALTORS®, served as President of the Ohio REALTORS® Association, and has appeared before the Federal Reserve Bank, FHFA, Rural Housing Services, and HUD as an expert in his field.



OUR SERVICES

We work with both buyers and sellers to find, sell, and develop residential, commercial, luxury and new construction properties. We are with our clients every step of the way, from the first moment of contact and beyond the closing date. We provide free market analyses, a proprietary listing service, comprehensive in-house marketing, linkage to lenders, contractors and other vendors, and access to best-in-class databases and resources through years of industry service. Our team will be available to you for local recommendations and market information long after your transaction has closed.



Clients served since 2015. Our team has worked with over 2,000 clients in 42 communities throughout Northeast Ohio!

MARKETING STRATEGY

We use a multi-pronged marketing strategy to ensure maximum exposure and activity.

➤ **PRE-LISTING CONSULTATION**

Initial evaluation with home walkthrough and recommendations for how to be as informed as possible and prepare the property for successful sale.

➤ **PROFESSIONAL IMAGING**

May include professional photos, 3D virtual tour, floor plan, and/or aerial photography.

➤ **DIGITAL MARKETING**

We list properties in the MLS (which provides agent exposure), on our proprietary website (powered by the most respected brand in the country), and on popular public-facing websites. We have premier and advanced status with Zillow, Realtor.com, and a myriad of other top performing websites.



Aerial drone footage of a development we represented in Lakewood in 2023-2024

➤ **SOCIAL MEDIA**

We use a suite of social media platforms but primarily focus on Facebook and Instagram. We provide both paid and organic marketing to reach thousands of potential buyers with engaging photos and videos.

➤ **PRINT MARKETING**

We occasionally use print media, with an emphasis on hyperlocal publications.

➤ **OPEN HOUSES**

Brokers Opens help showcase your home to area agents, and Public Open Houses attract buyers who still enjoy using this classic way of house hunting.



Entrance of a home we sold in 2024

COMMUNICATION WITH SELLERS

We'll be in close contact with you throughout the selling process.

► **WELCOME EMAIL**

Your welcome email will have links to listing websites and information on how to set up showings with ShowingTime, as well as "what to expect" information about next steps.

► **MARKET ANALYSIS**

On an ongoing basis, Seth will review the market with you and discuss buyer activity, feedback, and next steps/positioning.

► **THE TRANSACTION**

Throughout the transaction itself, we will be by your side guiding you through the process with everything you need to get to the closing table.

► **POST SALE**

Our team is always available to you after our formal engagement has ended - feel free to reach out to us if you have market questions, are looking to relocate, need referrals, or anything else we might be able to help with.



Trentstone, an 18 unit luxury development we represent in Aurora

PREPARING YOUR PROPERTY

A well prepared property sells faster for more money. Follow our tips to prepare your home for the best sale possible! We are also happy to provide renovation and decor recommendations, and connect you with vetted contractors and home stagers.

► **CURB APPEAL**

Keep lawns and shrubs trimmed/edged and walkways free of snow/ice. Clean (and repaint if needed) your front door. Add a new welcome mat.

► **KITCHENS**

Clear nonessentials from cabinets/counters. Keep floors and counters clean. Service appliances.

► **BATHROOMS**

Bathrooms should sparkle and appear well maintained, from grout to mirrors. Add fresh towels and store personal items.

► **CLUTTER**

Don't distract buyers! Remove excess furniture and keep papers, toys, and personal photos stored. Tidy and make room in closets/basements/garages.

► **REPAIRS**

Complete all (even minor) repairs. Buyers want to know the seller has maintained the property. Collect warranties and assemble into a binder for buyers.

► **LIGHTING**

Turn on lights at night and during showings. During showings let in as much natural light as possible.

UNDERSTANDING THE MARKET

Real estate is a commodity; just like stocks, the market determines value. The value of your property is therefore determined by what a buyer is willing to pay, and a seller is willing to accept. What you paid, your home's appraised value, online estimates or personal needs do not determine market value.

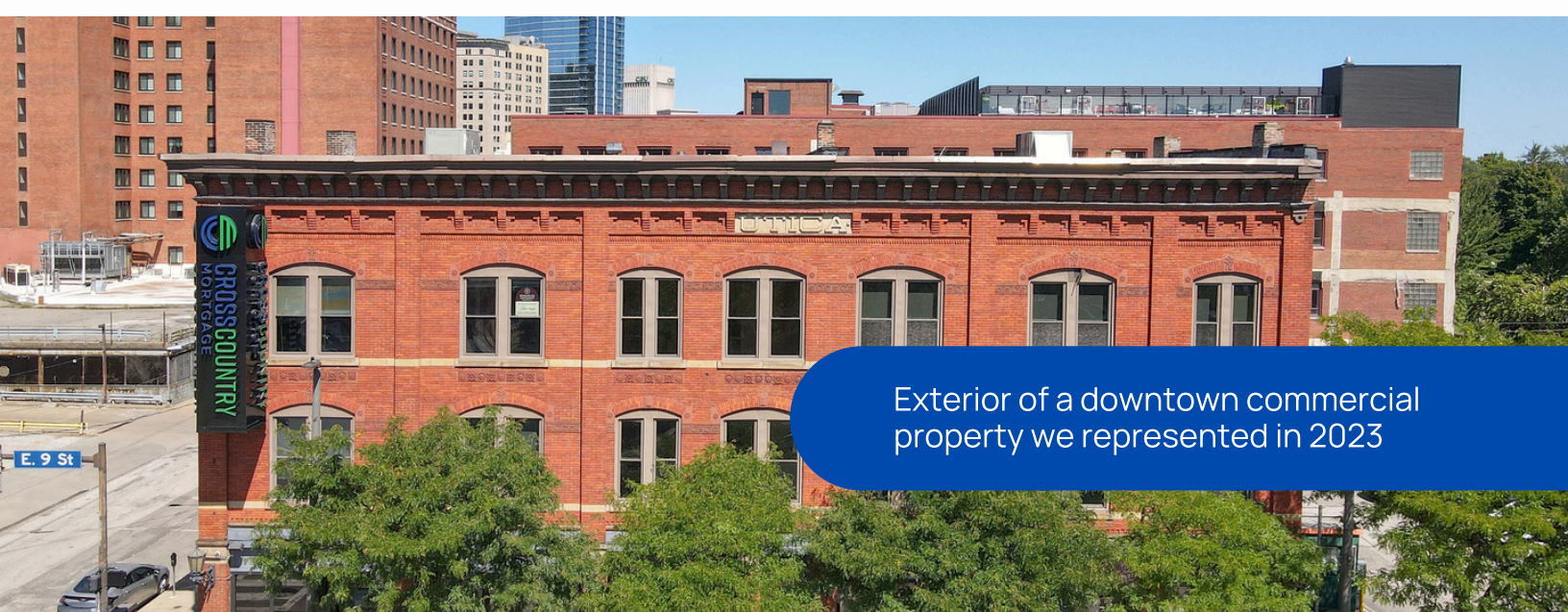
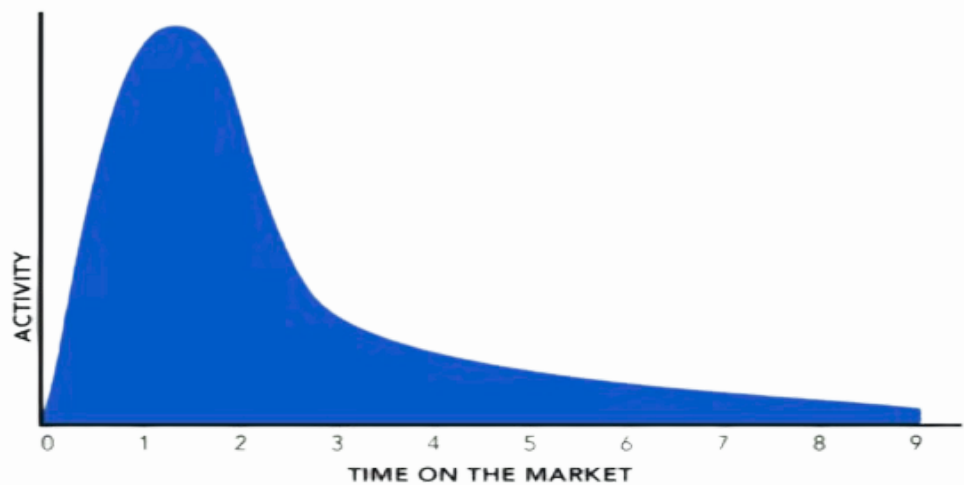
Factors you can control	Factors you cannot control
Asking Price	Location
Condition	Market Conditions
Accessibility	Competitors' Motivation

Presenting on housing policy and market changes in 2024



COMPETITIVE PRICING

Timing and pricing are extremely important in the real estate industry. The first 30 days of your listing are the most crucial; a property generates the most interest when it first hits the market. The number of showings is greatest during this time if it is priced properly to the market. Starting too high and dropping the price later will cost you buyer attention and competition.



Exterior of a downtown commercial property we represented in 2023

UNDERSTANDING BUYERS

Understanding buyer behavior is critical to attracting all of the available market and creating competition to achieve maximum sales price. Generally speaking, there are two types of buyers:

► TYPE 1

- Waiting for new inventory that matches their criteria
- Able & willing to purchase immediately
- Will typically pay the most

► TYPE 2

- Just starting to look and may purchase in 6-12 months
- Focused on gathering market information
- Not likely to make serious offers, if any



Buying all customers free coffee at Evexia Cafe in 2023.
One way we build community in different towns/cities!

NEGOTIATION

Negotiating the Purchase Agreement can be the most stressful part of any real estate transaction. Neither the Buyers nor Sellers want to feel they compromised their position. By following these steps, we have a good chance for successful negotiations.

➤ **PREPARATION**

The offer should be based on the fair market value of the home. We will discuss the current sales and market activity and use comparable properties to support our market position.

➤ **PRESENTATION**

Offers will be as they are submitted. We will accommodate your preferred method of review, whether in person, virtual, digital or on the phone.

➤ **PRIORITIZE**

There are several factors to consider in an offer. Price, dates, financing ability, inspection contingencies, among others, are all differentiating criteria. If the buyer has inspections after the offer is accepted, there may be another negotiation to go through together.

➤ **PROFESSIONALISM**

The desired end result in any negotiation is "Win-Win" for all parties involved.

TESTIMONIALS

"Seth was extremely responsive with helpful answers and advice to any question or concern I had throughout the whole selling process. His knowledge was amazing. His team was supportive whenever we needed them. They made a potentially very stressful life situation feel organized and successful."

"Molly was great. She always responded in a timely manner and her knowledge was impressive. If she didn't know something, she reached out to someone who could help us. Highly recommended!"



TESTIMONIALS

"Seth and his team did a great job in helping us prep our property for sale, market it and close the deal. We live out of the country, so his efforts went above and beyond what is typically seen by most agents. I would have no hesitation using Seth again. He and his team are top-notch!"

"Seth helped us sell our house and was very fair with the entire transaction. I highly recommend the Task Team."

"The Best Realtor Award should go to Kim Kolenc. She is so devoted to her clients!"



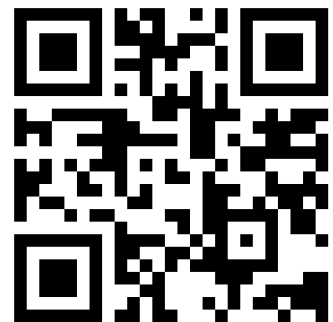
Team outing in 2023; attending Freeze Fest 2024 in Cain Park (a Task Team sponsored event)



Find all of our links in one place by scanning the QR code to the right!

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