Seller Guide

EXIT Strategy Realty
2935 N. Clark St., Chicago, IL, 60657

MEET

Ramara VASSEL WEBBER

WHAT YOU CAN EXPECT FROM ME

- Honesty & Integrity
- Loyalty & Respect
- Responsive & Timely
- Expert Guidance

RAMARA VASSEL WEBBER

REALTOR® | EXIT Strategy Realty
ADTV Host
Business Owner of Creative Sippin'
Lifestyle Expert

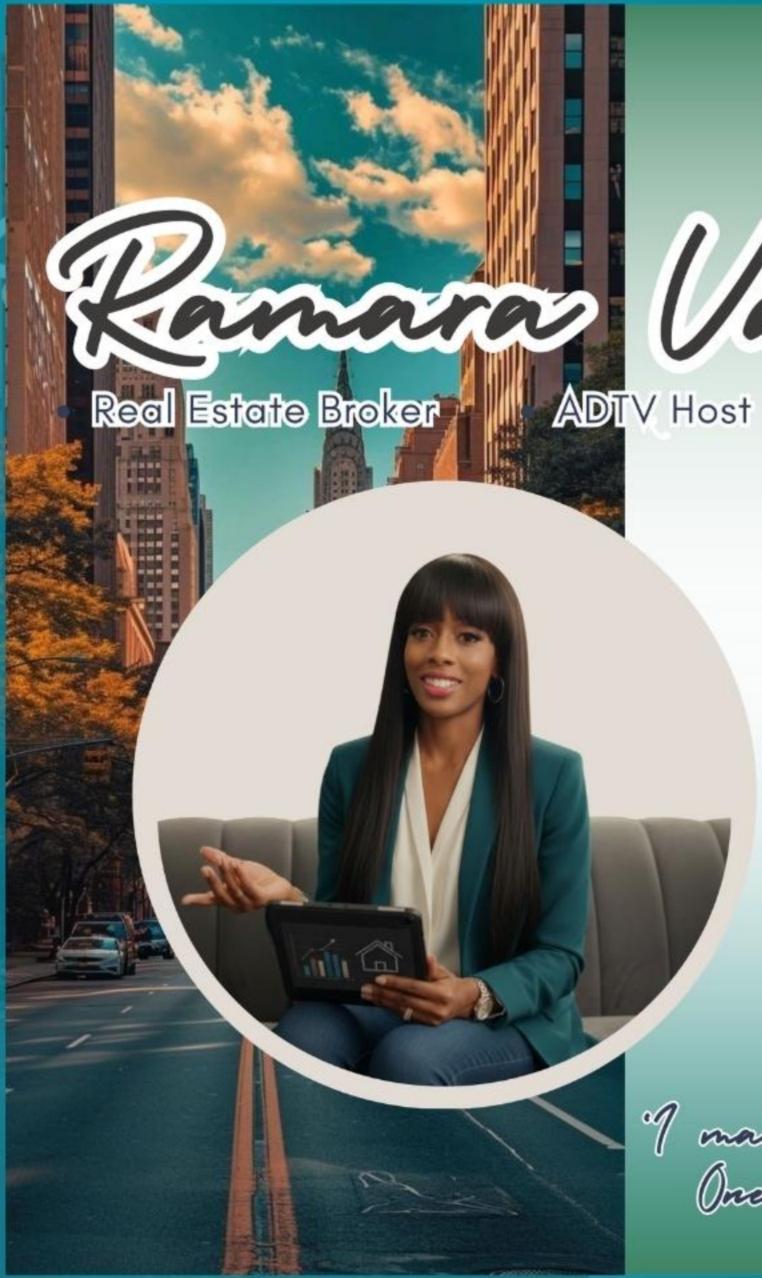
26 years of combined Real Estate Experience in Luxury Development Sales, Development Management, Commercial Acquisitions, Buyer and Listing transactions.

Career highlights include:

- Director of Sales for Two of Chicagolands most successful Condo Conversions 474 N. Lake Shore Drive and 400 N. Lasalle.
- Project Manager for the Grand Opening and lease up of the famous Jeanne Gangs mix used stellar luxury Property "City Hyde Park" located in Hyde Park.
- Development Manager for Jameson Sotheby's Luxury Development Portfolio.
- Commercial Acquisition Manager and Owners Representative navigating the sale of 317 unit Property located in the Illinois Medical District and a 102 unit building located in Hyde Park.
- Director of Property Management for a non-profit company with a portfolio of units including market rate and subsided units.
- Television Host for Emmy and Telly award winning American Dream Television featuring neighborhoods throughout Chicago Land area and all over America.
- A dedicated and detailed oriented full-service realtor servicing the Chicagoland and Northwest Indiana.

Home Types: House, Townhouse, Co-op, Multifamily, Condo
Years of Experience: 26
Education: BA, Loyola University, Organizational Development and Leadership, Summa Cum Laude
Awards and Designations: Highest Occupancy recognized by Illinois Housing Development Authority Other Experience: Distressed Properties, First Time Home Buyers, Luxury Homes, New Construction, Property Management, Short Sales
Agent License: Illinois #475149447

Let's Connect



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Ramara Vassel Webber

- Real Estate Broker
- ADTV Host
- Creative Sippin Business Owner

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Ramara The Realtor
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"I make dreams come true. One Client at a time."

I AM HERE TO GUIDE YOU THROUGH THE PROCESS, EVERY STEP OF THE WAY

Get Ready To Sell

From Listed To Sold

- MEET WITH YOUR AGENT
- DETERMINE A PRICE
- PREPARE HOME FOR SALE
- LIST & MARKET HOME
- RECEIVE OFFERS & NEGOTIATE
- INSPECTION & APPRAISAL
- CLOSING

Pre-listing Preparation

Schedule a tour of your home with your agent.

Discuss any potential repairs, upgrades or staging to be completed before listing your home.

Establish an asking price based on the current market and comparable property listings.

Prepare your home to be photographed and put on the market.

Pricing Your Home To Sell

THE MARKET VALUE OF YOUR HOME IS BASED ON A COMBINATION OF FACTORS INCLUDING:

- THE CURRENT MARKET
- COMPARABLE LISTINGS
- CONDITION OF THE HOME
- LOCATION
- NEIGHBORHOOD
- AGE OF THE HOME
- IMPROVEMENTS

Pricing Strategy

Plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's Important

To understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

A HOME THAT IS PRICED AT A FAIR MARKET VALUE WILL ATTRACT MORE BUYERS, AND IS MORE LIKELY TO GET MULTIPLE OFFERS AND SELL FASTER.

Fair Market Value

7 Easy Curb Appeal Tips

THAT WILL MAKE BUYERS FALL IN LOVE

1 **FRESH COAT OF PAINT ON THE FRONT DOOR**

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 **ADD FLOWERS TO THE FRONT PORCH**

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 **PRESSURE WASH THE DRIVEWAY**

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 **UPDATE EXTERIOR LIGHT FIXTURES**

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 **KEEP THE LAWN & GARDEN TIDY**

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 **ADD OR REPLACE HOUSE NUMBERS**

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 **ADD A WELCOME MAT**

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

IN TODAY'S MARKET, PROFESSIONAL PHOTOGRAPHS ARE A REQUIREMENT FOR EVERY SUCCESSFUL LISTING.

We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.

Photos and Showings Prep

Photos & Showings Checklist

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures. Deep clean the entire house.
- Touch up paint on walls, trim and doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don’t be tempted to shove things inside closets! Curious buyers look in there too.

On The Day Of Photography and Showing

BATHROOM

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

IN GENERAL

House should be very clean and looking it’s best.
Lawn should be freshly mowed and edged.
Move pet dishes, toys and kennels out of sight.
Make beds, put away clothing, toys and valuables.
Turn on all lights and turn off ceiling fans.

TOP 5 ways TO PREP YOUR HOME TO SELL FAST

SOLD

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep you home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

WHEN WE LIST YOUR HOME, YOUR LISTING WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES.

Listing & Marketing

Listing Your Home

MLS

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.

OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.

SIGNAGE

A For Sale sign will be placed out in front of your home,
as well as Open House signs before an open house takes place

VIRTUAL TOUR

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.

Our Marketing Strategy

EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking forhomes.

NETWORK MARKETING

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter and LinkedIn to get the word out about your listing.

SOCIAL MEDIA MARKETING

Your listing will be shared with our extensive network of real estateagents to increase your home's visibility.

BEING FLEXIBLE WILL HELP
THE OFFER AND NEGOTIATION PROCESS GO SMOOTHER,
MOVING YOU ONE STEP CLOSER TO FINALIZING THE SALE OF
YOUR HOME.

Offers & Negotiations

Factors To Consider

ACCEPTING THE HIGHEST PRICE OFFER

might seem like the logical choice, but there are many factors to consider when reviewing an offer, and knowing your options allows you to come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

ONCE YOU AND THE BUYER HAVE AGREED ON TERMS, A SALES AGREEMENT IS SIGNED AND YOUR HOME ISOFFICIALLY UNDER CONTRACT.

Under Contract

ACCEPTING THE HIGHEST PRICE OFFER

Steps Before Closing

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the

POSSIBLE REPAIR REQUEST

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLOSING IS THE FINAL STEP OF THE SELLING PROCESS. ON THE DAY OF CLOSING, BOTH PARTIES SIGN DOCUMENTS, FUNDS ARE DISPERSED, AND PROPERTY OWNERSHIP IS FORMALLY TRANSFERRED TO THE BUYER.

Cleared To Close

Closing Day

CLOSING EXPENSES

- TITLE INSURANCE POLICY
- HOME WARRANTY
- REAL ESTATE AGENT COMMISSIONS
- RECORDING FEES
- PROPERTY TAXES (SPLIT WITH BUYER)
- REMAINING BALANCE ON MORTGAGE
- ANY UNPAID ASSESSMENTS, PENALTIES
- OR CLAIMS AGAINST YOUR PROPERTY

ITEMS TO BRING TO CLOSING:

- GOVERNMENT ISSUED PHOTO ID
- HOUSE KEYS
- GARAGE OPENERS
- MAILBOX KEYS

Congratulations
ON SELLING YOUR HOUSE!

LET ME HELP YOU MAKE YOUR DREAMS COME TRUE

Thank You!

QUESTIONS? SCAN MY CODE

EQUAL HOUSING OPPORTUNITY REALTOR® MULTIPLE LISTING SERVICE MLS®

THE AMERICAN DREAM