

# SELLING GUIDE

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EVERYTHING YOU NEED TO SELL YOUR HOME

**Better  
Homes**  
and Gardens.  
REAL ESTATE

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**KANSAS CITY  
HOMES**

OUR GOAL

**Better  
Homes**  
and Gardens.  
REAL ESTATE  
**KANSAS CITY  
HOMES**

# OUR GOAL IS TO ANSWER THESE QUESTIONS

At Better Homes and Gardens® Real Estate Kansas City Homes we are here to answer any questions you may have throughout the process.



**QUICK**

HOW ARE WE GOING TO MAKE THIS  
QUICK AND PAINLESS?



**TIME AND MONEY**

WHAT IS THIS GOING TO COST IN  
TERMS OF TIME AND MONEY?



**WORTH**

WHAT IS MY HOME WORTH?



# FROM CONSULT TO CLOSE

We will make sure you are always aware and informed about the steps that are needed to get your home SOLD.



## CONSULT

We will analyze the market to determine the optimal selling strategy.



## PREPARE

Your home has to look its best - this means cleaning, decluttering, landscaping, and staging.



## MARKET

We utilize multiple marketing avenues to maximize your home's visibility to buyers.



## PRESENT

Flexible access is a key part of quickly selling a home - this means open houses and private showings.



## NEGOTIATE

We will negotiate on your behalf to get the best price and terms in the shortest amount of time.



## CLOSE

We will navigate the contract to close process, and coordinate the details to ensure a successful closing.



# POSITIONING YOUR HOME TO SELL

While **certain factors affect how much your home is worth**, others have no bearing on its actual market value.

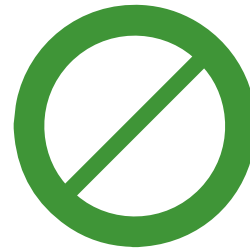
## INFLUENCE ON HOME'S VALUE



- Location, size, condition and amenities
- Local market conditions
- Current homes on the market
- Recently sold properties
- Homes the market rejected

40% OF BUYER ACTIVITY  
HAPPENS WITHIN THE  
FIRST TWO WEEKS

## NO INFLUENCE ON HOME'S VALUE



- Original price the seller paid
- The seller's expected net proceeds
- Amount spent on upgrades  
(these add value, but not dollar for dollar)

**PRO TIP:** Positioning your home right, when you first put it on the market, gives you the best chance of getting it SOLD.

# 360° MARKETING

The key to attracting buyers is knowing when and where they are looking, then positioning your home in front of them. We'll use proven marketing methods that are effective at identifying and locating potential buyers for your home.



### DIGITAL FOOTPRINT

Our strategy for the digital promotion of your property maximizes exposure to buyers. Your home will be featured on our local website, MLS, and as well as **syndication to over 250+ platforms** with both national and international reach.



### BROCHURES, FLYERS AND POSTCARDS

From our **Just Listed postcards** to personalized property flyers, each print marketing piece tells a cohesive story about your property. If needed, we can tap into **PinPoint**, the Meredith database of 175M+ consumers, to directly target market segments. This is a tool exclusive to the Better Homes and Gardens Real Estate brand.



### SOCIAL NETWORKING

Meeting buyers where they are is critical. We successfully utilize multiple social media channels to market your property, including a **3-day Boost** of property ad for your home that appears on Facebook, as well as a suite of top tier publisher websites.



### AGENT TO AGENT EXPOSURE

Nearly 90% of today's buyers are represented by real estate agents. Using our vast network of agent connections will ensure your home is front and center. In addition, our **relocation network** allows us to tap into 13K+ agents from around the country.



### OPEN HOUSE

If needed, your home will be presented to potential buyers via **well-planned and advertised open houses**.

### HOW BUYERS FIND HOMES:

72% | REAL ESTATE AGENT

62% | ONLINE SEARCH

25% | OPEN HOUSE

25% | ONLINE VIDEO SITE

16% | YARD SIGN



# ARE YOU READY TO SHOW YOUR HOME?

The way you live in your home and the way you show your home to potential buyers are two very different things. Use these six simple steps to **present your home in the most appealing way.**



# SCHEDULING BUYERS TO VIEW YOUR HOME

**Together, we will work with ShowingTime to show your home on a schedule that is convenient for you.** There are several ways we can set up your home to be viewed by agents and their clients. You will have 24/7 access to showing activity and feedback from potential buyers, when it's provided.



## GO & SHOW

No advanced notice is needed. This works best for unoccupied homes.

## COURTESY CALL

ShowingTime will notify you based on your preferences about an impending showing via call, text or email. We can set criteria for appointments (for example at least one hour notice prior to the requested showing time).

**PRO TIP:** If your house isn't easy to show, it won't be easy to sell. While interruptions and added planning may feel inconvenient, just remember the end goal.

## APPOINTMENT ONLY

The seller must approve the date and time via phone call, text or email prior to confirmed showing appointment.

# UNDERSTANDING CLOSING COSTS

Did you know that ALL real estate transactions include costs to **BOTH** the buyer and the seller?

## UNDERSTANDING WHO PAYS FOR WHAT WILL ENSURE THAT THERE ARE NO SURPRISES

### TYPICAL SELLER FEES



- Real Estate commission
- Prorated property taxes
- Prorated homeowners association fees
- Any recording fees to satisfy the deed of trust
- Closing fees including owners title policy and wire fee
- Home warranty (negotiable)

### TYPICAL BUYER FEES

- Prorated homeowners association fees
- Prepaid taxes, insurance and interest
- Lender fees associated with obtaining a loan, including down payment
- Appraisal fee
- Title insurance
- Recording fees for deed and deed of trust
- Home inspection
- Closing fees including flood certification, tax service, deed recording and mortgage recording





# DO YOU KNOW YOUR HOME'S TRUE VALUE?

Even if you're not ready to put your home on the market, you can find out how it compares to others around you with **Home Compare**, our exclusive online comparison tool.



## SET THE RIGHT PRICE TO GET YOUR HOME SOLD

**Home Compare** shows you the asking price and selling price of homes around you. This will help you set the price for your home.



## STAY ON TOP OF THE COMPETITION'S STATUS

See how many days a home has been on the market, if its had a price reduction or if its status has changed. You can even see details about homes that failed to sell.



## GET A CLOSER LOOK AT COMPARABLE HOMES

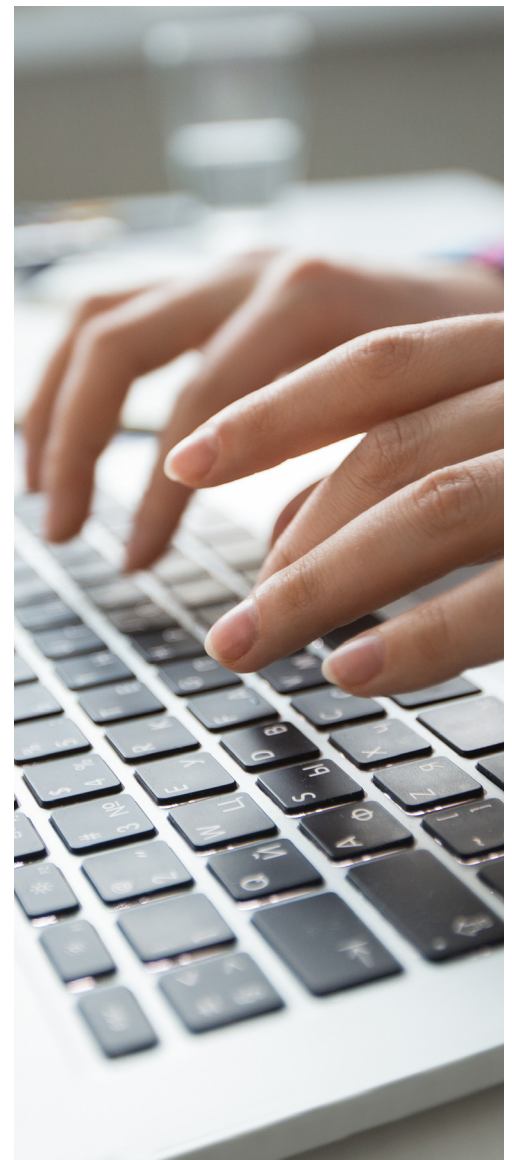
Photos of sold homes will show you how any updates have affected the final selling price.



## GET TIMELY UPDATES

Your competition is constantly changing and **Home Compare** keeps you in the know by providing you with:

- The latest facts
- Regularly updated information
- 24/7 access to competitive data
- Automated emails about status changes



# SEE WHAT IT TAKES TO SELL YOUR HOME

Our exclusive home selling website, **Home Sale**, will keep you updated about virtually every aspect of the home selling process. It's a service we provide and is available online 24/7.



## GET EMAIL ALERTS

Stay updated about the latest activity on your **Home Sale** account with alerts on showing information and market activity.



## COMPARE YOUR HOME

Compare your home with others currently on the market, as well as those that have recently sold.



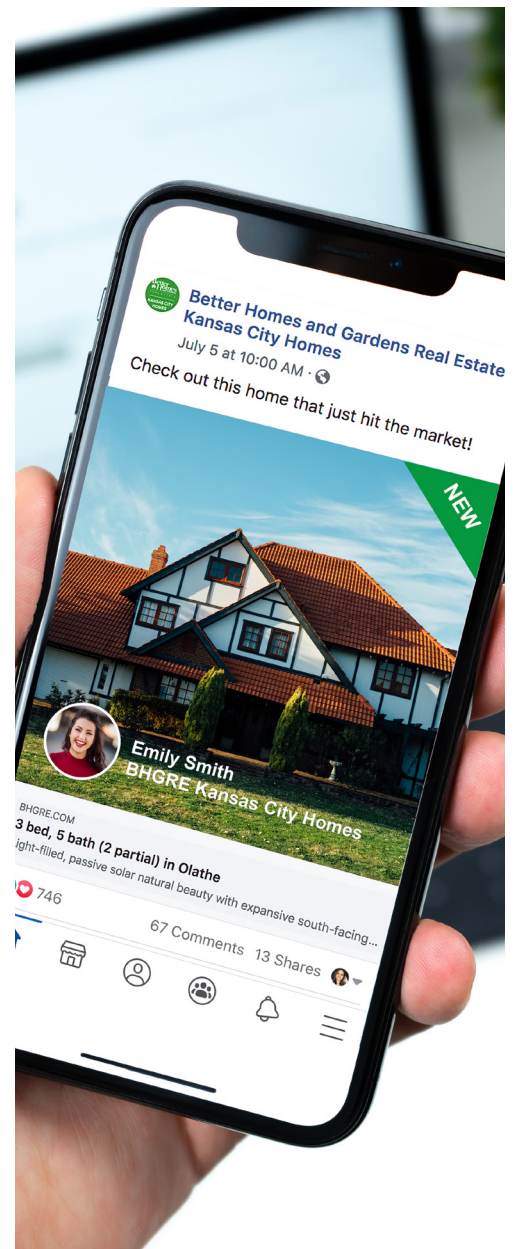
## TRACK HOME'S MARKETING

Keep track of how we promote your home to potential buyers and their agents.



## HEAR WHAT BUYERS SAY

Read comments from agents and potential buyers who have toured your home.



# WHY IT'S WORTH HIRING US

Have you ever thought “**I can sell my own home**” just to save money? When you look at the resources and connections we have to sell your home, you may think differently.

## THE MOST DIFFICULT TASKS FOR FSBO SELLERS



Preparing or fixing up the home for sale



Understanding and facilitating paperwork



Getting the price right



Selling within the length of time planned



Having enough time for all aspects of the home sale

## WE CAN SELL YOUR HOME FOR MORE MONEY

\$295,000

\$217,900

average  
sell prices

REALTOR® listed homes typically sell for more than those listed For Sale by Owner.

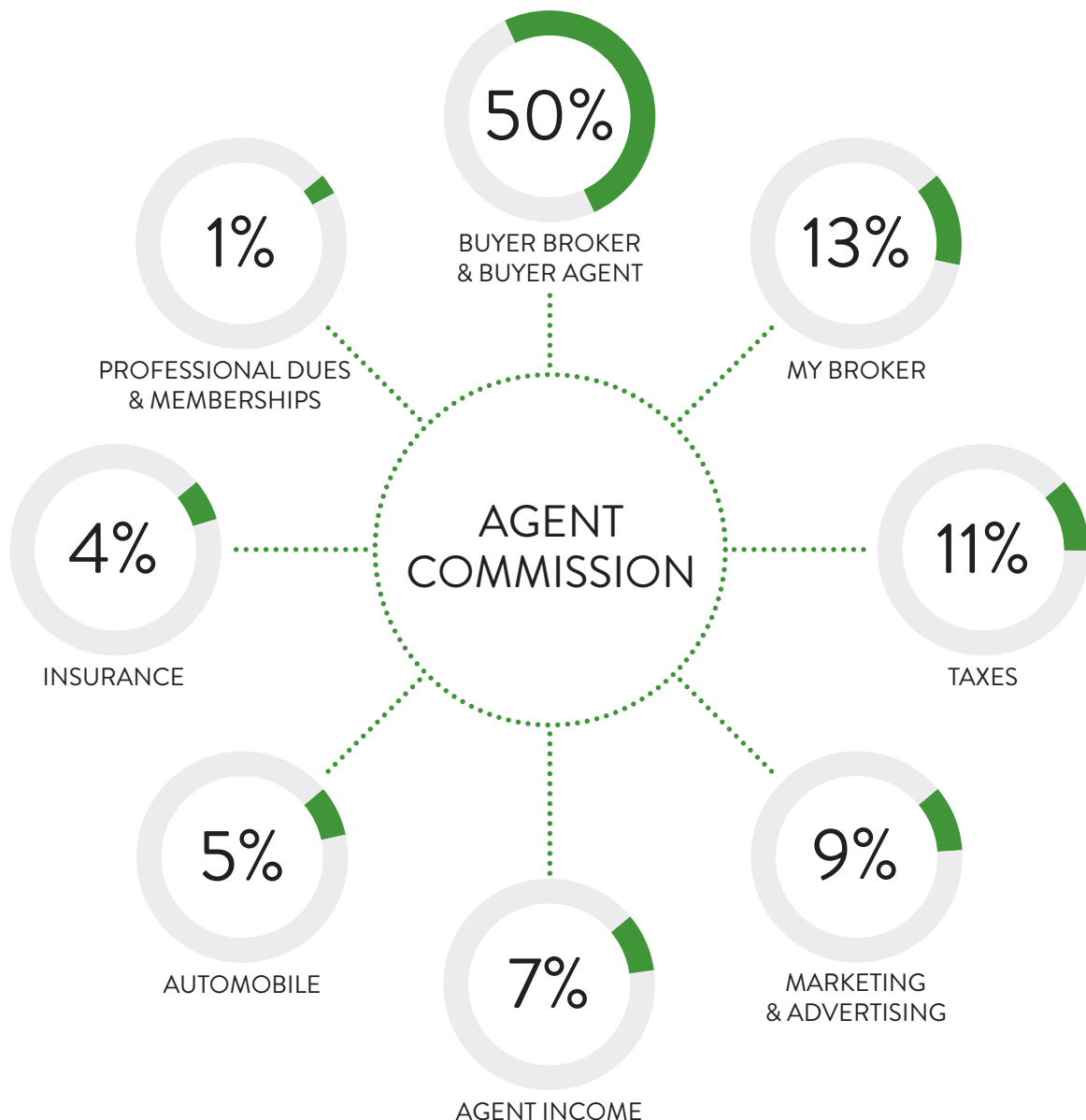
Source: National Association of Realtors® 2020 Profile of Home Buyers and Sellers Example shown is based on median prices

REALTOR

FOR SALE BY OWNER

# WHERE DOES THE COMMISSION GO?

The commission you pay for selling your home is well worth it when you consider exactly what it buys you. Below is a breakdown of how the real estate commission is allocated.





THE MOST RELEVANT BRAND

**Better  
Homes  
and Gardens.**  
REAL ESTATE  
**KANSAS CITY  
HOMES**

# LOCALLY OWNED WITH A GLOBAL REACH

Since its inception in 2004, Better Homes and Gardens® Real Estate Kansas City Homes has made a pledge to passionately serve the communities of Kansas City. **Today, Better Homes and Gardens® Real Estate Kansas City Homes ranks #4 in the Better Homes and Gardens Real Estate network** with over \$1.5 billion in sales volume.



## TOP RANKING FEMALE PRINCIPAL OWNER

Better Homes and Gardens® Real Estate Kansas City Homes is a locally led and woman-owned real estate brokerage featuring eight offices and 400 agents across the Kansas City metro. In addition to being CEO of Kansas City Homes, Christian Barnes is the top-ranking female principal owner in the national BHGRE network and the fourth highest-ranking female principal owner in the Realogy family of brands.

## #1 LIFESTYLE MAGAZINE

Generations of people turn to Better Homes & Gardens® magazine every day for the latest design trends, recipes, and information to create a stylish life and improve the way they live. Media giant Meredith Corporation publishes Better Homes & Gardens® and more than a dozen other magazines. Their publications are so much a part of our culture that 1 in 6 homes on your street receives at least one of them.

## INSTANT BRAND RECOGNITION

The Better Homes and Gardens® Real Estate (BHGRE®) brand is built on a trusted, iconic foundation that no other real estate brand can compete with. For generations, the Better Homes & Gardens brand has shaped and enriched the lives of hundreds of millions of people. For generations to come, this brand will continue to guide loyal consumers to live their best lives.

## INNOVATIVE MEDIA ENGAGEMENT

One of the many benefits of listing with a Better Homes and Gardens Real Estate® agent is the access to the US database of more than 100 million consumers who interact with Better Homes and Gardens® brand through the magazine, website and other sister brands.



BE BETTER

**Better  
Homes**  
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# WE OUTWORK THE COMPETITION

On average, we perform **Better**, across the board, than other Kansas City area real estate agents.

## OUR 2021 STATISTICS



400

FULL TIME AGENTS



3,840

PROPERTIES SOLD



\$1.5B

IN ANNUAL SALES

## AGENT TRANSACTIONS:

9.60

7.84

## AVERAGE SALE PRICE:

\$391,940

\$301,836

## AGENT SALES VOLUME:

\$3.76M

\$2.36M

OUR AGENTS

KANSAS CITY AREA AGENTS

Compared to Heartland MLS agents

The representation is based in whole or in part on data supplied by the Kansas City Regional Association of REALTORS® and Heartland MLS. Neither entity guarantees or is in any way responsible for its accuracy. Data maintained by KCRAR or HMLS may not reflect all activity in the market.

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## OUR CORE BUSINESS VALUES



# DRIVEN BY BETTER SERVICE

Guided by PAIGE, our core business values, **we're committed to your unique goals** and delivering an excellent real estate experience.

## OUR CORE BUSINESS VALUES



# HOME SELLING NEEDS AND GOALS

Please provide some information about your home selling needs and goals, so I can better assist you:

NAME: \_\_\_\_\_

PROPERTY ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Why are you selling? \_\_\_\_\_

\_\_\_\_\_

Could you describe your home? \_\_\_\_\_

\_\_\_\_\_

BEDS: \_\_\_\_\_ BATHS: \_\_\_\_\_ STYLE: \_\_\_\_\_ How long have you owned your home? \_\_\_\_\_

BSMT: \_\_\_\_\_ SQ.FT: \_\_\_\_\_ LOT SIZE: \_\_\_\_\_ When do you need to move? \_\_\_\_\_

What features first sold you on your home when you bought it? \_\_\_\_\_

\_\_\_\_\_

What updates have you done to your home? \_\_\_\_\_

\_\_\_\_\_

If you were to stay in your home for another 5 years, is there anything you would change? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# HOME SELLING NEEDS AND GOALS

Please provide some information about your home selling needs and goals, so I can better assist you:

For a moment, pretend to be a buyer.

On a scale of 1-10, how would you rate your home's condition and what would it take for your home to be a 10? 10 being a model home, 1 being a scrapper.

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How much will you be asking for the property?

\_\_\_\_\_

Have you had a recent appraisal? YES NO

Have you recently re-financed? YES NO

What are 3 things you look for in a REALTOR®? \_\_\_\_\_

Are you interviewing other agents for this job? YES NO

AGENT: \_\_\_\_\_ AGENT: \_\_\_\_\_

COMPANY: \_\_\_\_\_ COMPANY: \_\_\_\_\_

TIME: \_\_\_\_\_ TIME: \_\_\_\_\_

Have you considered selling For Sale by Owner? YES NO

How did you get my name? \_\_\_\_\_

Is there anything else I should know about your property? \_\_\_\_\_

What questions do you have for me? \_\_\_\_\_