

# Seller's Guide





Trenary Realty Group  
Over 35 years of  
Experience



Marketing and  
Sales Expert



Customer for  
Life Goal

When you use Trenary Realty Group to sell your home or buy a new one, you are getting a brokerage with more than 35 years of experience and a proven track record in good times and low times.

*Let our experience and local knowledge guide you.*

Proven results! Barb Everson is dedicated to her profession, advocating for her clients with honesty and hard work. Barb will use her network to secure a top dollar offer for her sellers. Whether you're looking for your forever home or starter home, Barb will simplify the process and ensure an enjoyable experience. You can rely on her sales and marketing expertise, proven track record and attention to detail to help you confidently make your move.

With more than \$30 million in average sales a year, you can depend on Trenary Realty Group to best meet your real estate needs whether you're buying or selling a home.

*I look forward to working with you!*

**Barb Everson, Real Estate Sales**

# The Buyers



## *How will my home be shown to a possible buyer?*

An agent from our team will always notify you personally before your property is shown. If an agent from another company within the Multiple Listing Service (MLS) wishes to show your property, that appointment will also be arranged through our office. We will need to have a key available in a lock box so that the property can be shown and a possible sale is not lost. If someone stops by and wants to inspect or view your home without an appointment, we recommend that you do one of the following:

1. Ask them to wait while you call our office to have one of our agents come to the house to show it
2. Give them one of the cards our agent left with you and ask them to call us for an appointment



## *What if someone wants to buy my property?*

When a prospect is ready to buy, an “offer to purchase” will be written. This is a legal document, which, when signed by both the buyer and seller, becomes a binding sales contract. The Purchase Agreement will contain all of the terms and conditions of the sale, such as:

- Purchase price
- Financing terms
- Any special contingencies
- Amount of earnest money
- Acceptance date
- Closing date

## Homes sold by Trenary Realty Group!



# Pricing Your Home

*Let's not leave any money on the table*

Determining a property's market value is a complex procedure that involves cooperation between the Realtor and the owner of the property. We use a comparative market analysis to determine a listing price. This analysis is a review of similar sold properties as well as those that are for sale now.

The comparative market analysis is not intended to limit in any way the actual selling price of the property. It provides a strong foundation upon which sellers may base expectations regarding their selling price.

*The importance of pricing correctly at market value*

Overpricing your property in the belief that you can reduce the price later is a strategy that can backfire badly. If you start at a higher price, then reduce the price, you can miss out on interest. Buyers may also wonder if there is something wrong with the property. To allow your home to sell at market value in a reasonable amount of time don't fall into the overpricing trap.

# Why Use a Realtor?

You will experience a wide variety of benefits when you hire a real estate professional. Successfully selling a property is a complicated exercise, and Realtors have the experience, resources and contacts to complete your sale quickly and smoothly. Buying a home is one of the biggest investments you will make. A Real Estate professional can help you at every stage of the transaction.

By hiring a Realtor you get help with pricing as well as marketing and advertising your property. You get a level of security you would not have by listing your home on your own. By using a Realtor, you can be rest assured that all showings will be pre-screened and supervised. And you won't have to schedule showings, be available for showings, nor deal first hand with lookers.

Unfortunately, some Real Estate agents representing buyers may hesitate to show a for sale by owner property.

When negotiating a purchase, most buyers prefer to deal with a middleperson who is objective, unemotional and professional. Buyers will often feel more comfortable with a Realtor than with the owner when they want to raise issues that need resolving before making an offer.

When it comes to closing the deal, a Realtor will guide you through the minefield of potential problems associated with the appraisal, inspection and financing process, including the often complicated escrow instructions. In addition, your agent can meet and instruct any specialists or tradespeople who may be required for repairs or other issues that need to be completed before closing.



# Getting Noticed

*Promoting your property to sell*



## *Professional Photography*

Trenary Realty Group invests in providing the best images of your home. Images include interior as well as arial drone photos to showcase your property. These images are used on the MLS listing, our website, and various printed marketing materials.



## *Online Marketing*

Trenary Realty Group posts your property for sale on our website, Trulia, Zillow, Realtor.com, and various social media outlets.



## *NorthstarMLS*

Your listing appears on the NorthstarMLS where other real estate professionals can find it easily. The NorthstarMLS supports over 17,500 Realtors.



## *Realtor Networking*

Trenary Realty Group sends out an email flyer to all Realtors in your area telling them that your home is on line and ready to show/sell. We also hold open houses exclusively for Realtors to introduce them to your property.



## *Open Houses*

Trenary Realty Group holds open houses for your property. This allows prospective buyers to come view the property without setting up a private showing.

**25% of homes sell to someone who visited an open house**

## Getting your home ready to sell

Let us do the heavy lifting by helping you prepare your home so you can get the most money in return when selling. Interior design consultation is a complimentary service offered to everyone who lists their home with Trenary Realty Group. We will give you suggestions and guidance on how to get your home ready to sell.



# Staging Your Home

*First impressions are important!*

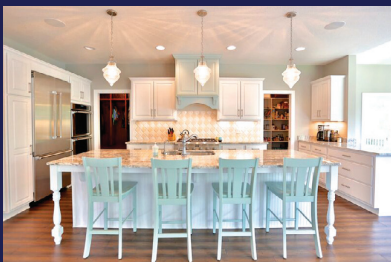
When your Realtor talks about staging your home, he or she is referring to a marketing strategy to showcase the home's best assets and to impress buyers so it sells quickly for the highest possible price.

Although staging is optional, it really should not be. When dealing with such a significant financial transaction, being proactive with staging can mean selling for a higher selling price and quicker results.

Referrals for contracting the best stagers are available upon request.



Make your  
home shine  
for a  
faster sale!



# Checklist for Selling Your Home

## General

- Make sure all light fixtures work properly
- Turn off ceiling fans
- Open all window blinds/curtains
- Wipe down countertops and clean or vacuum floors
- Remove small floor rugs to showcase flooring
- Put away personal affects you do not wish to appear in published images (children's names, family photos, confidential information)
- Limit holiday/seasonal decorations as they can date the photos
- Remove all pet items (toys, bowls, beds, scratching posts and litter boxes)
- If possible, remove pet kennels

## Foyer/Mudroom/Laundry

- Put away coats and shoes or display neatly
- Display neatly or remove backpacks and bags
- Remove baskets, clothing, and laundry products
- Empty washing machine and dryer (if visible)

## Office

- Remove stacks of paper and clutter from desk
- Put away garbage cans and shredder
- Straighten books and any items on shelves

## Exterior

- Turn on all lighting and ensure they work properly
- Move vehicles/trailers from driveway and away from front of home
- Place garbage and recycling cans in garage or out of sight
- Close all windows and doors, including garage doors
- Straighten and arrange deck furniture
- Open umbrellas
- Remove all gardening tools, hoses, and sprinklers
- Sweep deck and patio
- Shovel driveway and sidewalks
- Remove pool covers
- Put away pool toys and cleaning equipment
- Turn off exterior floodlight (for night shoots)
- Turn on all interior lighting (for night shoots)

## Kitchen

- Clean all major appliances (refrigerator, oven, range hood, etc.)
- Clean and clear off countertops and remove small appliances (toasters, coffee pot, etc.)
- Remove all items from refrigerator doors (photos, notes, magnets, papers, etc.)
- Put away dish towels and paper towels
- Make sure the sink is clean and free of dishes
- Remove garbage and recycling cans

## Living Room

- Remove or straighten books, magazines, movies, and other items on open bookshelves
- Remove extra or unnecessary furniture
- Straighten and adjust couch and chair cushions
- Clear off and organize end tables
- Put away children's toys, video games, consoles, and controllers

## Bedroom

- Make sure beds are made and as lump free as possible
- Remove all laundry, slippers, and shoes
- Clear off nightstands and vanities
- If walk-in closets are to be photographed they should appear neat and organized

## Bathroom

- Remove all shampoos, soaps, lotions, and bath products
- Put away toothbrushes, combs, razors, and beauty products
- Remove the scale, garbage can, plunger, and toilet brush
- Replace toilet paper roll if needed
- Put out clean towels and make sure they are hung or nicely folded
- Clean mirrors



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