

A HOME SELLER'S GUIDE  
FROM LISTED  
TO



YOUR



KRUSE HOME  
TEAM

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# Partners

As experienced and dedicated real estate agents, Patricia and I take great satisfaction in being able to offer our clients a comprehensive and seamless experience when it comes to selling their homes. We have found that every client's situation is different, and we are able to accommodate you at any level even if it's meeting the movers on move day to pack. We understand that the process of selling a home can be both exciting and daunting, and it is our mission to provide our clients with the guidance and support they need throughout this journey.

With our combined knowledge, expertise and creativity, we are able to negotiate the most favorable deals for both buyers and sellers, ensuring that our clients' needs and interests are always at the forefront of our minds. Our deep understanding of the local real estate market and trends, allows us to provide our clients with accurate and up-to-date information, thus enabling them to make informed decisions.

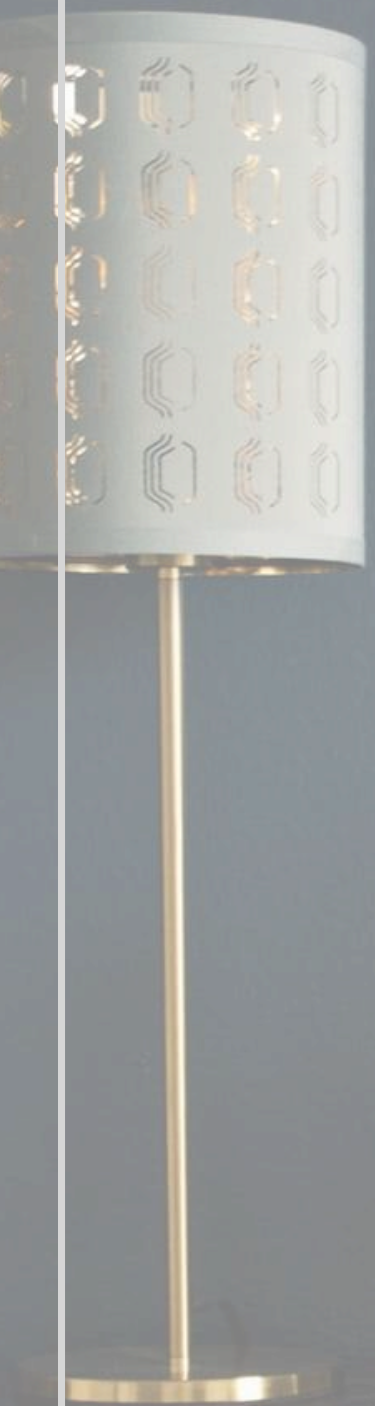
Our focus is on building trust and providing exceptional customer service to maintain long-term client relationships.

We hold ourselves to the highest standards of professionalism. Our goal is not only to help our clients successfully sell their homes, but to create a positive and enjoyable experience for them as well. We are honored to have the opportunity to serve our clients and help them achieve their real estate goals.





# Factors in selling



# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR NOT SELL

### FACTOR 1 *pricing*

When it comes to setting the right price for your house, the goal is to increase visibility and drive more buyers your way. Instead of trying to win the negotiation with one buyer, you should price your house so that demand is maximized and more buyers want to take a look. The more buyers we can get through your home the better chance we have at getting some offers.

### FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. We will help you make sure your home is ready for showings and online viewings.

- Completing repairs that are necessary
- Decluttering & removing personal items
- Consider painting walls that show wear and tear
- Making sure the home is clean and smells fresh
- Cleaning carpets or replace
- Removing personal items

### FACTOR 3 *marketing*

We offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition. Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

#### MARKETING

The second you sign with us, we go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, WEBSITE MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

#### COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week, and setting strategies to use if buyer traffic is slow.

## *the advantage of listing with us*


### PROFESSIONAL STAGING PROVIDED-AT NO EXTRA CHARGE

- 85% of staged homes sold for 6-25% more
- Most tasks we can complete during the LISTING appointment

### BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in it's best light. Studies have shown that online buyers, disregard homes with limited photos, low quality photos, and minimal information. Rest assured, we take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours if we see fit.

### PROFESSIONAL PHOTOGRAPHY PROVIDED

A close-up, slightly blurred photograph of a person's hand typing on a silver laptop keyboard. The laptop is open and sits on a light-colored wooden desk. In the background, a bright window with sheer curtains allows natural light to fill the room. To the left of the laptop, a white mug is partially visible. In the foreground, a white pen lies on the desk. The overall atmosphere is clean, professional, and bright.

BEFORE LISTING YOUR HOME

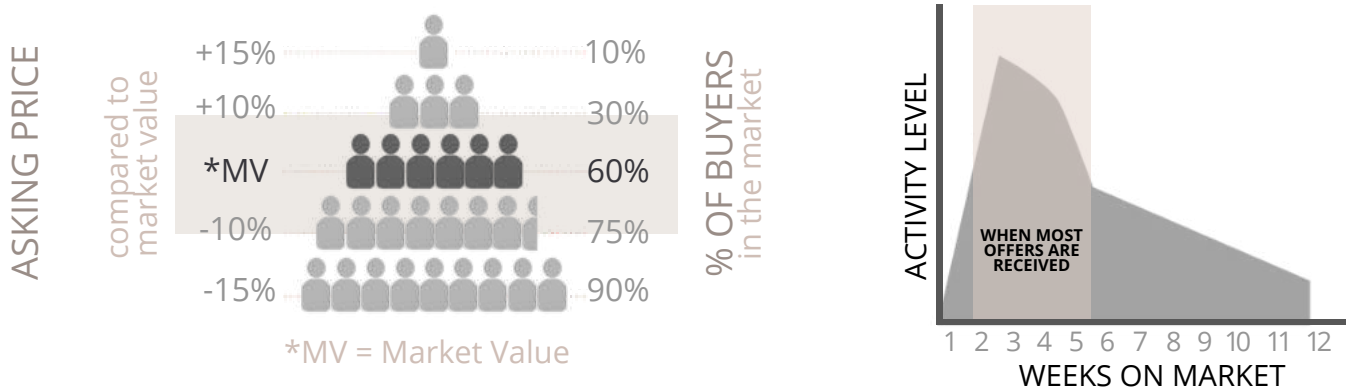
# listing strategy

## PRICING STRATEGY

We will price your home using a scientific marketing analysis in your area. Taking into consideration every home that qualifies as a comp.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks. We have also experienced pricing the home a little under market value will bring more buyers thus resulting in more offers.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location. When homes are left on the market over priced they become known as a stale listing, and viewers just pass over them. We have to keep things exciting, updated and interesting.



## PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, We will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

## AGENT MARKETING

We are apart of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month, and increasing brand awareness.



# preparing to list

maximize your home's potential

A clean, neutral, and streamlined look helps buyers to imagine what life would be like living in your home. The action points below will help them be able to do that.

01

## EXTERIOR

- Wash or paint the home's exterior
  - Paint the front door
  - Keep the yard nicely trimmed
  - Keep the lawn free of clutter
  - Weed and freshly mulch garden beds
  - Clean interior and exterior windows
  - Apply fresh paint or stain to wooden fences



02

## INTERIOR

- Remove personal items, excessive decorations & furniture
  - Replace or clean carpets
  - Get rid of clutter and organize and clean closets
  - Apply a fresh coat of paint to walls, trim and ceilings
  - Replace outdated ceiling fixtures, and clean lighting fixtures
  - Minimize and clean pet areas in the home
  - Be sure that all light bulbs are in working order



03

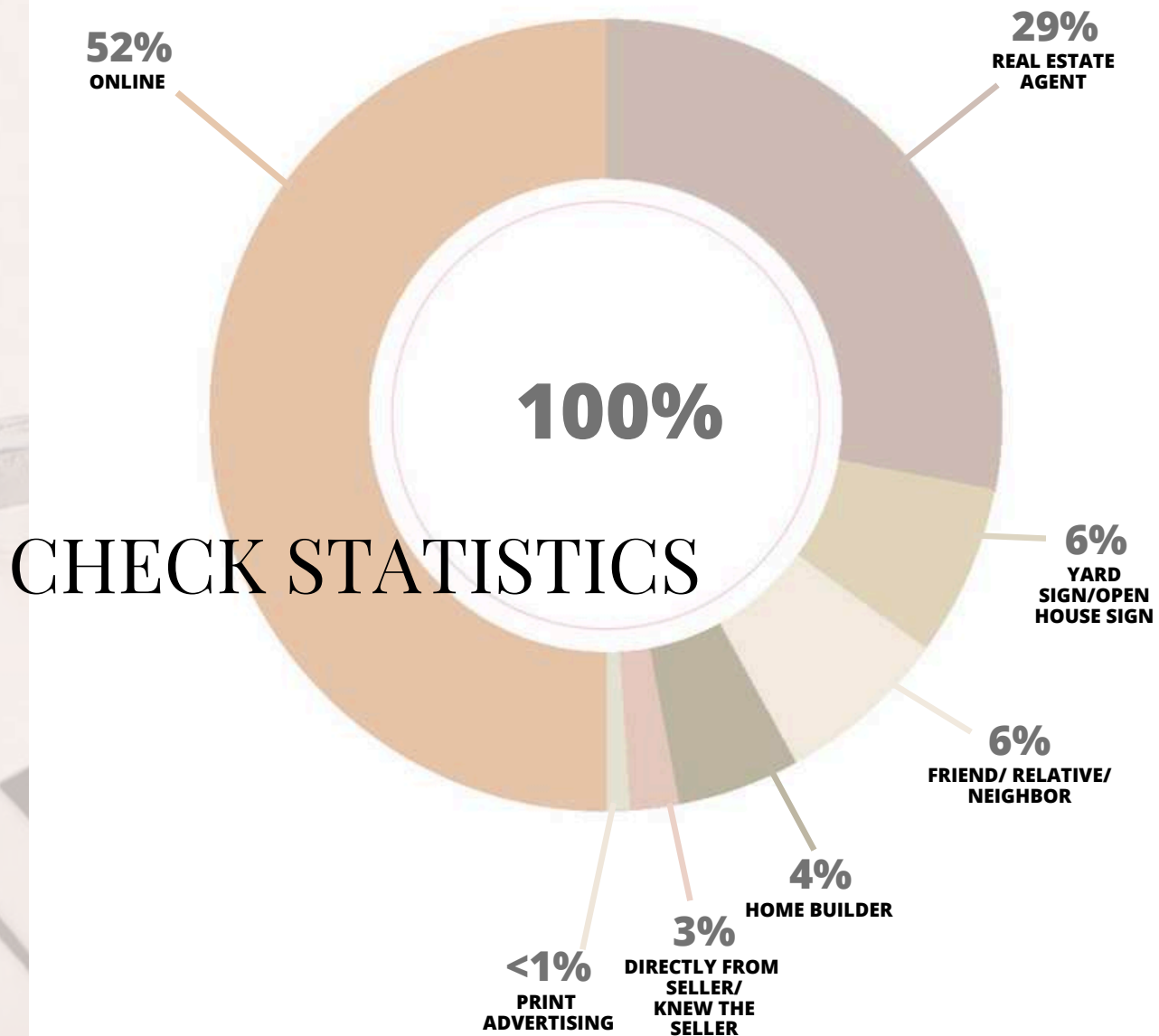
## FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





# WHERE DO BUYERS *find their home*



\*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

A bedroom interior featuring a large bed with a tufted headboard. The bed is covered with a white textured blanket and a dark blue patterned blanket. Several pillows are arranged on the bed, including white, blue, and patterned ones. A tufted ottoman is at the foot of the bed. A nightstand with a lamp is visible on the left. A patterned rug is on the floor.

LISTING YOUR HOME





# robust marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs prior to an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

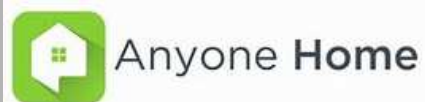
## OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

maximum exposure



## GET FEATURED

We will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!



# AFTER LISTING YOUR HOME





# showings

A few tips to help your home showings go as smoothly as possible

## FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible. A missed viewing could be your buyer.

## INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

## DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

## NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

## PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



## **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



## **ALL CASH BUYER**

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



## **PRE-APPROVAL**

Assures home sellers that the buyer can get the loan they need.



## **LOAN TYPE**

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



## **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



## **CLOSING COSTS**

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



## **BUYER LETTER**

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



## **REPAIR REQUESTS**

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



## **OFFER PRICE**

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the better offer.



# NEGOTIATIONS

## AFTER AN OFFER IS SUBMITTED

### WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

### THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

### OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

**Now inspections, appraisals, or anything else built into your purchase agreement will take place.**



# home INSPECTIONS

## WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



## FAQ

### INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING  
CONTRACT.  
NEGOTIATIONS USUALLY HAPPEN WITHIN  
5 DAYS

### COSTS

NO COST TO THE SELLER. THE BUYER WILL  
CHOOSE AND PURCHASE THE INSPECTION  
PERFORMED BY THE INSPECTOR OF THEIR  
CHOICE.

### POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE  
USUALLY ONE OF THE TOP REASONS A SALE  
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE  
FOUNDATION, ELECTRICAL, PLUMBING,  
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

## **APPRAISAL COMES IN AT OR ABOVE SALE PRICE**

You are in the clear, and closing can begin!

## **APPRAISAL COMES IN BELOW SALE PRICE**

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel the contract
- Consider an alternative all-cash offer



# CONTRACT TO CLOSING



# CLOSING THE SALE

## *what to expect*

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

### 1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

### 2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

### 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

### YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

### WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys


### AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

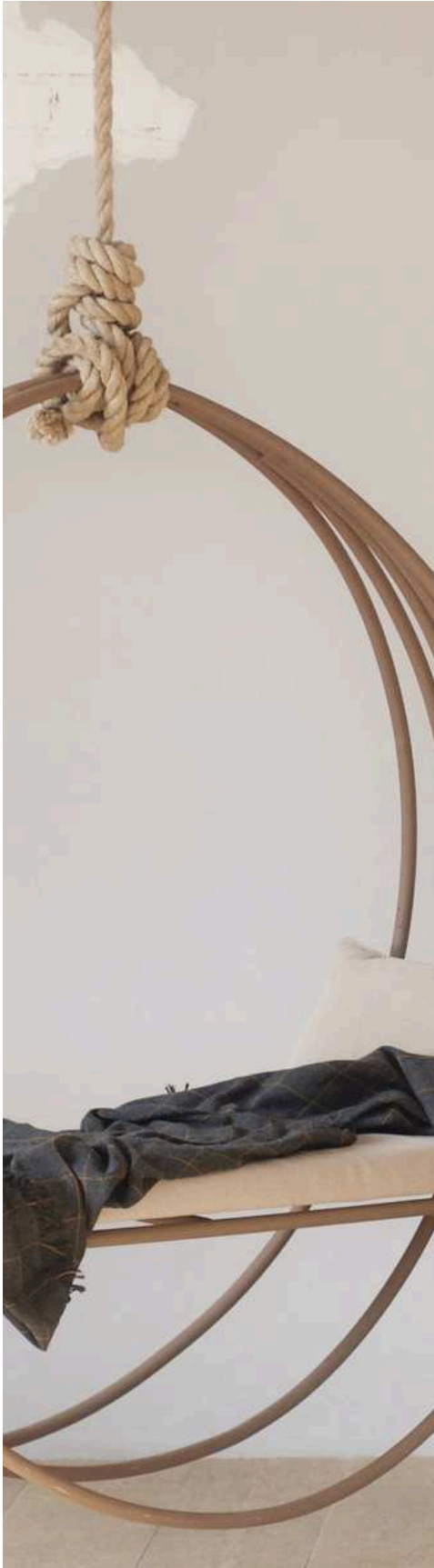




A modern living room interior featuring a light grey tufted sofa with patterned and solid-colored throw pillows. A dark, low-profile coffee table holds a tray with candles and a small plant. Large windows with patterned curtains offer a view of a balcony. A contemporary light fixture with multiple glass spheres hangs from the ceiling. The text "FINAL STEPS" is overlaid on the right side of the image.

# FINAL STEPS

# FINAL *steps* FOR SELLERS



## CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



## CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



## CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



## TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



## DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



## GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



## CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



## CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



## INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



## FLOORS

Vacuum and sweep floors one more time



## LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



# recommended resources

## general contractor

BUSINESS NAME  
123-456-7890  
website.com

## painting

BUSINESS NAME  
123-456-7890  
website.com

## house cleaning

BUSINESS NAME  
123-456-7890  
website.com

## flooring

BUSINESS NAME  
123-456-7890  
website.com

## electrician

BUSINESS NAME  
123-456-7890  
website.com

## plumbing

BUSINESS NAME  
123-456-7890  
website.com

## decking

BUSINESS NAME  
123-456-7890  
website.com

## fencing

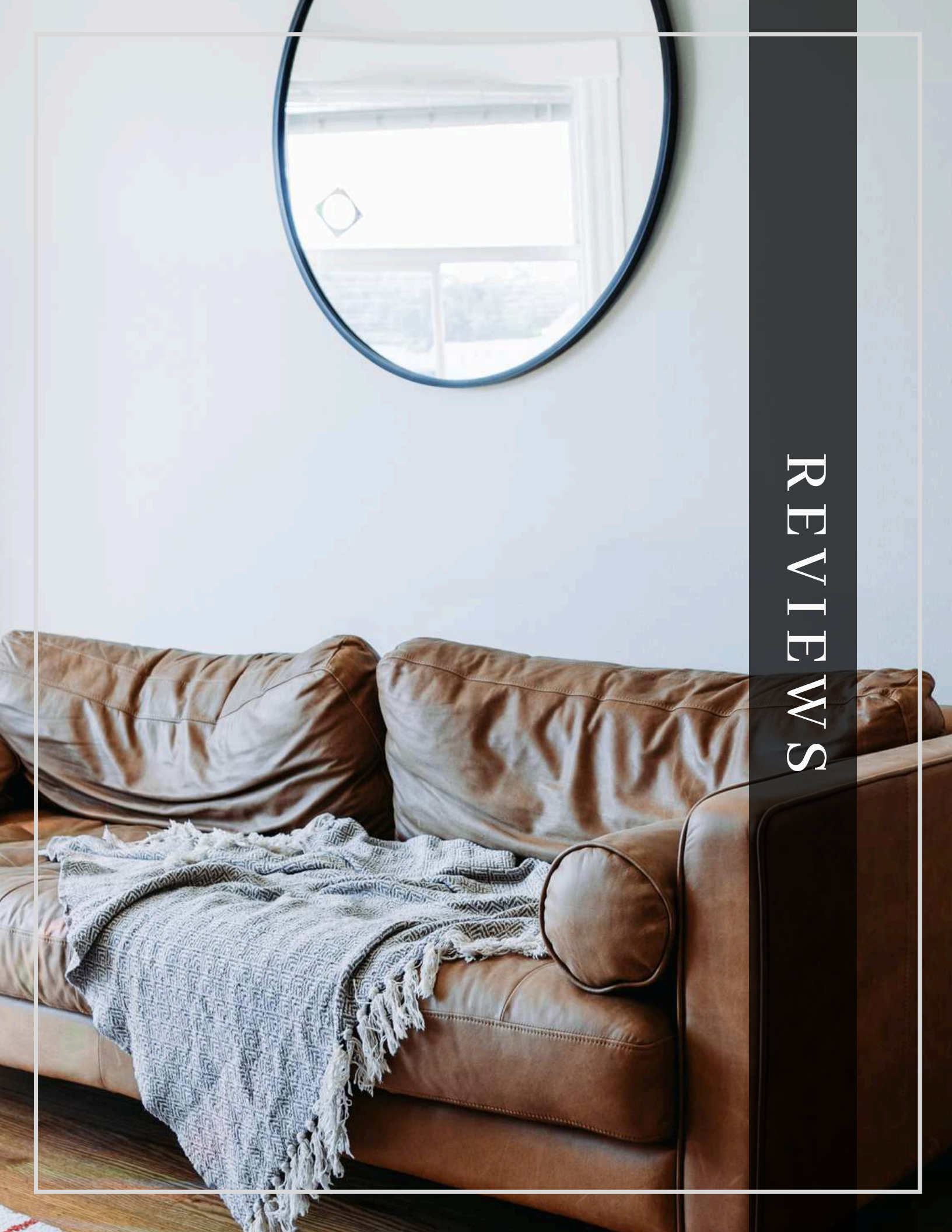
BUSINESS NAME  
123-456-7890  
website.com

## landscaping

BUSINESS NAME  
123-456-7890  
website.com



# REVIEWS





# REVIEWS



Angela Black has a great enthusiasm to get her clients what they are looking for in a home. She works tirelessly for her clients and as you go through the home buying experience with her you are not just clients but you become family. I highly recommend her to anyone looking to buy or sell!

- Lori Bowling

Angela is a very hard working committed realtor/person. She is full of energy, eager to help you find the perfect home. She was with me every step of the way selling my house. I would definitely recommend her and use her for all my real estate investments.

-Tammy Martin

Angela is five stars. I've been a builder over 30 years and have worked with many realtors. With dogged determination Angela would not be satisfied until she located and closed on the home I specified. I appreciate her diligence and professionalism and highly recommend her to all.

-Paul Steven

It was so great to work with Angela! She listened to us and understood our needs. Then she found the house that met them! She went above and beyond throughout the whole process. And made us smile in the process! Thank you Angela!

-Brad Lyon

Patricia Kruse is an AMAZING!!! Real estate agent! Patricia is knowledgeable, professional, friendly, competent, smart and easy to work with. More importantly, Patricia truly cares and wants to make sure to help every family find their perfect home. If there is some detail Patricia is unsure about, she will go the extra mile and do the research to find the answer. Patricia not only knows about listing, selling and helping to buy a home, she has an eye for decorating, and use of space. I can recommend Patricia Kruse with no reservations. Thank you for all you do, Patricia!

-The Prince family

As a first time home buyer, I had no idea what I was doing. Patricia was there for me. She guided my wife and I through the whole process. If you're a first time home buyer, I recommend Patricia 100%. She knows what she is doing, and she's very professional. Patricia is also very friendly and easy to work with. We will continue to have a good friendship with Patricia even now that we've closed. She is a great person to be around, and she really cares a lot about her clients.

-Gregory B.

Patricia is so knowledgeable and passionate about what she does. That is clear when you see her in action! I highly recommend choosing Patricia on your real estate journey!!

-Missie Forbes



# FROM LISTED TO

*Angela & Patricia*

REALTORS

**kW** MADISON  
KELLERWILLIAMS. REALTY