

A bright, modern kitchen with white cabinetry, a long wooden island, and a large window. The kitchen features a long wooden island in the center, white cabinetry with silver handles, and a large window with a wooden frame. A stainless steel refrigerator is visible on the left, and a sink with a faucet is on the right. The ceiling has recessed lights and a black lantern-style light fixture hangs from the ceiling. The overall atmosphere is clean and bright.

# seller's guide

*let's get your home sold*

# Experience the Difference



When you list your home with The Cheek Team, not only do you get detailed attention to the selling process, we also offer marketing solutions and features to help your home stand out from the local competition. In order for your home to get top dollar, it's imperative to work with an agent that does more than stick a sign in your yard. You can view our unique marketing solutions in this guide.



# Our Mission

It is our mission to consistently provide the highest quality, most innovative and exceptional real estate service available anywhere in our surrounding areas.

Our client's needs always come first. We strive to always provide value far beyond our client's expectations. Our constant goal is mutual respect and long-term relationships which are beneficial to all parties.

Our operation is a great place to work and conduct business. We are positive, helpful, and enthusiastic at all times - always focusing on solutions, not challenges. We take care of business first and foremost, but have fun and enjoy ourselves in the process.

We run a clean, organized and efficient operation - always adhering to the highest standard of integrity and ethical business practices. We will never rest on our accomplishments. We will constantly strive to create, develop and implement new ideas, strategies, and services that will benefit our clients. We will continue to seek continuing education in all aspects of our business to increase the level of service we offer our clients.

## Core Values

- \* Honesty and integrity at all times and in all situations
- \* Continually improve our services to exceed our client's expectations
  - \* Create and nurture a fun, exciting, creative and productive experience for all of our clients.
- \* Tirelessly pursue personal and team growth while reaching well-formulated goals.

# Let's sit down and understand your needs

# 90%

Of all homes sold in 2020 were sold with a real estate agent.

The key to having a lower stress transaction is building good communication methods between you (the seller) and the agent.

Let's discuss:

- Where do you want to move to?
- Why are you moving?
- How long do you have to sell your home?
- What is your budget?

It is important to first understand your needs so we know what you are looking for at the time. As REALTORS®, we will help you achieve your goals in selling your home.



# Discussing your home

When presenting your home to prospective buyers first impressions are crucial. It is important to put your home in its best light and to create a buzz regarding your home. This can be achieved by improving your home to impress buyers.

## Exterior:

- Fix or replace anything damaged or worn
- New paint or pressure wash
- Clean or paint front door
- Create curb appeal; freshly cut green grass, fresh flowers or plants

## Interior:

- Fresh new paint
- Light switches
- Upgrade lighting
- Fix or replace cracked molding or floor tiles, leaking taps and toilets. Loose door knobs, squeaky door hinges, closets or screen doors that are off their tracks.
- Fix or touch up walls, ceilings, windows, etc.
- Shampoo carpets and rugs, replace if necessary

There are 3 types of improvements that will impress buyers and help sell your home:

1. Cost effective improvements
2. Upgrades and repairs
3. Reorganization and maintenance



# Discussing Market Conditions

**To accurately price your home, we will analyze and run a comparative market analysis- referred to as a CMA.**



Comparable properties incorporated into your CMA include:

- Homes That Have Sold, Expired, Have Sales Pending, or Been Listed in the Past 6 Months.
- Homes with the Same Number of Bedrooms & Baths
- Homes Within Roughly 300 Square Feet of Yours
- Homes That Are in the Same Neighborhood
- Homes That Are in the Same or Comparable School Zones
- Homes with a Similar Lot Size as Yours
- Homes That Have Similar Amenities as Yours

# Tips for Reorganization & Maintenance



## EXTERIOR:

- Mow and rake the lawn. Trim hedges and shrubs, weed and edge gardens.
- Clean sidewalks and driveway, remove any litter.
- Power wash the porch, deck and patio.
- Clear out the garage of everything but cars. If yours has become a two-car attic, throw out all unnecessary items, and then thoroughly organize and clean everything that remains.

## INTERIOR:

- Clean and tidy the "money rooms", these include the kitchen, master, and family room. These rooms are what buyers mainly look at and can help sell your home.
- Create space by storing all excess furniture.
- Remove all odors and add air freshener, dishes of potpourri, etc for scent.

# Preparing for Showings:

## Lockbox and Sign

- We make sure to keep your home safe with a professional grade lockbox. Only licensed realtors of our association have access to these bluetooth lockboxes.
- In addition you will be able to approve and deny showings once the realtor has requested showing online.
- We also put a sign in front of your home to display. When prospective buyers are coming to your open house or showings the sign will make sure your house stand out and easy for them to arrive.



Once the property is active, we will work out a showing schedule that works best for your family.

Here are some tips to make sure your house shines during showings:

- Ideally, pets should be unseen. Pet areas should be clean and odor-free; not everyone may share your love for animals and some may be allergic to them.
- Lock away or remove all cash, jewelry, small valuables, and prescription drugs, if applicable.
- You should be absent so buyers feel comfortable envisioning themselves in your home

**After appointments, we send a feedback form to showing agents. Our feedback forms allow us to capture the information of each potential buyer and gain insight into what they think of your home.**



# Your home will be featured on 100+ websites Zillow, Truila, Realtor.com, etc.



The buying process has been completely redefined from the past. In today's age looking for homes has become heavily dependent on the internet. This is why we hire the best photographers in St. Louis to showcase your home. Once your professional pictures and videos are taken we can upload them to our MLS, Zillow, Realtor.com, Trulia, etc to make sure your home gets as much exposure as possible!

Also, when you list with us your property will be featured on social media platforms to ensure the property receives even more exposure. In today's age, social media is used with almost everybody! This why we believe it is crucial to do proper social media marketing to sell your home. A good social media presence for your home can drastically change the way potential buyers look at it.

# Schedule Photos and Marketing



A high quality, professional photographer is essential for selling every home.

Buyers can be turned off by not using professional photos and videos which will cause them to lean towards homes with great pictures.

Even using drone's can help give a new perspective to buyers viewing homes.

The more interest your home gets, the better the sales price and contract details can end up being more negotiable.

# Creating the best listing description



When creating the listing description for the multiple listing service (MLS), I love having sellers complete my *property features sheet*. This is used for multiple purposes.

1. Help me create the best listing description for the property. I know the stats of your home, but you know all the special reasons potential buyers will love the home.
2. Placing it in the welcome presentation for buyers to see what you love most about your home and you took the time to handwrite on the property features sheet. It's emotional for buyers purchasing their new home, and we want to give them all the reasons why your home is special.

# Benefits of Proper Pricing

- **Faster Sale:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurances, and other carrying costs.
- **Less Inconvenience:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.
- **Increased Salesperson Response:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **Exposure to more prospects:** Pricing at market value will open your home up to more people who can afford it.
- **Better response from advertising:** Buyer inquiry calls are more readily converted into showing appointments when the price is not deterrent.
- **Higher offers:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.
- **More money to sellers:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

# Drawbacks of Over Pricing

- **Reduces activity:** Agents won't show the property if they feel its priced too high
- **Lower advertising response:** Buyer excitement will be with other properties that offer better value.
- **Loss of interested buyers:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **Attracts the wrong prospects:** Serious buyers will feel that they should be getting more for their money.
- **Helps the competition:** The high price makes the others look like a good deal.
- **Eliminates offers:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.
- **Causes appraisal problems:** Appraisers must base their value on what comparable properties have sold for.
- **Lower net proceeds:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

## What to expect after going under contract:



### **The buyer's lender will schedule an appraisal**

As your realtor I will do the following:

- Schedule appointment with appraiser
- Supply appraiser with comparable properties and updates list
- Answer any questions or concerns with the property

### **Reviewing Inspection Requests**

- Written into the sale agreement is a (10) day home inspection contingency period.
- After the buyer has an inspection done if they are requesting repairs they will present to us a repair request form along with the inspection reports.
- They will either send in a request for certain items to be repaired or request for a credit at closing. This will be applied towards their closing costs and/or down payment.

# what our clients say



Linda Regan

"I would use The Cheek Team again in a heartbeat. Even long-distance, they represented us well and advocated for our needs through a challenging sale! They are professional and efficient, and were very responsive to our questions and concerns throughout this process."



Mowery Family

"We were so nervous to list our first home for sale because of all of the unknowns and knew the process of selling and buying a home is so much work. We were not ready for it but finally after trusting in Leslie and Hilary we decided it was time to sell our home and look for the next one. We are so thankful we decided to do this. Leslie and Hilary helped us sell our home very quickly and find our dream home the same week."



Kam Braich

"No one knows better than the Cheek team. I had interviewed many realtors before I decided to go with Leslie/team and my experience was just incredible. Sold my house in less than 24hrs! They helped me develop a realistic punch list and buyer inspection was very smooth hardly had any items that inspector found! Selling or buying a home is a big deal and make sure that you have the right realtor/team closing that deal for you. Thank you Hilary and Leslie- you rocked i



Mary Teders

"I want to thank Leslie Cheek & Hilary Cheek for their tireless efforts to help me sell and buy my new home. They worked all hours to bring the right buyers and then to help me find the perfect downsized home. They were very professional and helped find people to hire for any small projects. I give them 5 stars plus! If you need the right realtors, give these ladies a shout. They won't dissappoint you."

# THANK YOU!

When it comes to listing with us, you're not just partnering with a real estate agent, you're partnering with professionals. We've taken the courses, undergone the proper coaching and completed the education necessary to ensure your home gets the best exposure in front of hundreds of thousands of people. With an expertise in social media marketing, we can ensure your home is viewed by all of the right candidates to bring you a buyer on your terms.



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not promises.*

