

THE SHOREWEST ADVANTAGE

Helping you market & sell your home.



ShoreWEST
REALTORS®

My 5 Points Of Value

1.

HOME ENHANCEMENT

- Curb Appeal
- Clean & Declutter
- Repair Minor Flaws
- Great First Impression

2.

PRICING STRATEGY

- Under Pricing
- Over Pricing
- Pricing Just Right
- Pricing On The Bridge

3.

MAXIMUM EXPOSURE

- Local To Global Exposure.
- #1 Visited Wisconsin Real Estate Website
- Social Media Boosted Ads
- How Buyers Are Finding Your Home

4.

EXPERT NEGOTIATION

- Your Options
- Right Price
- Right Terms
- Right Buyer
- Calling The Lender

5.

TRANSACTION MANAGEMENT

- Managing Obstacles
- Staying On Top Of Deadlines
- Resource List
- Communication Is Key

Real estate is more than just properties—it's about people.

The goal is to provide a supportive, personalized experience where clients feel valued, Understood, and confidently guided through every step of the process.



Communication Commitment

During my years of client service experience, the most important item I have learned is to stay in timely communication with my clients regarding their project, transaction, problem, etc. The following outlines my communication commitment to you during the process of marketing your home:

I WILL ... LISTEN TO YOU, and represent your best interest throughout this transaction.

I WILL ... be available to you 24/7! Please do not hesitate to call me anytime with questions or comments.

I WILL ... thoroughly explain all the forms, so you have a clear understanding of what is taking place during the process.

I WILL ... reach out to the selling agent for showing feedback.

I WILL ... discuss weekly activity that has occurred regarding your home.

I WILL ... thoroughly explain the benefits and drawbacks of each offer received, including an estimated seller's closing statement.

Once you have accepted an offer, I WILL ... manage the transaction by staying in contact with the selling agent, title company, and lender, if needed, to make sure things are proceeding smoothly.

I firmly believe the more information I can provide to you on a regular and timely basis, the easier the process of selling your home will be.



5 Value Proposition Dialogue

What I would like to share with you today is called our 5 Points of Value. These 5 values are what we focus on to get you that top dollar for your home and to get you to the closing table on time.

Home enhancement

Prior to listing your property, we will walk through and look at areas that can be enhanced through little things such as staging, decluttering and cleaning tips prior to showings. These are the items that will give you the biggest return on your investment and get you top value for your home. **I have** also included a checklist that will help you make sure your home looks at its best to prospective buyers. **Because first** impressions are so important, I will also hire a professional photographer to capture the best images.

Pricing Strategy

We will develop a pricing strategy, so you don't over price your home and scare buyers away or underprice your home and leave money on the table. A home priced competitively will generate the most interest. **I will** also show you a strategy that we can use to increase your exposure by 28%.

Maximum Exposure

Our marketing plan, covering everywhere from local to online exposure, extends from the local MLS to our nationwide network of agents, leadingre.com, and certainly the other major real estate website, **including Wisconsin's** #1 real estate website, shorewest.com. **Your home** will also be showcased by creating paid digital ads on social media boosting your property's exposure, **because 80%** of buyers find the home they purchase either online or through their agent. This plan is designed to give you maximum exposure, which = more buyers, more showings, more contracts and therefore better contracts. Contracts that you will help you stay in control instead of the buyer.

Negotiation

My job is to help you negotiate the best contract with the options that you can either accept the offer, decline the offer or counter the offer. The best contract isn't always the highest price. We will look at a combination of the price, and terms that will get you to the closing table on time with a check in your pocket. Contacting the buyer's lender prior to accepting the offer is also an important step in accepting the best offer.

Manage the Transaction

There are a lot of moving parts and deadlines in a contract, and my job is to stay on top of deadlines and manage those moving parts, which we call obstacles. The major obstacles that come up the most are the appraisal, buyers financing and home inspection repairs. If the transaction is not managed correctly, these obstacles can decrease your proceeds and delay or cancel closing. **If you** did need home services, I can connect you with recommendations from our office.

To finish up our conversation, I have attached my communication commitment. My job is to keep you informed every step of the way so you're not in the dark.

If we follow this plan, your home will sell at the top range of value.

At this point, do you have questions regarding my services? If we can agree on a price today, can we also agree to move forward in getting your property on the market?

Go into the CMA and after the CMA, you can make the following statement.

My fee to deliver this level of value is 4.0%. We also must talk about what you would like to pay the buyer's agent. Your options certainly vary; however, we have found that a 2% fee is a fair incentive for a buyer's agent.