

My 5 Points Of Value

1.

PRICING STRATEGY

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

2.

MAXIMUM EXPOSURE

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

3.

EXPERT NEGOTIATION

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

4.

TRANSACTION MANAGEMENT

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

5.

HOME ENHANCEMENT

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

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.



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Pricing Strategy

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REALTORS



Determining The Value Of Your Home

PRICING TO SELL

The following are a few things to keep in mind about pricing.

- › **The market determines the price**, not your cost or profit desire.
- › A house that is **priced competitively** generates the most interest and showings, resulting in the **highest proceeds**.
- › The costs of improvements are almost always more than the added value.

BENEFITS OF PROPER PRICING

- › More showings.
- › Fewer appraisal problems.
- › Buyers are eager to make offers.
- › Home sells more quickly.

PERILS OF OVER PRICING

- › Competing houses become more attractive.
- › Home competes with higher-value homes.
- › Personal selling goals are delayed.
- › Home gets **"shop worn"**.
- › Can cause appraisal problems.

FACTORS THAT AFFECT VALUE

- › Curb appeal
- › Condition
- › Location
- › Time of year
- › Current competition
- › Consumer confidence
- › Interest rates
- › Market exposure

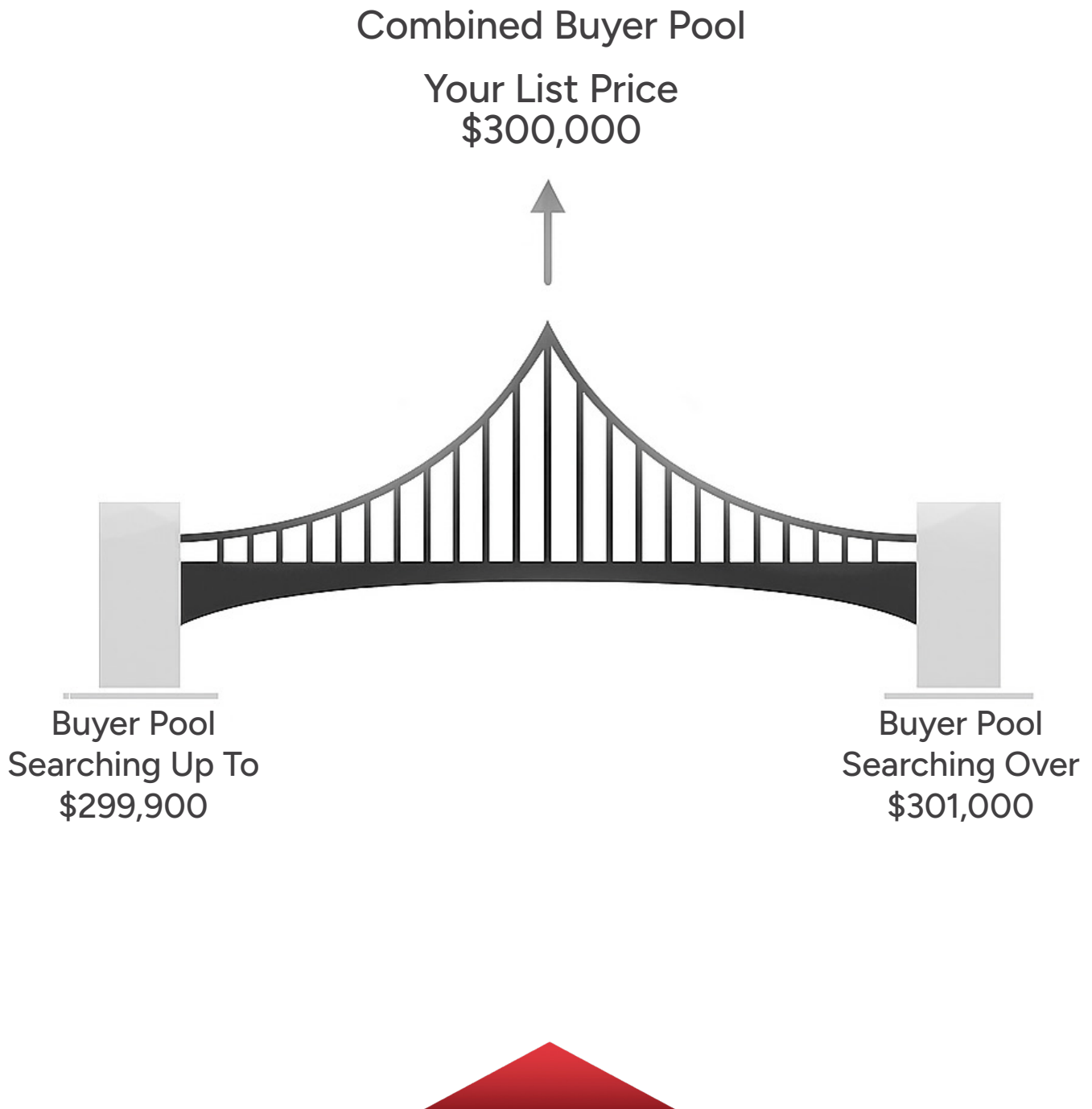


Price On The Bridge

Reach more buyers with a price that spans two markets.

WHY PRICE AT THE BRIDGE?

- Pricing “on the bridge” exposes your home to buyers on both sides of a key price threshold — including those whose budgets start or stop at that exact number.
- National data shows this strategy can lead to 28% more showings.
- More Exposure = More Competition = Stronger Offers



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An aerial photograph of a suburban neighborhood during a vibrant sunset. The sky is filled with warm, golden-orange clouds, and the sun is low on the horizon, casting a soft glow over the scene. The houses are mostly two-story structures with brick and white siding, arranged along a winding asphalt road. Several cars are parked along the street, and the overall atmosphere is peaceful and picturesque.

Maximum Exposure

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Maximum Exposure

LOCAL EXPOSURE

- Highly visible yard sign
 - Over 60% of our phone inquiries come from Shorewest yard signs.
- Just Listed Postcards to sent to your neighborhood.
- Local targeted social media ads.

STATEWIDE EXPOSURE

- Market exposure to thousands of agents through our statewide MLS system.

NATIONWIDE & GLOBAL EXPOSURE

- Home listed on Leading Real Estate Companies Of The World Website (leadingre.com)
 - Exposure to 70 different countries represented by 550 LeadingRE member brokerages.

ONLINE EXPOSURE

- Multiple Listing Service - Realtors Association of Northeast Wisconsin (RANW)
- shorewest.com - #1 Real Estate Website In Wisconsin
- Fed to all other major Real Estate Websites

 **Zillow** | **REDFIN** |  **realtor.com** |  **Homes.com** |  **trulia**



INNOVATIVE ONLINE PRESENCE

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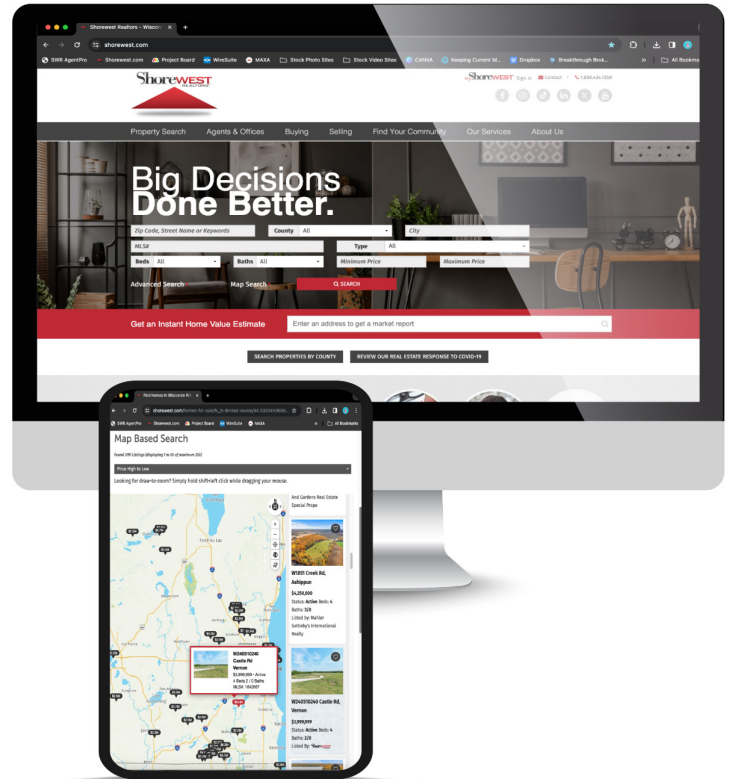
#1

Wisconsin Real Estate Website

Over

2,000,000+

buyers and sellers visit our site monthly, providing your property with **more exposure** than any other real estate website in Wisconsin.



- › **APPS** for Android and iOS lets customers access properties anywhere, anytime.
- › **Customized Marketing Activity Reports** keep you informed.

- › **Immediate text notification** to your agent when a potential buyer requests more information.
- › **Advanced search** lets buyers find your property in multiple ways.



Marketing Your Home On Social Media & Beyond

When you decide to sell your property, you want the best return in the least amount of time. That's why we boost your property on Facebook, Instagram and the web. By creating paid digital ads, we can reach more people than we can by simply sharing your property on social media.

Consumers can then click the ad and go directly to the property's web page to see all the photos, property description and details. Plus, they can contact me with questions or to request a showing.

BENEFITS OF BOOSTING YOUR PROPERTY

- › Increases Virtual Showings Online.
- › Generates Leads.
- › Reaches the right people at the right time.

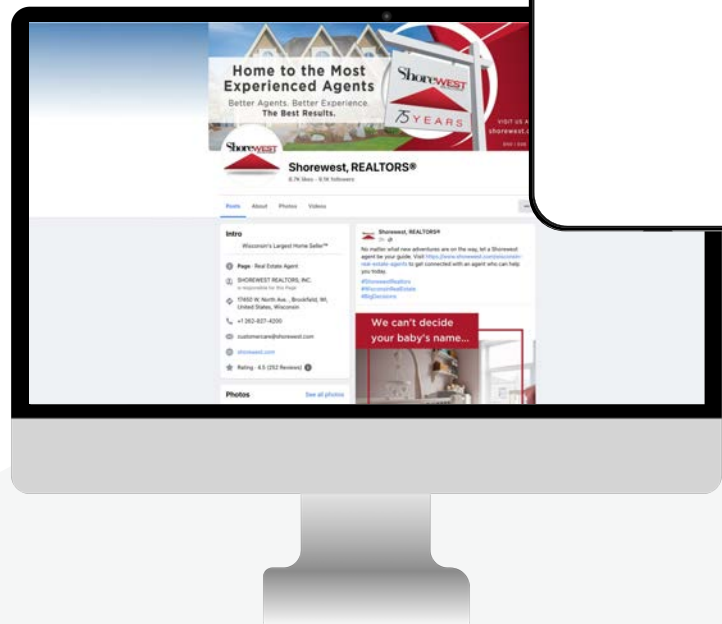
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Google

Instagram

facebook



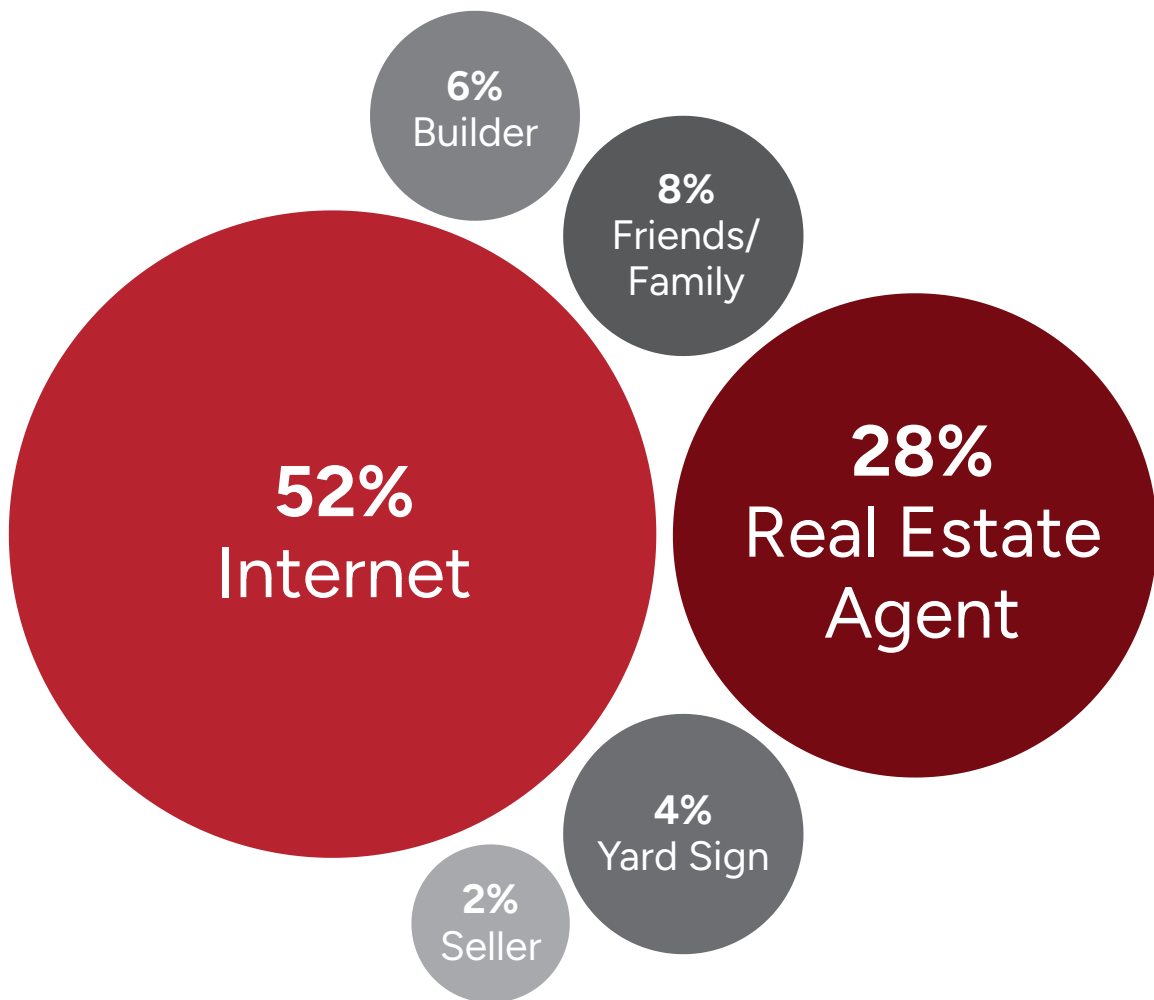
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How Buyers Find Their Home

The National Association of REALTORS® Profile of Home Buyers and Sellers survey found 80% of buyers find the home they purchase through the internet or their real estate agent.

Our innovative digital marketing plan and experienced sales associates will lead more buyers to your property.



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Expert Negotiation

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Negotiations

1. 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.

2. THE BUYER CAN THEN

- **Accept The Counter Offer**
- **Decline The Counter Offer**
- **Counter 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.

3. 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.



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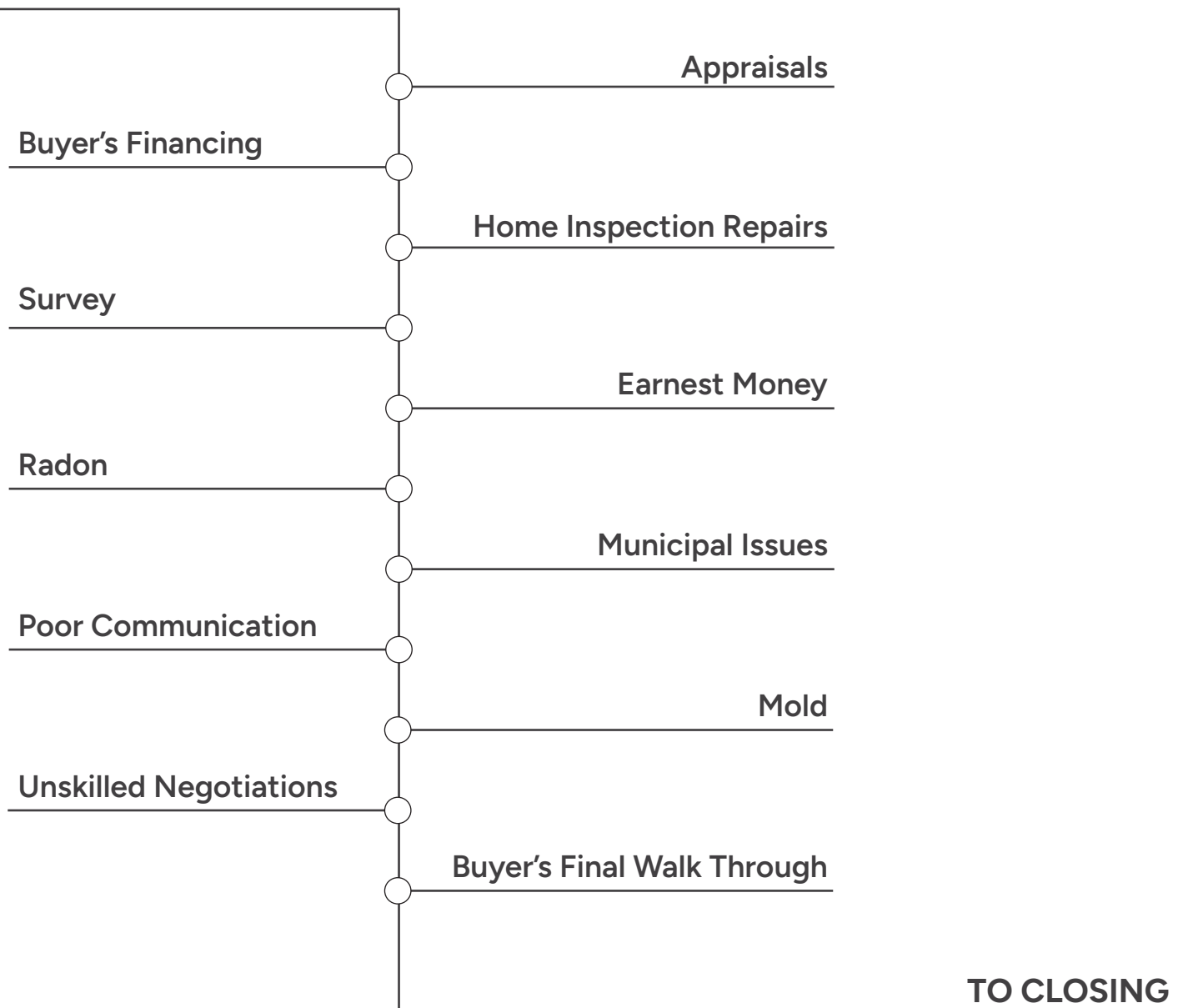
Transaction Management

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Managing Obstacles

FROM ACCEPTED OFFER



There is more to selling your home than finding a buyer.



TOP 5

Reasons Recent Home Contracts Fell Through

According to a Survey of Real Estate Agents

- 1.** Inspection or repair issues — **70.4%**
- 2.** Buyer's financing fell through — **27.8%**
- 3.** Buyer was unable to sell current home — **21.0%**
- 4.** Change in buyer's financial situation — **14.9%**
- 5.** Buyer found another house they liked better — **12.9%**



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We Are Your Resource For

CONSTRUCTION & RENNOVATION

- General Contracting
- Flooring
- Decking
- Fencing

MAINTENANCE & UTILITIES

- Plumbing
- Electricians
- Well & Septic
- Inspections

HOME APPEARANCE

- Painting
- House Cleaning
- Landscaping
- Staging

FINANCIAL SERVICES

- Financing
- Lenders



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Home Enhancement

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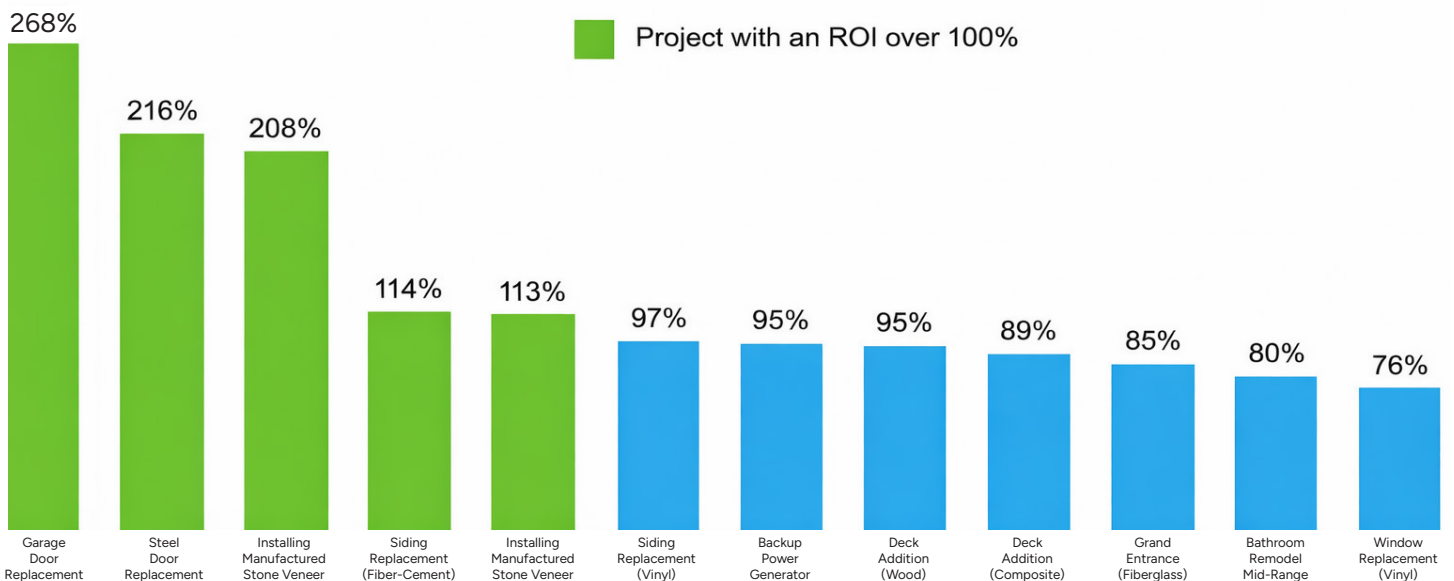


Budget Friendly Home Enhancements

DIY Home Improvement Project	Average Cost (Per Room)	Home Price Increase	Estimated Return On Investment
Clean & De-clutter	\$100 - \$200	\$1500 - \$2000	900% +
Home Staging	\$300 - \$400	\$1500 - \$2000	400% +
Paint Interior Walls	\$300 - \$400	\$1500 - \$2000	400% +
Update Light Fixtures	\$400 - \$500	\$1000 - \$1500	150% +
Update Faucets	\$400 - \$500	\$1000 - \$1500	150% +
Landscaping	\$500 - \$600	\$1500 - \$2000	200% +
Carpet Cleaning	\$500 - \$600	\$1500 - \$2000	200% +

Home Projects with the Highest Return on Investment (ROI)

Estimated ROI Compared to Upfront Cost, 2025 National Average



Prepare Your Home For A Fast Sale

FIRST IMPRESSIONS ARE IMPORTANT.

This checklist will help you make sure your house looks its best to prospective buyers.

✓ **Repairing**

Minor flaws in your home suggest negligence to a buyer. Your repair list should include:

- Fix leaky faucets and toilets.
- Make sure closet and cabinet doors close easily.
- Make sure the garage door is in working order.
- Inspect the furnace, humidifier and water heater.
- Touch up paint, repair plaster and putty nail holes.
- Polish or refinish badly scratched wood trim and floors.
- Remove oil stains from driveway and garage.

✓ **Staging**

- Give rooms needing paint a fresh neutral coat.
- Re-stain or paint chipped woodwork.
- Replace torn or soiled wallpaper, or carpeting.
- Allow maximum light into rooms.
- Consider new light fixtures and mirrors.
- Add flowers.
- Perk up a bathroom with a new shower curtain.
- Minimize personal items and oversized furniture.

✓ **Cleaning**

- Store or give away excess furniture.
- Discard unwanted items from closets and kitchen.
- Sweep the basement and garage floors.
- Wash windows and screens.
- Clean and arrange closets and cabinets.
- Make your kitchen appliances shine.
- Wash walls and woodwork.
- Scrub soap film from tile and grout.
- Clear off counters to make the kitchen look spacious and neat.

✓ **Outside Appeal**

An attractive exterior is the key to bringing the most prospective buyers to your doorstep. Here are ways to improve the "curb appeal" of your home.

- Keep the lawn trimmed and fertilized.
- Keep snow and ice off drives and walkways.
- Shape up the shrubs.
- New decorative stones or wood chips.
- Weed flower beds and add charm by potting flowers near the front door.
- Add warmth with a seasonal door decoration.
- Clean and straighten sagging rain gutters.
- Paint the front door and around the trim if needed.



25 HOME SHOWING OFFENSES THAT COULD COST YOU OFFERS

1. **Bad Odors:** Buyers want clean air—not masking sprays or strong scents.
2. **Cameras Everywhere:** Hidden or visible recording devices make visitors uneasy.
3. **Overpersonalized Decor:** Too many photos or bold designs distract buyers from the home itself.
4. **Neglected Curb Appeal:** Untrimmed lawns or bare entryways create poor first impressions.
5. **Bathroom Clutter:** Keep counters clear; hide toiletries and personal items.
6. **Overstuffed Closets:** Full storage makes spaces look smaller and disorganized.
7. **Shallow Fixes:** Cosmetic updates can't hide worn systems or neglected maintenance.
8. **Overpricing:** Today's buyers expect condition and price to align.
9. **Dim Lighting:** Yellow or low wattage bulbs; use high wattage warm white bulbs.
10. **Crowded Kitchens:** Clear countertops so the space looks clean and functional.
11. **Visible Dirt:** Professional deep cleaning makes a major difference in appeal.
12. **"Project" Homes:** Unfinished tasks, worn carpets, or clutter signal extra work.
13. **Loud Paint Colors:** Stick with fresh, neutral tones to attract more buyers.
14. **Messy Garages:** Clean, organized garages suggest well-cared-for homes.
15. **Overedited Photos:** Listing photos should match reality to build buyer trust.
16. **Pet Evidence:** Remove bowls, litter boxes, and fur before showings.
17. **Amateur Repairs:** Poor DIY work raises buyer concerns about hidden problems.
18. **Obsolete Tech:** Outdated control systems or clunky smart devices frustrate buyers.
19. **Personal Photos:** Too many family pictures make spaces feel less inviting.
20. **Exterior Wear:** Peeling paint, cracked siding, or rotted wood repel interest early.
21. **Deferred Maintenance:** Small issues suggest bigger unseen neglect.
22. **Polarizing Decor:** Avoid political or controversial artwork and signage.
23. **Mismatched Finishes:** Multiple flooring styles or clashing materials break flow.
24. **Uncomfortable Temps:** Hot or cold spots raise red flags about HVAC and insulation.
25. **Skipping Staging:** Professionally staged—or at least decluttered—homes sell faster.

“You never get a second chance to make a first impression.”

- WILL ROGERS

SAY IT WITH PICTURES

According to the National Association of REALTORS®, more than 95% of people start their home search online.

Shorewest understands how to stage and showcase your property to attract the most buyers. From high-quality photos that tell a story to narrated videos, your property will stand out from the rest.



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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.

1. 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%, which is called Pricing on the Bridge.

2. 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 websites like Zillow, Redfin, Realtor.com, Homes.com and Trulia, 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 will help you stay in control instead of the buyer.

3. Expert 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. I will also contact the buyer's lender prior to accepting the offer to introduce myself and make sure the buyer is solid.

4. Transaction Management

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.

5. 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.

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 also include what the Buyer's agent will request for a commission, which can be anywhere from 1%-3%.