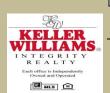


# MAKE YOUR MOVE TODAY! Selling Guide

www.SheriWessel.com

651-270-7157



Phone: 651-270-7157 Fax: 651-379-2906

# **Experience the Advantages**

- Agent on Call 9am to 9pm
- Prospecting for You 7 Days a Week
- Guaranteed Quick Response Time to Inquiries on Your Home
- Full-time Marketing, Listing, Closing, & Relocation Departments, Leasing
- I Market Your Home to the World 30+ Websites, Email, & Print Publications
- Automatic Prospecting Instant E-mail Notification of NEW Comparable Homes for Sale
- Checks Listings Weekly
- Belief System
- Individualized Marketing Strategy

# As you can see, Sheri Wessel is your One-Stop Real Estate Shop!

For a complete description of my comprehensive services, please visit:

# www.SheriWessel.com



# **Mission Statement**

Phone: 651-270-7157 Fax: 651-379-2906

I will consistently and efficiently provide home sellers and buyers the most professional real estate services available in Minnesota.

# Keller Williams Realty® Philosophy

Our Mission: To build careers worth having, businesses worth

owning and lives worth living.

Our Vision: To be the Company of choice for a new generation of

real estate agents and owners.

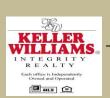
Our Values: God, Family, then Business

**Our Belief System:** Our beliefs are an essential part of who we are and how we conduct business. The Keller Williams® Belief System is the foundation for providing the ultimate in service for our clients.

# WI4C2TS

# **Our Belief System in Action...**

Win-Win . . . Or no deal
Integrity . . . Do the right thing
Commitment . . . In all things
Communication . . . Seek first to understand
Creativity . . . Ideas before results
Customers . . . Always come first
Teamwork . . . Together Everyone Achieves More
Trust . . . Starts with honesty
Success . . . Results through people



# **Sheri's Real Estate Resume**

Phone: 651-270-7157 Fax: 651-379-2906

#### Where I have been:

- Licensed since 1987~ Merrill Lynch Realty/Burnet Realty West St Paul 1987-1994
- Teaching License 1996 ~ St Paul Public Schools/Tri District Schools Full and Part time Elementary teacher. Maintained Real estate license on part time basis.
- Keller Williams Realty ~ 1994 Present Woodbury and Eagan offices Full time Realtor

#### Some of my Experience:

#### 1987-1994 Individual Agent

Residential sales and marketing

#### 2007-2008 Lentz Team

- Foreclosures
- Broker Price Opinions (BPO's)
- Offer Submission to Banks
- Investment Opportunities for Clients

#### 2009-Present Individual Agent

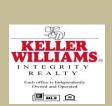
- Studied and Focused on Short Sales
- Became a Short Sale Specialist through Classes, Meetings with Law Firms and Personal Experience. Works with MZ Law Firm who Exclusively Handles Short Sales
- Luxury Home Designation and Member of Luxury Home Institute
- Investment consultant ~ owner and manager of rental homes
- Residential Buyer representation
- Seller Marketing and sales

#### My Accomplishments:

- 1989-1990 Top Sales Agent Award
- 2011 Top Sales Agent in the Eagan Office with Over 5 Million in Sales
- 2011 In the Top 15% Rankings for Agents of Minnesota
- 2012 Super Real Estate Award from St Paul Magazine/TCB Magazine
- 2012 Luxury Home Member
- 2012 Top Residential Sales Agent in Eagan Office
- Owner of 4 Rental Homes. Experience to help you Purchase, Manage and Lease Rentals
- Resources and Contacts to help you Fix, Update or Manage Investments.

#### **Other Honors:**

- 1995 UST Graduate
   Cum Laude Honors, Degrees in Elementary Education and Multicultural Education
- Substitute Teacher for Inver Grove Heights School District (Only when Necessary) but I Enjoy Children Immensely!
- Mother to Two Beautiful Girls, now ages 14 and 15, Camille and Melany.



SOLD



Sales Volume in the State

# The Marketing Plan

The following marketing services are performed for each Listing within the first 10 days. During this time frame I strive for maximum market exposure:

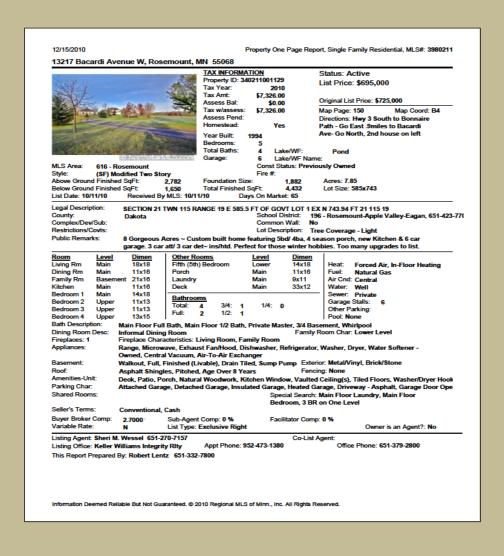
- Your property is entered into the Multiple Listing Service (MLS)
- Your property is entered into the Keller Williams Listing System (KWLS)
- Yard sign is placed at the property.
- Brochure box with flyers attached to each yard sign.
- Agent on call 9am to 9pm, 7 days a week to prospect for you & answer inquiries of your listing
- E-mail with links describing your home is sent to the Keller Williams Agents.
- Your property is entered onto 30+ websites
- A virtual tour of your home is created
- The virtual tour link is added to the MLS and multiple websites.
- Weekly craigslist flyer
- An open House is held, if desired, and is advertised on multiple websites
- Trulia.com provides sellers with a weekly hit report.
- An ad is placed in the Star Tribune and or TC magazine (Pioneer Press).
- Weekly update reports are provided via e-mail or phone call to keep you informed of progress.
- 24 hour drive-by text buyer capture program



# Why We Do What We Do

## The MLS

The first step in marketing my properties for sale is entering them into the Multiple Listing Service. By doing this I have hired the 2,000+ members of the Minnesota Board of Realtors to help me sell your home. Agents are working with the most probable buyers for your home and it is important to get your property in front of them as soon as possible.





# The Keller Williams Listing System (KWLS)

The Keller Williams Listing System was designed specifically by and for Keller Williams's agents. It automatically links you to some of the biggest names on the web like, Trulia.com, GoogleBase.com, CyberHomes.com, and more. In addition, it links you to all other KW agent sites nationwide - approximately 72,000 individual sites.

#### TOP STORY: KWLS and FrontDoor.com forge partnership

#### A new alliance gets your listings to even more buyers:

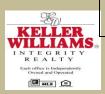
KWLS has added FrontDoor.com to its ever-growing list of syndication partners, increasing the exposure of your listings. FrontDoor.com is an online real estate listing service powered by HGTV, the No.1 source for home-related media content. The site currently offers more than 1.6 million listings of homes for sale and partners with top real estate brokerages throughout the U.S. In addition to providing users with the latest residential for sale property listings, FrontDoor.com houses expert HGTV home advice and videos along with original Web series and a comprehensive library of engaging, interactive tools, guides and information. In addition to FrontDoor.com, your KWLS listings are also searchable on Trulia, Google, AOL, Cyberhomes.

# **TOP STORY: New partnership enhances your online exposure!**



#### www.cyberhomes.com keeps your listings in front of consumers:

Keller Williams Realty and Fidelity National Real Estate Solutions (FNRES) announced this week a new partnership that will allow all listings in the Keller Williams Listing System (KWLS) to be displayed on FNRES's new Web portal — www.cyberhomes.com. This new partnership, the first between FNRES and a national real estate franchise, will give your listings a larger Web presence, increased traffic, and, as always, send resulting leads directly back to you. It is the latest addition to the list of search sites that now market the listings in the KWLS, including Trulia.com and GoogleBase. Cyberhomes gives Internet consumers direct access to detailed property information, heat maps and evaluation content directly from agents' Websites. "Keller Williams Realty is an agent-centric organization and FNRES's Cyberhomes business model supports this focus, making it a good fit for us and our associates," says Keller Williams Chief Technology Officer, David Therrien. "We wouldn't be able to provide this to our associates if we hadn't launched the KWLS last year," he adds. "We will continue to build partnerships that will help our associates reach more consumers without spending a dime of their money." "We will continue to build partnerships that will help our associates reach more consumers without spending a dime of their money."



# **Yard Sign**

There's a reason that Realtors use yard signs - they are a much more powerful marketing tool than most people realize. I have researched what yard signs work best and studies show that people respond more positively when the signs have the agent's picture on them. I also include my website on my yard signs so prospective buyers can visit me online to find out more about your home.

75 % of Calls that I get on Yard Signs turn into Appointments to Show Your Home!

Over 10 % of my Annual Sales Come from Yard Sign Calls!





# **Realtor's Open House**

One of the many benefits of being a part of Keller Williams is that the other agents, from many different brokerages, preview my listings to provide you with valuable feedback

# I Am on Call 9am to 9pm, 7 Days a Week to Answer Inquiries on Your Listing

I believe in having someone ready and available to answer questions from prospective buyers. That is why I am on call 7 days a week from 9AM to 9PM to prospect for buyers and provide information about my listings via phone and e-mail. Internet and 24 hour capture marketing works on behalf of the seller 24 hours a day.



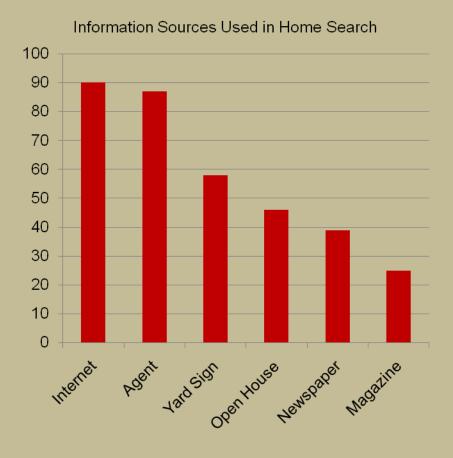


# A Virtual Tour of Your Home is Created

The Virtual Tour Link is added to the MLS and the following websites: Realtor.com,

The virtual tour provides vital statistics and information about your home. Your property is 600 times more likely to be viewed when a virtual tour link is provided.

# Where do Buyers Come From?





# **Marketing Publications**

# **My TC Magazine (Pioneer Press)**

Your property is featured on the TC printed magazine and the Pioneer Press/Star Tribune website. Approximately 40,000 copies of TC Magazine are distributed each month to locations throughout Minnesota.



KELLER WILLIAMS ®
IN TEGRITY
REALTY
Each office is independently
CONSTRUCTED OF THE CONSTRUCTION OF T

Phone: 651-270-7157 Fax: 651-379-2906



Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.





# **Selling Your Home with Sheri Wessel**

#### Location

Although location is the one thing you can't change, it is the key factor in setting your price. It is critical that you and your agent to know all the negatives about a location in order to have answers to any objections. This is called market knowledge. It is the basis for appraisals and for knowing where your property stands against the competition. A volume agent can make a difference with their knowledge of market demand and market shifts. An experienced volume agent will help you receive the highest price in the shortest length of time. A low volume agent simply doesn't have enough experience to judge the market properly.

#### Size

Size is the next factor for a buyer to take into consideration. Size is reflected in both square footage and in the number of rooms. Is your home 1800 or 2000 square feet? Does it have 3 or 4 bedrooms? 2 or 3 bathrooms? Formal living and dining rooms? Family room or great room? You may not be able to physically change your floor plan, but you can do things to open up the space and make your home appear larger by clutter removal or enhanced lighting techniques. You may have ideas on possible remodeling.

Market knowledge will help define what you need to know.

These two factors, location and size, are what most buyers use to decide what price to pay. A sale or the loss of a sale could be determined by a 100 square foot difference, an extra bedroom or bath, better curb appeal, or a 3% price difference. In-depth market knowledge allows you to position yourself against the competition while juggling all these factors.

Location and Size Account for the Majority of a Home's Value.





# **Selling Your Home with Sheri Wessel**

#### **Condition/Amenities**

Amenities refer to the finishing treatments of the house and are closely related to the condition of the property. These are the cosmetics of the house. Amenities are the items owners normally use to vigorously defend the price. They've added special blinds, upscale flooring and custom plumbing. Unfortunately condition and amenities have the least to do with the amount of value a property has. This is not to say that they are not important. They are. A squeaky clean, beautifully finished home has a much better chance of selling than the same home in normal condition and with ordinary finishes. Amenities and good condition of the home can help create a fast sale yet, not create a higher value for the home. Although, the more personalized the finishing's of a home are, the less likely the average buyer will find everything to their satisfaction.

#### **Price**

It is very important to price your property at a competitive market value right when you list it. The market is so competitive that even over-pricing by a few thousand dollars could mean that your house will not sell. It's interesting, but your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time. An overpriced home:

- \* Minimizes offers
- \* Lowers showings
- \* Lowers agent response
  - \* Limits financing
- \* Limits qualified buyers
- \* Nets less for the seller

A property cannot be underpriced because market demand will dictate the price.

80% of the marketing is done when we decide on what price to list your home. If you are unwilling to list at current market value, you would be better off not putting it on the market at this time. Pricing your property is based on all of these factors: location, square footage and room layout, overall condition and amenities of the home and the terms you are seeking. Proper pricing is the one factor the typical seller is most concerned with and often chooses an agent based on the one that gives them the highest price. Instead a wise seller hires the agent that offers the most marketing tools to get you more chances at bat with buyers.



# **Selling Your Home with Sheri Wessel**

#### **Terms**

Many sellers approach a contract with a very rigid mentality. It has been our experience that this can sometimes be detrimental to successful contract negotiation. One of the greatest benefits of using a skilled negotiator is their ability to negotiate a win-win contract. A win-win contract is one in which the buyers needs are met AND the seller gets the money they want. A seller's concern should be focused on the bottom line. People skills are the intangible asset that creates most highly successful Realtors. The ability to close with a win-win contract is hard to define but, it's essential that your realtor have this quality and experience.

## Marketing

#### **Identifying Potential Buyers**

Home buyers exist in three separate groups:

#### Neighborhood buyers

- Smallest group of buyers
- Includes people who rent, work or travel through
- the neighborhood
- Friends or relatives of residents in the
- Neighborhood

These buyers will browse the internet, attend open houses, take brochures from brochure boxes, and have a fairly good knowledge of the competition in the neighborhood.

#### Local Buyers

- Largest group of buyers
- Comparison shoppers
- Often DO NOT have to move
- Often DO HAVE to sell in order to buy

These buyers typically read newspaper and magazines featuring homes for sale and browse the internet often. <u>Internet advertising and direct mail are most effective in reaching this group.</u>

#### Out of Town Buyers

- Most motivated group of buyers
- Often have very little time to move
- Often a high need for them to buy

These buyers are reached through <u>internet marketing</u>, <u>third party relocation</u> <u>services</u>, <u>out of town marketing</u> (<u>identified by market research</u>), <u>interest marketing</u> and e-mail promotions.

KELLER WILLIAMS

# Six Simple Steps You Can Take to Ensure Your Home Sells at Top Dollar

## **Step 1: Pricing**

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# Step 2: Cleanliness

Most people are turned off by even the smallest amount of dirt or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space. Odors must be eliminated especially if you have dogs, cats, or young children in diapers or if

you are a smoker. You may not notice the smell, but the buyers do!

## **Step 3: Easy Access**

Top selling agents will not show your home if both the key and access are not readily available. For the convenience of the agents and their buyers I provide a lockbox for access to the property.



# Six Simple Steps You Can Take to Ensure Your Home Sells at Top Dollar

### Step 4: Showtime

When your home is being shown, please do the following:

- Keep all lights on
- · Keep all drapes and shutters open
- Keep all doors unlocked
- Leave soft music playing
- Take a short excursion with your children and pets
- Let the buyer be at ease and let the agents do their job
- Make sure that the agent showing the property uses the lock box to enter your home even if you are still home when they arrive.

Showings are scheduled through Showing Solutions Inc. or Book A Showing which is an automated system for vacant homes. After the showing the agent receives a feedback form to fill through email. The seller and myself will be able to view the feedback from the agent.

Let us know whenever your home is shown by any agent who does not use the lockbox and leave the showing agents name, real estate office, day and time of showing.

# Step 5: Paint & Carpet

Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated, or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Most buyers invest their cash into the purchase of the home and have little money left over for repairs and updates. They will look for a home that is move in ready.

# Step 6: Curb Appeal

Your front yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. This all adds to curb appeal. If a buyer doesn't like the outside, they may not stop to see the inside.



# What My Clients Say...

"If Sheri had not been so aware of our needs and wants in a house, we would have certainly missed out on this terrific home because the pictures we saw online didn't "stand out" enough to us. Besides being patient, helpful, and remarkably friendly, Sheri was able to understand our likes and dislikes about particular houses better than we were of ourselves. She goes above and beyond what a



realtor needs to do and was continually looking out for our best interest, as well as making sure we were as informed as we could possibly be about such a significant purchase. To have help finding a home from someone you can truly trust was really beneficial for my family. Thank you."

Tony & Rachel

"I have worked with Sheri on several properties both as a buyer and as a seller and all have been handled professionally and in my best interest. I appreciate Sheri's strong negotiating abilities. Her experience gives her a keen sense of



what is important to get a deal done and what is not. And I always sensed that she put my interests above the interests of a quick sale but also kept me from getting emotionally vested in a position that was not ultimately in my own best interests - ie winning a battle but losing a war. Most important I think she has a strong business ethic and sense of fairness. She is a true professional. "

Kim Maas

"Sheri is simply amazing. She is the ideal real estate agent because of her friendly nature, excellent communication and willingness to go the extra mile. I completely trust Sheri's expertise to help me make some of the most important decisions of my life! I would definitely recommend Sheri to anyone looking to buy, sell or rent a home."

**Travis Monson** 



# What my Clients Say (cont)....

"My family and I wanted to thank you again for assisting us with the recent short sale of our home. As you know, it was a difficult decision we had to make and there was some risk involved. In the end, I believe we made the correct choice and everything worked out. Without your knowledge of the real estate market, experience with short sales, patience, understanding, hard work and integrity I don't believe we would have made it through this process. You were professional in every way and I will highly recommend you as a realtor to my friends and family without hesitation."

Sincerely, Michael

Sheri Wessel is an excellent real estate agent. She certainly knows the business and communicated this to us each step along the way. She worked hard to sell our home and always made us feel we were most important in every transaction. I would recommend her to anyone as an agent.

## **Ginny Nelsen**

Sheri's experience and knowledge helped me navigate the complex process of buying a house in this crazy market."

#### Kristi Tschida

#### The Wendlandt's are moving on...

"Sheri made the process of selling our home very easy. Our house sold quickly in a fairly tough market for the price we wanted. She handled all of the details so the transition was smooth and it was a great experience."



# Your Comments, Questions, Suggestions and Ideas

