

Kris Jensen

Real Estate Consultant
Serving the St. Croix River Valley,
Western Wisconsin and Eastern Twin Cities



Certified Distressed Property Expert

Cell

651.491.3030

WI Direct

715.381.8295

MN Direct

651.209.8295

E-Mail

kjensen@kw.com

Website

www.krisjensenteam.com



Kris Jensen is a Keller Williams Real Estate Consultant specializing in single family homes, townhomes, short sales, foreclosures, multi-family homes, condominiums, new construction, relocation, land development and bank owned properties in the St. Croix River Valley, Western Wisconsin and Eastern Minnesota.

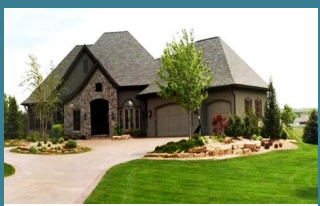
As an agent, I specialize in negotiating contracts for both the buyer and seller. I offer my real estate experience, education, expertise, market knowledge, pricing and staging in every real estate transaction so both party's results are a win-win! Our relationship is dependent on meeting and exceeding your needs.

Selling Your Home:

Simplify Your Experience
Pricing Your Home
Promoting Your Property
Prepare Wisely
Resources
Showings
Offer
Moving On

In this Prelist Package You Will Find:

Marketing Plan
Pricing Your Home
Promoting Your Property
Prepare Wisely
Resources
Showings
Offer/Closing
Moving Checklist
Keller Williams Realty
KW Team
How Buyer's Find Their Home
Commission Distribution
Who Is In Control
Résumé
Designations
Testimonials
Home Owner Questionnaire
Getting Ready to List
Staging Your Home
Home Inspection
Well and Septic Information
Where Can I See My Listing



SOLD in
Troy Burne Golf Club Village
351 Lindsey Road

Hudson, WI

Marketing Plan

- Comparative Marketing Analysis (CMA)
- Home Features
- Recommendations
- Measurements
- Security– Install Lockbox
- Digital Pictures
- Market MLS and World Wide Web
- KWLS - Keller Williams Listing System
- Install Yard Sign/Flyers
- Create Color Property Booklets
- Visual Tour
- Neighborhood Report
- Community Information
- Realtor Open for Agent Feedback
- Home Feedback
- Conduct Open Houses
- Prospecting
- Websites - Realtor.com, Craigslist
- Networking Promotions
- Monthly Marketing Service Reports via email
- Social Networking - Facebook, Active Rain, Linked-In, Postlets

Pricing Your Home

A Competitive Market Analysis for your home will help determine the value of your property. It is very important to price your property at a competitive market value right when you list it. 80% of the marketing is done when the price is set for the listing.

Below are reasons why pricing your property at market value allow you to net the most amount of money in the shortest amount of time. Many factors are taken into consideration in setting the price; competition, condition, amenities, square footage, room layout and economy. Vital statistics have shown that your first offer usually is your best offer! An overpriced home can:

- Minimizes offers
- Decreased showings
- Decreased agent response
- Takes longer to sell
- Become “shopworn”
- Cause negotiations to stall
- Limits financing
- Cause appraisal problems
- Limits qualified buyers
- Less proceeds for the seller
- Sells below market
- Lost time to buying your dream home

“I have worked with Kris on two separate transactions. Each one was handled perfectly and professionally. She helped make the whole process easy and kept us involved and informed every step of the way! I will absolutely refer her to any of my friends or family in the future.”

Nick W. –
Ramsey, MN

Promoting Your Property

Effective pricing, advertising and marketing are essential for selling your home. We:

- Enter home in area websites
- Monitor all showing requests
- Timely feedback survey
- Market through business contact
- Follow-up with prospective buyers
- Mail “Just Listed” cards
- Deliver flyers to area Real Estate Offices and agents in MN & WI
- Review contracts and represent you in negotiation



SOLD
10360 Stony Creek Drive

Woodbury, MN

Prepare Wisely

The presentation of your home will impact the buyer's first impressions and will get the home sold quickly. If perceived as a well maintained home, and of highest quality, your home will be sold first! Keeping the home in pristine condition will yield more money and sell more quickly.

- Pack it away
- Cleanliness
- Fresh flowers
- Uncover walls
- Clean windows
- Staging (see supplement)
- Polish everything
- Keep outside clean
- Define each room
- All lights operable
- Make welcoming
- Walkways free of snow/ice and broom swept
- Clean carpets
- Curb appeal
- Paint
- Closets organized
- Pets

Resources

Teaming up with a real estate consultant who will work for you seven days a week and responds quickly to your inquires is key to selling your home.

- Unlimited access to MLS
- Buyer screening
- Marketing
- Realtor website
- Follow-up
- 24 hour web access
- Keller Williams Agent Network
- E-mail campaigns
- Online resources
- Monthly reports

Showings

- Keep all lights on
- Keep all doors unlocked
- Take a short excursion with your children
- Let the buyer be at ease
- Keep all drapes / shades open
- Leave soft music playing
- Remove pets from the home
- Let the buyer be alone in the home



Your retreat home in Northern Wisconsin awaits you!
Grantsburg, WI
12434 Woodridge

“Kris Jensen is truly a professional in her field and I would highly recommend her! Even in the time of the tough real estate market, Kris was able to market and sell our home.”

Dean and Pauline
– Hudson, WI



SOLD
295 St. Andrews
Hudson, WI



Offer / Closing

Once an offer is presented:

- I analyze the offer and assist you in understanding all the specifics of the proposal. I am a strong negotiator and will address all client's concerns.

When the offer is accepted:

- I coordinate with the buyer's inspectors, buyer's lender, appraiser, closing title company and negotiate any last minute issues that may arise.

The closing:

- This is the time between signing the purchase contract to the day the deed is recorded transferring title. **SOLD!**

"Kris provided outstanding service to us throughout the process of buying a home. It was an unusually long process and she stayed with it and acted as our advocate through every step of the way. She answered our many questions, stood up for us, and counseled us.

She is one amazing women! I highly recommend her for all real estate transactions."

Cynthia J.
– Hudson, WI

Moving Checklist

Helpful Tips:

- Reserve moving/truck/company
- Notify school/ day care of upcoming move and transfer children's school records
- Locate new school and enroll

File change of address:

- Post office
- Magazine/newspaper subscriptions
- Credit card companies
- Insurance companies
- Bank/credit unions
- Employer
- Utilities and new phone numbers
- Club/memberships
- Friend/relatives
- Arrange for storage
- Get moving boxes

Cancel Service:

- Telephone
- Cable/Satellite TV
- Water
- Gas/Electric
- Garage
- Security
- Lawn/Snow service
- Clean home
- Appliance manuals

A detailed moving checklist provided



River Falls, WI
W11945 757th Avenue

The Valley is a prestigious community and home sits on 7 + acres.



Keller Williams Premier Realty

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.



"No one succeeds alone. At Keller Williams, we have created a culture where everyone wins."

- Gary Keller

Why Keller Williams Realty...

Technology:

Leading technology tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is available on more than 350 online search engines. In addition, KW's web network that feeds into more than 75,000 sites.

Teamwork:

Keller Williams is designed to reward agents for working together. We believe that we are all more successful if we strive toward a common goal rather than our individual interests. I am confident that all Keller Williams professionals share the common goal of serving you, the client, in the best way possible.

Knowledge:

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

Reliability:

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting *your* needs first. It reinforces our belief that our success is ultimately determined by the legacy we leave with each client we serve.

The Kris Jensen Team

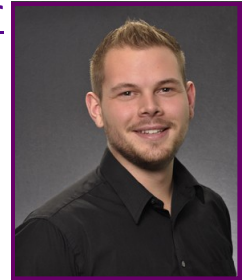


Team Lead

Kris Jensen
kjensen@kw.com
651.491.3030

Office Administrator

Derek Duval
Derek@krisjensenteam.com
651.209.8294



Buyer's Specialists



Bill Ilc

651.239.0529
Bill@krisjensenteam.com

Market Center Administrator

Anne Flaherty
aflaherty@kw.com
651.209.6264

Marketing Specialist

Caran Mollner
Derek@krisjensenteam.com
651.209. 8294

Partners Title

715.690.1516

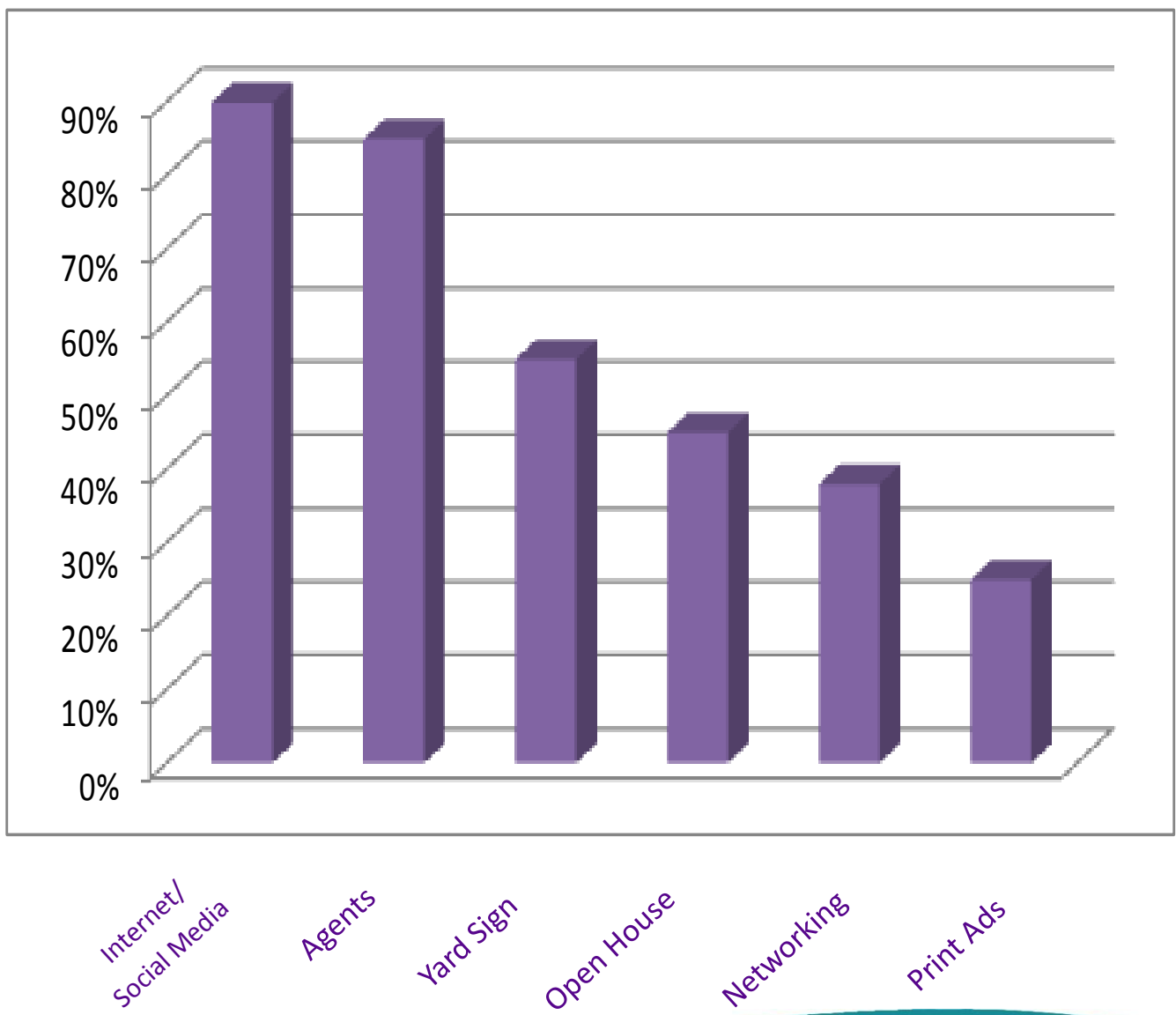
Keller Williams Front Desk

651.379.5252

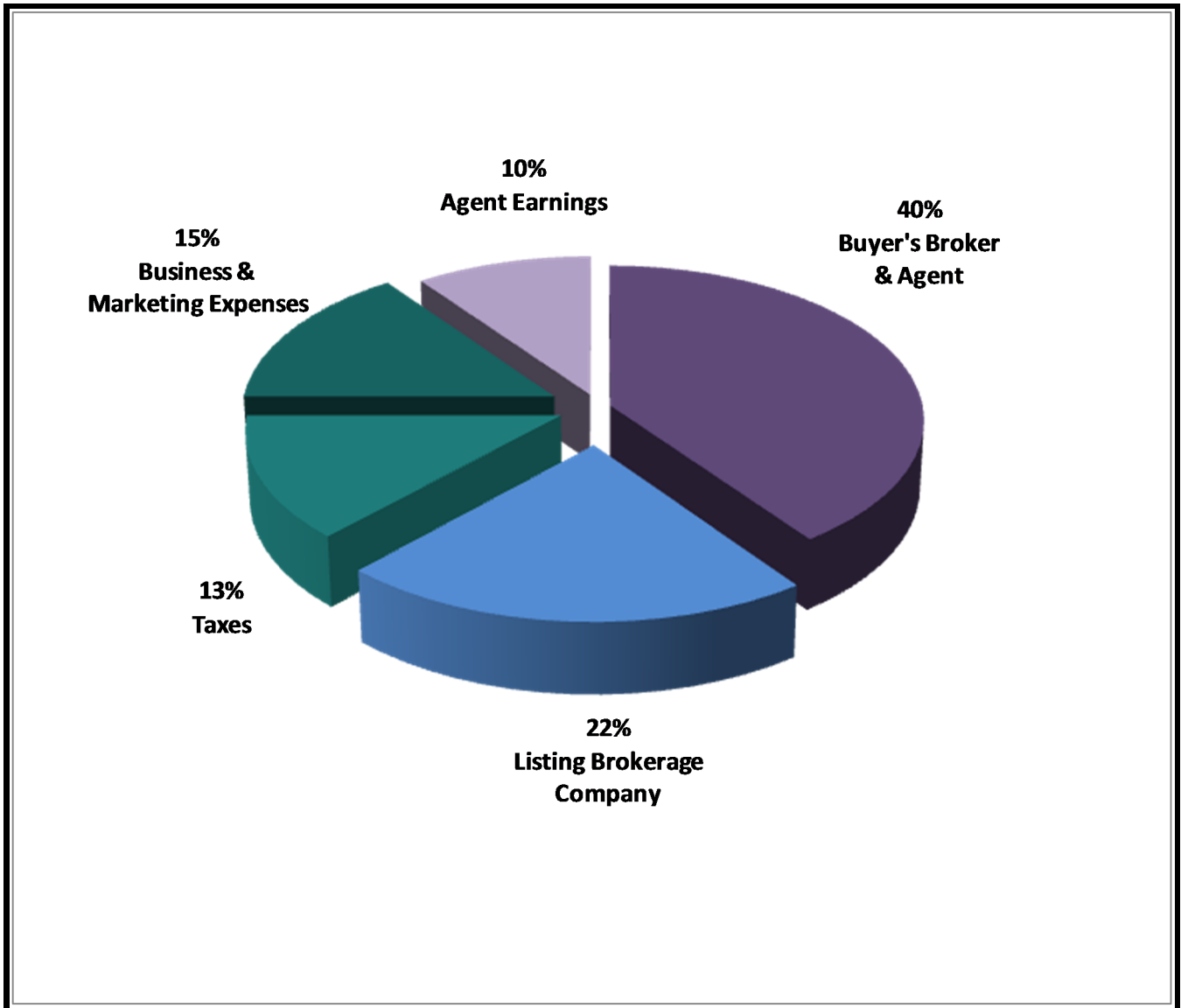
How Home Buyers Find The Homes They Purchase

Buyers find their home they purchase primarily by looking on the internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale!



Commission Distribution



YOU ARE IN CONTROL

YOU ARE IN CONTROL...

Price

Product

I AM IN CONTROL...

Marketing

Negotiating

NO ONE HAS CONTROL...

Timing

Competition



Resumé

Kris Jensen, Real Estate Consultant



Objective:

Moving you to the next season of your life...

Education:

B.S. Degree-Bus. Admin. Marketing, Management and Psychology

Wisconsin Licensed Realtor

Minnesota Licensed Realtor

Designations:

Certified Distressed Property Expert (CDPE)

Certified Residential Specialist (CRS)

Short Sale and Foreclosure Resource (SFR)

Accredited Buyer Representative (ABR)

Graduate Realty Institute (GRI)

Affiliations:

Hudson Chamber of Commerce Leads Group

Stillwater Chamber Women's Business Bridge

St. Croix Valley Professional Women's Network

St. Croix Valley Girl's Networking Group

Hudson Chamber of Commerce Ambassador

Work Experience:

Keller Williams Premier Realty - Real Estate Consultant

BrightKEYS Townhomes - Sales Rep

Otter Tail Power Company - Production Analyst

Security State Bank - Loan Department/Accounting

Volunteer Work:

American Cancer Society

Listening House

Greeter Shepherd of the Valley

Interests:

Yoga, Music, Classic Movies, Travel, Organic Living, Health, Nutrition, Hiking, Tennis and Reading

kjensen@kw.com

651.491.3030 - direct

www.krisjensenteam.com



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651.491.3030
kjensen@kw.com



Professional Designations

CDPE Designation

A **Certified Distressed Property Expert** is a real estate professional with specific understanding of the complex issues confronting the real estate industry, and the foreclosure avoidance options available to homeowners. Through comprehensive training and experience, CDPEs are able to provide solutions for homeowners facing hardships in today's market, specifically short sales.



www.cdpe.com

CRS Designation

The **Certified Residential Specialist** is the highest designation awarded to sales associates in the residential sales field. The CRS Designation recognizes accomplishments in both experience and education. **4% of the real estate professionals in the nation are CRS designees.** More important, they are pre-qualified for your clients. As CRS Designees, they have completed advanced training in residential real estate and have a proven track record of sales transactions required to earn the CRS Designation.



www.crs.com

GRI Designation

The **Graduate REALTOR Institute** symbol is the mark of a real estate professional who has made a commitment to providing a superior level of professional services by earning the GRI designation. REALTORS with the GRI designation are highly trained in many areas of real estate to better serve and protect their clients.



www.realtor.org

ABR Designation

The **Accredited Buyer Representative**® designation is the benchmark of excellence in buyer representation. This coveted designation is awarded to real estate practitioners by the Real Estate BUYER'S AGENT Council (REBAC) of the *National Association of Realtors*® who meet the specified educational and practical experience criteria.



www.rebac.net

SFR Designation

The **Short Sale and Foreclosure Resource Designation** is a certification providing expertise to buyers and sellers in negotiating short sales and foreclosures.



<http://realtorsfr.org>

Testimonials

"Kris, thank you so much for all your hard work. This was the smoothest experience we ever had buying a house. Less than 2 months start to finish - and less than one month from when we selected the house. We got an amazing house for an amazing price! Thank you!"

~ Ronnie & Jeff R. - Hudson, WI

"When I called Kris she responded immediately, got in to see the property, made offer next day and from then on it all went well, no problems that went unresolved - great experience!"

~ Marlene N. - River Falls, WI

"Kept me well informed - Everything was out in the open - No surprises - Down to earth - Good Agent!"

~ Mike S. - Woodbury, MN

"We were relocated for my husband's job & had a 3rd party relocation company involved. It was very confusing & Kris took care of everything & made it so easy! Kris was the best real estate agent! She is so professional, knows the market, and really works hard to get you what you need. For as much time you spend with a real estate agent you want someone that's caring, helpful & fun and that's Kris! We're proud to call her our friend and we'll definitely be in touch for our next move!"

~ Jenny & Ryan W. - Austin, MN

"I really enjoyed working with Kris. She was available and always responded quickly to my calls and emails. I thought Kris was very professional yet caring."

~ Deb L. - New Richmond, WI

"We were advised by our purchasing agent (out of town) to use a local agent to sell our home. Our purchasing agent recommended Kris as she was an expert in the Woodbury/Cottage Grove market...We had multiple viewing requests the day it came on the market & an offer the same day (asking price, no inspection, no contingencies). We accepted...and sold/closed 3 weeks later."

~ Lucas & Kristin J. - Woodbury, MN

"We were very pleased with the thoroughness & professionalism exhibited by the Kris Jensen Team. We knew that all details of our search & home purchase would be taken care of. We felt that Keller Williams, Kris Jensen & Cindy Pearson were not only our real estate representatives, but now have become our friends. Thank you!!!"

~ Kirby & Susan K. - Hudson, WI

"Received a referral to use Kris. Set up an appointment & went out the following weekend to look at numerous houses. The first house she showed, we bought. Easy to work with and truly cares."

~ Kelly & David B. - Hudson, WI

"Kris provided great professional services on our townhome purchase. I would recommend her to anyone looking for or selling a home or property."

~ Tom & Cindy B. - Hudson, WI

Home Owner Questionnaire

Please take a moment to complete the home questionnaire below. This will help with marketing your property effectively.

What have you enjoyed most about your home?

What is your favorite room or place in the home?

What have you enjoyed most about your neighborhood?

What have you enjoyed most about your community?

What are some improvements you have made to your home? (i.e. new carpet in '99, stainless appliances in '98, etc.)

On average, how long does it take you to drive downtown St. Paul? Minneapolis?

What is the most important thing you are looking for in a Realtor?

What were your prior real estate transactions like?

How would you like to receive information?

What is the average monthly bill for the following utilities or services and what companies do you use?

Heat	\$_____	_____
Gas & Electric	\$_____	_____
Water/City Charges	\$_____	_____
Waste Recycling	\$_____	_____
Cable/Internet/Phone	\$_____	_____
Snow Removal	\$_____	_____
Lawn/Yard Care	\$_____	_____
Home Owner Assn.	\$_____	_____

____ Annual ____ Monthly ____ Mandatory ____ Voluntary

Other Needed Information:

A copy of the survey and/or plat map of your property _____

1st Mortgage Info: _____

Loan Number: _____

Remaining Balance: _____

Other Home Loans: _____

Loan Number: _____

Remaining Balance: _____

Are there any additional comments you would like to tell a buyer?

The Home Selling Process: Getting Ready To List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Preparing for success. Prepare your home for the sale.

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property - issues a buyer inspection could surface later, making them part of the final price negotiation.

We will evaluate the current state of your property and arrange home staging. any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a lockbox on your property.

The Home Selling Process: Staging Your Home

Three things to remember:

1. You don't get a second chance to make a first impression.
2. A review of over 2,800 properties in 8 cities found that staged homes, on average, sold in **half the time** that non-staged homes did.
3. Most buyers make decisions about the property they see within the **first 15 seconds** of entering the home.

What Can Staging Do?

Location	Cannot be changed
Size	Difficult to change
Amenities	Can be changed
Condition	Can be changed

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category.*

*Based on the national best-seller
SHIFT: How Top Real Estate Agents Tackle Tough Times
by Gary Keller

Why do a Home Inspection

Homebuyers often waive their rights to an inspection because they feel it will save time and give them a competitive edge over other potential buyers that do insist on an inspection before finalizing a purchase. But buyers beware - scheduling an inspection is definitely in your best interest! Unfortunately, most people are not construction experts and are unaware of how to assess the quality and functional status of the eight major component systems that make up a home: plumbing, electricity, structural, heating and air conditioning, kitchen, exterior, interior and the basement. A quality home inspector evaluates over 400 items in a home and alerts you, the potential homeowner, to what might otherwise remain unknown, major problems in a home.

Take a moment to learn about the various types of home inspections, how they can enhance the sales process, and who is required to have an inspection:

Pre-Listing Inspection

An evaluation sellers complete before they list their home. This is to determine if there are any faults that may need to be corrected before a truth-in-housing or buyer's inspection. It can be used to assist in pricing their property relative to comparable homes on the market.

New Construction Inspection

If you are buying a brand new home or having one built, it is wise to have a neutral third party working for you to inspect your new home throughout the building process. Your own inspector can more closely monitor the quality of the work. The city's building inspectors can be busy, may spend less time in each house and often rely on past experience with the builder. Their main concern is to oversee the quality of materials and workmanship.

Pre-Purchase Inspection (Buyer's Inspection)

The most comprehensive and common type of inspection. You, the buyer, hire an independent inspector to evaluate your potential purchase and report to you on the condition of the property. This inspection generally takes two to three hours. The inspector evaluates the major components of the home. A good home inspector will have you accompany him or her on the inspection. This is a valuable time for you to learn more about the home you are purchasing, verify information given by others (i.e., seller, realtor), ask questions, develop an action plan for any minor or major repair problem discovered, and find out how to maintain your home after the purchase.

Truth-in-Housing, Point-of-Sale, or Code Compliance Inspection

Many communities require sellers to have a municipality or private inspector evaluate a home before it can be sold. The requirements vary from city to city. It is important to determine if the city where you are buying requires an inspection and what it covers. Truth-in-housing, point-of-sale, or code-compliance inspection do not delve into the inner workings of a house. These inspections check for certain code violations or hazards, to make sure that the house meets the minimum building standards of that particular community. It is not meant to be a comprehensive, all-inclusive inspection. For example, it would merely tell you that the house has a roof, not if the roof leaks or the life expectancy of the roof.

Well & Septic Testing

Bird Plumbing Inc. (WI)

Shaun Bird
New Richmond, WI
715-246-4516

Tri County Sanitation (WI)

Hudson, WI
715-386-2130

A Well Pump Guy (WI/MN)

Kurt Goltz
Hudson, WI
715-268-6552

Boldt's Plumbing & Heating (WI)

Baldwin, WI
715-684-3378

Soil Investigations & Design, Inc. (MN / WI)

Paul Brandt
Brooklyn Park, MN 55444
651-260-3783
pbrandt@soilinvestigations.us

Midwest Soil Testing (MN)

Brian Humpal
651-493-2682
brian@midwestsoiltesting.com

Radon Referrals

Langer Construction, Inc.

Dave Langer
www.langer-radon.com
612-987-1878
langer427@gmail.com

Anderson Heating

Mike Anderson
Houlton, WI
715-549-6297
612-430-0685

Where Can I See My Listing?



Partnered with over 125 Web Advertising Portals for our Listings!

Kris Jensen



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Certified Distressed Property Expert
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