

Pre-List Guide

Answers to Frequently Asked Questions
About Listing Your Home

Courtesy of:

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**LEADING THE WAY HOME
FOR OVER 30 YEARS!**



A GUIDE TO SELLING YOUR HOME



AGENDA

The information in this “pre-listing” presentation is designed to help you better understand us, our company and the process of marketing and selling your home. Reviewing this information, in advance, will help you to know what questions to ask and what needs to be clarified when I arrive at your home.

Our appointment should take between one and two hours, during which time we should accomplish the following:

- ◆ Tour your home to discover the most marketable features.
- ◆ Review your needs, goals and any concerns you may have.
- ◆ Discuss current market conditions and how they may affect you.
- ◆ Discuss traditional marketing as well as my unique strategies to reach today’s buyers.
- ◆ Answer any questions you have about hiring me to represent you in the sale of your home.
- ◆ Set the initial market position for your home.
- ◆ Finalize any paperwork, etc.

If this time frame does not work for you, or if you have other thoughts on the agenda, please let me know so that I may customize this appointment to meet your needs.

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CLASSIC REALTY

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PROPERTY INFORMATION

Collecting and preparing the following information is important for the various stages of listing, marketing and selling your home. Thank you, in advance, for your help with this important part of the home selling process.

The following items or answers will be needed to complete the listing and or sale of your home.	Answer here or check if gathered
Name of mortgage holders and account balances. (Include any home equity loans).	
Are there any special payoff instructions or penalties on your mortgage?	
Are there any delinquencies or foreclosure issues we need to address?	
A copy of your title policy (this could possibly save you money!).	
Copy of your last tax bill.	
Copy of any surveys on your property.	
Copy of your condo / association bylaws, etc. (if applicable).	
Copy of any special deed restrictions.	
Copies of last electric, water/sewer and heating bills.	
A list of improvements made to your home and the ages & cost of various items.	
The "Top Ten List" of what you love about your home.	
Any special photos showing your home off during various seasons.	
Two keys to the door that makes the <u>best</u> first impression.	

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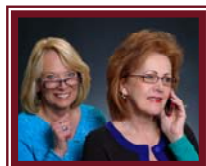

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WEB MARKETING

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OBEO VIRTUAL AGENT

Giving buyers the info they want, when they want it.

Mobile marketing performed 5 times better than Internet marketing. It's time to take your home mobile.



JudyK Kindseth & Debra Miller

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VirtualAgent™



Potential buyers can easily view property information, photos, virtual tours, driving directions & interactive maps on their mobile phones.



Easily notify interested parties of open houses via text message.



See your home on YouTube! Allow potential buyers to watch a slideshow on their mobile phones.



Receive a detailed activity seller report as shown to the right.



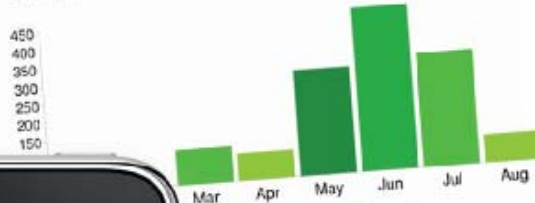
Go green! Eliminate paper flyers and flyer boxes.

Mobile Marketing Homeowner Report

The following report will show you the current mobile marketing activity on your home broken down by area code. This report was generated on August 7, 2010.



This graph will show you month by month lead activity.



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ABOUT KELLER WILLIAMS



Keller Williams Realty was founded in Austin, Texas in 1983 by Gary Keller and Joe Williams. Gary and Joe were two young real estate brokers with a vision of providing unsurpassed real estate service in a true partnership with agents and home buyers and sellers, with a “win-win” or “no deal philosophy. Within three years, Keller Williams was the largest single office real estate company in the city of Austin. In spite of the Texas real estate crash of the late 1980’s, Keller Williams grew from a single office company of 33 agents to a regional business of sixteen offices with over one hundred and twenty agents.

Keller Williams Realty began franchising in 1987 and expanded to Canada in 1998. From 1995 to present, the company has become one of the fastest growing real estate companies in the United States with sales and commissions growth topping 700% during that period. Keller Williams Realty is America’s 3rd-largest real estate franchise in 2009 with more than 650 offices and more than 70,000 associates across the United States and Canada.

Company founder Gary Keller serves as chairman of the board. He is responsible for providing strategic direction for all Keller Williams division and affiliate companies. Mo Anderson serves as Vice Chairman of the Board and is the driving force behind Keller Williams Realty’s culture of family. Mark Willis was named Chief Executive Officer (CEO) of Keller Williams Realty International in 2005 and is responsible for the day-to-day operations of Keller Williams.

Everyone has a story...

Begin the next exciting chapter of yours with Keller Williams Realty!

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**A GUIDE
TO SELLING
YOUR HOME**



NUMBER ONE IN ANOKA COUNTY

**Keller Williams Classic Realty sold the Highest Volume
of any Real Estate Company in Anoka County in 2010-2013!**

Number 1 Volume Sold

Presented to

Keller Williams Classic Realty

For MOST Volume of Real Estate SOLD

in

ANOKA COUNTY

Statistics from Broker Metrics 1/1/2010 - 1/31/2012

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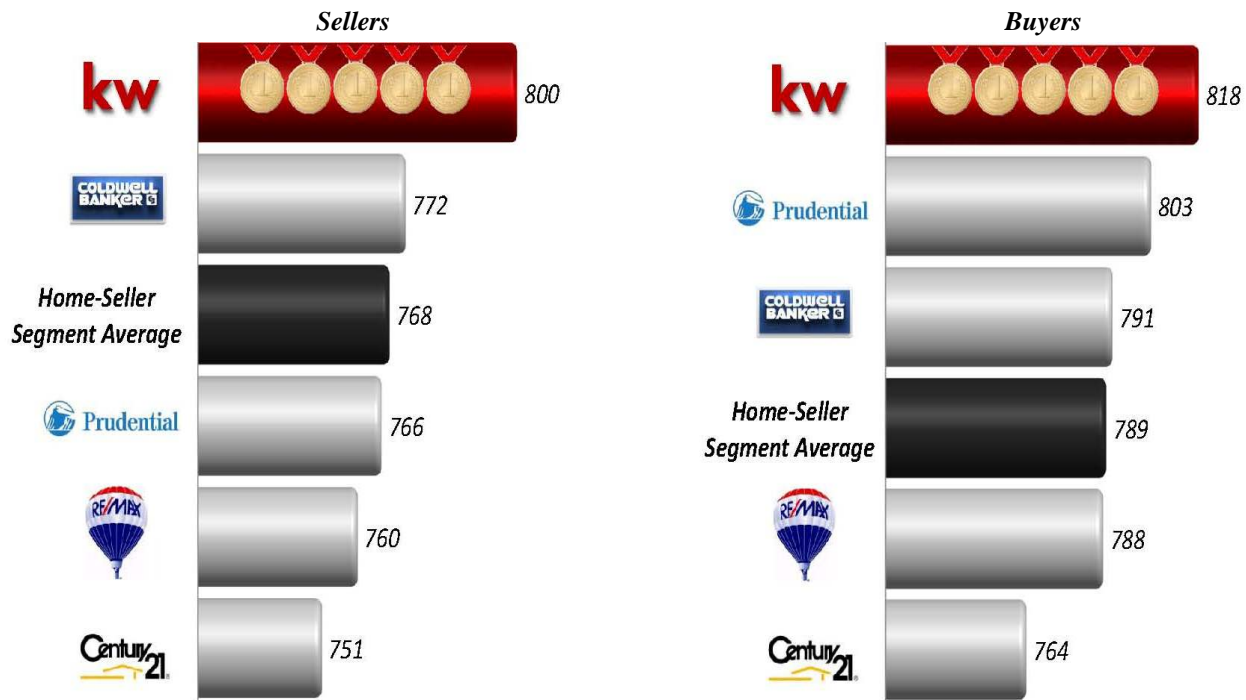


J.D.POWER AND ASSOCIATES

2013 HOME BUYER/SELLER SATISFACTION STUDY



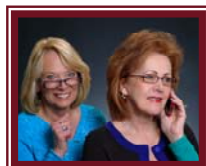
KELLER WILLIAMS Ranks Highest in Customer Satisfaction Among Both Home Buyers and Sellers



Source: J.D. Power and Associates 2013 Home Buyer/Seller StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2013 Home Buyer/Seller StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle RatingsTM are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

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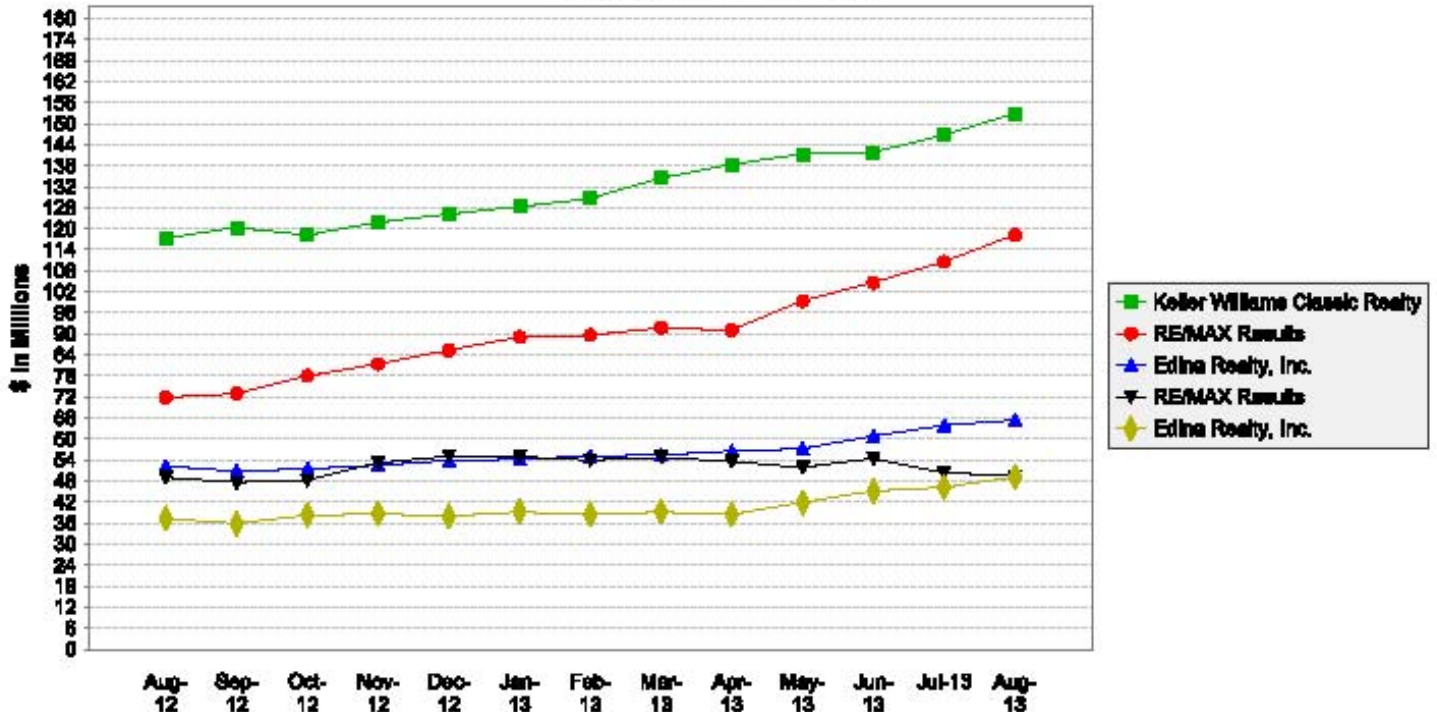


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Market Share Trends
Annualized \$ Volume - Office
Total Sold List + Sell
12-Month Rolling Time Period

Keller Williams Classic Realty



MLS: RMLS_MN Date: 12-Month Rolling Period Type: Office Status: Total Sold List Price: All Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Residential: (Single Family - One Story, Single Family - Two Stories, Single Family - 1 1/2 Stories, Single Family - 4+ Level Split, Single Family - Mod 2 Story, Single Family - 2+ Stories,...
 Counties: Anoka
 Statistics are calculated using list-side and sell-side data. This may result in the double-counting of some properties due to double-ended brokerage transactions.
 Each node on the chart represents a period of 12 consecutive months determined on a rolling basis with a new 12-month period beginning on the first day of each calendar month.

BrokerMetrics®

1 of 2

09/26/13

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Market Share Trends
Annualized \$ Volume - Office
Total Sold List + Sell
12-Month Rolling Time Period

Keller Williams Classic Realty

Name	Address	City	ZIP	%	Aug-13 - Aug-12 \$	Aug-13*	Aug-12*
Keller Williams Classic Realty	1740 116th Ave. NW Suite #100	Coon Rapids	55448	30.3	35,565,972	152,814,042	117,248,070
RE/MAX Results	3351 Round Lake Blvd	Anoka	55303	64.4	46,288,671	118,166,655	71,877,984
Edina Realty, Inc.	2407 109th Ave N.E., Suite 100	Bialne	55449	25.2	13,151,470	65,347,365	52,195,895
RE/MAX Results	480 West Hwy 96 #200	Shoreview	55126	0.8	411,329	49,409,466	48,998,137
Edina Realty, Inc.	3161 Northdale Blvd NW	Coon Rapids	55433	31.7	11,812,145	49,073,648	37,261,503
Subtotals/Averages				32.7	107,229,587	434,811,176	327,581,589
MLS Totals/Averages				20.9	341,116,539	1,973,758,283	1,632,641,744

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INTERNET SEARCH

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CDPE, SFR
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Seller Resources
Contact Me

Search Homes Now!
- click here to begin -

Latest News Sign up for My Newsletter!

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KELLER WILLIAMS
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get info
About the Area



land of
Ten Thousand Lakes



the
Minnesota Lifestyle

Welcome!

A home is not a home because of its room dimensions or the color of the walls. It is about how you feel when you walk through the front door. And the way you can instantly envision your life unfolding there.

This is about more than real estate. It is about your life and your dreams.

Different by design

Keller Williams Realty takes a different approach to real estate, one that is built on personal touches, win-win deals and positive results.

Debra Miller utilizes the latest technologies, market research and business strategies to exceed your expectations. More importantly, we listen and that means we find solutions that are tailored to you.

How we can help

Thanks for starting your real estate search with us. This website is full of information for you whether you are looking to buy or sell.

After you have had the chance to review this information, [contact me](#) so we can tell you more about how we can help.

We appreciate the opportunity to earn your business.



Keller Williams Classic Realty

Licensed in Minnesota

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DEBRA MILLER'S REAL ESTATE EXPERIENCE

Professional Achievements (30 yrs of experience)

- *Super Real Estate Agent (Twin Cities Business Monthly)
- *Relocation Specialist
- *New Construction Specialist
- *Short Sale Negotiator
- *100% Club Award Winner 2004 through 2012 (top 2% of Realtors in the U.S.)
- *CDPE (Certified Distressed Property Expert)
- *SFR (Short Sale Foreclosure Resource)

Providing Exceptional Services

- *Comprehensive Competitive Market Analysis
- *New Construction Expertise
- *Negotiating Short Sale Remedies for Distressed Properties (2 Years)
- *Experienced with HUD and VA Properties
- *Producing an aggressive and personalized marketing plan for each home seller
- *Qualifying, determining and arranging for best possible financing
- *Processing of Real Estate transactions to a successful closing
- *Buyer Relocation Services
- *Experienced in REO/Bank Owned Transactions

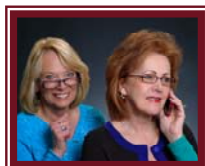
Affiliations and Memberships

- *North Metro Realtors Association
- *Minnesota Association of Realtors
- *National Association of Realtors
- *Member of Council of Women in Real Estate

Community Support

- *Scholarship Fund Raiser for Anoka County
- *North Metro Realtors Association Toys for Joy Committee
- *Continued supporter of Toys for Joy project in Anoka County
- *Children's Miracle Network, Financial contributor for 2004-2008
- *Feed the Children Program—Food Distribution
- *Anoka County Food Shelf Fundraiser
- *KW Cares Contributor 2011-12

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INTERNET SEARCH

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CRS, SRF, SRES

Leading the Way Home!

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Buyer Resources

Seller Resources

Contact JudyK

CLICK TO SEARCH ALL *Twin Cities* HOMES

LEADING THE WAY HOME for over thirty years.

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JudyK Kindseth utilizes the latest technologies, market research and business strategies to exceed your expectations. More importantly, we listen and that means we find solutions that are tailored to you.

How we can help

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Get Connected:



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JUDYK'S REAL ESTATE EXPERIENCE

Professional Achievements (31 yrs of full-time experience, over 1,000 homes sold)

- *Certified Residential Specialist (CRS)
- *Graduate of Real Estate Institute (GRI)
- *Senior Real Estate Specialist (SRES)
- *Certified Distressed Property Expert (CDPE)
- *Short Sale Foreclosure Resource Certification (SFR)
- *Minnesota Housing Finance Agency Key Real Estate Agent
- *Relocation Specialist and VIP Designation
- *100% Club Award Winner 1996 through 2012 (top 2% of Realtors in the U.S.)
- *Platinum Club Award 2002-2008 (top 1% of Agents in the U.S.)

Providing Exceptional Services

- *Comprehensive Competitive Market Analysis
- *Experienced REO/Bank Owned Transactions
- *Negotiating Short Sale Remedies for Distressed Properties
- *Experienced with HUD and VA Properties
- *Producing an aggressive and personalized marketing plan for each home seller
- *Qualifying, determining and arranging for best possible financing
- *Processing of Real Estate transactions to a successful closing
- *Relocation Specialist

Affiliations and Memberships

- *Currently Serving on Board of Directors for North Metro REALTORS® Association
- *Minnesota Association of REALTORS®
- *National Association of REALTORS®
- *Past President of Council of Women in Real Estate
- *Member of the MLS Board of Governors

Community Support

- *Past Sunshine Committee Conference of Women in Real Estate
- *Scholarship Fund Raiser for Anoka County
- *Past Chairperson for North Metro REALTORS® Association Toys for Joy Committee
- *Continued supporter of Toys for Joy project in Anoka County
- *Children's Miracle Network, #1 Financial contributor for 1996-2008
- *KW Cares Contributor 2011-12

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CERTIFIED RESIDENTIAL SPECIALIST

3 Reasons to Work with the Top 5%

Just 5% of all REALTORS® in the U.S. can call themselves Certified Residential Specialists. That's because just one in 20 has the experience, the unique commitment and the hours of advanced training necessary to call themselves a Certified Residential Specialist.

Yet, despite all the extra expertise you get, a Certified Residential Specialist doesn't cost any more than any other REALTOR®. In fact, the skills and know-how you get with a Certified Residential Specialist may actually save you time and money.

And that's just the beginning. Here are some of the other reasons you should consider hiring a Certified Residential Specialist when you buy or sell a home.

1. A Mix of Experience & Sales

A hallmark of Certified Residential Specialists isn't just the advanced training and education they receive. Just as important is the marketplace expertise they bring to the sale or purchase of your home. To earn the Certified Residential Specialist Designation, every REALTOR® must have a significant mix of experience and number of real estate transactions.

These strict requirements are your assurance that your Certified Residential Specialist is able to apply his or her education in the real world, giving you the knowledgeable, skilled service you expect.

2. The Highest Standard of Ethics

Ethics aren't just important in a REALTOR®. They're essential. That's why every Certified Residential Specialist is required to maintain membership in the NATIONAL ASSOCIATION OF REALTORS® and to abide by its strict Code of Ethics. That means, when you work with a Certified Residential Specialist, you can rest assured you're dealing with a trained real estate expert who will treat you fairly and professionally every step of the way.

3. An Ability to Maximize Profits & Minimize Costs

Buying a home isn't simply about paying the lowest price. And selling a home isn't just about getting the money you asked for. Along the way, there are fees, taxes and numerous other costs that can impact the bottom line of your home purchase or sale.

A Certified Residential Specialist is trained specifically to help you understand the marketplace, negotiate successfully on your behalf and get a clear picture of a proposed transaction. The result is a more rewarding experience, whether you're buying or selling, or both.

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CERTIFIED DISTRESSED PROPERTY EXPERTS

What is a CDPE?

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.

The prospect of foreclosure can be financially and emotionally devastating, and often homeowners proceed without guidance of any kind. The developers of the CDPE Designation believe that the best course of action for a homeowner in distress is to speak with a well-informed, licensed real estate professional. They have the tools needed to help homeowners find the best solution for their situation. Often, when other options have been exhausted, CDPEs can help homeowners avoid foreclosure through the efficient execution of a short sale.

While enduring financial difficulties is challenging for any family, the process of finding a qualified real estate professional should not be. Selecting an agent with the CDPE Designation ensures you are dealing with a professional trained to address your specific needs.

CDPEs don't merely assist in selling properties, they serve and help save their clients in need.



CERTIFIED DISTRESSED
PROPERTY EXPERT[®]

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SHORT SALES & FORECLOSURE RESOURCE

What is an SFR?

The National Association of REALTORS® offers the SFR certification to REALTORS® who want to help both buyers and sellers navigate these complicated transactions, as demand for professional expertise with distressed sales grows.

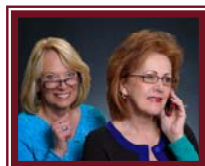
According to a recent NAR survey, nearly one-third of all existing homes sold recently were either short sales or foreclosures. For many real estate professionals, short sales and foreclosures are the new “traditional” transaction. REALTORS® who have earned the SFR certification know how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities.

“As leading advocates for homeownership, REALTORS® believe that any family that loses its home to foreclosure is one family too many, but unfortunately, there are situations in which people just cannot afford to keep their homes, and a foreclosure or a short sale results,” said 2009 NAR President Charles McMillan, a broker with Coldwell Banker Residential Brokerage in Dallas-Fort Worth. “Foreclosures and short sales can offer opportunities for home buyers and benefit the larger community, as well, but it’s extremely important to have the help of a real estate professional like a REALTOR® who has earned the SFR certification for these kinds of purchases.”

The certification program includes training on how to qualify sellers for short sales, negotiate with lenders, protect buyers, and limit risk, and provides resources to help REALTORS® stay current on national and state-specific information as the market for these distressed properties evolves.



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SENIOR REAL ESTATE SPECIALIST

What is the Senior Advantage Real Estate Council® And Its Seniors Real Estate Specialist® designation?

The Senior Advantage Real Estate Council® (SAREC) is an organization of real estate agents specializing in servicing the unique lifestyle needs and concerns of maturing Americans when buying, selling, or investing in real property. Its “Seniors Real Estate Specialist (SRES®)” designation identifies members, who must be members of the National Association of REALTORS® and who have completed a specific, proprietary certification program qualifying them to specialize in servicing the 55 year old and above market.

SAREC is recognized by the National Association of REALTORS® but not owned by the 760,000 real estate professional member organization. It is currently the 6th largest designation organization in the real estate industry with thousands of members in all 50 states and Canada. SRES designees are trained to help seniors make wise decisions about selling the family home, buying rental property or managing the capital gains and tax implications of owning real estate. By earning the SRES designation, REALTORS® have demonstrated that they have the requisite knowledge, experience and expertise to be a Seniors Real Estate Specialist and counselor.



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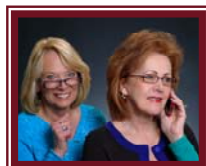

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2011 CLOSED TRANSACTIONS

1. 36307 London Trail
2. 1256 109th Lane NE
3. 10189 Erskin St NE
4. 7751 Elm Grove Court N
5. 4330 Toledo Ave N
6. 2124 139th Lane NE
7. 421 Van Buren St NE
8. 13222 Aberdeen St NE
9. 18550 Cedar Drive
10. 7415 Viking Blvd NE
11. 3258 137th Lane NW
12. 1017 Madison St
13. 13835 Osage St NW
14. 2875 124th Circle NE
15. 129 Birnamwood
16. 914 106th Ave NW
17. 17500 139th Ave N
18. 12735 Nightingale St NW
19. 7578 Langley Ave NE
20. 7581 205th Ave NW
21. 19243 Lowell St NW
22. 9873 Alvarado Lane N
23. 1771 Eustis St
24. 34427 Lanesboro Court
25. 3560 W Mineral Pond Blvd
26. 9126 Coral Sea St NE
27. 810 Niagara Lane N
28. 353 W Eagle Lake Drive N
29. 303 W Eagle Lake Drive N
30. 9525 Skyline Drive
31. 5332 152nd Lane
32. 22908 Quay St NW
33. 965 138th Lane NE
34. 6 Pinto Lane SE
35. 12809 94th Ave
36. 5971 148th Ave NW
37. 11080 Cottonwood Cir NW
38. 1625 120th Ave NW
39. 7574 Lannon Ave NE
40. 1625 120th Lane
41. 14549 Kerry St NW
42. 23365 University Ave Extension
43. 11224 Yates Ave N
44. 11505 Old Rockford Rd
45. 1975 153rd Lane NW
46. 19281 Meadow Lane
47. 11962 191st Ave NW
48. 5642 Adair
49. 16150 Royal Road NW
50. 23671 Isetta St NE
51. 14319 286th Ave NW
52. 1006 Jefferson St
53. 9665 99th Place N
54. 4531 Fillmore St NE
55. 28363 Henderson Way
56. 11025 Fankfort Pkwy NE
57. 821 E River Rd
58. 19360 Karen Lane
59. 1127 Highview Drive
60. 13814 Pierce St NE
61. 9552 67th St SW
62. 11349 Olive St NW
63. 11538 79th St NE
64. 1415 120th Lane NW
65. 1703 Griffing Park Rd
66. 8408 Sheridan Ave N

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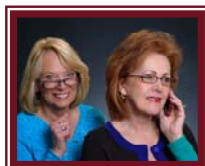
A GUIDE TO SELLING YOUR HOME



2012 CLOSED TRANSACTIONS (1-1-12 TO 12-31-12)

1. 10538 Sycamore St NW
2. 10741 Key Circle NW
3. 11331 Florida Ave N
4. 11443 Preserve Lane N
5. 11612 79th St NE
6. 11674 Tulip St NW
7. 1194 141st Lane NW
8. 1200 Nicollet Ave S Unit 508
9. 12239 Taylor St NE
10. 12320 N Alamo Cir NE Unit D
11. 12555 Thrush St NW
12. 12560 Okinawa Cir NE
13. 12890 8th Ave
14. 1303 109th Ave NW
15. 13119 Aberdeen St NE
16. 13194 Meadowood Curve NW
17. 132 107th Lane NW
18. 13437 Van Buren St NE
19. 13862 Wintergreen St NW
20. 13883 Hematite St NW
21. 1415 Knoll Drive
22. 14255 Bowers Drive NW
23. 14338 Vintage St NW
24. 1457 Woodlynn Ave
25. 15323 288th Ave NW
26. 15477 Iodine St NW
27. 15784 Martin St NW
28. 16010 Nowthen Blvd NW
29. 16045 N Enchanted Drive NW
30. 16249 Dysprosium St NW
31. 1644 126th Lane
32. 1691 205th Ave NW
33. 16912 Iodine St NW
34. 16938 90th Ct N
35. 17320 Quicksilver St NW
36. 17833 96th Ave N
37. 18180 Uranium St NW
38. 1863 242nd Ave NW
39. 19088 Meadow Lane
40. 20035 Baugh St NW
41. 2091 150th Lane NW
42. 21730 Aztec St NW
43. 2209 Green Ave
44. 2302 138th Lane NW
45. 2437 121st Cir NE Unit D
46. 264 Lowell Rd
47. 2641 Rivers Bluff Lane
48. 26440 145th St NW
49. 312 W Eagle Lake Dr
50. 318 Territorial Rd NE
51. 3431 Quarry Ave
52. 34841 East Shore Lane
53. 3545 Cleveland St NE
54. 3601 Quail Ave N
55. 4232 93rd Ave N
56. 4937 142nd Lane NW
57. 4991 337th Ave NE
58. 5011 Edinburgh Way
59. 5618 Linwood Dr NE
60. 5345 2nd Ave S
61. 5764 169th Ave NW
62. 6136 150th St N
63. 6400 160th Lane NW
64. 6480 153rd Way NW
65. 739 Fremont St
66. 748 122nd Ave NW
67. 7730 York Lane N
68. 7748 Lakeview Drive
69. 7917 Ochoa Ave NE
70. 8230 157th Lane NW
71. 8420 Red Oak Dr
72. 8422 122nd Ave N
73. 900 40th Lane
74. 903 Norwood Ave
75. 9481 Trenton Lane N
76. 9873 Alvarado Lane N

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2013 CLOSED TRANSACTIONS (1-1-13 TO 8-31-13)

1. 1672 Lakeland Circle
2. 948 122nd Lane NW
3. 8831 Lincoln St NE
4. 12560 Okinawa Cir NE
5. 11257 Norway St NW
6. 20 Swan Lake Lane NW
7. 16224 70th Ave N
8. 417 19th Place SE
9. 1018 Sunny Lane
10. 7728 York Lane N
11. 587 Antrim Cir NW
12. 1136 138th Ave NW
13. 1217 28th Ave NE
14. 18675 Providence Drive
15. 14170 Tungsten St NW
16. 11487 76th Ct NE
17. 3024 Kaeding Lane
18. 1801 113th Ave NW
19. 2130 141st Lane NW
20. 13800 Raven St NW
21. 11225 Hwy 7
22. 4502 230th Lane NW
23. 9109 Erickson Ct N
24. 11652 Tulip St NW
25. 9944 Xebec St NE
26. 2231 149th Ave NE
27. 17520 Chameleon St NW
28. 1908 Pearson Pkwy
29. 424 Dogwood Ave NW
30. 10705 Quince St NW
31. 3540 Major Ave N
32. 1122 127th Ave NE
33. 3360 Viking Blvd NW
34. 13772 Rose Drive
35. 2437 121st Cir NE #B
36. 17998 Nixon St NW
37. 5782 169th Ave NW
38. 6085 Lincoln Drive #119
39. 11768 Naples Cir NE
40. 8206 Orchid Lane N
41. 6817 Bryant Ave N
42. 432 River Lane
43. 465 109th Ave NW
44. 7150 Quarry Ave NE
45. 13445 Uplander St NW
46. 1241 Frisbie Ave
47. 10771 Terrace Rd NE
48. 13970 Ilex St NW
49. 4738 Humboldt Ave N
50. 846 Birch St
51. 3335 120th Circle NE
52. 12172 Dogwood St NW
53. 17235 Eveleth St NE
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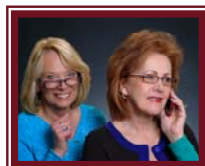


WHERE THE MONEY GOES



After a successful sale of your property, the real estate commission is shared among all who assisted in this important transaction. Generally, the commission is divided four ways: to the listing broker, the listing agent, the selling broker, and the selling agent. In recognition of the important roles each played in the sale of your property, each is compensated by a percentage of the commission.

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POSITIONING TO ATTRACT BUYERS



Our goal is to position your home to attract the maximum number of buyers in today's market. More buyers typically means a higher price, better terms and shorter days on market.

There are really only three responses from the market:

1. Slow or no showings...
(Obviously need to reposition.)
2. A few showings, but no acceptable offers...
(Reposition or be patient.)
3. You get an acceptable offer within the first 21-30 days.



If the market is not responding in a way that will get you where you want to go, on time, consider repositioning your home.

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A GUIDE TO SELLING YOUR HOME



WHAT WE DELIVER

Communication

Your needs always come first. We provide the service we agree to, in ways that work for you. Whether once a week or once a day, by phone, email or text messaging, that's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We agree on the communication method that works best for you.

Experience & Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. Our marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow us to reach active buyers who want to know about your listing.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at our fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. We know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

We'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and our cancellation guarantee protects your right to end our relationship if you are disappointed.

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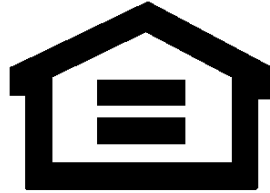
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A GUIDE TO SELLING YOUR HOME



EQUAL HOUSING AND AGENCY RELATIONSHIPS



EQUAL HOUSING
OPPORTUNITY

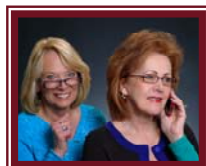
REALTORS® comply with the Fair Housing Laws, Rules and Regulations and as such will not condone or participate in any discriminatory practices of any kind. The law is very simple, **REALTORS®** do **NOT** discriminate in any way in regards to the listing, sale or rental of real estate. An Owner who selects a **REALTOR®** to market their property recognizes that **REALTORS®** are doing so in accordance with Fair Housing Laws. As such, prospective purchasers who are otherwise qualified to look at properties will be shown properties regardless of race, color, religion, sex, age, familial status, etc. Sellers who list with a **REALTOR®** also must adhere to the Fair Housing Laws of the United States and Minnesota. A Seller may not refuse to sell or rent their property based upon race, color, religion, sex, age, or familial status of the prospective purchasers or tenants.



AGENCY RELATIONSHIPS

The Laws of Agency can be very confusing. Until very recently, most real estate transactions involved two agents who legally worked for the party that was paying the commission and in most cases, this was the seller. Buyers, however, have the option to enter into a Buyer's Brokerage Agreement that enables the real estate associate to work directly for the Buyer even though the agent may be compensated by the Seller in the transaction. Your associate will provide you with a detailed description of Agency which will outline your alternatives. This document is extremely critical and is a requirement of the Minnesota Real Estate Commission. **If there is any confusion, you should seek legal advice.**

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OUR COMMITMENT

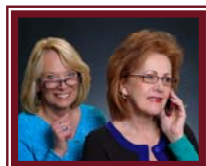
Our Mission Statement

Many agents think that their most important job is satisfying the customer. We don't think that's *entirely* true. We believe that satisfying the customer is simply the minimum requirement for staying in business. Our team works constantly to improve our systems, processes, and services to go well beyond the standard level of "service" provided by most agents.

Simply put, our objectives are to get you the most money in the least amount of time, and with the fewest hassles. We want to provide the best service in the industry...
Period.

We want to make you so satisfied that you listed your home with us that you will gladly refer us to your friends.

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Testimonials...

"Pay Judy and Deb massive bonuses! Seriously, they are great!"

James Wilson

"Judy was great through all of the steps!"

Mary Buzzell

"Deb was professional, flexible and fun!"

Jeff Mjos & Miriah Johnson

"Judy did a great job for us. Definitely telling others about her and Deb. Very capable & knowledgeable."

Brian & Laura Savior

"110% happy- took care of issues before we did. Keep the team you have! If it ain't broke, don't fix it!"

Tom & Rita Stenehjem

"Deb and Judy are great!"

Rena Hauge

"Judy is a real professional! Could not have done a better job! Thanks, again!"

John & Sharon Sellars

"Judy was outstanding! Ya just couldn't do a better job!"

Joan Flaaten

"We are very happy with what Deb Miller and Judy Kindseth did for us! If we weren't, we would have gotten a different agent."

Blaine & Lois Edmundson

"JudyK is awesome!"

Michelle Purtle

"JudyK is a Rock Star!! I would use no other agent other than JudyK!"

Jay Larson

"Deb & Judy are the best Realtors in the World!!"

Corey Erickson

"Good job. Nothing could be better!"

Barb Mahoney

"Deb was truly wonderful! Very responsive, knowledgeable and truly cares about her clients!"

David & Lanelle Holmes

"Judy did a great job on a difficult sale!"

Bill & Janet Nelson

"Continue your great service! Thank you so much!!"

Brian & Michelle Rudrud

"It was great working with the gals. We had a great chemistry immediately. Love my new home!"

Lisa Peterson

Testimonials...

“We couldn’t ask for better realtor’s, who were very understanding and caring. Thank you, Deb and Judy.”

Peter & Eugenia Zentner

“Enjoyed working with Deb and Judy. Both are very professional and I am very confident in their abilities. This was not an easy market to navigate and timing was important. They did a great job!”

Renee Morris

“Deb Miller and JudyK helped me find my first home. They made my first experience so wonderful by keeping me well informed! I was always and in every way satisfied. Thank you Keller Williams!”

Kathryn Coffield

“Deb Miller is an agent of the highest caliber. She is knowledgeable and very professional. Deb & Judy go above and beyond their commission.”

Joanna George

“I am very satisfied with the services I received. We love our new home! Deb found the perfect house for my daughter and I. It was always a pleasure to work with her and I would recommend her!”

Sally Imdieke

“Just keep doing what you’re doing. I’ll just say, thank you, for all your help.”

Douglas & Lynn Anderson

“Judy did a great job with myself and buying my new home. She’s the best!”

Beverly Rootes

“My agent was great-always available for questions and to show me houses.”

Brian Nustvold

“Debra Miller went above and beyond her normal duties due to the house values! Without her energy and focus the house would not have been sold in this time frame.”

Harold Holey

“Working with Deb Miller was a real pleasure. We will highly recommend her and we look forward to working with her again in the future.”

James & Gail Bruneau

“We were treated with respect and dignity throughout a difficult time. Awesome team! Thank you!”

Jerry & Jacqueline Warren

“Great job! Deb is great to work with – Judy is also very friendly and knowledgeable. Great Team!”

Sheila White

“Deb is so thorough – she is fantastic!”

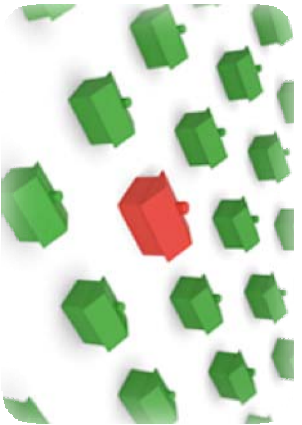
Sarah Gilbertson

“JudyK is awesome, very helpful.”

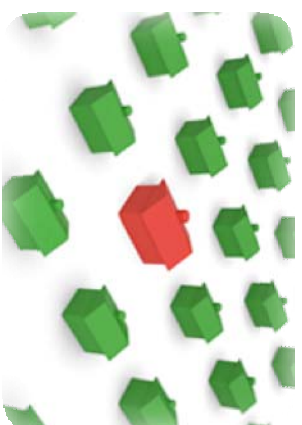
Steve Dohse

Market Statistics That Matter

Total number of homes competing for the buyer's attention _____



Number of homes sold in 90 days _____
Average number of homes sold per mo. _____



Number of months some sellers may wait to sell _____



Based on current statistics, what are the odds of selling within 30 days?



This research from the local MLS includes the price range from \$ _____ to \$ _____ and within a _____ mile radius of your home.

Date of Report: _____

All data from MLS is deemed reliable, but not guaranteed