



Keith & Kinsey REAL ESTATE

Making a difference, one home at a time

A GUIDE TO SELLING YOUR HOME

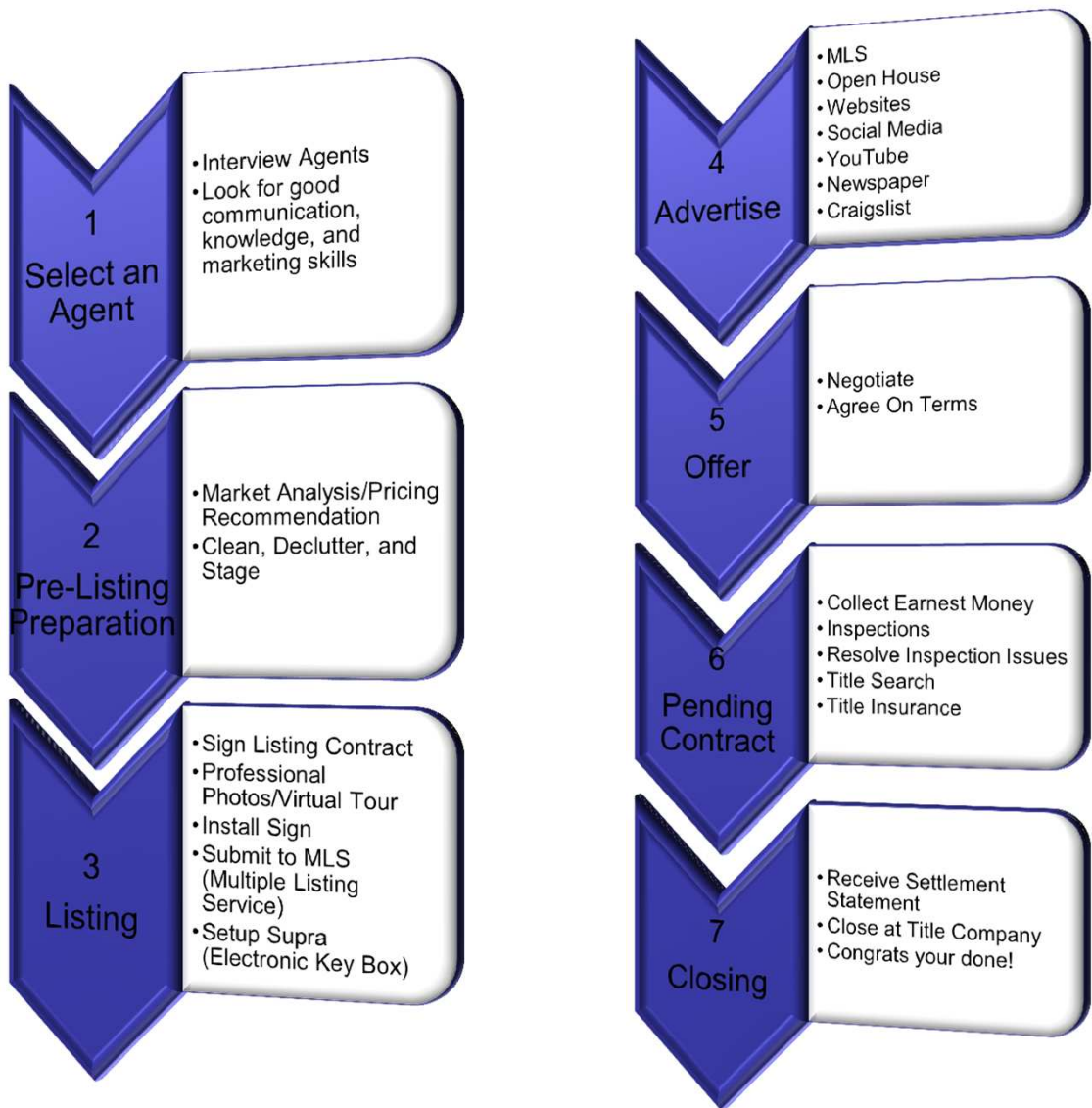


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The Home-Selling Process



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About Us

How are we different from other real estate agents?

We both have very different skills and personalities. The combination of the two of us makes us a very knowledgeable, communicative, well organized, and productive team. We believe we can out do any agent out there.

Background

Keith's background in engineering, architectural technology and property management, along with Kinsey's education in marketing, advertising, and business communications are valuable assets to our real estate careers.

Technology

We use the latest computer and internet technology for advertising, communications, organization and efficiency (you'll have a hard time peeling the Ipad out of Kinsey's hands).

Expertise

In addition to single family homes, we also specialize in condos and income properties.

Communication

We pride ourselves on communicating well with clients. We are constantly connected to our email and phones, and respond promptly to our clients needs.

Clients for Life

The majority of our business is based on referrals. We are committed to providing great service so our clients are excited to recommend us to friends.

Charity

We firmly believe in giving back. We donate 10% of all real estate commissions to the charitable organizations of our clients' choice.



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My 10-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven 10-Step Marketing Plan.

We will:

1. Preview your competition, provide a full market analysis of your home, and price it strategically so you're competitive with the current market and current price trends.
2. Make staging tips for your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
3. Provide professional photography and virtual tour to make your home look it's best. We'll put your virtual tour and photos all over the internet. Internet curb appeal is critical because it's you're your first impression to a potential buyer.
4. Place branded "for sale" signage, complete with property fliers or text message rider for drive-by prospects to easily access info. All sign calls and text message inquires go directly to us rather than being directed to offices staff.
5. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS), as well as in local and global MLS systems, including plenty of photographs and a description of your property.
6. Target our marketing to active real estate agents who already have buyers searching for homes in your neighborhood.
7. Advertise your home in my real estate email campaigns and social media
8. Create an open house schedule to promote your property to prospective buyers and market those open houses.
9. Target active buyers and investors in my database who are looking for homes in your price range and area.
10. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.



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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.



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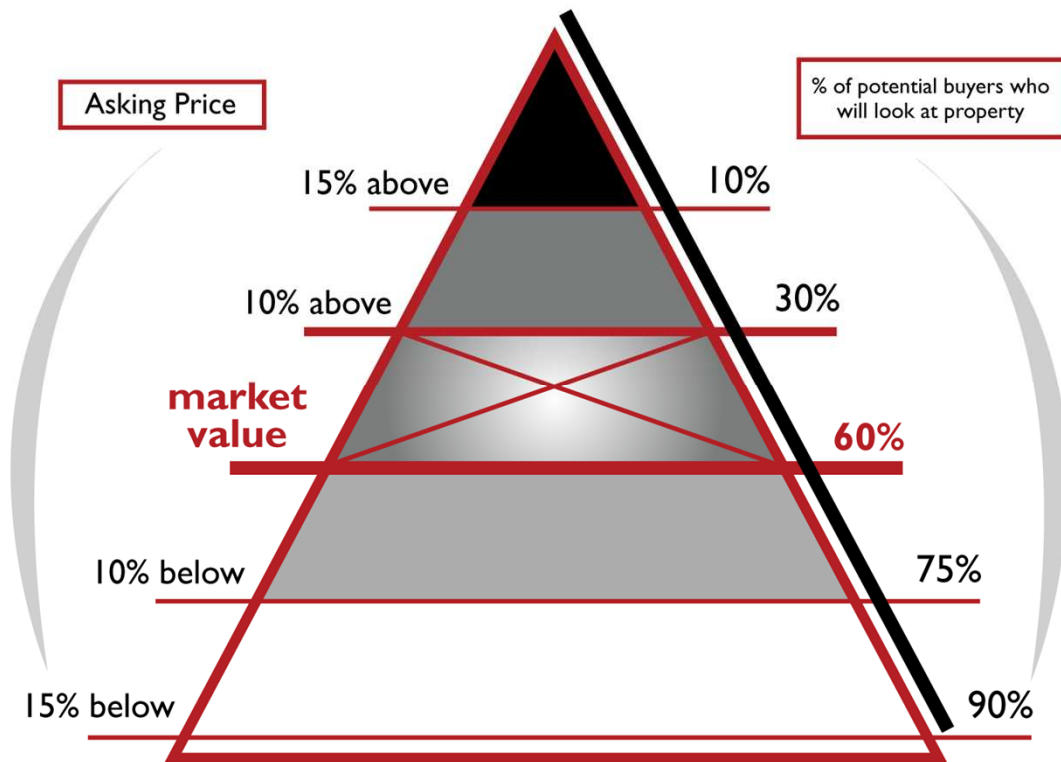




Price Right—Attract Buyers

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



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Pricing Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.



Buyers and Sellers Determine Value

The value of your property is determined by what a **buyer** is willing to pay and a **seller** is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



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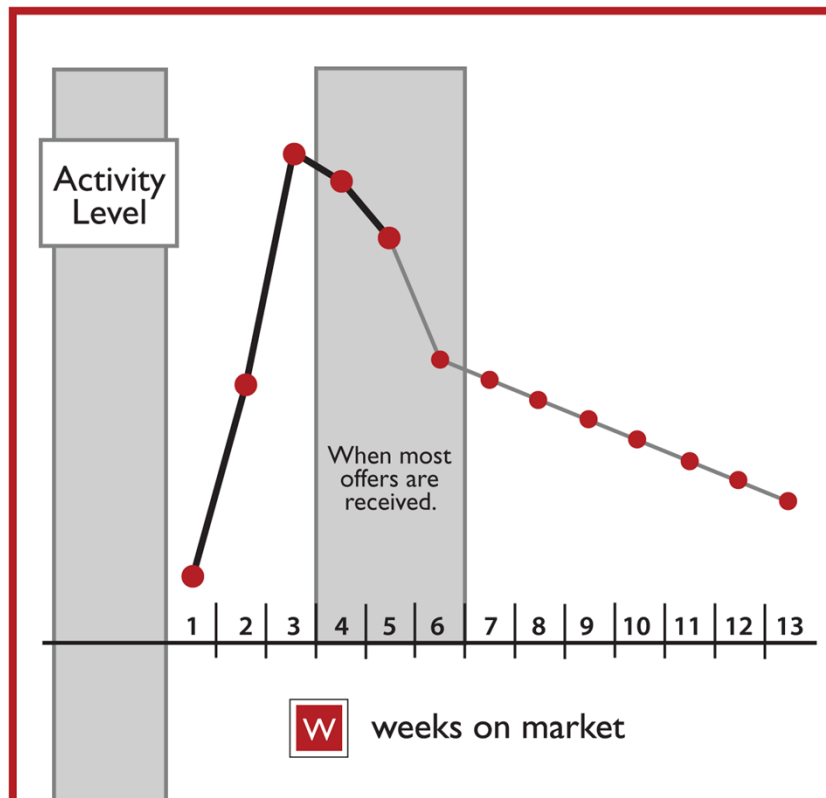




Price Competitively—The First 30 Days are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



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Preparing Your Home for Sale

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

Interior

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

For Showings

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.



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Closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Here are a few things to bring to the closing:

- House keys
- Garage door opener(s)
- A picture ID

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

What are your costs?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold



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What Our Clients Say

"It was great working with Keith and Kinsey! They worked tirelessly to sell our home, and were completely flexible with our busy schedules. They were available whenever we needed them or had questions."

Travis and Jen
Middleton, WI

"They helped us easily transition from that 2 bedroom apartment, into the house of our dreams! They both were GREAT to work with (especially when it came to negotiating)!"

Marcus And Lindsay
Fitchburg, WI

"Best realtors around! Any question, any time, or anything at all.... they are there! I wouldn't have felt more comfortable with anyone else. Being a first time home buyer is a SCARY thing, and they guided me in the right way to find my dream home! I couldn't be happier!"

Emily and Mark
Madison, WI

We recently entered the realm of owning investment property. Keith's years of experience in this area, along with a strong commitment to finding the right type of property for us was instrumental in our success. We had lots of questions and looked at numerous properties and all was taken care of in a straight-forward, timely manner. Would definitely recommend this team for your real estate needs!

Bill and Di
Portage, WI

"Keith and Kinsey helped me sell my house in Wisconsin while I lived in Florida! They made it really easy in a very tough market. I owe it all to the hard work these two put into selling my home, including the awesome 3D photos on their website! Paper work was a breeze! I could not have done this without you two. Thank you so much! I was so impressed with your professionalism and the fact that you also donate to a charity of the seller's choice. Not only are you helping the people who contact you, you are helping thousands of others that have never met you!"

Julie Jensen
Gainesville, FL



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