



Keith & Kinsey REAL ESTATE

Making a difference, one home at a time

YOUR GUIDE TO SELLING A HOME



Keith and Kinsey Schulz • (608) 492-2272

Kschulz@KeithAndKinsey.com • KeithAndKinsey.com

Your Guide To Selling A Home



Home Selling Step by Step

Home selling can be a complicated and scary process. We are here to make the process fun, exciting, and stress free. We will walk you through each step of this process and answer your questions along the way.

- 1. Decide to Sell** – Are you ready to move?
- 2. Select a Real Estate Agent** – Interview some agents, and then choose us.
- 3. Prepare Your Home to List** – Clean, declutter, and stage.
- 4. Choose a Listing Price** – Get our input, and ask us for a market analysis.
- 5. Listing Contract** – Sign the contract to list your home.
- 6. Electronic Key Box Setup** – used for Realtor access and tracking
- 7. Photography** – We will send our professional photographer to your home.
- 8. Sign Installation** – A for sale sign will be installed in your yard.
- 9. Listing Goes Active** – The listing will be posted to the MLS system.
- 10. Advertise** – Open houses, social media, You Tube, and hundreds of websites.
- 11. Receive Offer** – An interested buyer will write an offer.
- 12. Negotiate** – We will negotiate to get the best possible terms on your house
- 13. Accept Offer** – Buyer and seller agree, the home is officially under contract.
- 14. Clear Contingencies** – Work through the home inspection, financing, etc.
- 15. Pending Contract** – After contingencies are cleared, we are pending closing.
- 16. Closing** – Receive your settlement, sign at the title company and celebrate!



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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 in the real estate business.

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 will respond in a timely manner 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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Our 10-Step Marketing Plan

Let's face it many agent's list it and forget it, not us. We'll put into action our 10-Step Marketing Plan which has had years of fine tuning and proven results.

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.
2. Make staging tips for your home to highlight the features most important to buyers: uncluttered rooms and closets, fresh paint, and 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 contact and website information 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 it as a featured property on our webpage, YouTube channel, blog, Zillow, Trulia, as well as the MLS systems, and hundreds of other websites.
6. Direct marketing to other active real estate agents who already have buyers searching for homes in your neighborhood.
7. Advertise your home in our real estate email campaigns and social media
8. Schedule and market open houses to get potential buyers in the door. The more people who see your house, the faster it will sell.
9. Market your home to active buyers or investors who are searching for homes in your price range and location.
10. Keep you up to date with feedback from other agents, details of our marketing efforts, and comments from prospective buyers who have toured your home.



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Extensive Internet Coverage

Most home sales these days start with an internet search. We work to ensure your listing shows up on hundreds of popular real estate websites for maximum exposure.



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Pricing Your Home

One of the biggest decisions when selling a home is the asking price. Many sellers want to start high and drop the price if they don't get enough action. However, we've found that pricing a home properly from the initial listing day often brings higher sale prices. This stirs up activity and potentially competition among buyers. If your buyers realize the house is a great home for a great price, they'll know it won't last long, and they will be more aggressive.

Things to consider when determining a price:

- Comparable homes that have recently sold in your neighborhood.
- Homes that are currently for sale and are your competition.
- Price at a value that will generate activity.
- Be realistic.
- The best house for the best price will always sell quickly.

Things to ignore when determining a price:

- What you paid for your home.
- Zillow's estimate of your home's value.
- The tax assessment value
- What your neighbor thinks it's worth.
- The cost to rebuild the house today.

Ultimately a home is worth what a buyer is willing to pay, and a seller is willing to accept. This is the only true market value of a home.



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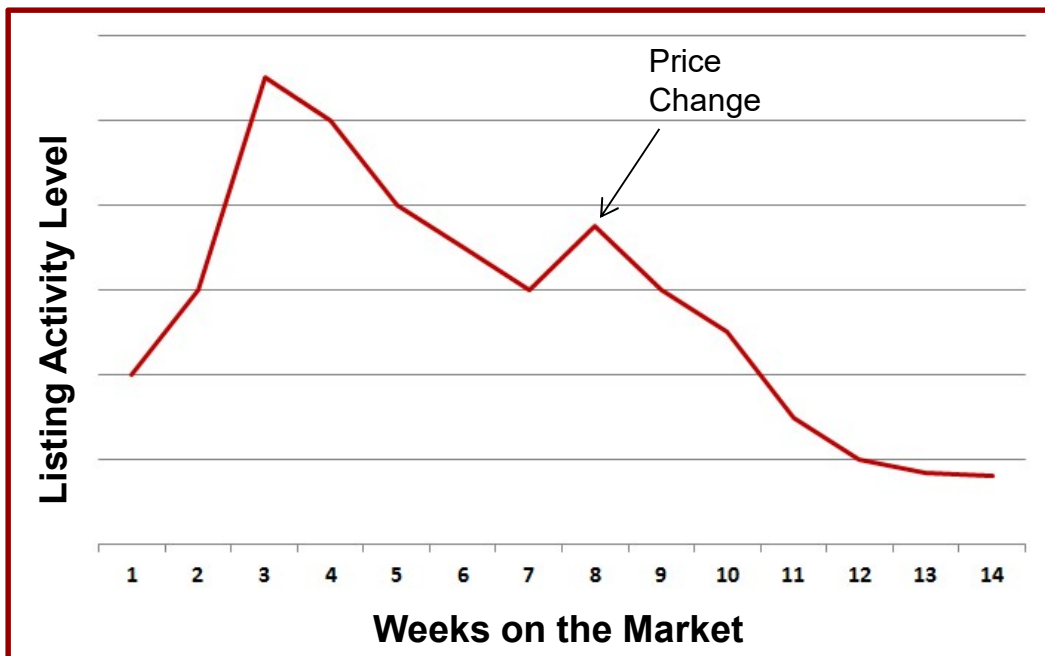
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Price it Right – The First 6 Weeks Are When It Counts

The right price is critical.

- New listings generate the most interest.
- Lots of activity immediately can spur competition, excitement and multiple offers.
- Properties generate the most showings in the first 6 weeks if they are priced right.
- Properties often sell below market value if they are priced too high and sit on the market too long.
- Consider a price reduction to generate activity, if initial listing does not bring the expected level of activity.



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Get Ready Sell

Your home's appearance makes a huge difference in our ability to sell it and the price it will bring. Things like staged furniture, good curb appeal, light, and cleanliness go a long way and don't cost much.

Here are some things you can do to help your home give a good first impression and bring top dollar:

Interior

- Remove clutter (get a storage unit if you need to)
- Fresh paint (or at least scrub all the spots off your wall)
- Organize everything (including closets and cabinets)
- Repair any issues an inspector would find
- Clean your light fixtures
- Wash your windows (remove screens for more light)
- Shampoo carpets
- Get rid of excessive decorations and pictures

Exterior

- Pull the weeds
- Put fresh mulch around your plantings
- Clean or paint the front door
- Get rid of yard clutter (kids toys or outdoor storage)
- Paint or wash the siding
- Paint or stain decks and fencing

Showing Preparation

- Turn the lights on
- Open blinds
- Turn on quiet calm music
- Give your home a good scent.
- Leave the house (take pets with you)



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Closing Day

The closing makes the sale of your home official and transfers the deed to the buyer. This is also pay day for you (assuming your fees, commission, and mortgage are less than the sale price)! A closing agent will prepare the documents and conduct the closing.

What costs do you pay at closing?

- Mortgage balance
- Final water bill
- Prorated taxes
- Sales commission
- Title insurance
- Transfer tax
- Title recording and preparation fees

Ask us for an estimate of these items prior to accepting an offer.

Don't forget to bring:

- House keys
- A photo ID
- Garage door opener(s)
- Any additional info the buyer may need.



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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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Your Guide To Home Buying



Exceeding Your Expectations

To us, providing great service means far more than just helping you find your dream home, it means assisting you with everything along the way, and for many years after your purchase.

We have worked with the following service professionals, and highly recommend them to our clients:

Home Inspections

- National Property Inspections: Brian Daley 608-277-5556 brianjdaley@aol.com
- Premier Inspection & Consulting Brian Paull 608-845-9300 premierinspection@charter.net
- Haack Homestead Inspections: Dave Haack 608-438-9305 haackhomestead@gmail.com

Mortgages

- Summit Credit Union: Rina Courtier 920-342-2891 Rina.Courtier@summitcreditunion.com
- UW Credit Union: Cory Poole 608-232-9000 cpoole@uwcu.org
- Guild Mortgage: Joe Long 608-729-5379 JLong@GuildMortgage.net
- Capitol Bank: Howard Cagle 608-836-4322 howard.cagle@capitolbank.com

Insurance:

- Allstate: Sue Kempfer 608-274-4147
- Lundell Insurance: Chanee Lundell 608-268-7142 chanee@lundellinsurance.com

Electricians:

- Harmony Electric: Don Harms 608-574-0478 harmonyelectricandlighting@gmail.com
- Stiklestad Electric: Brian Stiklestad 608-577-1825 bstiklestad@gmail.com

Radon Mitigation:

- Premier Inspection & Consulting Brian Paull 608-845-9300 premierinspection@charter.net
- A.T. Pro Mitigations: John Thompson 608-758-0291 atproradon@yahoo.com

Painting:

- Renewal Painting Inc: Rebecca Lindberg 608-449-3882 Rebecca@renewalpaint.com
- Pickett Precision Painting: Robert Pickett 608-957-6093 pickettr8544@yahoo.com

Plumbing:

- Stagecoach Plumbing: Jon Jeglum 608-831-0878 stagecoachplumbing@tds.net
- Judd Pumps & Plumbing: Marty Bethke 608-924-7867



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