



YOUR GUIDE TO SELLING A HOME



WALGRAVE
— REAL ESTATE —
GROUP

"World Class Real Estate Experience"

PREPARED ESPECIALLY FOR YOU
BY THE WALGRAVE REAL ESTATE GROUP

RE/MAX
ADVANTAGE PLUS



THE WALGRAVE REAL ESTATE GROUP WAS FOUNDED BY
TEAM LEADER, JASON WALGRAVE.

WITH NEARLY TWENTY YEARS IN THE REAL ESTATE
INDUSTRY, JASON HAS BUILT A TEAM THAT IS EQUIPPED
WITH THE BEST POSSIBLE RESOURCES TO ASSIST ANY
SELLER DURING THE HOME SELLING PROCESS.

THE WALGRAVE REAL ESTATE GROUP IS A PART OF
RE/MAX ADVANTAGE PLUS AND THE MINNESOTA REAL E
STATE TEAM, WHICH HAS BEEN THE **#1 RE/MAX TEAM I
N THE WORLD SINCE 2009.**

OUR GOAL IS TO PROVIDE OUR CLIENTS WITH THE BEST
POSSIBLE SERVICES AND REPRESENTATION. STATE-OF-T
HE-ART MARKETING, AGGRESSIVE NEGOTIATION,
HARD WORK AND HONESTY ENABLES US TO PROVIDE
OUTSTANDING SERVICE. THIS IS WHY WE ARE ONE OF
THE TOP TEAMS IN THE COUNTRY.

"HELLO,
THANK YOU FOR REACHING OUT TO US ABOUT SELLING
YOUR HOME! WE LOOK FORWARD TO HELPING YOU AND
OFFERING GREAT POSSIBILITIES WHEN IT COMES
TO SELLING YOUR HOME."

~THE WALGRAVE REAL
ESTATE GROUP



INTRODUCTION

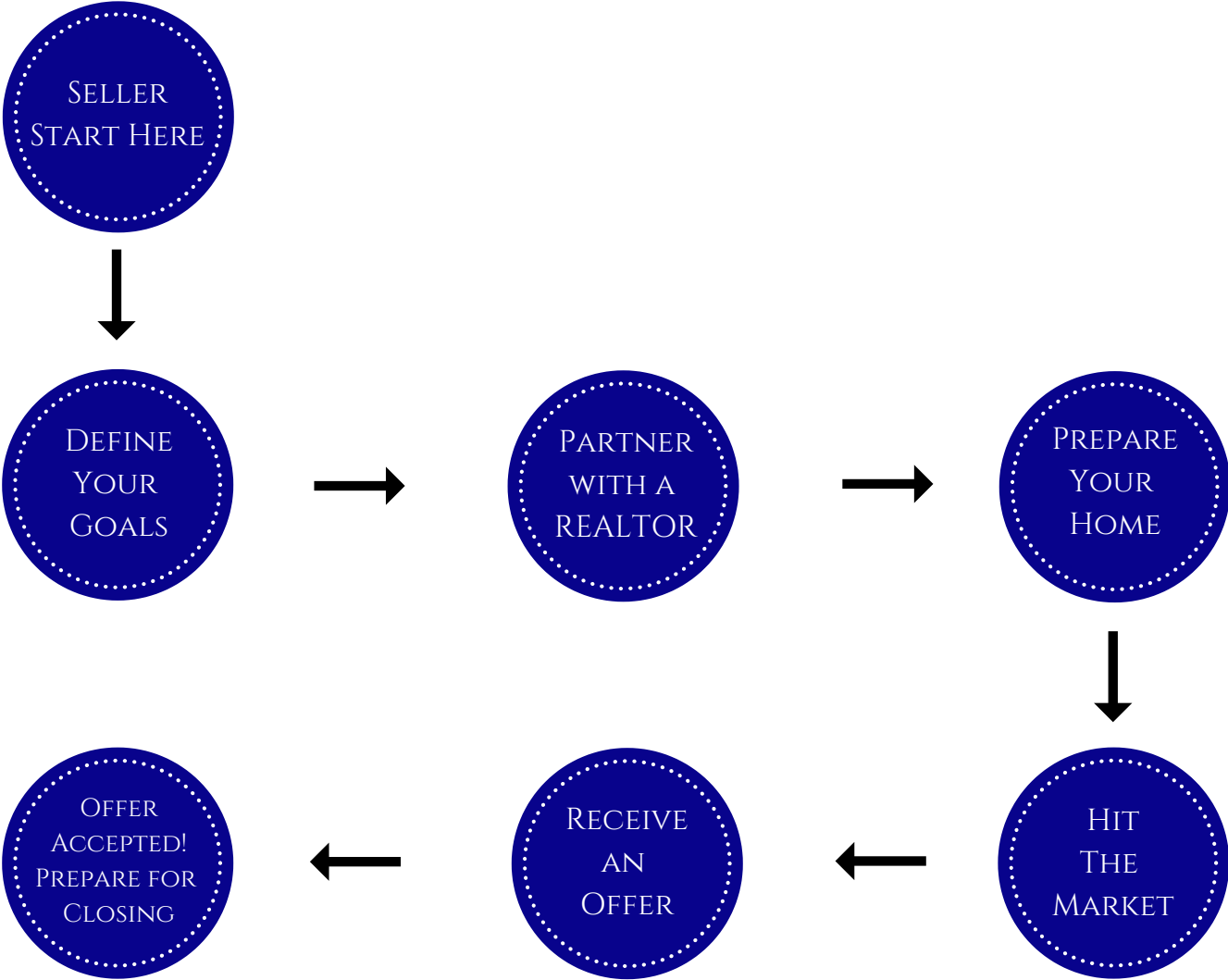
THE SELLING PROCESS IS A COMBINATION OF EXCITEMENT, STRESS AND NEW EXPERIENCES. SELLING A HOME IS NOT SOMETHING YOU WILL DO EVERY DAY, WHICH IS WHY IT IS SO IMPORTANT TO HAVE AN EXPERT HELPING YOU THROUGHOUT THE PROCESS.

TAKE A MOMENT TO REVIEW OUR STATISTICS. THEN, OUR SIX STEPS TO SELLING A HOME WILL PROVIDE ALL THE HELPFUL RESOURCES YOU NEED TO ASSIST YOU DURING THE SELLING PROCESS. KEEP THIS GUIDE ON HAND DURING YOUR HOME SELLING JOURNEY FOR REFERENCE AND NOTE TAKING.

OUR STATISTICS

- MN REAL ESTATE TEAM 2018: **SOLD 1,754 HOMES, \$477 MILLION**
- WE ARE PART OF THE **#1 RE/MAX TEAM IN THE WORLD**
- OUR TEAM'S AVERAGE DAYS ON MARKET FOR LISTINGS: **30** DAYS (2019)
-TWIN CITIES REGION AVERAGE DAYS ON MARKET IS **58**
- OUR TEAM LEADER IS THE **#1 AGENT** ON THE #1 RE/MAX TEAM IN THE WORLD
- RE/MAX: THE #1 NAME IN REAL ESTATE
#1 IN BRAND AWARENESS
- RE/MAX IS WHO HOMEBUYERS AND SELLERS THINK OF FIRST

6 STEPS TO SELLING A HOME



2 PARTNER WITH A REALTOR

It is important to work with a Realtor who is committed to working with you and dedicated to finding you the right home.

Your Realtor should be **RESPONSIBLE** for educating you on the selling process.

They should take the time to **UNDERSTAND** your requirements, and your goals.

Your Realtor will **RESEARCH** the market for you and assist you in pricing your property at the right price point to get it sold fast.

They will **VIEW** and **ASSESS** your property with you and provide analysis and advice on each property.

THOUGHT:
YOUR REALTOR SHOULD REPRESENT YOU WITH THE HIGHEST QUALITY SERVICE. THE BUYERS WILL HAVE A REPRESENTATIVE LOOKING OUT FOR THEIR BEST INTEREST, SHOULDN'T YOU HAVE AN EXPERT ON YOUR SIDE TOO?



3 PREPARE YOUR HOME

The goal within this step is to work together to get your house into a dream home state for the buyers. Even small changes or updates can make a world of difference to a buyer and help the home sell TWICE as fast.

Your Walgrave Real Estate Group expert will tour your house with you and advise what, if any, steps need to take place prior to hitting the market.

TIP:
ONE OF THE EASIEST THINGS TO DO TO PREP YOUR HOUSE IS DE-CLUTTER!



4 HIT THE MARKET

During this stage of selling your house your Realtor will input all of the details and professional photographs of your home on the internet.

Your home will be displayed on over 2000 different websites such as:



- Your Realtor will discuss with you if Open Houses should be scheduled.
- You will receive texts, emails or phone calls (you will choose your preference) to start scheduling showings.

A PET FRIENDLY HOME IS A GREAT SELLING POINT. HOWEVER HAVING YOUR PETS PRESENT DURING SHOWINGS CAN BE A DISTRACTION TO THE BUYERS. IF YOU CAN, REMOVE THEM TEMPORARILY OR PLACE THEM IN A CONTAINED SPACE.



DURING THE SELLING PROCESS IT IS IMPORTANT TO KEEP YOUR HOME CLEAN. VACUUM AND WIPE DOWN COUNTERS DAILY, AND MAKE SURE THE CLUTTER IS CLEANED UP.

5 RECEIVE AN OFFER

When the perfect buyer has found your house they will submit an offer. The offer protects and represents your interests while remaining legally binding upon final acceptance. There are many components to an offer and your Realtor will walk you through the entire process.

YOU CAN EITHER ACCEPT AN OFFER AS IT IS, OR YOU CAN PRESENT A COUNTER OFFER TO THE POTENTIAL BUYERS. THINGS TO CONSIDER WHEN COUNTERING AN OFFER:

- Asking for a Higher Sales price (If the buyer doesn't match the sales price)
- Increasing the amount of Earnest Money
- Refusing to pay for certain reports or fees
- Modifying the contingency time frames
- Excluding personal property
- Altering the closing date

6

AFTER THE OFFER IS ACCEPTED PREPARING FOR THE CLOSING

Once the offer has been accepted the first step is to remove the contingencies, such as the inspection. After all the contingencies have been removed, our team will work with you to ensure a smooth closing.

THINGS TO EXPECT BEFORE CLOSING:

1. Complete any requests from the Home Inspection

The buyers might request that you make some fixes based on the Inspection report. (You do not need to agree to all of their requests, your Realtor will help you negotiate these requests.) These requests will need to be completed and receipts/work orders will need to be provided to the buyer prior to closing (or sooner if agreed).

2. Title Company will request information

Your Realtor will send a copy of the Purchase Agreement to the Title Company handling the closing of your house. The closer for the title company will reach out to you asking for information about how you will want to handle the funds from the sale of your property.

3. Start Packing

Once the closing date and time have been locked down you will want to start the process of packing your property up. We have provided an excellent Moving Checklist tool in this hand book.



20 TIPS TO SELL YOUR HOME FAST

1. Make the most of that first impression

A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcomes prospects. So does a freshly painted front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

2. Invest a few hours for future dividends

Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh wallpaper adds charm and value to your property. Prospects would rather see how great your home looks rather than hear how great it could look.



3. Check Faucets and Bulbs

Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leaves prospects in the dark. Don't let little problems detract from what's right with your home.

4. Don't Shut Out a Sale

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind.

Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.

5. Think Safety

Homeowners learn to live with all kinds of self-set booby traps: roller-skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence is as non-perilous as possible for visitors.

6. Make Room for Space

Remember, potential buyers are looking for more than just comfortable living spaces. They're looking for storage space too. Make sure your attic and basement are clean and free of unnecessary items.

7. Consider your Closets

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

8. Make Your Bathrooms Sparkle

Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.



9. Create Dream Bedrooms

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.

10. Open up in the Daytime

Let the sun shine in! Pull your curtains and drapes open so prospects can see how bright and cheery your home is.



11. Lighten up at Night

Turn on the excitement by turning on all your lights- both inside and outside- when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.

12. Avoid Crowded Scenes

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.

13. Watch Your Pets

Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.



14. Think Volume

When it is time to show your home, it's time to turn down the radio or TV.

15. Relax

Be friendly, but don't try to force conversation. Prospects want to view your home with minimum distractions.

16. Don't Apologize

No matter how humble your abode, never apologize for its short comings. If a prospect volunteers a derogatory comment about your homes appearance let your Real Estate Professional handle the situation.

17. Keep a Low Profile

Nobody knows your home as well as you do. But your real estate professional knows buyers- what they need and what they want. Your real estate professional will have an easier time articulating the virtues of your home if you stay in the background.

18. Don't Turn your Home into a Second Hand Store

When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.



19. Defer to Experience

When prospects want to talk price, terms or other real estate matters let them speak to the expert.

20. Help Your Agent

Your realtor will have an easier time if showings are scheduled through their office. You will appreciate the results.

RECOMMENDED RESOURCES



WALGRAVE REAL ESTATE GROUP
WWW.WALGRAVE.COM
HOME VALUATION, HOME
SEARCH, MOBILE APP AND MORE



TRADEMARK TITLE SERVICES
952-226-7901
WWW.TRADEMARKTITLE.COM



GOOD STUFF MOVING
651-488-4808
GOODSTUFFMOVING@COMCAST.NET



DETAILS HOME SERVICES
HOUSE CLEANING
612-216-1751
WWW.DETAILSSERVICES.COM



TREND HOME STAGING
MELISSA EVANS
612-978-0895



"OUR GOAL IS TO PROVIDE YOU WITH A LEVEL OF SERVICE HIGHER THAN ANYONE IN THE BUSINESS. OUR FUTURE DEPENDS ON YOUR REFERRALS. WE BELIEVE IF WE PROVIDE YOU WITH OUTSTANDING SERVICE YOU WILL REFER YOUR FRIENDS AND FAMILY. THIS IS THE FOUNDATION OF OUR CONTINUING SUCCESS.

WE BELIEVE IN ORDER TO DELIVER THIS SERVICE TO YOU WE MUST CONTINUE TO LEARN, GROW, AND CHANGE WITH THE REAL ESTATE INDUSTRY. TECHNOLOGY, HARD WORK, HONESTY AND YOU ARE THE FUTURE TO OUR BUSINESS."

Walgrave Real Estate Group

SERVICES WE GUARANTEE

- PROFESSIONAL ATTITUDE & DRIVE
- DEVELOP A STRONG PARTNERSHIP
- SUCCESSFUL MARKETING PLAN
- EFFECTIVE NETWORKING STRATEGIES
- THE BEST FINANCING AND TITLE
- POWERFUL NEGOTIATING SKILLS
- LOYALTY & HONESTY

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