

Listing Timeline

Marketing and Offer Acceptance Preferences

- _____ Sign Paperwork
- _____ Yard Sign Installed
- _____ Photo Shoot (Interior Ready)
- _____ Active on MLS (1-2 Days after Photos)
- _____ Showings Begin
- _____ Staging
- _____ Drone photos/video
- _____ Open House
- _____ Obtain key (SUPRA and/or LOCK BOX [code])
- _____ Title Company
- _____ Preferred Closing Date

How Do You Prefer Offers to be Presented

Address: _____

Seller name/s: _____

Email: _____

Phone number: _____

ShowingTime notification preference:

Option #1-Offers presented as they come in. Sellers reserves the right to wait until ___ to respond to offers. Please allow through ___ for binding acceptance.

Option #2-Seller has instructed the Listing Broker (in writing) to hold all offers and present them on _____. Please allow through ___ for binding acceptance.

SELLER QUESTIONS

- Have you sold a house with a Realtor before? If so, how did it go? What did you like most about the experience? Was there anything that frustrated you about the experience?
- What is the one thing I need to do for you guys that would make this experience and process so awesome for you guys that you would be motivated to refer me to your family and friends?
- What marketing have you seen for other listings that caught your eye?
- Are you up for an open house?
- Do I have your permission to be 100% honest with you during our tour today?



MARKETING YOUR PROPERTY: THE PROACTIVE APPROACH

LET'S WORK TOGETHER!

Selling a home can be a stressful process if you don't have the right real estate agent. With years of experience, you can rely on us to get you the best possible result.

Getting prepared for the market

Most home buyers form an opinion about your home within seconds of seeing it for the first time.

They will probably spend less than 15 minutes touring your house and they are going to see many other houses with similar features and amenities.

Remember, you only have one chance to make a great first impression.

I will help ensure your house is in top form to maximize the selling price through the following systems.



Professional Home Staging

We work together as a team to get our listings "show ready." We'll make sure you maximize the value of the home by having it ready to make an outstanding first impression. A key element of selling your home is identifying and playing up the positive features of the home. This is done through the deliberate placement of furnishings and decor.

Staging is meant to aide the prospective buyer in building an emotional attachment to the home.

Staging also entails identifying and minimizing the negative features. In addition, staging means choosing tasteful colors and materials to use in a remodel in order to help the home stand out in an over supplied market.



Professional Photography

A picture may be worth a 1,000 words in other circles but in real estate it enters the realm of deal or no deal.

With an estimated 94% of home buyers starting their search on the internet, photos are to home sales today what curb appeal used to be: the place where first impressions are made.

We hire a professional real estate photographer to complete a professional shoot of your house creating beautiful pictures and in some cases videos, which will be used for the listing and the printed marketing assets.



Open Houses

We believe an open house is beneficial when first coming on the market.

We have also discovered the magic in having more than one open house - such as one on Saturday and one on Sunday or even during the week- the same weekend that we go live on the MLS.

We believe in open houses and we believe in doing them right. We focus on them and have generated great results for our clients.

Just
Listed



CUSTOMER SERVICE PLAN

- I will contact you every week

One of the most common complaints people have when listing their home is that they never hear from their agent. I make sure this doesn't happen to my clients. Expect to hear from me each week unless you prefer otherwise.

- Digital Marketing

Taking into account that 94% of buyers use the internet to search for their home, it is important to cast a wide net online utilizing websites, search engines, portals, blogs, virtual communities, and more.

- Electronic Signature

When passing paperwork back and forth, it is usually in your best interest to respond in a timely manner. To expedite the process I use electronic signature. Electronic signature allows me to send all paperwork that requires your approval via email which then gives you the ability to click and sign. This process is secure and efficient, however, I am also happy to meet face to face when signing paperwork if this is more comfortable for you.





CUSTOMER SERVICE PLAN

- Showing Time

To make it easier for other agents to schedule showings on your home we ask them to schedule through our MLS showing time. Whenever we receive a showing we'll contact you with your preferred means of communication to confirm showings.

- Automated Showing Feedback

One hour after an agent shows your property, our system will send an email requesting the showing agent fill out a showing feedback survey. Once the showing agent has completed the survey with the potential buyer's feedback, you and I will both receive an automatic email so we can see exactly what the buyer and agent thought about your house. Typically, this process takes a few days to complete.

- Lock Box

For security and ease of access for showings, we install a secure lock box to your front door. After receiving confirmation, only agents, appraisers, and inspectors that belong to the Realtor Association can access the key.

Thank
you
for the Opportunity
to serve you!

A little bit about Me

Kate Somers



I have had the pleasure of working as a Realtor since 2014. I was born and raised in Madison, WI, and graduated from UW Madison. After graduation, I worked for twenty years with the State of Wisconsin before pursuing my passion for restoring vintage furniture. Most recently, I earned my certificate as a Senior Real Estate Specialist, which allows me to assist seniors and their families with downsizing, as well as provide information on senior housing options in the area. I am extremely grateful for my business, which relies heavily on repeat clients from friends and family