

KRIS BOURQUE · REALTOR® · EXP REALTY

THE SIGNATURE LISTING EXPERIENCE

FROM LISTED to *Sold*

A HOME SELLER'S GUIDE



THEKRISBOURQUEWAY.COM



I AM KRIS BOURQUE

YOUR LOCAL REAL ESTATE EXPERT

Helping people achieve the dream of homeownership isn't just my job — it's my calling. I'm driven by impact. Real estate is personal, and I treat it that way. When you work with me, you get honesty, strategy, and someone genuinely invested in your outcome from day one to closing day.

LET'S CONNECT

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PART ONE

the
COMPARABLES

Understanding what the market is telling us

similar LISTINGS

I



- Subdivision: Hilltop
- Date Sold: 1/16/2020
- Days on Market: 39
- 4 Bedrooms · 3.5 Baths
- 3,456 SQFT · 3-Car Garage
- Remodeled Kitchen
- Finished Basement

SALE PRICE
\$430,000

II



- Subdivision: Hilltop
- Date Sold: 1/16/2020
- Days on Market: 39
- 4 Bedrooms · 3.5 Baths
- 3,456 SQFT · 3-Car Garage
- Remodeled Kitchen
- Finished Basement

SALE PRICE
\$459,900

III



- Subdivision: Hilltop
- Date Sold: 1/16/2020
- Days on Market: 39
- 4 Bedrooms · 3.5 Baths
- 3,456 SQFT · 3-Car Garage
- Remodeled Kitchen
- Finished Basement

SALE PRICE
\$495,000

ACTIVE LISTINGS REVEAL

Supply & demand ♦ What our competition is in the area

recently SOLD

I



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SOLD LISTINGS REVEAL

Your home's market value ♦ The correct pricing strategy

These numbers reveal what price buyers are willing to pay for a home like yours in your area. It is important to get this number right the first time so that we can attract the most buyers while your home is generating the most online traffic.



PART TWO

the
PROCESS

The Kris Bourque home selling process — start to finish

the SELLING PROCESS

01 MEET WITH YOUR AGENT

- Discuss your needs & research CMAs
- Set a competitive list price

02 PREPARE TO LIST

- Deep clean, declutter & make repairs
- Focus on curb appeal · stage home

03 IMAGERY

- Professional photo, video & drone sessions

04 MARKETING

- Online marketing & social media
- Signage & flyers

05 SHOWINGS

- Ensure home is ready for showings
- Receive agent feedback · open houses

06 RECEIVE AN OFFER

- Each offer is presented — we discuss the benefits & risks of each

07 NEGOTIATE

- I negotiate on your behalf, before or after inspections
- Accept, counter, or decline an offer

08 INSPECTIONS & APPRAISAL

- I coordinate with the buyer's agent — both are ordered by the buyer

09 REPAIRS

- Small repairs may follow inspections
- Review my list of recommended vendors

10 CLOSING

- Final walk-through
- Sign closing documents



three ESSENTIAL FACTORS

FACTOR ONE

PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes **higher than the market average** because I list homes at the correct price from the start.

FACTOR TWO

HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- ♦ Completing repairs that need to be done
- ♦ Decluttering & removing personal items
- ♦ Making sure the home is clean and smells fresh
- ♦ Cleaning carpets · neutralizing spaces and walls

FACTOR THREE

MARKETING

Prospecting — daily for potential buyers, talking with neighbors, co-op agents and past clients.

Marketing — the second you sign with me, I go to work. Online marketing & social media get your home seen by the most potential buyers, selling faster and for more money than the competition.

Communication — diligently sharing feedback from showings, following up with agents, and calling weekly to discuss progress.

the listing ADVANTAGE

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers disregard homes with limited photos, low-quality photos, and minimal information. Rest assured, I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, quality photos, and video tours.

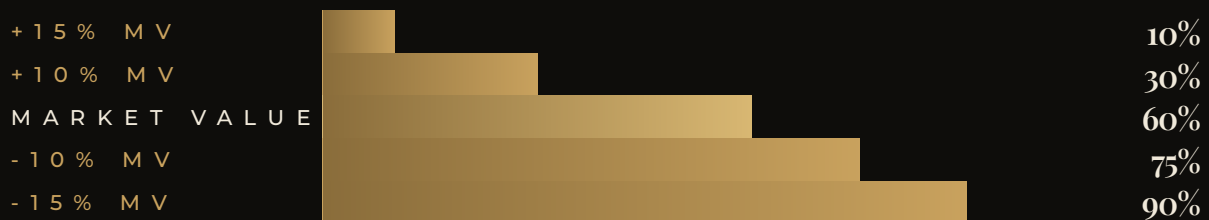


◆ ◆ ◆
P R O F E S S I O N A L P H O T O G R A P H Y P R O V I D E D

listing STRATEGY

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly. If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks. If a home is overpriced it will attract the fewest number of buyers — buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.



ASKING PRICE COMPARED TO MARKET VALUE · PERCENTAGE OF BUYERS REACHED

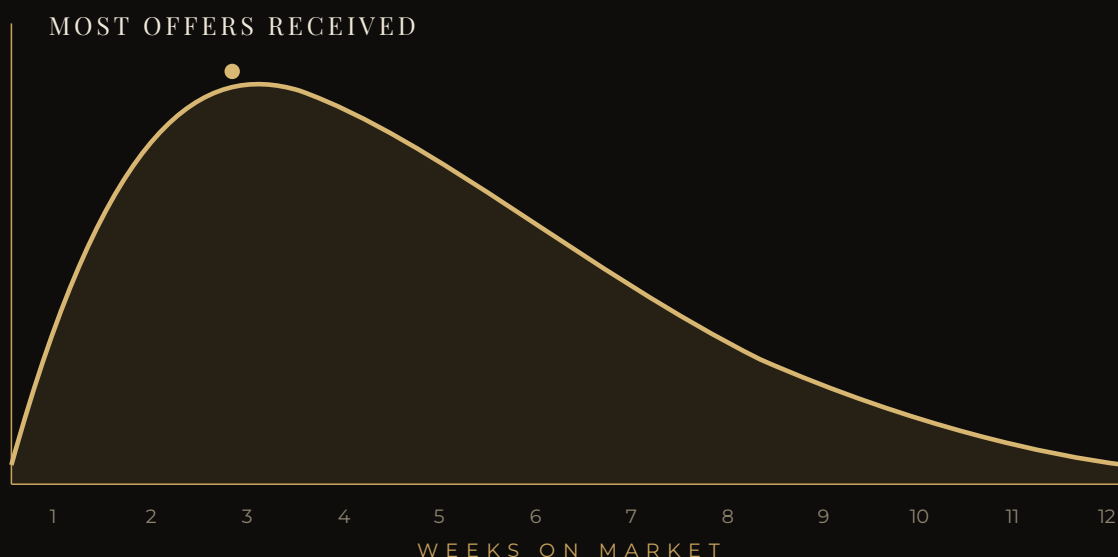
Priced at market value, your home attracts the largest pool of buyers — **60% of active buyers** — while overpricing by 15% reaches just 10%.



timing THE MARKET

ACTIVITY LEVEL IN THE MARKET

Buyer activity peaks in the first weeks your home is on the market. This is when most offers are received — and why pricing correctly from day one matters so much.



"Pricing your home correctly the first time attracts the most buyers while your home is generating the most online traffic."

selling WITH STRATEGY

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold — and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network, and I will reach out to see if your home might be a great fit for one of their buyers. This network is key to connecting buyers with your home — **88% of residential sales** involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property — it is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month and increasing brand awareness.

PART THREE

preparing TO LIST

Maximize your home's potential before day one

preparing TO LIST

A clean, neutral, and streamlined look helps buyers imagine what life would be like in your home. These action points will help them do exactly that.

I

EXTERIOR

- Wash or paint the home's exterior · paint the front door
- Keep the yard nicely trimmed and the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows

II

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets · get rid of clutter · organize closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures · clean lighting fixtures
- Minimize and clean pet areas · ensure all bulbs are working

III

FRESHEN PAINT & FIXTURES

- A new coat of exterior paint transforms curb appeal — if you can swing it, do it
- If you can't paint the entire home, paint the trim for that wow factor
- Update exterior light fixtures for an instantly refreshed look
- Put a fresh coat of paint on the front door

A dark, moody photograph of a modern interior space, likely a living and dining area. The scene is dimly lit, with light coming from a fireplace and large windows on the right. In the foreground, a long white island with a dark base is visible, with several wooden bar stools tucked under it. A large, light-colored sofa is positioned in the middle ground. In the background, a fireplace with a glowing fire is visible, and a large potted plant stands to the right. The overall atmosphere is sophisticated and contemporary.

PART FOUR

staging
YOUR HOME

The art of presenting a blank canvas

the art OF STAGING

Staging a home is different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service creates a clean, decluttered look so potential buyers can view your home as a blank canvas — envisioning their loved ones and belongings in the space for years to come.

90%

STAGED HOMES SPENT
90% LESS TIME ON THE MARKET

+5%

STAGED HOMES INCREASED
SALE PRICE UP TO 5%

BENEFITS OF STAGING

- Less time on the market & increased sale price
- Highlights the best features of the home — and disguises its flaws
- Defines spaces and reveals the purpose of each space
- Demonstrates the home's full potential
- Creates the wow factor you need in photos to make your home stand out



PART FIVE

a lasting
IMAGE

Photography, video & aerial — your home in its best light

real estate PHOTOGRAPHY

A PICTURE SAYS A THOUSAND WORDS

A listing's photos are often the first — and sometimes only — opportunity to attract a potential buyer. Most buyers find their homes online, and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure your listing is shown in its best light. Many times, a buyer has already decided if they are interested just from the photos online — without ever stepping foot inside your home.

INTERESTING FACTS

118%

QUALITY PHOTOS ENJOY
118% MORE ONLINE VIEWS

10X

BUYERS LOOK AT PROFESSIONAL
PHOTOS 10X LONGER

\$19K

PROFESSIONALLY SHOT LISTINGS
CAN SELL FOR UP TO \$19K MORE



professional VIDEOGRAPHY

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT

403%

LISTINGS WITH VIDEO RECEIVE
403% MORE INQUIRIES

300%

VIDEOS ATTRACT 300% MORE
TRAFFIC FOR NURTURING LEADS

70%

OF HOMEBUYERS WATCH
VIDEO HOUSE TOURS

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



aerial PHOTOGRAPHY

Using aerial photography in real estate shows buyers a much more accurate depiction of what the property is actually like.



THE BENEFITS OF AERIAL PHOTOS

- ◆ Provides views of the entire property & land
- ◆ Shows the condition of the roof and other property features
- ◆ Reveals the neighborhood and surrounding area, including the home's proximity to schools & amenities
- ◆ Highlights developments or local districts supported by the buyer's property taxes

property BRAG BINDER

Property brag binders are a memorable marketing piece for buyers to view during a showing. These binders outline every detail of your home — seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



◆ ◆ ◆
"Every detail of your home, beautifully presented — so buyers remember what makes it unforgettable."



PART SIX

sold on

KEEPING YOU SAFE

I've got you covered, every showing

i've got you COVERED

◆ A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front, guarded by a security lock that only licensed agents have access to.

◆ STOW AWAY VALUABLES

Before showings, make sure all valuables are put away and out of sight — including mail left out, which may contain personal information and bank statements. Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of sight. Walk through your house before showings and confirm everything of value is hidden away.

◆ DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

Now that your home is online, many know it is for sale. For your safety, never let a stranger into your home. While it is likely just someone who saw the sign in your yard and wants a quick look — you never know. Ask them politely to call your agent, who handles all showings.

◆ REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you store medications, and hide them away. There have been more and more stories of people intentionally attending home showings to take medications freely.



keeping your **HOME SAFE**

◆ **PUT AWAY BILLS & OTHER MAIL**

With identity theft on the rise, it is important to put away all mail pieces with your information on them. If this information ends up in the wrong person's hands, it can easily lead to identity theft.

◆ **BE EXTRA VIGILANT ON KEEPING DOORS LOCKED**

Often, a home for sale means homeowners are not at home. Be sure to always keep your doors and windows locked.

◆ **KEEPING YOUR HOME SAFE**

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.



PART SEVEN

marketing YOUR HOME

The listing marketing plan

the marketing PLAN

◆ NETWORKING

A large percentage of transactions happen with co-operating agents across the country. I will expose your listing your house whenever needed rather than relying on you for to this market.

◆ SIGNAGE

A sign will be placed in your yard, plus pointers and open house signs — placed at the most opportune times to gain the most exposure.

◆ SUPERIOR ONLINE EXPOSURE

We meet your buyer where they are — online. Your home will be featured in the local MLS, the major third-party real estate sites, syndicated to hundreds of other listing sites, plus our company website and social media.

◆ EMAIL MARKETING

An email goes to our database of thousands of buyers searching on my website, and a new listing alert goes to my network of thousands of area agents.

◆ PROPERTY BINDER

Highly informative, creative property flyers displayed inside your home help buyers remember the key items and unique features.

◆ LOCKBOXES

Essential for the safety of all — they allow an agent to show a key, making the process easier for everyone.

◆ SHOWINGS

You will be signed up with a showing service that immediately notifies you when a showing is scheduled. When feedback isn't left, I follow up with agents within 24 hours.

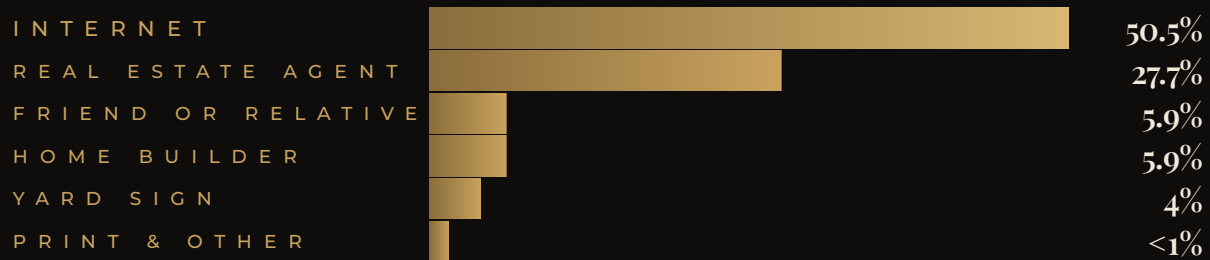
◆ OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for the best day to list a home — and the perfect day for an open house.

◆ SOCIAL MEDIA MARKETING

Regular marketing on today's top social sites, including Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

where buyers FIND THEIR HOME



SOURCE: 2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

maximum EXPOSURE

GET FEATURED

I will feature your home on the top home search sites and on social media, and syndicate it to over **400+ other sites**. Homes that receive the top 10% of page views sell an average of **30 days faster**.

A dark, moody photograph of a modern interior space, likely a living room or dining area. The room features a large, multi-bladed chandelier hanging from the ceiling. In the background, there are large floor-to-ceiling windows that offer a view of the outdoors. The foreground shows a portion of a sofa and a coffee table with some decorative items on it. The overall atmosphere is sophisticated and contemporary.

PART EIGHT

after listing
YOUR HOME

Showings, offers & negotiations

home SHOWINGS

◆ FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible to avoid missed opportunities.

◆ INFORMED

Make sure everyone in the home knows when showings happen so they can keep their spaces clean.

◆ DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

◆ ODORS

Avoid strong-smelling foods — keep meal prep as neutral and simple as possible.

◆ FURRY FRIENDS

Keep pet areas clean, wash bedding regularly, and hide pet food and litter. Not everyone is a pet person — it can hinder a buyer's ability to picture themselves in your home.

◆ NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before a showing.

◆ TRASH

Empty trash cans nightly to avoid odors so the home is fresh when you leave for the day.

◆ TEMPERATURE

Keep the room temperature comfortable — this shows buyers the HVAC is working properly.

◆ PERSONALS

Place all valuables and prescriptions out of sight and in a safe place.

◆ VACATE

A seller's presence can make buyers feel awkward. We want

buyers to feel at home — and stay awhile.

reviewing OFFERS

Price is just one of many considerations when deciding which offer is best for your home.
Here are the other factors that matter.

◆ CONTINGENCIES

The fewer contingencies on an offer, the better. Shorter time periods are also valuable.

◆ ALL-CASH BUYER

A cash offer is usually more appealing than a financed offer — there's no waiting on bank loan approval.

◆ PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

◆ CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or extend the closing to allow time for your next home to be ready. The offer with the timeline that fits your needs will be most attractive.

◆ CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of their closing costs.

◆ REPAIR REQUESTS

If the home needs repairs you don't have time or money for, a buyer willing to handle them may be exactly what you need.

◆ OFFER PRICE

Of course, price matters too. But if a high offer costs more in closing costs, repairs, or other factors — it probably isn't the better offer.



the NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN

- ♦ **Accept** the offer
- ♦ **Decline** the offer — if it isn't close enough to your expectation and there is no need to negotiate further
- ♦ **Counter-offer** — offering different terms to the buyer

THE BUYER CAN

- ♦ **Accept** the counter-offer
- ♦ **Decline** the counter-offer
- ♦ **Counter** the offer — negotiating back and forth as many times as needed until you reach an agreement or someone walks away

OFFER ACCEPTED

You will sign the purchase agreement and you are now officially under contract. This period of time is called the contingency period — inspections, appraisals, and anything else built into your purchase agreement now take place.





PART NINE

contract
TO CLOSING

Inspections, appraisal & the closing table

the INSPECTIONS

WHAT IS INCLUDED

- Roof & components
- Exterior & siding
- Basement, foundation & crawlspace
- Structure
- Heating & cooling
- Plumbing & electrical
- Attic & insulation
- Doors, windows & lighting
- Appliances (limited)
- Attached garages & garage doors
- Grading & drainage
- All stairs

FREQUENTLY ASKED

INSPECTION TIME FRAME

Typically 7–10 days after signing the contract. Negotiations usually happen within 5 days.

COSTS

No cost to the seller — the buyer chooses and purchases the inspection performed by the inspector of their choice.

POSSIBLE OUTCOMES

Inspections and potential repairs are one of the top reasons a sale does not close.

COMMON PROBLEMS

Foundation, electrical, plumbing, pests, structural, mold, or radon.

UPON COMPLETION

Buyer can accept as-is ♦ Buyer can offer to renegotiate ♦ Buyer can cancel the contract

home APPRAISAL

If the buyer is seeking a loan to purchase your home, the bank will require an appraisal to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount — or more. It is very difficult to successfully contest an appraisal.

An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear — closing can begin.

APPRAISAL COMES IN BELOW SALE PRICE

- ♦ Renegotiate the sale price with the buyer
- ♦ Renegotiate with the buyer to cover the difference
- ♦ Cancel and re-list
- ♦ Consider an alternative all-cash offer



closing THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred to convey ownership of the property to the buyer. The escrow officer reviews the contract, determines what payments are owed and by whom, prepares documents, performs the closing, ensures all payoffs are completed and the buyer's title is recorded — and that you receive the payoffs due to you.

YOUR COSTS

- ♦ Mortgage balance & penalties, if applicable
- ♦ Any claims against your property
- ♦ Unpaid assessments on your property
- ♦ Real estate agent commission
- ♦ Home warranty

WHAT TO BRING

- ♦ A government picture ID
- ♦ House keys
- ♦ Garage door openers
- ♦ Mailbox and any other spare keys

AFTER CLOSING

- ♦ Keep copies of all closing documents for taxes
- ♦ Keep all home improvement receipts



final STEPS

◆ CANCEL POLICIES

After title transfer, contact your insurance agent to cancel your policy and receive a refund of prepaid premiums.

◆ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each utility and entertainment company.

◆ CHANGE ADDRESS

Let everyone know your new address and submit a change-of-address form to the post office.

◆ TURN EVERYTHING OFF

Turn off valves to sinks, toilets, appliances, and the water heater. Turn off all switches and fans, then call the electric company.

◆ DOCUMENTS

Secure all closing documents and the contract. Keep them in a safe place.

◆ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties.

◆ CLEAR OUT PERSONALS

Move out your belongings completely. Check all drawers, cabinets, and closets.

◆ CLEAN

Leave your home completely clean — cabinets, refrigerator, and appliances inside and out. Clean the garage and schedule trash pickup before closing day. Leave your home the way you would like to find it if you were the buyer.

◆ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a kitchen drawer.

◆ FLOORS

Vacuum and sweep the floors one more time.

◆ LOCK UP

Close all blinds and lock the windows and doors.