EDUCATE 2 OWN
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EPIQUE REALTY

How to

SELL YOUR WISCONSIN HOME

FOR MAXIMUM VALUE

A STEP-BY-STEP GUIDE TO HELP YOU GET TOP DOLLAR WITH CONFIDENCE



IN THIS GUIDE, YOU'LL DISCOVER:

- How to Prepare Your Home to Stand Out
- Pricing Strategies That Maximize Your Profit
- Marketing That Reaches More Buyers
- Negotiation Tips to Get the Best Offers
- What to Expect Every Step of the Way
- Expert Tips from a Local Real Estate Pro

PREPARE
Make the right improvements that pay off.

PRICE
Price it right from the start to attract buyers.

MARKET
Professional marketing that gets results.

NEGOTIATE
Strategy and expertise to maximize value.

CLOSE
A smooth, successful closing with the best outcome.

Let's Make Your
NEXT MOVE YOUR BEST MOVE!



STEPHANIE STUART
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Your Home. Your Future. Let's Build Wealth Together.

"The right plan, the right price, the right strategy = the best results."

REALTOR®



Step 1:

PREPARE YOUR HOME
TO STAND OUT

The right preparation makes a powerful first impression, builds buyer confidence, and can lead to higher offers. Focus on what matters most!

START WITH THE ESSENTIALS

CLEAN & DECLUTTER
A clean, clutter-free home helps buyers focus on the space, not your stuff.

BRIGHTEN IT UP
Maximize natural light, replace burnt-out bulbs, and use light, neutral colors.

BOOST CURB APPEAL
First impressions matter! Keep the lawn trimmed, add fresh mulch and flowers.

SAFETY FIRST
Smoke detectors, carbon monoxide detectors, and secure locks give peace of mind.

FRESH & CLEAN
Deep clean carpets, windows, and surfaces. A fresh home sells faster.

SHOWCASE YOUR HOME
Great photos sell your home online. Make sure it's picture perfect!

REPAIRS THAT ACTUALLY ADD VALUE
FOCUS ON FUNCTION, SAFETY & LONGEVITY



ROOF REPAIRS
A solid roof gives buyers confidence and can prevent objections or delays.



PLUMBING FIXES
Fix leaks, drips, and running toilets. Buyers notice plumbing right away.



ELECTRICAL UPDATES
Replace outdated outlets and switches. Make sure everything is working properly.



HVAC MAINTENANCE
Service your system and replace filters. Buyers appreciate efficiency and savings.



WINDOW & DOOR REPAIRS
Fix cracks, replace broken seals, and ensure doors open and close easily.



BASEMENT & CRAWLSPACE
Address moisture issues, add a vapor barrier, and ensure proper ventilation.



APPLIANCES THAT MATTER
Ensure major appliances are clean and in working order.

SKIP THE PRETTY
Don't overspend on upgrades that won't increase your sale price.

TRENDY COLORS & BOLD WALLS
Buyers want neutral, not your personal style.

HIGH-END KITCHEN REMODELS
You won't recoup the full cost. Keep it clean and functional.

LUXURY BATHROOM UPGRADES
Focus on cleanliness and good condition, not spa-like features.

CUSTOM CLOSETS & BUIL-INS
Buyers have their own ideas and tastes.

LANDSCAPING OVERHAULS
Keep it neat and tidy, but don't overspend.

POOL INSTALLATIONS
Pools can be a turn-off for many buyers and families.

REMEMBER:
Buyers pay for value, not your taste.
Smart improvements = top dollar.

A WELL-PREPARED HOME SELLS FASTER & FOR MORE MONEY!
Let's create a plan to get your home market-ready and maximize your return.

I'm here to help!



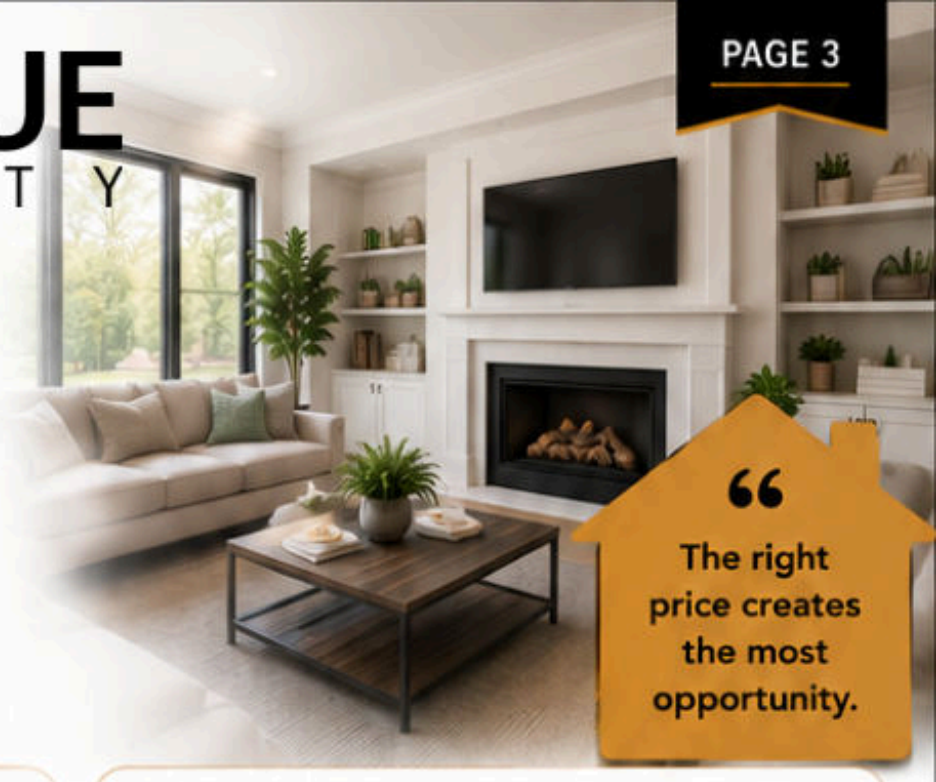
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Step 2:

PRICING STRATEGIES
TO MAXIMIZE YOUR PROFIT

Pricing your home right from the start is one of the most important decisions you'll make. The goal: attract the right buyers, create demand, and get the best possible return—without leaving money on the table.

> "The right price creates the most opportunity."

FIND THE SWEET SPOT

PRICE IT RIGHT. ATTRACT MORE. EARN MORE.

MARKET VALUE, NOT EMOTIONAL VALUE
Buyers pay for what a home is worth today, not what it cost you or what you've invested.

COMPETITIVE = MORE BUYERS
Homes priced right from the start get more attention, more showings, and stronger offers.

ROOM TO NEGOTIATE
Price with a little wiggle room so you can negotiate without getting too close to your bottom line.

STRONG START = STRONG FINISH
The first 2–3 weeks on the market are critical. A strong start can lead to top-dollar offers.

THE PRICING SWEET SPOT
List strategically below your maximum to attract the most buyers and create competition.

BUILD YOUR PRICING RANGE

Create a range that gives you flexibility without risking your bottom line.

Estimated Market Value: $_____

Target Sales Price (Ideal): $_____

Maximum List Price (Top of Range): $_____
(Leave room to negotiate)

Minimum Acceptable Price
(Your Bottom Line): $_____

STRATEGY TIP
List closer to your target, not your maximum, to get the best response.

IF YOUR HOME IS SITTING ON THE MARKET
DON'T PANIC. ADJUST STRATEGICALLY.

REVIEW THE DATA
Look at showing activity, feedback, and comparable sales. The market is giving you information.

RE-EVALUATE THE PRICE
The most common reason homes sit too long is price. A strategic price adjustment can reignite buyer interest.

RENEW YOUR MARKETING
Fresh photos, new listing copy, social media boosts, and open houses can give your home new visibility.

STAY FLEXIBLE, NOT DESPERATE
Small adjustments can make a big difference—without giving away your equity.

POTENTIAL PRICE ADJUSTMENTS
Consider reducing the price in small, strategic increments.

- 5% if activity is low
- Watch the market response
- Reassess and adjust again if needed
- Keep your bottom line in mind

The goal is movement, not a fire sale.

PATIENCE PAYS OFF

The best offers often come when you least expect them.

Stay patient, stay positive, and trust the process. Your agent is working behind the scenes to bring the right buyer to the table.

- Great things take time.
- Don't chase the market—let the market come to you.
- One strong offer is better than several average ones.
- Your perfect buyer is looking for a home like yours!

The right price. The right strategy. The right buyer. The best result. ♡



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Step 3:

MARKETING YOUR HOME
TO REACH MORE BUYERS

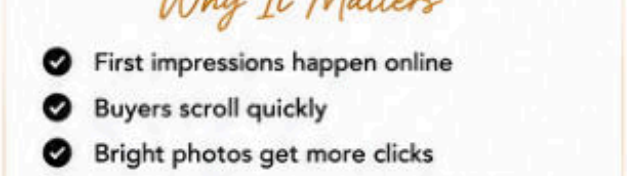
The more qualified buyers who see your home, the greater your chances of receiving strong offers and maximizing your profit.

HOW BUYERS FIND HOMES TODAY

MLS LISTINGS · SOCIAL MEDIA · REAL ESTATE WEBSITES · EMAIL CAMPAIGNS · VIDEO TOURS · DRONE PHOTOGRAPHY · OPEN HOUSES · AGENT NETWORKS

MORE BUYERS → MORE SHOWINGS → MORE OFFERS → BETTER RESULTS

PROFESSIONAL PHOTOGRAPHY MATTERS



Why It Matters

- First impressions happen online
- Buyers scroll quickly
- Bright photos get more clicks
- Better photos create more showings
- More showings create more offers

DID YOU KNOW?
Most buyers decide whether to view a property in person within seconds of viewing online photos.

MARKETING CHECKLIST

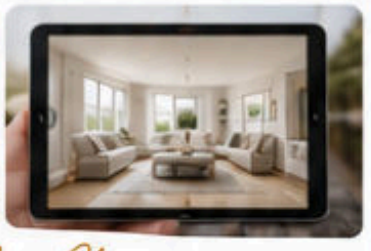
My Marketing Plan Includes:

- [ ] Professional Photography
- [ ] MLS Exposure
- [ ] Zillow
- [ ] Realtor.com
- [ ] Homes.com
- [ ] Social Media Advertising
- [ ] Open House Marketing
- [ ] Email Marketing
- [ ] Local Agent Networking
- [ ] Buyer Database Outreach
- [ ] Property Flyers
- [ ] Video Marketing
- [ ] Strategic Pricing



VIDEO & DRONE MARKETING





What Video Can Showcase

- Property layout
- Room flow
- Neighborhood features
- Nearby parks and schools
- Land and acreage
- Commercial opportunities
- Waterfront features

Drone Photography Is Great For:

- Large lots
- Farms
- Vacant land
- Commercial buildings
- Waterfront homes
- Luxury properties

DON'T RELY ON ONE WEBSITE

Many sellers think putting a home on Zillow is enough.
It's not.

Today's successful marketing combines:

- Online Exposure
- Social Media
- Local Networking
- Agent-to-Agent Marketing
- Email Campaigns
- Professional Presentation

The goal isn't simply to list your home.

The goal is to create demand.

The more people who know about your home, the more value you create.

OPEN HOUSES: DON'T MISS THE OPPORTUNITY



- Generate immediate interest
- Attract unrepresented buyers
- Create competition
- Get valuable buyer feedback
- Increase visibility in your community

Well-promoted open houses can lead to multiple offers!

ADDITIONAL MARKETING THAT MAKES A DIFFERENCE

SOCIAL MEDIA ADVERTISING
Target buyers in your area and beyond.

AGENT NETWORKING
Expose your listing to agents who have qualified buyers.

EMAIL BLASTS
Reach active buyers in our database.

PROPERTY FLYERS
Great for neighborhoods and local traffic.

STRATEGIC PRICING
The right price drives more buyer interest.

More Exposure. More Buyers. Better Results.



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Let's work together to get you the best possible results!

REALTOR

Step 4:

NEGOTIATE TO GET BETTER OFFERS

STRATEGY. SKILL. RESULTS.

Great negotiation isn't just about getting the highest price—it's about getting the best overall terms for your goals. The right strategy can help you maximize your profit and minimize your stress.



> "A skilled negotiator protects your bottom line and your peace of mind."

THE NEGOTIATION PROCESS

REVIEW THE OFFER
We analyze all terms, not just the price.

EVALUATE THE TERMS
Price, contingencies, closing timeline, and buyer qualifications.

STRATEGIZE YOUR RESPONSE
We create a plan that aligns with your goals and gives you leverage.

COUNTER WITH PURPOSE
We respond strategically, not emotionally.

AGREE & MOVE FORWARD
We negotiate the best terms and get you to the closing table.

KEY NEGOTIATION TIPS

- Focus on the big picture, not just the price.
- Consider the buyer's terms, financing, and timeline.
- Stay flexible, but know your bottom line.
- Don't be afraid to counter—that's what negotiations are for!
- Work with a skilled negotiator who advocates for your best interest.

LEVERAGE CREATES OPTIONS. OPTIONS LEAD TO BETTER OFFERS.

UNDERSTAND THE MARKET. USE IT TO YOUR ADVANTAGE.

SELLER'S MARKET

More demand. Less inventory. More power.

- More buyers competing for fewer homes
- Stronger offers and higher prices
- Fewer concessions and contingencies
- You can be more selective
- Confidence is high

STRATEGY: Price strategically, create competition, and negotiate from a position of strength.

VS.

BUYER'S MARKET

More inventory. Less demand. More caution.

- More homes for buyers to choose from
- Less competition and lower offers
- Buyers ask for more concessions
- Patience and flexibility are key
- Presentation and pricing matter most

STRATEGY: Price competitively, be flexible with terms, and focus on what buyers value.

HANDLING DIFFERENT TYPES OF OFFERS

STRONG OFFER (TOP DOLLAR)
- Great price and terms
- Fewer contingencies
- Well-qualified buyer

TIP: Don't always counter—this may be your best deal!

DECENT OFFER (ROOM TO IMPROVE)
- Good price, but terms may need work
- Some contingencies
- Room for negotiation

TIP: Counter strategically to improve price or terms.

LOW OFFER (TESTING THE WATERS)
- May be a starting point
- Buyer may come up
- Depends on motivation and market

TIP: Don't dismiss it—use it to open dialogue.

UNACCEPTABLE OFFER (NOT THE RIGHT FIT)
- Too low or too risky
- Unfavorable terms
- Buyer not qualified

TIP: Politely decline and move on to better options.

REMEMBER:

The Best Offer Isn't Always the Highest One.

Look at the whole package: price, terms, timeline, certainty, and buyer strength. Your goals guide the win.

Negotiate with Confidence.

You don't have to accept the first offer.

The right negotiation today leads to the best outcome tomorrow.

- Know your goals.
- Know your bottom line.
- Trust your strategy.

Let's get you the best offer possible!

Smart Negotiation. Stronger Offers. Better Results.



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Step 5:

WHAT TO EXPECT
EVERY STEP OF THE WAY

Selling your home involves several key steps. Knowing what to expect helps reduce stress, keeps you in control, and leads to a smoother, more successful sale.



THE SELLING PROCESS: STEP-BY-STEP

1 PREPARE YOUR HOME
We'll help you get your home market-ready and priced right.

2 MARKET YOUR HOME
Your home is promoted to reach the most qualified buyers.

3 OFFERS COME IN
Buyers submit offers. We review them together.

4 EVALUATE & NEGOTIATE
We compare terms, price, and conditions to find the best fit.

5 ACCEPT AN OFFER
We sign a purchase agreement and begin the next steps.

6 INSPECTION & APPRAISAL
Buyer completes contingencies and loan requirements.

7 CLOSING DAY!
You sign, get paid, and hand over the keys!

WHEN OFFERS COME IN

- You may receive one offer, multiple offers, or none at all.
- We review every offer carefully—not just price.
- Look at the full picture: price, terms, financing, contingencies, and timeline.
- I'll help you understand your options so you can make the best decision for your goals.

REMEMBER:
The highest price isn't always the best offer.

WHEN TO KEEP AN OFFER

- The price meets your target or is close with favorable terms.
- The buyer is pre-approved or pre-qualified with solid financing.
- The terms and timeline fit your needs.
- The buyer has few contingencies.
- You feel confident in the buyer's ability to close.

A STRONG OFFER = THE RIGHT TERMS, A RELIABLE BUYER, AND A SMOOTH PATH TO CLOSING.

WHEN AN OFFER MAY NOT BE THE BEST FIT

- The offer is too far below your bottom line.
- The buyer's financing is uncertain or too risky.
- There are too many contingencies that could cause delays.
- The closing timeline doesn't align with your plans.
- Your instincts tell you it's not the right fit.

IT'S OKAY TO WALK AWAY FROM AN OFFER THAT DOESN'T MEET YOUR GOALS.

KEY PROCESSES AFTER ACCEPTING AN OFFER

INSPECTION
The buyer will inspect the home. We'll review any requests and negotiate repairs if needed.

APPRAISAL
The lender orders an appraisal to confirm the home's value. If issues arise, we'll work together on solutions.

CONTINGENCIES
Buyer completes loan, title, and other contingencies to move forward with confidence.

CLOSING PREPARATION
We coordinate with the title company, complete paperwork, and prepare for a successful closing day.

STAY INFORMED. STAY EMPOWERED.

COMMUNICATION IS KEY
I'll keep you updated every step of the way.

YOUR GOALS GUIDE THE PROCESS
We make decisions that align with what matters most to you.

EXPERIENCE MATTERS
With the right guidance, the process is easier—and the results are better.

YOU'RE NOT JUST SELLING A HOUSE—YOU'RE MAKING A MOVE.
I'm here to guide you, protect your interests, and help you get the best possible outcome every step of the way.

Clear process. Confident decisions. Successful results.

Knowledgeable Guidance. Stronger Offers. Better Outcomes.



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Step 6: EPIQUE

KEY TIPS FROM A *Wisconsin Real Estate Pro*

My goal is simple: To help you sell with confidence, maximize your profit, and move forward with *peace of mind.*



TOP TIPS TO SELL YOUR HOME *For Top Dollar*

PRICE IT RIGHT FROM THE START
The right price attracts more buyers, creates competition, and leads to stronger offers.

PRESENT IT LIKE A PRO
Great photos, staging, and curb appeal get buyers in the door—online and in person.

MARKET IT AGGRESSIVELY
Exposure is everything. I use multiple channels to put your home in front of more buyers.

NEGOTIATE STRATEGICALLY
I don't just find offers—I negotiate the best terms, price, and timelines for you.

STAY INFORMED EVERY STEP
Clear communication and a solid plan keep you in control from start to finish.

You Deserve A REAL ESTATE PARTNER WHO WILL:

- Protect your best interests
- Provide honest, local advice
- Maximize your home's value
- Handle the details with care
- Make the process smooth & stress-free



WHY SELLERS CHOOSE TO WORK WITH ME

LOCAL EXPERTISE
Deep knowledge of the Wisconsin market.

PROVEN MARKETING
Your home gets maximum exposure to qualified buyers.

STRONG NEGOTIATION
I fight for the best price and terms.

STRATEGIC GUIDANCE
Smart advice at every step of the journey.

CLIENT CARE
Your goals are my priority—always.

READY TO TAKE THE NEXT STEP?

Let's create a plan that works for YOU!



- FREE Home Value Evaluation
- Personalized Selling Strategy
- Expert Marketing Plan
- Flexible & Convenient Appointments

Let's get your home SOLD for top dollar!



YOUR HOME. YOUR FUTURE. MY COMMITMENT.

Let's make your next move your best move.

LET'S CONNECT TODAY!

Your SUCCESS is my MISSION.

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Jog. Seats. your home. Jug Pottery.
Your Home. Your Goals. My Priority.

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EPIQUE REALTY

FREE SELLER EQUITY REVIEW

Know What Your Home Is Worth Before You Sell!

DISCOVER:

- Estimated Home Value
- Current Mortgage Position
- Estimated Equity
- Selling Costs
- Net Proceeds Estimate
- Local Market Conditions
- Cash Offer Options
- Investment Opportunities After Selling

1 PROPERTY INFORMATION

Property Address _____

City _____ Zip _____

Year Built _____ Square Footage _____

Bedrooms _____ Bathrooms _____

Garage Spaces _____

Special Features (Check all that apply)

- ☐ Finished Basement
- ☐ Pool
- ☐ Acreage
- ☐ New Roof
- ☐ Updated Kitchen
- ☐ Updated Bathrooms
- ☐ Investment Property
- ☐ Multi-Family
- ☐ Commercial

Other Features _____

2 CURRENT MORTGAGE INFORMATION

Current Mortgage Balance $_____

Interest Rate _____

Monthly Payment $_____

Escrow Included? ☐ Yes ☐ No

Second Mortgage? ☐ Yes ☐ No

Balance $_____

HELOC? ☐ Yes ☐ No

Balance $_____

3 MARKET VALUE REVIEW

ESTIMATED HOME VALUE

Low Range $_____

Likely Value $_____

High Range $_____

COMPARABLE SALES

Address	Sold Price

LOCAL MARKET NOTES

_____

_____

_____

4 MAKE AN OFFER & DETAILS

- ☐ Discuss strategy with your Realtor®
- ☐ Submit offer
- ☐ Negotiate terms
- ☐ Offer accepted

NOTES:

_____

_____

5 HOME INSPECTION

- ☐ Schedule inspection
- ☐ Review inspection report
- ☐ Negotiate any repairs
- ☐ Move forward

NOTES:

_____

_____

6 APPRAISAL

- ☐ Lender orders appraisal
- ☐ Home is appraised
- ☐ Value confirmed
- ☐ Continue to next step

NOTES:

_____

_____

7 FINAL LOAN STEPS

- ☐ Complete loan requirements
- ☐ Provide any additional docs
- ☐ Clear to close
- ☐ Loan is finalized

NOTES:

_____

_____

_____

8 SCHEDULE CLOSING

- ☐ Review Closing Disclosure
- ☐ Schedule closing date
- ☐ Confirm funds for closing
- ☐ Prepare for closing day

NOTES:

_____

_____

_____

9 CLOSING DAY!

- ☐ Sign closing documents
- ☐ Pay closing costs
- ☐ Get the keys
- ☐ You're officially a homeowner!

NOTES:

_____

_____

_____

10 SELLER EQUITY CALCULATOR & NET SHEET

SELLER EQUITY CALCULATOR

Step 1	Estimated Sales Price	$_____
Step 2	Mortgage Balance	-$_____
Step 3	Second Mortgage / HELOC	-$_____
Step 4	Estimated Closing Costs	-$_____
Step 5	Estimated Realtor Fees	-$_____

ESTIMATED EQUITY $_____

ESTIMATED SELLER NET SHEET

Estimated Sale Price	$_____
Less:	
Mortgage Payoff	-$_____
Taxes	-$_____
Title Fees	-$_____
Closing Costs	-$_____
Repairs / Credits	-$_____
Other Costs	-$_____

ESTIMATED CASH TO SELLER
$_____

WHAT COULD YOUR EQUITY DO FOR YOU?

UPGRADE YOUR HOME

- Purchase a Larger Home
- Move to a Better School District
- Relocate

BUILD WEALTH

- Purchase Rental Property
- House Hack
- Buy Commercial Real Estate
- Invest in Vacant Land

IMPROVE FINANCIAL POSITION

- Pay Off Debt
- Increase Savings
- Build Retirement Assets

CASH OFFER OPTIONS

Would you like information on:

- ☐ Traditional Listing
- ☐ Cash Offer
- ☐ Investor Purchase
- ☐ As-Is Sale
- ☐ Estate Sale
- ☐ Divorce Sale
- ☐ Probate Sale
- ☐ Foreclosure Avoidance
- ☐ Commercial Property Sale

HOME IMPROVEMENTS THAT MAY INCREASE VALUE

HIGHEST ROI PROJECTS

- ☐ Paint
- ☐ Landscaping
- ☐ Deep Cleaning
- ☐ Decluttering
- ☐ Lighting Updates
- ☐ Minor Kitchen Improvements
- ☐ Curb Appeal Improvements

RECOMMENDED IMPROVEMENTS

1. _____
2. _____
3. _____

NEXT STEPS

CHOOSE ONE:

- ☐ I want a Full Market Analysis
- ☐ I want a Free Home Valuation
- ☐ I want a Cash Offer
- ☐ I am thinking about selling in 3-6 months
- ☐ I am thinking about selling in 6-12 months
- ☐ I want investment property options
- ☐ I want to learn how to leverage my equity

LET'S TALK ABOUT YOUR EQUITY

I'm here to help you make confident informed decisions about your future.

Your goals are my priority.

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"Your home is more than where you live. It's one of the largest financial assets you own. Understanding your equity is the first step toward making informed decisions about your future."
– Stephanie Stuart