

CROSTOWN
REALTORS

SELLERS GUIDE

www.crosstownrealtors.com





WHO ARE WE?

At Crosstown Realtors, we are committed to redefining the real estate experience by delivering exceptional service and expertise to every client.

Founded in 2014 by Chris Fischer, Crosstown Realtors has rapidly grown into a leading agency across Illinois and Indiana. With years of success as an award-winning, top-producing agent at Realty Executives, Chris built a team of passionate professionals dedicated to excellence.

Our journey began as a group of childhood friends with a shared vision: to transform the real estate industry. We stay ahead of the curve by embracing innovation and continuously finding new ways to elevate the client experience.

Today, Crosstown Realtors boasts over 100 agents and more than \$1 billion in real estate sales. Our strategic partnership with Zillow sets us apart, giving our team a competitive edge and empowering our agents to thrive in this dynamic industry.

Crosstown Realtors isn't just a company—it's a community. Our culture emphasizes teamwork, professional growth, and staying ahead of the curve. Our luxury offices are equipped with the tools and resources our agents need to deliver exceptional service every step of the way.

Thank you for choosing Crosstown Realtors. We're honored to guide you through your real estate journey and proud to be a part of your story.



Crosstown Realtors | Established 2014
Founded by Chris Fischer, Managing Broker

THE CROSTOWN DIFFERENCE

At Crosstown Realtors, we believe exceptional results start with exceptional people. That's why we hire agents who embody the qualities that matter most to our clients:

EXPERIENCE YOU CAN TRUST

Our agents bring years of expertise and a proven track record to every transaction, ensuring your real estate journey is in capable hands.

UNWAVERING DEDICATION

We are committed to your success, providing personalized attention and support at every step of the process.

RELENTLESS DETERMINATION

Our agents go above and beyond to help you achieve your goals, leveraging innovative strategies and creative solutions.

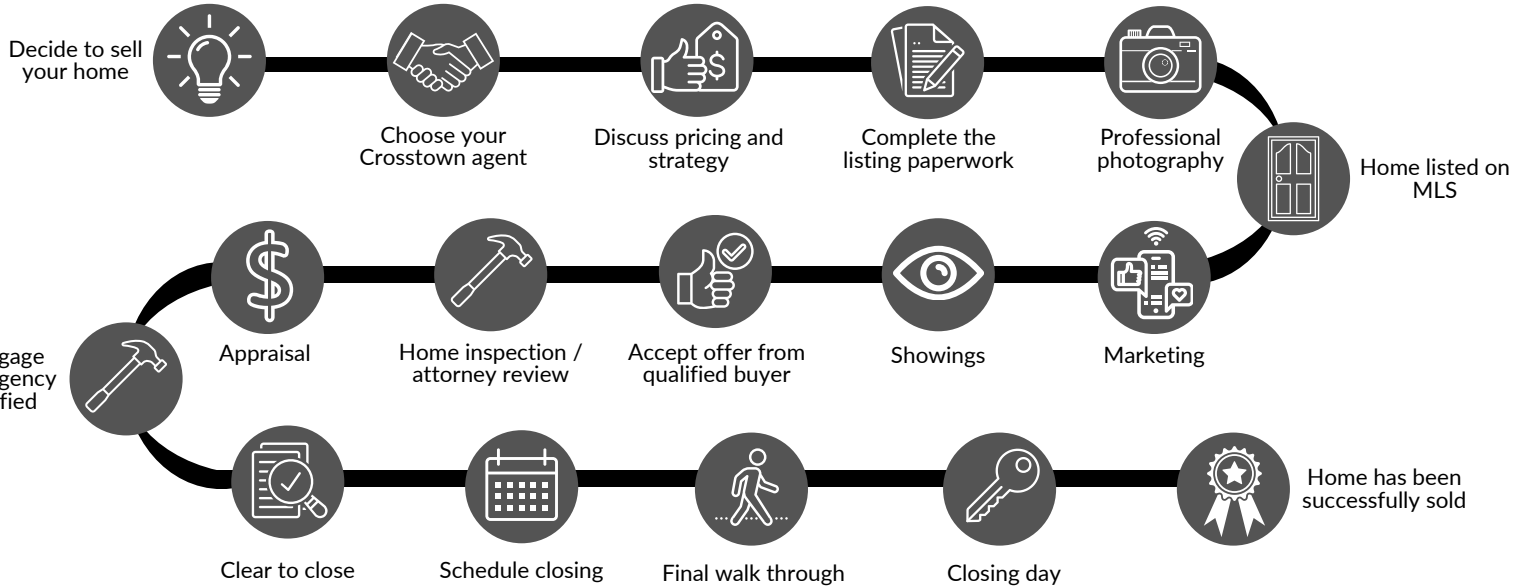
LOCAL MARKET EXPERTS

With deep knowledge of neighborhoods and market trends, we offer insights that give you a competitive edge in buying or selling your home.

At Crosstown Realtors, our mission is to deliver results while making your real estate experience as smooth and rewarding as possible. From finding your dream home to securing top dollar for your property, our agents are driven to exceed expectations every time.

When you choose Crosstown Realtors, you're choosing expertise, dedication, and success.

THE PATH TO SELLING YOUR HOME



PREP



EXTERIOR PREP

EXTERIOR

- Freshen up peeling or chipped paint
- Repair loose trim, fencing, and roof as needed
- Clean gutters and downspouts
- Ensure all outdoor lights work
- Declutter and organize the garage
- Inspect the chimney for cracks

YARD

- Mow, trim, and fertilize the lawn
- Prune trees and shrubs
- Weed flower beds and replace dead plants
- Clean grease and oil stains from the driveway

DECKS & PATIOS

- Paint or stain worn areas on wood decks
- Remove grass from concrete cracks & sweep debris
- Secure loose deck rails and replace missing parts
- Clean outdoor furniture

FRONT DOOR

- Add a fresh coat of paint or polish worn areas
- Clean glass and secure storm door screen
- Check that the doorbell works and fix squeaks

WINDOWS

- Wash inside and out
- Repaint trim if needed
- Ensure they open and close properly
- Replace cracked panes or torn screens

FRONT ENTRY

- Clean floors and rugs
- Declutter entryway and closet for a spacious feel
- Make sure entryway lighting is working

INTERIOR PREP

INTERIOR

- Clean floors, carpets, walls, and trim
- Replace burned-out light bulbs
- Empty trash & remove personal items (photos, valuables, prescriptions)
- Tidy up clutter

KITCHEN

- Fix leaky faucets & deep-clean appliances
- Organize pantry & cupboards for a spacious look
- Set the table for a welcoming touch

LIVING/FAMILY/DINING ROOMS

- Apply fresh paint & repair wall imperfections as needed
- Clean/repaint woodwork & secure wallpaper
- Wash or replace drapes/blinds; open for natural light
- Steam-clean carpets & polish floors
- Arrange furniture to highlight space

BATHROOMS

- Ensure sinks, tubs, showers, and countertops are stain-free
- Repair leaky faucets
- Remove any grout or soap stains
- Replace cracked tiles or grout
- Ensure joints are caulked and fixtures are working
- Store cleaning supplies and toiletries out of sight

BEDROOMS

- Repair cracks in walls or ceilings
- Fresh coat of paint if needed
- Clean drapes and blinds and open them to let in light
- Declutter toys, clothes, and personal items
- Neatly make up the beds

BASEMENT

- Check for any water damage or dampness; call for repairs if needed
- Eliminate musty odors
- Ensure lights are working
- Organize storage areas neatly

TIDY EXTRAS:

- Use air fresheners or bake treats to enhance the scent
- Plant flowers to brighten the walkway
- Remove dead or dying indoor plants
- Remove fixer cars, campers, or boats from the property
- Store pet supplies
- Turn on outdoor lighting at night



THE 5 SENSES

Tips, tricks, and helpful information for every stage of your home sale—before, during, and after!

Smell:

A fresh, clean scent can make a lasting impression. Ensure each room smells pleasant by opening windows, using fans for air circulation, and placing fresh-cut flowers with subtle scents. Replace old rugs, clean curtains, and have carpets professionally cleaned. Keep trash sealed outside, and avoid dish buildup. Choose cleaners with light, pleasant aromas, and keep pets clean and limited to hard surfaces.

Touch:

Use a variety of textures in your home. Clean and dust all surfaces, and replace worn upholstery or bed linens. Ensure everything is in good condition—sand and refinish any splintering wood.

Sight:

Set up your home to appeal to buyers. Rearrange furniture to highlight each room's best features, store personal items, and consider a fresh coat of neutral paint. Small repairs, like fixing cracks and stains, will ensure your home feels well-maintained. Display rooms with their intended purpose, and minimize personal décor for a clean, neutral look.

Hearing:

Listen for any issues—dripping faucets or squeaky steps—and fix them. While you can't control external noise, soft background music can create a calm atmosphere for showings.

Taste:

Refreshments can make a difference! Offer something simple like fresh fruit, coffee, or cold water to leave a positive, memorable impression.



PRICE



4 REASONS TO PRICE YOUR HOME RIGHT FROM THE START

Pricing your home correctly from the beginning is one of the most important steps in selling successfully. Here's why:

1. The Right Price Helps Your Home Sell Faster

Homes that sit on the market too long often sell for less. Pricing it right from the start attracts buyers quickly and reduces the need for price drops.

2. First Impressions Matter

If a home is overpriced, buyers may ignore it. If it's too low, they may wonder what's wrong. The right price builds trust and interest.

3. It Can Lead to Multiple Offers

A well-priced home in a competitive market can attract multiple buyers, increasing the chances of a bidding war.

4. You Could Get a Higher Offer

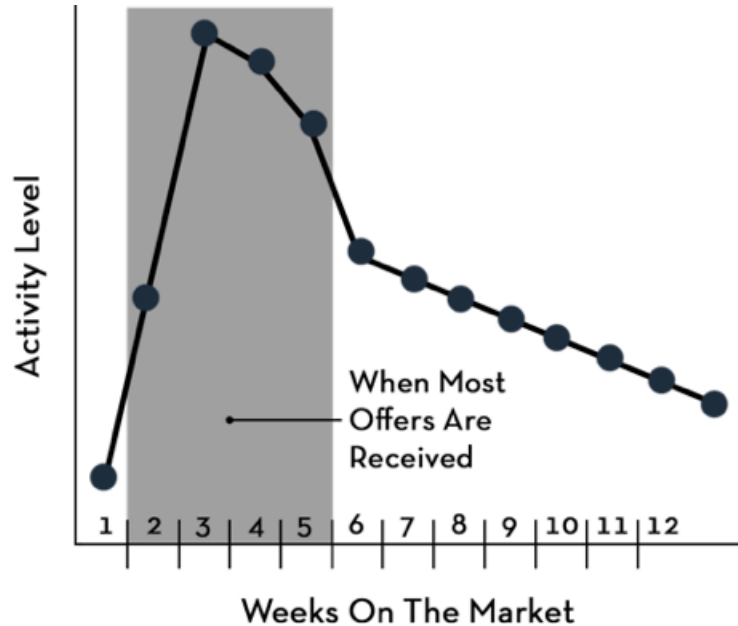
More interested buyers mean stronger offers, sometimes even above the asking price!

Make sure your home is priced right from day one to maximize your results!



TIME ON THE MARKET

The longer a home stays on the market, the more likely it will raise a red flag to buyers who will question why it hasn't sold yet. Often, an individual listing that has been on the market for many days may need to be adjusted to better showcase the property.



PROMOTE



MARKETING

MULTIPLE LISTING SERVICES (MLS)

The Multiple Listing Service (MLS) is a private database that real estate agents use to share and access property listings. It helps connect buyers and sellers by providing up-to-date property information.

How Does the MLS Work?

- Create Listings – Agents list properties on the MLS for maximum exposure.
- Share Listings – Listings are shared with other agents to reach more buyers.
- Find Buyers – Agents search the MLS to match buyers with the perfect home.
- Connect Buyers & Sellers – The MLS streamlines transactions by linking the right buyers with the right properties.

PROFESSIONAL PHOTOGRAPHY

- Real Estate Photography
 - Interior/Exterior
- Matterport 3D Virtual Tours
- Twilight Photography
- Virtual Staging
- Video Marketing



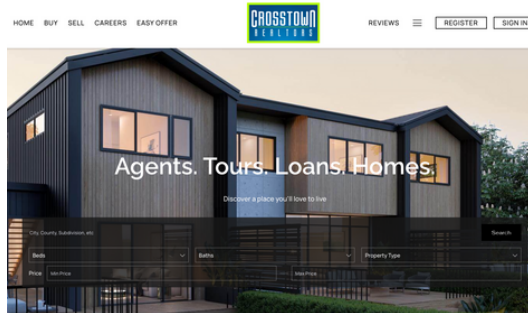
YARD SIGNAGE

LISTING FLIERS & HIGHLIGHT SHEET

OPEN HOUSES

SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- All major websites including Zillow, Trulia, Redfin, etc..



PROCESS



UNDER CONTRACT



Attorney Review: Typically lasts 5 business days. We collaborate closely with your attorney to ensure that you are fully protected under the terms of the signed contract.

Inspection Contingency: At Crosstown, we work closely with your attorney to manage any negotiations that may arise from the buyer's home inspection. Clear communication is crucial throughout this process, and our experienced agents know exactly who to contact, what to say, and when to say it, ensuring a smooth and efficient transaction.

Appraisal: Getting your home to appraise at the desired value can be challenging, especially with unique properties or markets where prices are rising quickly. Crosstown agents can help by providing comparable sales data to show that your home is priced appropriately.

Mortgage Contingency: We stay in regular contact with your buyer's lender, requesting weekly updates to ensure everything is progressing smoothly. Our goal is to hear the magic words: "clear to close."

Final Walkthrough and Closing: From contract to close, Crosstown agents and our support team are dedicated to guiding you every step of the way. We carefully monitor the closing process to ensure everything wraps up smoothly and successfully.

CLOSING EXPECTATIONS

Things to Bring to Closing:

- A valid government-issued photo ID
- House keys
- Garage door opener(s)
- Mailbox and any spare keys

What to Expect at Closing: The escrow officer will review the purchase contract to determine which payments are due and by whom. They will prepare the necessary closing documents, ensure that taxes, title searches, real estate commissions, and other closing costs are settled, and record the buyer's title. They will also ensure you receive any money owed to you.

Common Seller Costs at Closing:

- Mortgage balance and any prepayment penalties (if applicable)
- Unpaid property taxes (current or past due)
- Special assessments on the property
- Real estate commission
- Title insurance policy
- Home warranty (if applicable)
- Survey (if applicable)

Important Documents to Keep for Tax Purposes After Closing:

- Copies of all closing documents
- Receipts for any home improvements made on the property you sold

The closing process finalizes the sale of your home, making it official. This is when you receive payment, and the buyer receives the deed to the property.



HOME SELLER'S GLOSSARY

Abstract of Title: A history of ownership for a property.

Adjustable Rate Mortgage (ARM): A mortgage with an interest rate that changes over time.

Agreement of Sale: A contract outlining the terms of a home sale.

Amortization: Paying off a loan with regular payments over time.

Appraisal: An expert's estimate of a home's market value.

Assessed Value: The value assigned to a home for tax purposes.

Closing: The final step where the home sale is completed.

Closing Costs: Fees and expenses beyond the home's price, such as taxes and legal fees.

Comparative Market Analysis (CMA): A report to help price a home based on recent sales.

Contingency: A condition in a contract that must be met for the sale to proceed.

Counter-Offer: A revised offer made in response to an initial offer.

Conventional Mortgage: A home loan not backed by the government.

Debt-to-Income Ratio: A measure of financial health comparing debt payments to income.

Down Payment: The amount a buyer pays upfront when purchasing a home.

Earnest Money: A deposit showing a buyer's serious intent to purchase.

Equity: The home's value minus any outstanding mortgage debt.



Easements: A legal right allowing others to use part of your property for specific reasons, like utilities or access.

Escrow: Money held by a neutral third party until contract conditions are met. Also used by lenders to pay property taxes and insurance.

Fixed-Rate Mortgage: A home loan where the interest rate stays the same for the entire term.

Free Market Evaluation: A free estimate of your home's value, usually provided by a REALTOR®.

Home Inspection: A buyer-paid inspection of a home's condition, including plumbing, heating, wiring, roof, and more.

Homeowner's Insurance: A policy that covers damage, liability, and loss due to events like fire or floods.

Lien: A legal claim on property used to secure payment of a debt, like a mortgage.

Listing Presentation: A REALTOR'S® plan for selling your home, including pricing, marketing, and showing strategies.

Market Value: The price a buyer is willing to pay and a seller is willing to accept for a home.

Mortgage Insurance: Protects the lender if the buyer stops making payments. Required for loans with less than 20% down.

Possession Date: The date the buyer can move in, usually a few days after closing.

Pre-Approval Letter: A letter from a lender stating how much a buyer is approved to borrow.

Principal: The original loan amount borrowed to buy a home, not including interest.

Purchase Offer: A written offer to buy a home. Once signed by all parties, it becomes a binding contract.

Title: Legal ownership of a property. A "clear title" means no legal issues or claims.

Title Insurance: Protects buyers and lenders from legal issues with property ownership.

Truth-In-Lending Act (TILA): A law requiring lenders to disclose the full cost of a loan.

Title Search: A review of past property records to confirm legal ownership and check for issues.

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