

- Since 1942 -

GAVIN BROS

AUCTIONEERS | REAL ESTATE

for
FEARING
REALTY

SELLER'S GUIDE



With the right strategy, a touch of staging magic, and a whole lot of heart —
we'll get your home sold for top dollar, without the overwhelm.

About Jaime



Hi, I'm Jaime Fearing, REALTOR® with Fearing Realty and Gavin Bros LLC, proudly serving Reedsburg, Wisconsin Dells, Baraboo, Sauk, and the surrounding communities.

Before real estate, I owned a salon for 23 years – so connecting with people and helping them feel confident is in my DNA. I believe selling your home should feel supported, not stressful. My faith keeps me grounded, my systems keep things running smoothly, and my heart keeps me focused on what matters most – serving you well.

When we work together, you're not just another listing. You're a real person, with real goals – and I'm all in on helping you get there.





The Seller's Roadmap

Here's how we'll go from "thinking about selling" to "handing over the keys":

Find Your Agent

That's me. I'll guide you every step of the way.

Set the Price

We'll use strategy and data to land on a price that attracts buyers and protects your bottom line.

Prep & Stage

Together, we'll make your home shine — from curb appeal to clean counters.

Marketing That Works

Professional photos, social media buzz, and smart online exposure.

Go Live

Your home hits the market and we hit the ground running.

Showings That Wow

I'll help you create that "this feels like home" vibe for every showing.

Offers & Negotiations

I'll handle the details, keep you informed, and fight for the best outcome.

Under Contract

From inspections to paperwork, I keep things smooth and stress-free.

Closing Day

You sign, celebrate, and step into your next chapter.

Finding Your Agent



Choosing the right REALTOR® isn't just about a sign in your yard – it's about trust. You deserve someone who is:

- **Experienced** – I know this market and what works here.
- **Honest** – No sugarcoating, just the truth (and a few laughs along the way).
- **Fun** – We'll keep things light even when it gets serious.

I'm not here to "sell you." I'm here to guide you – with clear communication, realistic expectations, and your best interests front and center.

Pricing with Purpose



Pricing isn't guesswork — it's strategy.

Too high, and your home sits. Too low, and you leave money on the table.

We'll review the market, look at comparable homes, and decide on a price that sparks interest and gets you top dollar. My goal? To make your listing stand out for all the right reasons.

Preparing & Staging

Buyers decide how they feel about a home in seconds — so let's make those seconds count. Here's how:

- Clear the clutter (less really is more).
- Neutralize so buyers can picture themselves there.
- Add cozy touches that say "welcome home."

And don't worry — I handle the professional photography because your home deserves to look its best online (and everywhere else).

Marketing that Moves

Your home deserves more than a “For Sale” sign.
My marketing plan includes:

- Professional photos & video tours
- Social media exposure across multiple platforms
- MLS & real estate site syndication for max reach
- Targeted digital ads to reach serious buyers

Every home I list gets custom marketing designed to create buzz and bring results.



Showings that Shine

I'll guide you on how to prep for showings – from lighting and music to where to hide the dog bed. Every detail matters, and I'll help you make it easy.

Quick Tips:

If you've only got 15 minutes – tidy up counters, make the beds, and turn on lights.
If you've got more time – vacuum, wipe down glass, and add a little sparkle.

Offers and Negotiations



This is where my experience and advocacy come in. I'll handle the back-and-forth, explain every option clearly, and help you make confident choices. Whether we get one strong offer or multiple, I've got you covered from start to finish.



Under Contract to Closing

Once we're under contract, I stay hands-on through inspections, appraisals, and all the paperwork details.

If hiccups happen (and sometimes they do), don't worry — I've got it.

On closing day, we'll sign, celebrate, and send you off with peace of mind and maybe a few happy tears.

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Your home holds memories and meaning. It's been part of your story – and I'm honored to help you move into the next chapter with confidence, grace, and gratitude. Let's do this – together.

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