



seller's guide

let's get your home sold

THE
POWERHOUSE
—PARTNERS—



About Me

Wena Roeloffze, Realtor® and Broker
Real Broker LLC

Member of The Powerhouse Partners

I am a member of the Powerhouse Collective and 40+ realtors, making my service unique because when you hire me, you get 40 other people marketing your listing as well.

When choosing a career in real estate, there was no one reason why I chose it; it just felt natural to become a real estate agent for my love and passion for meeting new people and building life-lasting relationships. My motto is you never know when or how much someone is going to impact your life, so treat everyone as you would family. I know how tough and emotional this process can be and want to be a shoulder to lean on and make this process educational where you can take your knowledge beyond just this transaction.

I have the connections, resources, and experience to get the job done efficiently, but the most important thing I can bring is my passion. My out-of-the-box, non-traditional marketing plan is something innovative and distinctive that sets our approach apart from the conventional strategies. Whether it's your first home, the home you plan to retire in, or anywhere in between, I want to help and give you the best experience possible

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-Wena

what my clients say



"Our real estate agent at RE/MAX Gallery was Wena Roeloffze. I recommend Wena Roeloffze as an outstanding real estate agent. She can be depended on to provide creative, dynamic, vigorous marketing, packaging, and execution in pursuit of finding a qualified buyer who is looking for what your property has to offer. If you are a prospective buyer, rather than a seller, she will apply her market knowledge and energy to do her best to match your needs and desires with what's available. Once a candidate property has been found, Wena can help you negotiate a satisfactory purchase. You cannot do better than to have her as your real estate agent." Le Roy B

Stellar services: "Wena was my realtor and she is amazing!! 5 star awesome from the moment I met her she was constantly available and supportive of my choices. Not only was she willing to listen to everything I wanted in a home but why I wanted those things. She cares a great deal about her clients and it shows in everything she does. She had connections for everything I asked about from home warranties to the house warming party!!! She is a wonderful person not just a realtor. I have recommended her to all my friends and coworkers who are house shopping. You won't be disappointed she will take good care of you too". Deena N.



"Wena is an incredible realtor and surpassed all expectations! She gave wonderful advice and strategies for buying our new home and selling our old home, including a bunch of do's and don'ts. She was quick to respond to everything and even handled business after hours, sometimes even late at night. I am highly recommending her to everyone who is considering buying or selling a home and if you are doing either, please do yourself a favor and work with Wena!" Jeffery O.

the selling process

Let's break the home selling process down into 4 simple steps:

01

PREPARE IT

Meet with your agent
Clean, declutter, paint

02

ADVERTISE IT

Determine price
Strategic marketing

03

SHOW IT

Negotiate offers
Get under contract

04

SELL IT

Inspections + appraisals
Closing day!

✓ CLEAN, DECLUTTER, PAINT

"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property.

Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

Use the checklist on the following page to prepare your home for the market.

✓ CREATE A GAME PLAN

- ☐ Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- ☐ Consider having a home inspector come and see if anything needs to be repaired
- ☐ Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- ☐ Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- ☐ Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- ☐ Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- ☐ Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- ☐ Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- ☐ Thoroughly clean the entire home, or hire a professional cleaning company to do this
- ☐ Steam clean carpets, if stained consider replacing carpet
- ☐ Repair all cracks and holes in walls
- ☐ Paint all interior walls a neutral color
- ☐ Remove any excess furniture
- ☐ Organize closets and remove any clothes not in season to show off the space in closets
- ☐ De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- ☐ Remove valuable items from home like cash or jewelry

✓ KITCHEN AND BATHROOMS

- ☐ Mop and polish floors
- ☐ Clean appliances and fixtures
- ☐ Clean and organize pantry, throw out any old items and show off the storage space
- ☐ Replace old caulking
- ☐ Remove all stains from sinks, toilets, showers/tubs
- ☐ Keep all toilet seat lids closed
- ☐ Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

- ☐ Switch out any lights that need to be replaced
- ☐ Throw in some fresh flowers or plants
- ☐ Remove personal photographs and items
- ☐ Don't forget to tidy up your closets and storage areas – buyers will be looking there too
- ☐ Stow away any pet or kids items
- ☐ Light a candle
- ☐ Wipe down all surfaces and declutter

✓ CURB APPEAL

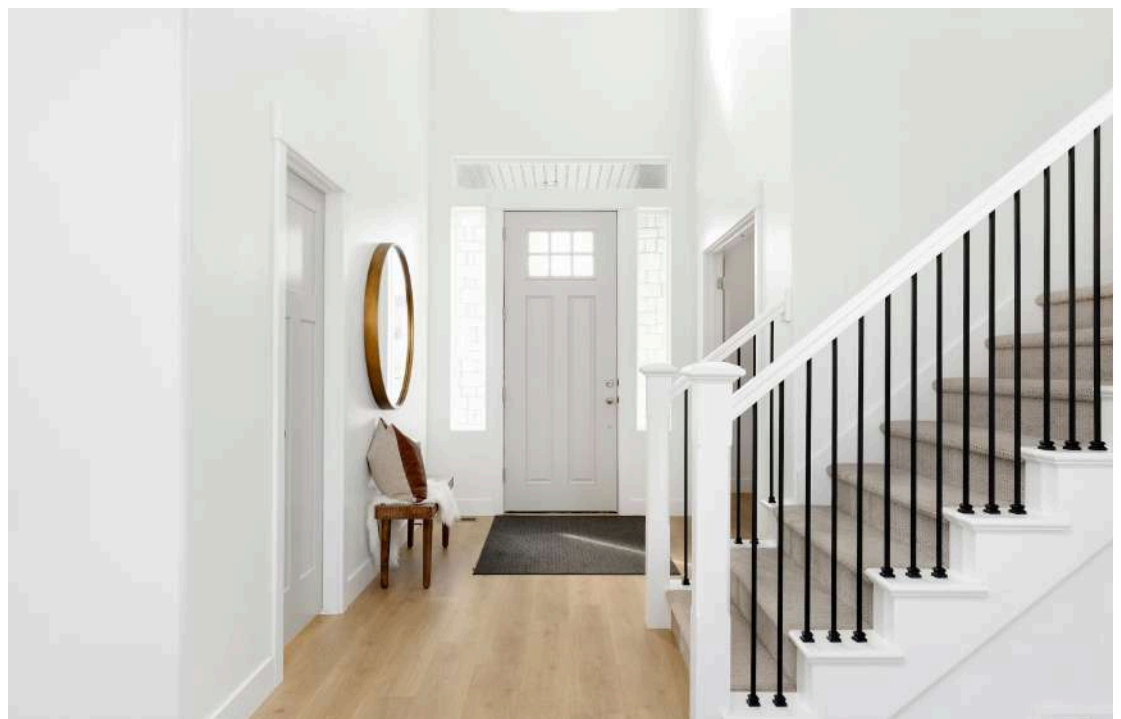
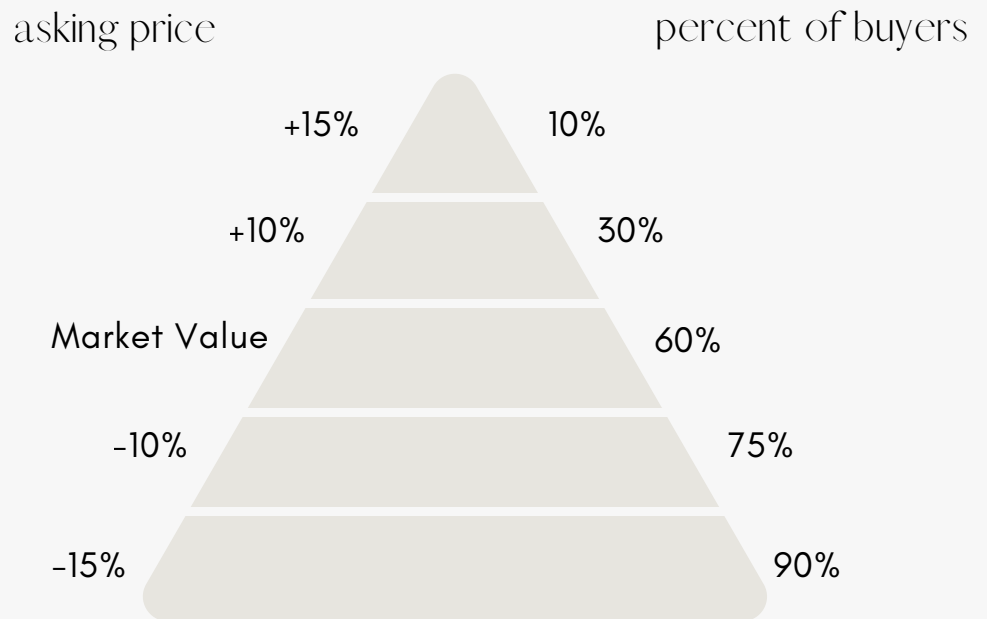
- ☐ Paint the home's exterior, trim, doors, and shutters
- ☐ Power wash walkways
- ☐ Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- ☐ Inspect the roof
- ☐ Sweep the entryways
- ☐ Keep lawn mowed and maintained
- ☐ Clean up pet droppings
- ☐ Clean the gutters and downspouts
- ☐ Open windows, let fresh air in and light a fresh scented candle
- ☐ Turn all of the lights, open the blinds

✓ PRICE IT RIGHT

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

why pricing it right is critical



✓ PRICE IT RIGHT

Should we price it higher just to see what happens?

Setting a very high price just to “see what we get” is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



at market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



over market value

- + If you have to receive a certain dollar amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home is different than the appraised value)

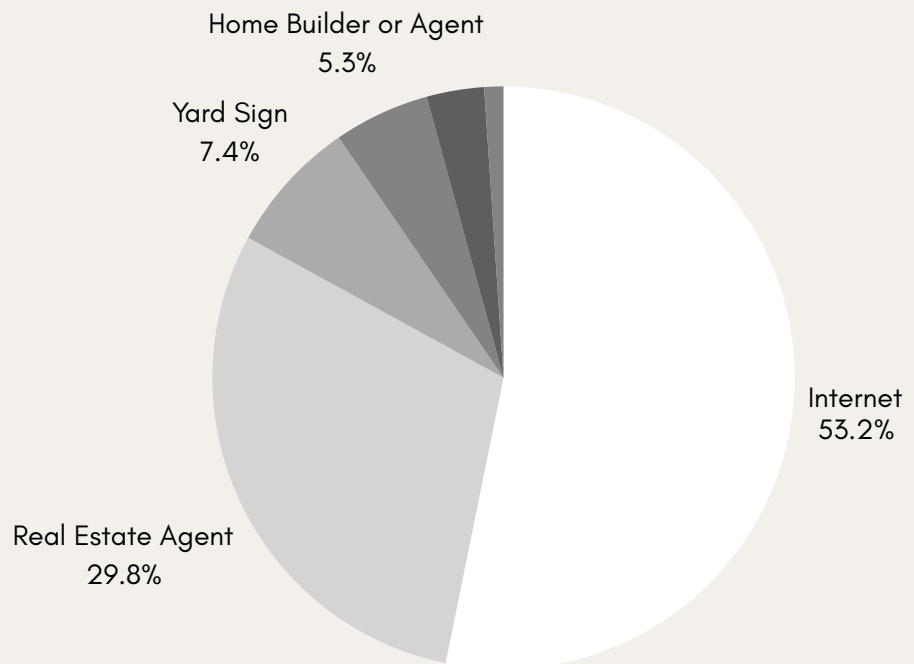
✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

✓ OUR MARKETING STRATEGY

MARKETING PLAN & SERVICES

VALUE STRUCTURE BREAKDOWN

| DISCOUNT BROKER | "FULL SERVICE" | WENA'S VERSION OF FULL SERVICE |
|--|--|---|
| <ul style="list-style-type: none"> ✓ MLS Active Listing with ID Number ✓ Listed on Top Home Buyer Sites: Zillow, Realtor.com, Trulia ✓ 24-hour Professional Showing Appointment Service ✓ Listing Photography ✓ For sale yard sign ✓ | <ul style="list-style-type: none"> ✓ MLS Active Listing with ID Number ✓ Listed on Top Home Buyer Sites: Zillow, Realtor.com, Trulia ✓ 24-hour Professional Showing Appointment Service ✓ Professional Photography ✓ For sale yard sign Open ✓ House ✓ Just Listed Social Media Marketing | <ul style="list-style-type: none"> ✓ MLS Active Listing with ID Number ✓ Listed on Top Home Buyer Sites: Zillow, Realtor.com, Trulia ✓ 24-hour Professional Showing Appointment Service ✓ Professional High Definition Listing Photography & Video ✓ For sale yard sign and Open House ?? ✓ Just Listed Social Media Marketing ✓ Staging consultation with my professional stager ✓ Property Boosted Facebook Post ✓ Dedicated Transaction Coordinator ✓ Exposure with Largest Brokerage by Geography ✓ Email blast to our database of 18,000+ buyers ✓ Team of 40+ agents marketing your listing |

EXAMPLE



6755 S 50th St,
Franklin, WI

Sold in 24 hours for over asking price

- We strategically priced the home at \$425,000, because of the elaborate backyard work done
- We put it on the market on a Friday because weekends always have the most traffic
- Ran coming soon ads to generate excitement
- Boosted social media posts received 1,204 views; 6 shares; 43 Clicks
- Open house had 62 walk ins and generated 6 interested buyers
- Zillow listing received 513 views and 23 saves
- Generated and worked 8 competitive offers in 24 hours



HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. We use an electronic bluetooth lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information along to you.



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- ☐ Remove all clutter and put away any personal items or decorations
- ☐ Remove all dishes from the sink and wipe it down
- ☐ Stow away any valuable items or take them with you
- ☐ Collect any kids or pets toys that are out
- ☐ Empty trash
- ☐ Clean bathrooms
- ☐ light a candle
- ☐ Fix and declutter exterior walkways

✓ PREPARING TO CLOSE

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency:** is when buyers hire a home inspector to come through the property looking for defects and safety hazards. When the inspector has completed his analysis of the home he will produce a report and that will be shared with you. If the inspection report shows that the home has issues like foundation or electrical issues, the buyers may ask you to lower the price or repair the issues prior to closing. If an agreement can not be reached, the buyers may back out.
- **Financing contingency:** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they are qualified for the loan, but there are still some hoops to jump through before they get the "clear-to-close" from their lender.
- **Appraisal contingency.** Typically, the lender requests an appraiser to come out to the property, they will produce a report for the buyers and the lender to ensure the homes value is at or above the offer price for the property. This is why it's so important to price your home right from the get-go.
- **Home sale contingency.** This happens when the buyer has a home to sell before they can buy the next one. This is not as common as the other contingencies in todays market.





Should I offer incentives like a home warranty, closing costs, or selling agent bonus?

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start for example, if you know the appliances are at the end of their lifetime, you may offer a home warranty for the buyer. Other incentives, like helping with closing costs, are better used during the negotiation process.

What do I need to disclose?

It's smart to disclose any issues right up front to keep yourself protected. The buyers will have the right to inspect the home with a home inspection contingency. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, etc these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing may come up on the home inspection report

What happens if my home doesn't appraise at the contract price?

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and/or the terms of the contract to the satisfaction of both buyer and seller. Usually we are able to work it out and save the deal, but You always have the right to refuse to lower the price to meet the appraisal, but it's usually best to come to a common ground agreement since the same value may come up again if you re-list.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using & contingencies . How much they are offering and the terms of the inspection process are indications of their commitment to the deal.

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. I am always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in an average of 5 days. If you need to sell fast, that should be reflected in the list price.

2022 Market

With the market we are in there are many nerves about selling and being afraid of where you are going to go.... let's explore some different options below. It may not be as impossible as it may seem!

"I won't be able to find a new house because things move so quickly."

Yes, properties are moving quickly but that doesn't mean you won't find a home. There are multiple different approaches we can take to get you into a new home ASAP. Some of these could be the potential to buy before you sell, a cross-collateral loan to pull the equity from your current property and use that to buy your next, a bridge loan, delayed closings & post occupancy for after closing.

"I know people are waiving their home inspection, I don't want to do that"

Yes, people are waiving home inspection I will not lie there. But, there are many different approaches and tactics to use that don't completely waive your right to the inspection. Let's chat about them!

"Are people renting after they sell?"

Yes! Absolutely. There are a lot of people who are capitalizing on the profit they can make and renting for a short period of time to figure out their next move if they can't buy before they sell. Instead of rushing to make a decision they are taking a year to figure out where they want to go, maybe it's time to make the move to Florida and escape the cold winters or deciding they don't want a yard anymore and a condo may be the best option.



Read through all these options and let me know what you think!
Let's connect and talk through them. Everyone's situation is different but let's find what the best fit is for you :)

Thank You

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar with ease is what I am passionate about – I'm always here to answer your questions.



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