

# Listing Guide

Everything you need to  
know about selling your home.



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**kw** GREATER  
METROPOLITAN  
KELLERWILLIAMS.

# Initial consultation

**Let's begin with your goals.**

**Gaining perspective on your priorities helps us know where to direct our efforts. Which of these motivating factors resonates with you the most?**



#### **Profit**

More money means more patience. If you want to maximize your profits, you have to be willing to build in extra time to every part of the process.

#### **Speed**

To sell your home quickly, you'll need to be open to a lot of showings (including nights and weekends) and remain flexible on pricing.

#### **Convenience**

There's something to be said for keeping showings and other aspects of the listing process from disrupting your day-to-day life.

**Selling your home without an agent might sound tempting - until you see what it costs you. Let's look at the real numbers.**

# Here's why it's better to sell via an agent vs. FSBO

(for sale by owner)



Last year, a vast majority of homeowners (**90%**) across the country who sold their homes in the real estate market opted to work with a real estate agent or broker, while only a small minority (**7%**) chose to sell their homes on their own as For Sale by Owner (FSBO).

according to the NAR



## Using an agent



## Median selling price

According to data, the selling price to a home sold by a homeowner through FSBO was \$260,000, while the median selling price for a home sold with the help of a real estate agent was \$318,000.

## 5 Reasons to Avoid FSBO (For Sale By Owner)

- 1 A real estate agent with a strong marketing program can sell your home faster and for market value.
- 2 The agent facilitate the sale, give expert advice, negotiate Offers, and follow up with buyers on your behalf.
- 3 Real estate agents and brokers usually have great networks.
- 4 A real estate agent is your advocate from start to finish, looking out for your interests at every point.
- 5 Selling your home as For Sale by Owner (FSBO) won't save you money - you Will end up selling for less, much less than the cost of Realtor compensation. 3

# Personal example

In January 2025, a duplex in Cleveland Heights was listed at \$299,000.

### 1. Did Not Want to Pay Commission

The sellers wanted to avoid paying commission - **which are always negotiable and not regulated by law**, and stated that they couldn't see the value in the work an agent would do to sell their property. Instead, they paid a flat rate (probably a few hundred dollars) to a limited agent to put their property on the MLS.

### 2. Poor Pricing and Listing Strategy

Not only did they take their own photos and undervalue their property, they employed a poor pricing strategy. Listing at \$299K may seem like a smart psychological trick, but it doesn't take into account the way homebuyers search for properties. \*Buyers search like this: \$280-\$300K or \$300-320K. So they only hit buyers at the top end, neglecting those that could easily reach their price.

### 3. Accepted First Offer

As this property fit easily into my buyer's portfolio - and was sincerely underpriced, we jumped as soon as I had viewed the property and offered \$300K. (We did up the price for seller concessions later on in the transaction.)

### 4. Negotiated Without Knowledgeable Advocate

Though they did have an attorney review the paperwork, they had no one to assist them through the negotiations around repairs, post-inspection.

This is the outcome:

|                               |                             |
|-------------------------------|-----------------------------|
| Offer #1                      | Closing Date                |
| From: Listing Without Agent   | 03/14/2025                  |
| <hr/>                         |                             |
| Loan Type: Conventional       |                             |
| <hr/>                         |                             |
| Seller Nets                   |                             |
| <b>\$295,365.85</b>           | Sales Price<br>\$306,000.00 |
| <hr/>                         |                             |
| Offer Amount                  | \$306,000.00                |
| Loan Payoff(s)                | \$0.00                      |
| Real Estate Compensation      | \$0.00                      |
| Seller Concession from Seller | -\$6,000.00                 |
| Title & Settlement Costs      | -\$2,219.25                 |
| Recording & Transfer          | -\$1,224.50                 |
| Property Tax & HOA Proration  | -\$1,190.40                 |
| <hr/>                         |                             |
| Seller Nets At Close          | \$295,365.85                |

## WHY WORK WITH AN AGENT

Immediately, I knew the property was undervalued, by at least \$40K, without looking at the below comps.

| Grp | Yr Bld | SqFt  | Acres | Date     | \$ SqFt | DOM | CDOM | Orig Price | List Price | Close Price | CP/LP |
|-----|--------|-------|-------|----------|---------|-----|------|------------|------------|-------------|-------|
| 2   | 1920   | 4,102 | 0.16  | 03/14/25 | 74.60   | 53  | 53   | \$299,000  | \$299,000  | \$306,000   | 102%  |
| 3   | 1918   | 3,291 | 0.16  | 06/10/25 | 94.20   | 104 | 104  | \$350,000  | \$335,000  | \$310,000   | 93%   |
| 4   | 1916   | 3,740 | 0.19  | 08/25/25 | 85.53   | 2   | 2    | \$319,900  | \$319,900  | \$319,900   | 100%  |
| 3   | 1925   | 3,399 | 0.17  | 09/05/25 | 97.68   | 91  | 91   | \$370,000  | \$345,000  | \$332,000   | 96%   |
| 2   | 1920   | 3,749 | 0.14  | 12/10/24 | 93.36   | 58  | 58   | \$370,000  | \$370,000  | \$350,000   | 95%   |
| 2   | 1925   | 3,264 | 0.18  | 08/25/25 | 110.29  | 5   | 5    | \$359,000  | \$359,000  | \$360,000   | 100%  |
| 2   | 1925   | 3,684 | 0.19  | 07/07/25 | 100.98  | 18  | 18   | \$339,900  | \$339,900  | \$370,000   | 109%  |
| 2   | 1915   | 4,807 | 0.17  | 10/10/25 | 80.09   | 62  | 62   | \$425,000  | \$395,000  | \$385,000   | 97%   |
| Min |        | 3,264 | 0.14  |          | 74.60   | 2   | 2    | \$299,000  | \$299,000  | \$306,000   | 93%   |
| Max |        | 4,807 | 0.19  |          | 110.29  | 104 | 104  | \$425,000  | \$395,000  | \$385,000   | 109%  |
| Avg |        | 3,752 | 0.17  |          | 92.09   | 49  | 49   | \$354,100  | \$345,350  | \$341,613   | 99%   |
| Med |        | 3,702 | 0.17  |          | 93.78   | 56  | 56   | \$354,500  | \$342,450  | \$341,000   | 99%   |

Using just the average for similar duplexes, without accounting for square footage, updates, number of bathrooms, rooms, garage spaces, or any other criteria, this is a much better idea of what the sellers would have walked away with - **including a total of 6% commission to the agents involved**

Offer #2  
From: With Listing Agent

Closing Date:  
03/14/2025

Loan Type: Conventional

Seller Note

**\$319,767.25**

Sales Price  
\$345,350.00

|                               |              |
|-------------------------------|--------------|
| Offer Amount                  | \$345,350.00 |
| Loan Payoff(s)                | \$0.00       |
| Real Estate Compensation      | -\$20,721.00 |
| Seller Concession from Seller | \$0.00       |
| Title & Settlement Costs      | -\$2,289.25  |
| Recording & Transfer          | -\$1,382.10  |
| Property Tax & HOA Proration  | -\$1,190.40  |

Seller Nets At Close **\$319,767.25**

Essentially, they **short-changed themselves \$25K**, because they didn't want to pay commissions.

# First things first

Paperwork may not be glamorous, but it protects you — and your sale. Let's take a look at the paperwork sellers are required to complete. Documents are legally mandated by various government entities, at varying points in the selling process.

Yep, legally.

So let's take a look at what's required.

## CG2A

The **Consumer Guide to Agency** is a federally-mandated **DISCLOSURE**. It outlines the agency a brokerage offers, and must be presented to potential clients on the first substantive meeting (now). Agents are required to have it signed, even though it is NOT a binding agreement. *As a note, I will not work as a dual agent, even though my brokerage allows it.*

## ER2S

The **Exclusive Right to Sell** is mandated on multiple levels, and is the **AGREEMENT** between the seller and the agent, on behalf of the brokerage. Critically, it outlines commissions, duration of the agreement and the duties of the parties. I can only get to work when this document is signed by you - and me.

## ORT ABA

The Ohio Real Title **Affiliated Business Arrangement** document is a **DISCLOSURE** required by RESPA. Whether we work with ORT (which I don't receive additional compensation for), I must disclose that I (and KWGM) own shares in the company. And, with ORT, we have a dedicated team to work with.

## RPD

The **Residential Property Disclosure** is mandated by the State of Ohio. This **DISCLOSURE** is your primary means of disclosing the condition of your property, which is your legal responsibility in this state. We provide this to potential buyers via the MLS when listing, and it's in your best interest to disclose.

## LBDP

The **Lead-Based Paint Disclosure** is a federally-mandated **DISCLOSURE** for all homes built prior to 1978. Lead paint causes serious health problems, and was commonly used in NEOH homes. It is not your responsibility to determine if there's lead paint in your home, but if you already know it is present, you must disclose it.

## FAQs

The **Home FAQs** document isn't actually required by any state or federal entity; it's not even required by KWGM. But this **QUESTIONNAIRE** helps me to price and position your property in its very best light. I provide this to interested parties via the MLS on listing, and leave copies for open houses and showings to encourage informed offers.

# Point of Sale inspections

**Depending on where you live, the city may mandate their own inspections before your property can transfer to a new owner.**

#### **What are POS inspections?**

Some - far from all - cities require Point of Sale Inspections to ensure a property is up to code before a new owner takes possession, or that they are aware of violations.

#### **What is the POS process?**

Sellers begin the process by lodging an application with the city, usually with a fee. The city sends an inspector to the property, and compiles a report.

#### **When must you order the inspection?**

This all depends on the city, but most require that potential buyers have a copy of the report prior to making an offer, so sooner is usually better.

#### **What happens if there are violations?**

You have a few options:

- Correct the violations
- Ask the buyer to assume the violations
- A combination of these options

All are viable, but which is right for you depends on your goals - and constraints. We'll discuss this in depth, if you find yourself in this situation.



# Consider a pre-listing inspection

Before you put your home on the market, consider giving it a “check-up” with a professional pre-listing inspection. This proactive step can help you attract stronger offers, shorten time on market, and eliminate last-minute surprises that derail negotiations.

## Here's why it's worth it:

- **Spot issues early:** Identify potential repairs before buyers do, and decide whether to fix or price accordingly.
- **Build buyer confidence:** A clean inspection report signals transparency and reassurance, helping your home stand out.
- **Prevent renegotiations:** Avoid the dreaded post-inspection price cut or repair demand by addressing concerns upfront.
- **Streamline the sale:** A pre-listing inspection can help you close faster, with fewer delays or contract hiccups.
- **Set realistic pricing:** Knowing the true condition of your property helps you and your agent list accurately and strategically.
- **Affordable peace of mind:** The average pre-listing inspection costs \$400–\$600 — a small investment that can save thousands in the long run.

If you'd like to schedule one, I can connect you with trusted local inspectors who know exactly what buyers (and their lenders) look for:

### Detailed Home Inspections

- (440) 724-3198
- [detailedhomeinspectionsclevelandohio.com](http://detailedhomeinspectionsclevelandohio.com)

### PRC Home Inspections

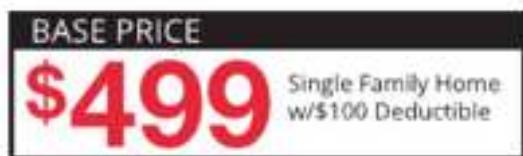
- (234) 212-9200
- [prcohio.com](http://prcohio.com)

### Tri-County Inspections

- (440) 653-1947
- [tri-countyinspections.com](http://tri-countyinspections.com)

# Do you want to offer a home warranty?

Offering a home warranty isn't just considerate; it makes your property more appealing to cautious buyers and can prevent post-sale headaches. And, there are benefits for sellers too.



I work with America's Preferred Home Warranty. Although I do not have shares in their company, nor is there a RESPA requirement for me to disclose this, I do receive a referral fee from them if you purchase a home warranty from APHW.

Of course, if you do want a home warranty, I encourage you to choose whichever provider you want to work with.

## SELLER Coverage Plans

| COVERAGE ITEMS (Standard) ** |   |
|------------------------------|---|
| ListSecure®                  | + |
| Attic and Exhaust Fans       | + |
| Central Vacuum               | + |
| Duct Work                    | + |
| Electrical System            | + |
| Instant Hot Water Dispenser  | + |
| Plumbing                     | + |
| Stoppages                    | + |
| Water Heater                 | + |

| SELLER PREFERRED UPGRADE (Optional)**   \$125 |   |
|---|---|
| Built-In Dishwasher                           | + |
| Built-In Microwave                            | + |
| Built-In Oven                                 | + |
| Central Air Conditioning                      | + |
| Free-Standing Range/Cooktop                   | + |
| Garbage Disposal                              | + |
| Heating System                                | + |
| Kitchen Refrigerator                          | + |

## *Personal Example*

One seller on a recently closed transaction had a warranty and a problem was uncovered with the water heater. For the cost of the deductible, APHW handled the replacement. On one of my buyer transactions, the seller opted out of a warranty; substantial electrical concerns were uncovered in the inspection (much of which would be covered by APHW) and the seller is now out-of-pocket \$3500 for those repairs.

# Home preparation

## Prepping your property.

How to make sure your property appeals to a broad audience:

- Deep clean every nook and cranny.
- Prospective buyers are sticklers for imperfections.
- Turn your property into a blank canvas.
- Remove personal effects so buyers can picture themselves in your space.
- Minimalism makes a big difference.
- The more “lived in” your space looks, the less interest you’ll garner.

## Why it matters

According to the National Association of Realtors®, 29% real estate agents report that staging their sellers' homes led to a 1% to 10% increase in offer price, and 49% of agents found that home staging reduced the time homes spent on the market,



# Love at first sight



When it comes to real estate, never underestimate the power of a first impression. Having professional photographers and videographers capture the essence of your property is paramount to catching people's eyes.

**Your professional home photos are part of my listing package.**

At no additional charge to you, I'll handle:

- **Professional photography**
- **Two digitally-staged photos for vacant properties**

Your job is to make your space photo-ready. Want some help? Inquire about professional staging services.

## *Why it matters*

Listings with high-quality images receive up to **61% more views** than those with amateur photos.\*

And, they **sell 32% faster** than those with low-quality photos.\*\*

\*www.nar.realtor

\*\* redfin.com/blog/professional-real-estate-photos-sell-homes-for-more

# See it in action



Remember the seller that didn't want an agent? Here are 2 examples of their photos vs the pro photos taken when the home was listed for rent a few months later. And no photographic lights were used either time.



Not only that, the first image displayed on the listing for sale is vertical. Platforms like Zillow all have horizontal first images.

And, in case you'd like to know what virtual staging looks like in the same home.



# Make sure the price is right

**Pick the pricing strategy that fits your goals.**

#### **Start a war**

List your property below market value and let the potential buyers duke it out. This is also a good strategy if you need to move ASAP.

#### **Set it and forget it**

List your property at the market value and let nature run its course. This is a great way to go if convenience is your main objective.

#### **Shoot for the moon**

List your property for above market value and aim for a very specific buyer with money to burn. This is your pick if profit is most important.

**Price too high, and your home becomes wallpaper. Price too low, and you leave money on the table. The sweet spot? That's where I come in.**



# Smart pricing

**Setting the right price for your home from the beginning is essential to maximize its sale potential.**

Overpricing can lead to various drawbacks such as:

#### 1. Repelling Potential Buyers

In markets experiencing appreciation, buyers are already cautious about overpaying. Setting an excessively high price can discourage potential buyers, resulting in your home lingering on the market and diminishing its perceived value.

#### 2. Attracting Unfavorable Attention

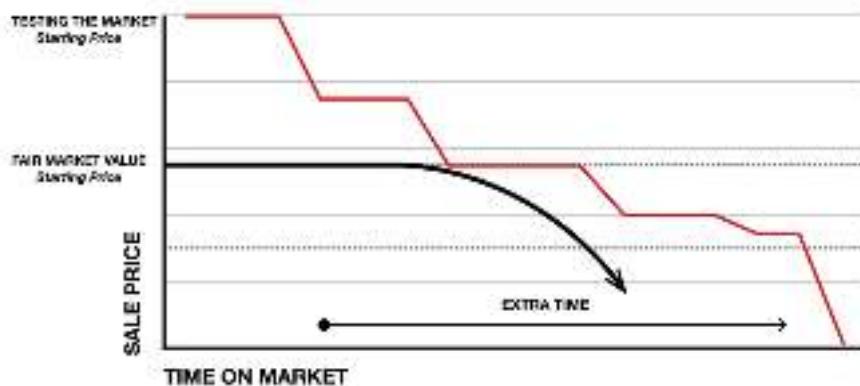
Homes with extended days on the market often attract opportunistic buyers seeking to capitalize on the situation. To secure a fair market value or higher, it's crucial to make a strong impression when your property first enters the market.

#### 3. Appraisal Challenges

If your buyer is securing a loan, the property must meet the lender's appraisal requirements. Failing to do so may empower the buyer to legally withdraw from the deal, risking only their option fee and inspection expenses.

#### 4. Exhausting Efforts

Keeping your home in a presentable condition for showings demands considerable time and energy. Investing excessive effort into this aspect could be better utilized elsewhere, making the selling process smoother and more efficient.



# How do we find the right price?

## Know your worth.

**The first step to choosing your pricing strategy is understanding what's going on in your market. Below is a breakdown of the real estate activity in Cleveland Heights (as an example).**

Doing a quick search for properties on the market and recently sold near me, with the same 3 bed, 1 bath home as I have, I come up with the following:

|                  |             | Min      | Max       | Avg       | Med       |
|------------------|-------------|----------|-----------|-----------|-----------|
| Quick Statistics | List Price  | \$49,500 | \$194,000 | \$124,771 | \$120,000 |
|                  | Sale Price  | \$50,000 | \$188,000 | \$125,300 | \$120,000 |
|                  | Sale / List | 97%      | 110%      | 103%      | 101%      |

The problem with this? Coventry Village is near enough to East Cleveland and Cleveland, so I need to redraw the map, not using a strict radius. I still need to keep it tight, but when I do this, the values shift:

|                  |             | Min       | Max       | Avg       | Med       |
|------------------|-------------|-----------|-----------|-----------|-----------|
| Quick Statistics | List Price  | \$75,000  | \$274,900 | \$166,700 | \$163,700 |
|                  | Sale Price  | \$110,000 | \$274,900 | \$176,993 | \$161,750 |
|                  | Sale / List | 87%       | 112%      | 102%      | 100%      |

A little easier to swallow, but still unhelpful to help determine a value. It's time to look at refining what's included by looking at things like garage spaces - and the current assessed tax value of my property (\$232,600). Now it looks more like this with just 4 comps:

|                  |             | Min       | Max       | Avg       | Med       |
|------------------|-------------|-----------|-----------|-----------|-----------|
| Quick Statistics | List Price  | \$235,000 | \$274,900 | \$249,950 | \$244,950 |
|                  | Sale Price  | \$225,000 | \$274,900 | \$251,350 | \$252,750 |
|                  | Sale / List | 96%       | 108%      | 100%      | 99%       |

# Comparative market analysis

This does resonate easier with these statistics from Zillow in November 2025:



And if I narrow it down to homes with A/C in this grouping, as mine has, I have a single solid comp:

| Quick Statistics |             | Min       | Max       | Avg       | Med       |
|------------------|-------------|-----------|-----------|-----------|-----------|
|                  | List Price  | \$239,900 | \$239,900 | \$239,900 | \$239,900 |
|                  | Sale Price  | \$235,500 | \$235,500 | \$235,500 | \$235,500 |
|                  | Sale / List | 98%       | 98%       | 98%       | 98%       |

This is the **starting point**, not the ending point. We need much, much more to settle on a price - and we need to be able to prove this value across several properties for our subject property to appraise.

# Time to get local

## How does this property compare?

### What Buyers in Cleveland Heights Want

Based on analysis of recent successful sales, the features generating the greatest buyer buzz tend to be:

- **Original hardwood flooring** and craftsman-style millwork, often lovingly preserved or restored.
- **Updated kitchens and baths** that respect a home's history while adding modern comfort.
- **Inviting outdoor spaces**, from generous front porches to shaded back patios perfect for summer evenings.
- **Period details** like leaded glass, built-ins, and natural wood trim that showcase the area's architectural heritage.
- **Proximity to local amenities**, from Coventry and Cedar-Lee to Cain Park and the area's top schools.

Homes that balance historic charm with thoughtful updates tend to shine brightest - and sell fastest - in this unique and character-rich market.



Looking at my home, the desired features, taxes, averages and comps, I can safely get to: \$230K as a minimum, \$250K as a probable sales price, and \$270K as a realistic max in today's market. If this were your home, the actual listing price would depend on your goals and needs as well as market factors, with a suggested range of \$240-260K.

# Here's what that looks like

As a quick example - and an example only - there is no way for me to calculate every variable and variance, from our actual mortgage payoff to final title fees:

|                               |                              |
|-------------------------------|------------------------------|
| Offer #1                      | Closing Date                 |
| From: Offer 1                 | 12/25/2025                   |
| Loan Type: Conventional       |                              |
| <hr/>                         |                              |
| Seller Nets                   |                              |
| <b>\$89,149.41</b>            | Sales Price:<br>\$230,000.00 |
| <hr/>                         |                              |
| Offer Amount                  | \$230,000.00                 |
| Loan Payoff(s)                | -\$114,000.00                |
| Real Estate Compensation      | -\$16,499.00                 |
| Seller Concession from Seller | \$0.00                       |
| Title & Settlement Costs      | -\$2,276.25                  |
| Recording & Transfer          | -\$920.50                    |
| Property Tax & HOA Proration  | -\$7,154.84                  |
| Seller Nets At Close          | \$89,149.41                  |
| <hr/>                         |                              |
| Offer #2                      | Closing Date                 |
| From: Offer 2                 | 12/25/2025                   |
| Loan Type: Conventional       |                              |
| <hr/>                         |                              |
| Seller Nets                   |                              |
| <b>\$107,624.41</b>           | Sales Price:<br>\$250,000.00 |
| <hr/>                         |                              |
| Offer Amount                  | \$250,000.00                 |
| Loan Payoff(s)                | -\$114,000.00                |
| Real Estate Compensation      | -\$17,899.00                 |
| Seller Concession from Seller | \$0.00                       |
| Title & Settlement Costs      | -\$2,321.25                  |
| Recording & Transfer          | -\$1,000.50                  |
| Property Tax & HOA Proration  | -\$7,154.84                  |
| Seller Nets At Close          | \$107,624.41                 |

# And the pie in the sky?

Continuing on:

|                               |                             |
|-------------------------------|-----------------------------|
| Offer #3                      | Closing Date                |
| From: Offer 3                 | 12/25/2025                  |
| <hr/>                         |                             |
| Loan Type: Conventional       |                             |
| <hr/>                         |                             |
| Seller Nets                   |                             |
| <b>\$126,109.41</b>           | Sales Price<br>\$270,000.00 |
| <hr/>                         |                             |
| Offer Amount                  | \$270,000.00                |
| Loan Payoff(s)                | -\$114,000.00               |
| Real Estate Compensation      | -\$19,299.00                |
| Seller Concession from Seller | \$0.00                      |
| Title & Settlement Costs      | -\$2,356.25                 |
| Recording & Transfer          | -\$1,080.50                 |
| Property Tax & HOA Proration  | -\$7,154.84                 |
| <hr/>                         |                             |
| Seller Nets At Close          | \$126,109.41                |

Now, I know exactly where I would price my home - and what I would put into the property to maximize our profits. (HINT: It's not the absolute max.)

But that's only part of it, I also need to identify at least five solid comps that I can give to an appraiser to ensure we can appraise at that price once we do accept an offer - at any of these price points.

I can get you to your listing price too, but only once I know your home, neighborhood, market trends and what buyers are looking for in your area. Until we sign an Exclusive Right to Sell Agreement, I'm happy to provide you with ranges - refining it to your home and financial needs takes both expertise and time.

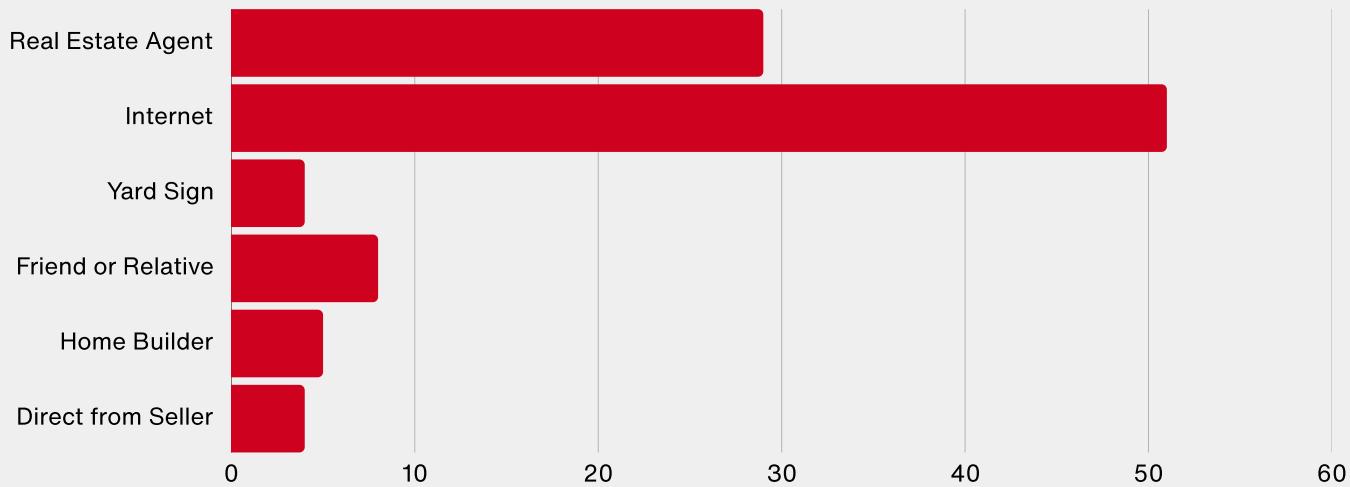
Once we have that price, it's on to marketing and communications until we have an accepted offer.

# Crafting your marketing plan

Every home tells a story. My job is to make sure yours is impossible to scroll past.

With nearly half of buyers starting their search online - and over half ultimately finding their home there\* - owning the digital space isn't optional, it's essential. Mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

## How Buyers find their home



\*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers

# Strategic promotion



## Coming-Soon Campaign

- Walk-through and needs analysis
- Professional photography and videography
- “Coming soon” email blast to database, including agents active in the area
- “Coming soon” social media touch on Instagram and Facebook
- “Coming soon” callout campaign to highly qualified buyers

## Just-Listed Campaign

- Launch listing on KWLS, MLS, and syndication websites
- Professional yard signage
- “Just listed” email blast to database
- Custom landing webpage and funnel campaign promoting open house
- “Just listed” social media video on Instagram and Facebook
- “Just listed” callout campaign to highly qualified buyers

### Simple, eye-catching yard signage

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood.

## Property Brochure

Develop a property brochure to be distributed during property showings.

## Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods.

## Coming Soon and Just-Listed Emails

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers.

## Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers.

## Agent Website Property Feature

Showcase your property on my professional website.

## Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses.

## Global Reach

Your story is our story - and with the KW voice carried by 140,000+ branded agents worldwide, it's heard far and wide. In 2024 alone, KW.com welcomed over 10.7 million visitors and generated more than 7 million property views.

# Showings strategy

## Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, we will create and target a highly-qualified, localized group of buyers.

- Scheduling an open house within a week of listing.
- Preparing buyer packets for distribution to interested guests, along with bottles of water for those that want to chat for awhile.
- Distributing dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house.
- Placing a yard sign and directional signs on key corners.
- Door knocking your neighbors' doors to invite them to attend and tell their friends.
- Ensuring all visitors are logged on the sign in sheet, including follow up within 24 hours.

## Remember

I will not act as a dual agent. There are two options if a potential buyer arrives unrepresented at an open house:

- If they would like representation, I will refer them to another agent.
- If they are comfortable continuing without representation, I will provide them with the documents needed to present an offer, but I will not offer them advice, nor negotiate on their behalf. And, in this case, you will not need to pay a buying agent commission,

## Privacy has its Privileges

Unlike open houses, private showings give potential buyers (and their agent) a chance to fully admire your property without others looking over their shoulder. The good news is buyers who request private showings are seriously interested, and they likely have a clear understanding of their needs, wants, and affordability.

Before listing your home, we'll discuss availability for showings, how access will be provided, where garage remotes will be left, and any special conditions or requests (such as pets, shoe coverings, lights to be left on, etc).

- I'll confirm all showing requests according to your preferences (which we'll discuss in advance).
- When showings are requested, I'll reach out soonest to the buyer's agents to answer any questions and build rapport.
- Following each showing, I'll make direct contact with every agent, in addition to the standard service email.

## PERSONAL EXPERIENCE

When working with buyers, I've had just one agent reach out after I scheduled a showing. Only a handful have followed up with a text or phone call after a showing - usually those I've reached out to first. Most seem to rely on the feedback request sent by the showing service only. **My dedication to selling your home many not be unique, but it is rare!**

# Communication strategy



## **We're in this together.**

As your trusted listing agent, I will never leave you wondering what is going on with your property.

### **Weekly updates**

From promotional executions to buyer interest to every step of the transaction, I will give you a full report of where we stand every week.

### **Feedback**

If something's not going as planned, you'll be the first to know about it. Together, we will assess the situation and brainstorm solutions to ensure we keep heading toward your goals.

### **24/7 Access**

You are welcome to call, email, or text me any time, day or night. I may not answer immediately, but I guarantee I will respond as soon as possible.

Selling your home is personal - and so is my approach. I'll never leave you guessing about what's happening or what comes next

# Accepting the right offer

**While it varies and shifts, as of late 2025, Northeast Ohio homes remain on the market between 37-52 days before going under contract.**

### Receiving Offers

When an offer arrives, I will read it completely to ensure we understand every letter. This is followed by a phone call to the loan officer as a matter of due diligence. You will then be asked to sign the **Agency Disclosure**, so I can legally present the offer to you.

### Selecting an Offer

Whether we receive one offer or several, I will provide you with a net sheet (as seen in the pricing examples previously) for each one. Together we will go through each offer and determine whether to accept, reject or counter. Remember, it's not always worth it to wait for a better offer.

### What's Next?

Once all documents are signed, my Transaction Coordinator, Oscar Brimelow, will ensure the title company, lender - and you - get the contract and key contact details. You'll receive regular updates from him during the transaction to inform you of next steps and milestones met.



# Here's how much money you **LOSE** by waiting for the perfect price.

Here are the holding costs for a \$250,000 home.

| 30 Days                     | 60 Days                       | 90 Days                       | 120 Days                      |
|-----------------------------|-------------------------------|-------------------------------|-------------------------------|
| <b>\$ 2,523</b>             | <b>\$ 5,046</b>               | <b>\$ 7,567</b>               | <b>\$ 10,087</b>              |
| Interest<br><b>\$1,073</b>  | Interest<br><b>\$2,146</b>    | Interest<br><b>\$3,217</b>    | Interest<br><b>\$4,287</b>    |
| Taxes<br><b>\$83</b>        | Taxes<br><b>\$167</b>         | Taxes<br><b>\$250</b>         | Taxes<br><b>\$333</b>         |
| Insurance<br><b>\$167</b>   | Insurance<br><b>\$333</b>     | Insurance<br><b>\$500</b>     | Insurance<br><b>\$667</b>     |
| Utilities<br><b>\$300</b>   | Utilities<br><b>\$600</b>     | Utilities<br><b>\$900</b>     | Utilities<br><b>\$1,200</b>   |
| HOA<br><b>\$400</b>         | HOA<br><b>\$800</b>           | HOA<br><b>\$1,200</b>         | HOA<br><b>\$1,600</b>         |
| Other Costs<br><b>\$500</b> | Other Costs<br><b>\$1,000</b> | Other Costs<br><b>\$1,500</b> | Other Costs<br><b>\$2,000</b> |

# Inspections and ROC

**This is one of the most critical negotiating points in any real estate transaction, and we will be in close contact during this period.**

Ohio does not mandate any home inspections, but many buyers elect to have at least a General Home Inspection (GHI).

**They can also elect to have any other home inspection they choose - as long as they are indicated on the Purchase Agreement, or something specific is uncovered in the GHI.**

The typical inspection period is between 7-10 days after the contract period begins.

Once complete, the buyers will issue a **Removal of Contingency** (ROC) which may ask for repairs, a price change or seller credits - or it could simply remove this contingency from the contract. If something serious is uncovered, they also have the right to walk away from the contract.

When buyers request repairs or some form of price adjustment, sellers can accept, deny or negotiate the request.

*Remember*

If you disclosed a condition before the buyer submitted an offer to purchase, they can't request alteration in the ROC unless the disclosure was insufficient.



# Appraisals

If the buyer is using any form of financing to purchase your home, the property will almost certainly be subject to an appraisal. Most commonly, appraisals are ordered once the inspection contingency is complete - or, at least, negotiated.



## Appraisal Scheduling

The appraiser will reach out to me to schedule a time to visit the property. Unlike home inspectors, contractors or the general public, appraisers are licensed to enter the property unaccompanied, and may be provided with the lockbox code to do so. Appraisal inspections typically aren't lengthy processes.



## Appraisal Packet

As part of my services, I create **an information packet** to leave on site for the appraiser. (Should you chose to work with another agent, you may need to request this.) This includes suggested comps and the reasons for choosing them, as well as the special features and upgrades featured in your home. While not a guarantee, this information can help appraisers reach the value of the contract.



## Appraisal Results

When the appraiser has completed their work, they will provide a report to the buyer. All we will receive is a notification that the property has:

- Appraised
- Appraised, subject to repairs/improvements related to health and safety issues (such as chipping paint, missing handrails, GFCI outlets, etc)
- Not appraised

**If repairs are required to appraise, sellers have the option to walk away from the transaction. However, in this scenario - and when properties don't appraise - the parties typically work together to find a solution that works for sellers and buyers.**

# Getting to the closing table



Before the deal is done, the buyer is entitled to take one last walkthrough of the property. Typically, this is scheduled once the lender has issued the **Clear to Close**, and often take place one to three days before signing. The purpose is to ensure the property is in the promised condition, and to see - in person - any repairs that were done per the ROC or conditions of the contract (though we'll provide proof of those as they are done).

## What is happening in the final days before signing?

Once the lender has issued the **Clear to Close**, they will work closely with the title company to ensure all the numbers line up on both sides. When this is complete, the title company will issue an **ALTA** or **HUD** statement to both you and I. This shows the breakdown all of all costs, prorations, deposits made (such as Earnest Money). I review this document to ensure commissions and credits are correctly allocated, but if you have questions on taxes, fees or prorations, these should go to title.

And when we're all set, it's time to sign and move on to your next adventure!

# Here's how you can get in touch with me



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