



**Dacia & Anne**

**SELLERS'S GUIDE**

**With 39 years of combined experience in real estate we'll get your home sold for the best price with the least stress.**

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# Meet Dacia



I live in the country with my husband, Andrew, where life is a little quieter and a lot more meaningful. I'm a proud mom to two boys and one very loved dog, and most of my free time is spent soaking up family moments and time with close friends.

I've always had a deep passion for horses and truly love teaching others how to ride — there's something special about helping someone build confidence and trust, whether it's in the saddle or in life.

Real estate has been part of my story for as long as I can remember. I grew up watching my mom work with heart, integrity, and a genuine love for helping people through big life transitions. That passion stuck with me, and today, I'm grateful to carry it forward while serving clients in the same thoughtful, relationship-first way.

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# Meet Anne



I've been happily married for 44 years (and counting), and family has always been at the center of everything I do. I'm incredibly proud of our three wonderful children and absolutely love being a grandma to eight grandchildren — time spent with them is my greatest joy.

Helping people comes naturally to me, whether it's through real estate or simply showing up where I'm needed. I have a deep passion for raising quality horses and have spent many years learning, teaching, and caring for them along the way.

With 30 years in the real estate industry, I've seen just about every kind of market — and what never changes is the importance of honesty, patience, and putting people first. Outside of real estate, I currently serve on the Winneshiek County Board of Review and am an avid supporter of Identity Mission in Honduras, a cause close to my heart.

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# Your Home Seller ROADMAP

## Find Your Agent

You don't have to figure this out on your own — I'm here from start to finish.

## Establish the Price

Together we'll set a strategic price that attracts qualified buyers and maximizes your return.

## Prep + Stage Your Home

Less clutter, more impact. We'll make your home show-ready so buyers can instantly picture themselves living there.

## Marketing with Maximum Impact

Photos, video, social media, digital ads — we make sure your home gets the attention it deserves.

## List Your Property

Your home goes live on the market, and things officially get exciting.

## Showings that Shine

We'll create a welcoming, "this feels right" vibe for every buyer who walks through.

## Offers + Negotiations

We handle the back-and-forth so you can confidently choose the best possible deal.

## Under Contract

We'll move through inspections, appraisals, and paperwork with clarity — no surprises.

## Final Details

Pack up, prep for the move, and get ready for your next chapter.

## Closing Day + Beyond

Sign the papers, hand over the keys, and celebrate. We will be here for whatever you need next.



# Finding Your Agent



Choosing the right real estate partner matters. You deserve someone who is:

- Experienced: I know the market and how buyers think.
- Honest: No fluff, no pressure — you'll always get the truth from me.
- Personable: Big decisions don't have to feel heavy. I keep things calm and human.

Think of me as your go-to real estate resource who genuinely has your back.

# Simplified Real Estate Terms

## Pre-Approval

Your lender reviews your finances to confirm what you can afford.

## Title Search

Ensures the seller legally owns the property and can sell it.

## Offer

Your official “I want this house” agreement to the seller.

## Appraisal

A professional opinion of the home’s value.

## Contingency

A condition that must be met (inspection, appraisal, financing).

## Home Inspection

A full assessment of the home’s condition and potential repairs.

## Closing Costs

Additional fees like taxes, lender fees, and insurance.

## Closing

The finish line — money and keys exchange hands.

## Earnest Money

Your “I’m serious” deposit held in escrow until closing.

## Disclosures

Everything the seller must tell you about the property.





# Pricing with Strategy

## Listing Price

Pricing your home is part data, part strategy — and a whole lot of expertise. The right price attracts motivated buyers and builds momentum.

Price too high? Buyers scroll past.  
Price too low? You leave money on the table.

My job is to find that perfect sweet spot that creates interest and results.



## How We Determine Price?

- Hire a licensed appraiser
- Or work with me to analyze comparable recent sales and set a strategic list price
- Things that can impact pricing are: location, condition, competitors, and timing.



# Tips Before You List



- **Declutter early.** Toss, donate, or pack away items you don't need. Less clutter helps buyers picture themselves in the space.
- **Stage to highlight the home.** Staging showcases your home's best features and helps it sell faster and stronger.
- **Plan for showings.** Have a plan for kids and pets so showings are easy and low-stress.
- **Set expectations upfront.** The first few weeks on the market are usually the busiest — knowing what to expect helps everything run smoothly.
- **Boost curb appeal.** First impressions matter. Mow, trim, pull weeds, and tidy up the exterior.
- **Depersonalize.** Pack away personal photos and items so buyers can imagine the home as their own.
- **Deep clean.** A clean home feels well cared for and makes a strong impression during showings.



# Home Seller Common Mistakes

## Underestimating the Cost of Selling

Beyond agent commissions, sellers often forget about closing costs, repairs, and concessions. All-in costs can be closer to 10% of the sale price.

## Setting an Unrealistic Price

Overpricing can cause a home to sit longer and ultimately sell for less. The goal is to price it where buyers are most active.

## Ignoring Major Repairs or Over-Renovating

Unaddressed maintenance issues can turn buyers away, while over-improving rarely pays off. Focus on repairs that matter most to buyers.

## Limiting Showings

The more accessible your home is, the more opportunities you create. Flexibility leads to stronger interest and better offers.

## Not Considering Your Full Financial Picture

Selling affects more than just your home price. Understanding your income, debt, and upcoming expenses helps avoid surprises.



# Showings That Shine

Showings should feel effortless. I'll help you prepare — lighting, quick tidy-ups, pet plan — while I handle scheduling and communication. Any showing feedback that is given from the buyers agent will be communicated by end of business day.



# Showings Checklist

## **If You Only Have 15 Minutes:**

- Make beds + fluff pillows
- Empty trash
- Wipe counters
- Hide clutter
- Turn on all lights

## **If you have an Hour...**

everything here plus:

- Vacuum + sweep
- Shine appliances and mirrors
- Tidy clothing
- Dust + spot clean



# Seller Etiquette

Before a home showing here are a few seller rules to live by. Sell your home quick and fast with these seller etiquette tips.

**Completely leave the site when prospective buyers are viewing your house.** You want perspective buyers to imagine themselves in your house and they can't do that with you there.

**Take your pets with you.** In addition to allergies, a barking dog doesn't really set the tone for potential buyers as they tour your home.

**Move your car.** Make it easy for visitors to park and view your home.

**Lay out important details.** It's good seller etiquette to lay out the home inspection, appraisal, home warranty, gas bill, etc. for potential buyers to view when touring your home.

**Prep your house for your guests.** This means, bringing in light by opening all the blinds, turning on lights, and bumping down the thermostat.

**A clean house is a happy house.** Make sure your home is tidy before having potential customers view your home.

**Put away personal items.** You want potential buyers to imagine themselves in your home and it may be hard with lots of your family photos and personal items around. stash away your family pictures and leave your house a "blank canvas" for buyers to imagine themselves in your home.





# Offers and Negotiations



This is where our strategy and experience go to work.

Whether you receive one strong offer or multiple, we'll walk you through each option clearly and honestly so you can feel confident choosing the one that's right for you.





# Under Contract to Closing

From inspections and appraisals to timelines, coordination, and paperwork, we handle the details and keep everything moving forward with as little disruption to your day-to-day life as possible.

You'll always know what's coming next, what's needed from you, and where things stand.

And while hiccups can happen — that's part of real estate — we address them quickly, communicate clearly, and keep solutions moving so small issues don't turn into unnecessary stress.

By the time closing day arrives, the heavy lifting is already done. All that's left is to sign, celebrate, and step confidently into your next chapter.



# Seller Closing Cost



## Prorated Taxes

In Iowa, property taxes are paid in arrears, meaning you are responsible for covering taxes due up to the closing date.

## Abstract Update

The abstract is the recorded history of your property. Sellers are responsible for the cost to have the abstract updated.

## Transfer Tax

A transfer tax is required when ownership of real estate changes hands.

## Real Estate Commission

Commission is typically split between the listing agent and the agent representing the buyer.

## Deed Package

An attorney prepares the legal documents needed to transfer ownership to the new buyer.

## Payoffs

Any liens or loans tied to the property must be paid off at closing.



# Prep Your Home For Photographs



## BEDROOMS

- Make the beds
- Remove all personal items
- Remove all clutter from tops of dressers
- Store away any cords/chargers
- Put away toys and declutter

## KITCHEN

- Clear countertops completely off
- Clear outside of refrigerator
- Hide garbage can
- Remove dishes from sink
- Remove rugs/dish towels, pot holders

## EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean up landscaping
- Mow the grass
- Pressure wash driveway/walk up
- Remove cars from driveway

## BATHROOMS

- Clear countertops completely
- Put toilet seat down
- Remove all soap from showers
- Remove dirty towels
- Remove floor mats
- Remove plungers/cleaning items

## GENERAL

- Remove pet bowls, toys, accessories
- clean whole house
- Turn off ceiling fans
- Turn off all TV's
- Open blinds/curtains for natural light



# Kind Words



*"She (Dacia) was very enthusiastic and helpful throughout our first buying experience..."*

*"We were thrilled with her (Anne) & grateful for her expertise! This has certainly been the perfect place for us! Her smile will make your day... as she helps you find your perfect home also!"*

*"Dacia was very knowledgeable in regards to our home buying process. I would recommend Dacia to anyone looking for a home in the northeast Iowa area.*

*I've known Anne about 14 years now, first as a customer at my quilt shop, and then as my realtor in several home sales. I can't recommend Anne enough! All in all, friendly, open, trustworthy, knowledgeable, and honest. OH yeah, she works hard as well.*






**Buying a home isn't just a transaction — it's a new chapter, a fresh start, and the place where your life unfolds.**


**Our role is to help you move forward with confidence, clarity, and a sense of calm at every step.**

**When you're ready, we're right here.**


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