

FROM LISTED TO

A HOME SELLER'S GUIDE

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AGNES MROCZKA
— A HOME CHANGES EVERYTHING —

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nice to meet you

Agnes Mroczka

REALTOR®

Relentless. Strategic. Results-Driven.

Selling your home isn't just about putting it on the market – it's about positioning it to stand out, attract the right buyers, and secure the strongest return possible. I bring a data-driven, design-forward, and negotiation-sharp approach to ensure your home sells for top dollar and on your terms.

I'm Agnes Mroczka – a top-producing Realtor specializing in Central Connecticut's most desirable neighborhoods. I know exactly what makes homes sell – from buyer psychology to pricing precision and presentation that captivates.

My sellers hire me because I treat their home like a brand – crafting a marketing story that commands attention. Through professional staging, high-end photography, cinematic video, and targeted digital strategy, I make sure every listing shines across every platform.

My results speak for themselves: my listings sell faster, attract stronger offers, and often break neighborhood records. That's because I don't wait for the right buyer – I create the conditions that make them act.

With a business built on referrals and repeat clients, my reputation is anchored in trust, communication, and consistent success. I'm proud to be ranked among Connecticut's top Realtors, with awards that reflect a relentless commitment to my clients' goals – not just my own milestones.

Having come to the U.S. alone at 22 and built my life here from the ground up, I understand what it means to invest everything into something you care about. That same drive and care go into every listing I represent. I'm bilingual (Polish/English), community-driven, and known for guiding my clients through every detail of the selling process with clarity, confidence, and heart.

When you sell with me, you're not just getting an agent – you're getting a strategist, an advocate, and a marketer who will go all in for your success.

My Promise: To position your home for maximum impact, attract the highest-quality buyers, and deliver an outcome that exceeds expectations.
Because in real estate – and in life – who you work with matters.

LET'S CONNECT



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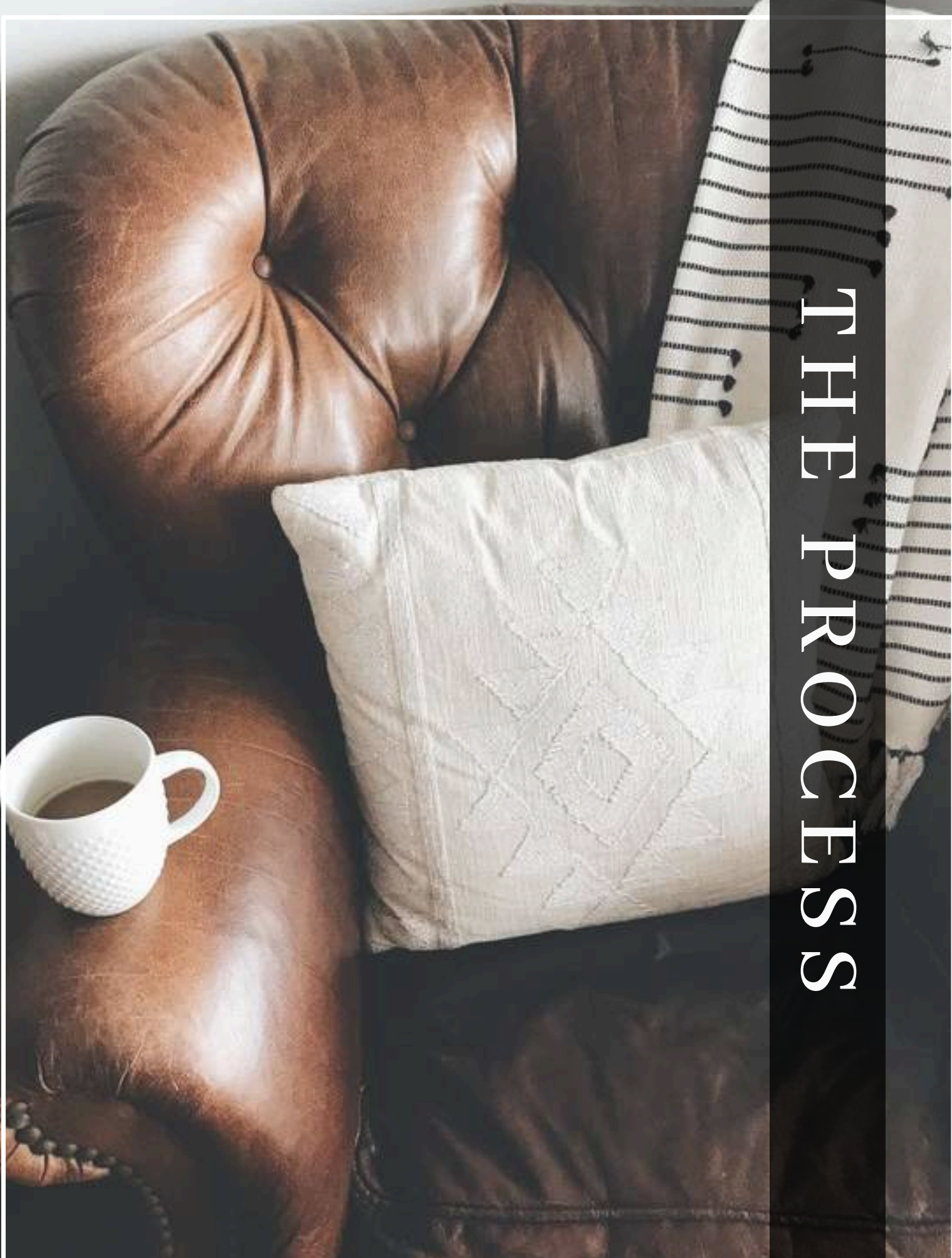


<https://www.facebook.com/agnesmroczka/>



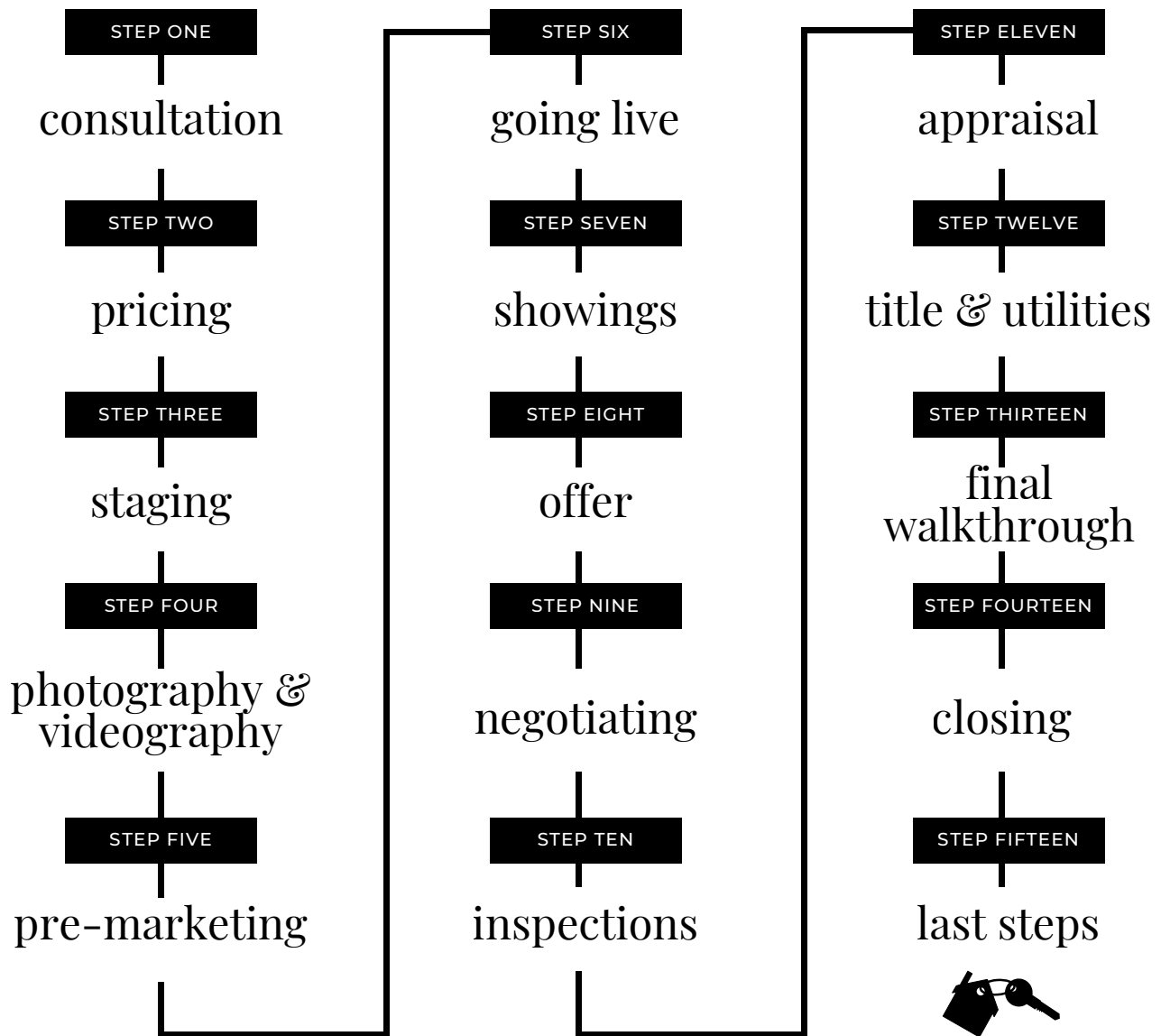
agnes_realestate





THE PROCESS

HOME SELLING *process*



A photograph of a bedroom interior. On the left, a bedside table holds a gold-colored lamp with a white, perforated shade and a clear glass water bottle. To the right, a bed with white linens and pillows is visible against a dark blue wall. A black vertical bar on the right side of the image contains the word 'FACTORS' in white, serif, all-caps font.

FACTORS

DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING is all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.


the advantage of listing with me

YEARS OF EXPERIENCE

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED

A photograph of a person's hands typing on a silver laptop on a wooden desk. The laptop is open, and the person's fingers are on the keyboard. In the background, there is a window with a view of a cityscape. The scene is brightly lit, suggesting a sunny day. The overall tone is professional and focused.

BEFORE LISTING YOUR HOME

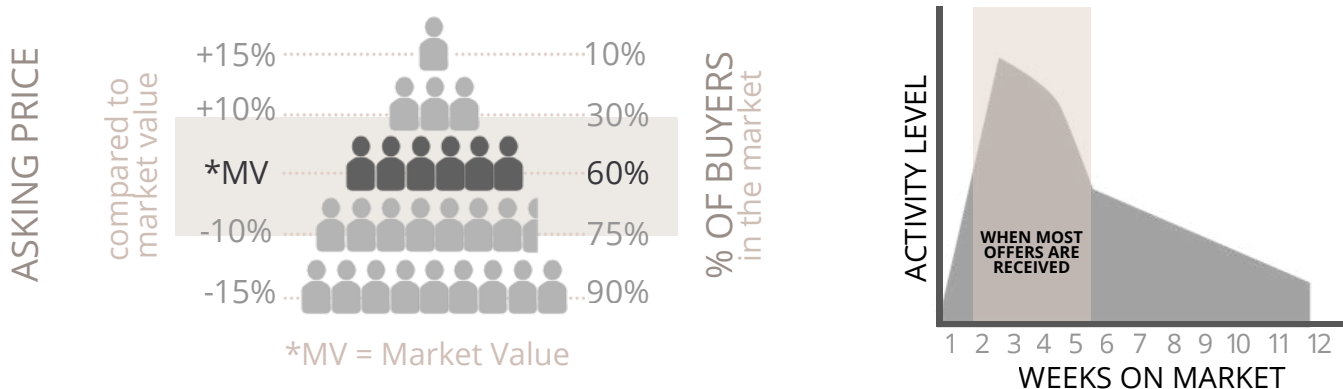
listing strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involves real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month and increasing brand awareness.

PREPARING TO LIST



Preparing to list

maximize your home's potential

A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



02

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



03

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





STAGGING YOUR HOME

the art of staging

Staging a home is different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent
90%
less time on the market

staged homes increased
sale price up to
5%

BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEALS THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOME'S FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT





A LASTING IMAGE

real estate photography



a picture says a thousand words

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

interesting facts:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

PROFESSIONAL *videography*

video is the number one form of media for engagement



Real estate listings with video receive **403%** more inquiries

Videos attract **300%** more traffic for nurturing leads.

70% of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.

PROPERTY brochures



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



SOLD ON KEEPING YOU SAFE

KEEPING YOU *safe*

We have you covered



Once your listing goes live, we provide all the necessary protective gear and friendly reminder signs for all of your showings.



We will provide face masks, hand sanitizer, gloves, shoe covers, and social distancing reminder signs.
We are SOLD on keeping you safe!

A bedroom interior featuring a bed with a tufted headboard, white bedding, and a blue blanket. A tufted ottoman is in the foreground.

LISTING YOUR HOME



robust marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

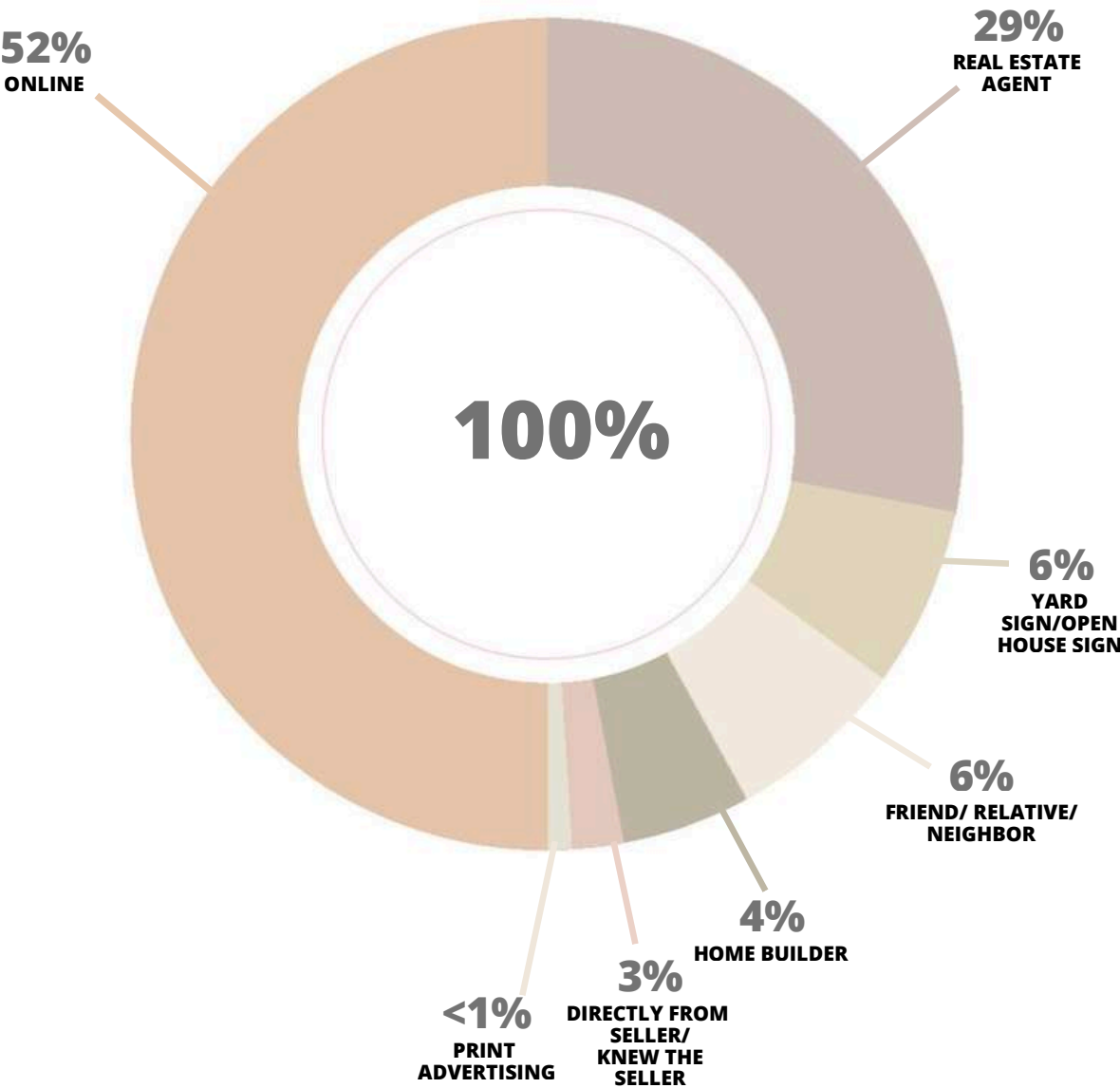
OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

WHERE DO BUYERS *find their home*



*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

Maximum exposure

 **Zillow**[®]

 **trulia**[®]

realtor.com[®]

facebook.

twitter



Instagram



Pinterest



YouTube

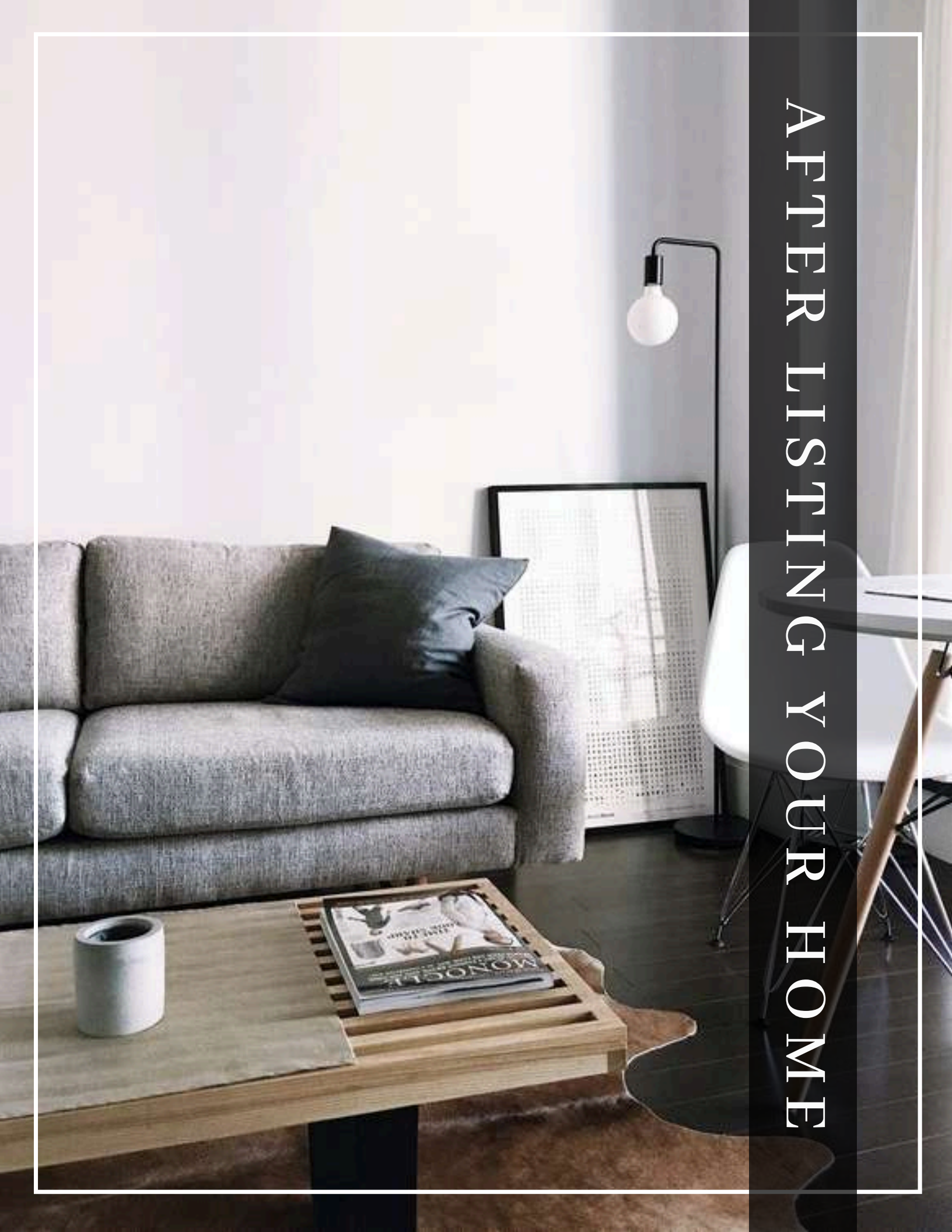
Linked  **in.**

GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

AFTER LISTING YOUR HOME



showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

CONTRACT TO CLOSING



home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING THE CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS

COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

A modern interior scene featuring a large green fern in a silver pot on a dark table, a yellow sofa with a leopard print cushion, and a wall with geometric panels.

REVIEWS

REVIEWS



"Amazing agent! A true pleasure to work with! She sold my condo very quickly, despite a few bumps along the way. But, for Agnes, there are no obstacles - only challenges to overcome. Extremely personable and caring. I recommend her very highly and am very grateful for her determination and devotion."

- Dorothy Michalowski

"Agnes was fantastic through out the entire process! She always went above and beyond and made the process smooth and stress free. She genuinely cares about her customers and provides true and honest feedback. We have gained such an amazing realtor and friend, and we're truly grateful for that!"

- Veronica Torres

"Agnes did an excellent job of marketing my property and making the sale process as smooth as possible. She was responsive to my calls, addressed any concerns I had and worked hard on my behalf during any negotiations. I highly recommend her."

- Justin Marzan

"Agnes was such a pleasure to work with! She made the whole stressful process seamless and easy! We had a home fall through on inspection and Agnes never faltered. She had us back and looking at homes the very next day. She found us a home that we love, that met all our criteria, and gives us a place to grow into. In addition to finding us a house, Agnes sold the condo that we moved out of. She had AMAZING pictures done and a huge knowledge of the area despite it being located outside of her normal area. The condo sold within a few days and she smoothly closed the deal despite numerous road blocks. I will 100% rehire Agnes when it is time for us to sell another property! We felt so much love and support from her during this process that I would not trust my home in the hands of anyone else!"

- Cady Walker

"Great agent , very professional, always responds to my calls. She sold my home very quickly and with a good price. I will recommend her to anyone who is trying to buy or sell real estate. It was a pleasure working with her!"

- Anna Panek



WHAT TO EXPECT

HONESTY & TRANSPARENCY
INTEGRITY
RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST



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