



SELLERS GUIDE

TRACY TOMPKINS 608.609.6488 TTANDCOHOMES.COM

01

CHOOSE YOUR AGENT

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

-Tracy Tompkins



COLLECTIVE

REAL ESTATE GROUP

At The Collective Real Estate Group, our mission is to elevate the real estate experience through collaboration, integrity, and innovation.

We believe success is shared, excellence is intentional, and meaningful connections are built through trust, transparency, and a steadfast commitment to the communities we serve. These beliefs are seen and felt by all who work with us.

2025
\$161,703,402

242 HOMES BOUGHT AND SOLD





TRACY TOMPKINS

**HISTORIC HOME SPECIALIST
REALTOR - DESIGNER**

Tracy Tompkins is a seasoned real estate professional, home remodeler & designer, philanthropist, and a passionate advocate for the arts and the underserved.

As a Realtor in the Madison area, Tracy has built a referral based business over the last 8 years along with an extensive knowledge base on older houses. Tracy often helps folks relocate in and out of Madison with personalized concierge services and does contract design work remodeling some of Madison's finest older homes and landscapes. While this does keep Tracy quite busy, she still manages to have a consistent presence in various Madisonian social circles and multiple golf leagues, always connecting folks and exercising her generosity.

Tracy has previously served on boards and committees with multiple organizations, including the American Red Cross, Woodland Montessori School, Shadhika, Fair Share CSA, Girls on the Run, and Dane County Humane Society. Tracy's graduate degree in Nonprofit Management and Public Service took her across the world to live in Kenya working with women's self help groups not only to help expand local economies, but also to track and analyze scalable models of success to implement in other regions of the world. Her deep background and training in both Fine Art and Art History helps inform and enrich the creative and cultural aspects of her life, including continuous travel and global volunteering. Currently, Tracy is on the Board of Trustees for the Madison Museum of Contemporary Art.

In her free time she can be found golfing, traveling, at various energetic kid functions with her daughter, or hiking with their two mini doodles. Tracy just summited Kilimanjaro with a past client turned friend, swam with the Mobula Ray migration in the Sea of Cortez and recently returned from an extended safari in Zambia!

CONTACT

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www.ttandcohomes.com

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2021-2025

Relish Realty

2017-2021

First Weber

2009-2011

DePaul University

MASTER OF NON-PROFIT MANAGEMENT

1999-2003

Valparaiso University

BACHELOR OF FINE ART & ART HISTORY

WHAT CLIENTS ARE SAYING

PEGGY & KIRK

Tracy's dedication, flexibility, and expertise in both buying and selling homes made our experience seamless and successful. We can't recommend her highly enough. On the buy side, Tracy was patient with us as we refined our criteria for the ideal home and waited for the right one. She understood our tastes and preferences and helped identify the pros and cons of each property, including alerting us to potential structural or mechanical considerations, ensuring we were fully informed. Her knowledge of contracts and market dynamics helped us navigate the buying process. Tracy's eye for design was invaluable in helping stage our home for a quick sale on the sell side. Again, she helped navigate market dynamics, providing valuable guidance while allowing us to make the final decisions. Tracy was flexible and accommodating to our timeline and schedules and made us feel understood and valued throughout the entire process.

JULIA & NYLE

Tracy has been great to work with. Has helped us on 3 transactions so far. Very quick and helpful in response to questions. Took a great deal of time to help us find the perfect home for us. Would highly recommend and will work with her for any future real estate transactions.

JULIANNE & ALBERT

Tracy was amazing :) She sold our home in one weekend for over asking! She went above and beyond to schedule a weekend of showings when we were ready to buy to get us into our dream home quickly. Our experience was so smooth, we would highly recommend Tracy to all of our friends!

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02

PREPARE FOR THE MARKET

CONSIDER HOME REPAIRS

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



LISTING PREPARATION CHECKLIST

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. In certain circumstances, we may ask sellers to consider hiring a sub-contractor or inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Carpets |
| <input type="checkbox"/> | <input type="checkbox"/> | Windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Hardware |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide
detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and
declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean backsplash |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances
(Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers,
cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and
disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all
surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter
countertops and
drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove
unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace
shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |

LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

TRACY TOMPKINS, Collective Real Estate Group

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"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.*"

03

STRATEGIC MARKETING

PRICING YOUR HOME

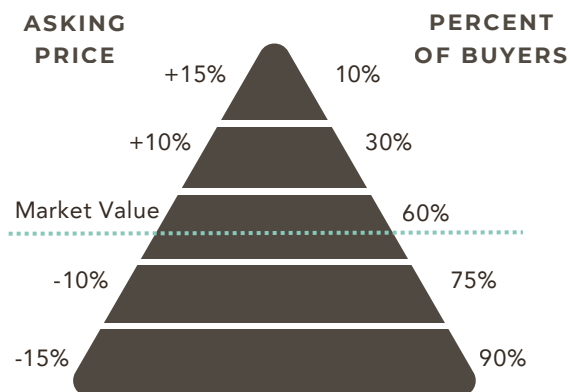
Here's something that may surprise you...

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.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to determine the correct market value of your home.





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



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



- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





WHAT'S THE BIG DEAL ABOUT LISTING PHOTOS & VIDEOS?

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 and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from previous listings of mine.

WHAT'S INCLUDED IN MY MARKETING PLAN

- Hyper local marketing
- Displayed on ALL IDX websites
- Social media marketing campaigns
- Virtual tours
- Yard Sign
- Open houses
- Broker previews
- Digital and Print Flyers
- Staging options
- Professional photography
- Professional videography
- Email campaigns
- Notify surrounding neighbors

STAGED TO SELL

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30

times faster than non-staged ones, but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results. We include different levels of staging in our overall cost.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

IMPRESS BUYERS

KEY STRATEGY - ACCESSIBILITY

Mobile Presentation: Anyone who gets marketing regarding your home will first be sent a mobile presentation that can be easily referenced and shared. This makes your home's information incredibly accessible to all.

SAMPLE ASSETS

COMING SOON!




717
COPELAND ST.
MADISON

Brought to you by:
Tracy Tompkins
Relish Realty
609-609-6488



717 COPELAND ST.,
\$870,000

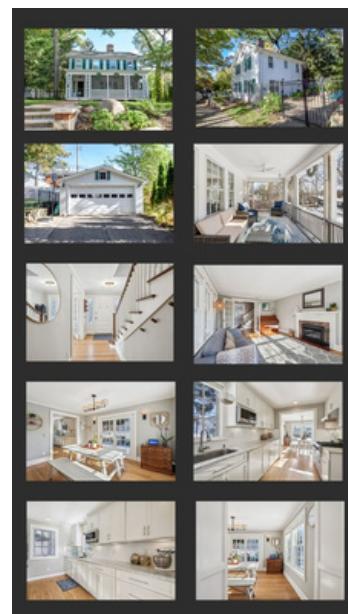
1841 SQ. FEET
3 BEDROOMS
2.5 BATHROOMS
2+ CAR GARAGE



Timeless character on a large wooded lot that offers privacy & natural beauty close to the Arboretum, restaurants, bike path, schools, shopping & more.

PROPERTY IMPROVEMENTS

- 2024 Water heater
Furnace
- 2023 New Landscaping & Hardscaping
Fireplace remote
Light fixtures
Custom blinds 2nd floor
- 2022 Plumbing fixtures
- 2021 Backyard landscaping
Backyard Oak tree treated
Exterior paint
New Washer
Custom blinds 1st floor
Heartwood tree trimming
- 2017 Stair Runner
Kitchen backsplash



04

SHOWING YOUR HOME



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page or refer to the pre showing checklist on your Seller's Dashboard to create the best atmosphere possible for potential buyers.

SHOWING PREP CHECKLIST



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents, excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time if weather allows.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room. (If changed from the staging concept)
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

THE CLOSING PROCESS



This process begins once we accept an offer on your home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed. Preferred Title will hold the Earnest Money for your transaction.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations, as allowed in the accepted offer.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

WHY OFFERING BUYER AGENT COMPENSATION IS A SMART MOVE



EXPANDS YOUR PROPERTY'S VISIBILITY

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

ENCOURAGES SMOOTH TRANSACTIONS

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

POSITIVELY IMPACTS SALE OUTCOMES

Properties offering agent compensation sell quicker and at better prices due to heightened exposure and agent motivation.

SIGNALS A PROFESSIONAL APPROACH

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

IN A NUTSHELL...

HYPER LOCAL MARKETING

We aren't just selling your home. We are selling the lifestyle that comes with it, highlighting both micro and macro details that appeal to Buyers.

VIBRANT VISUALS & ENGAGING COPY

Every photo, post, video, and listing is crafted with the aim to look better than the competition. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

SEO DRIVEN STRATEGIES

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

SHOWINGS

We provide you with a showing management app that allows you to control your schedule and guide buyers to work within your schedule. We talk to every agent that has interested buyers to make sure your home stands out and the buyers' visit is seamless.

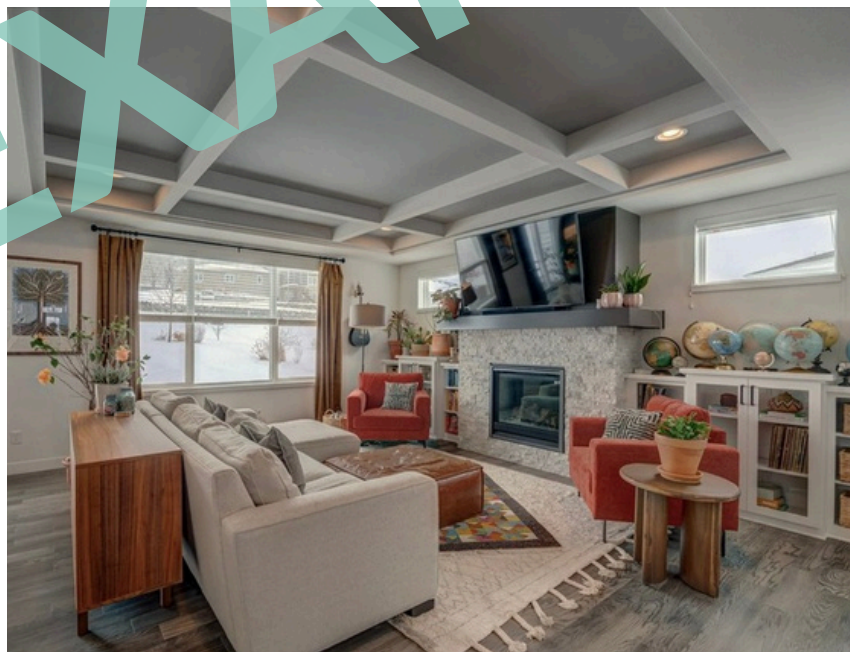
TRANSACTION MANAGEMENT

Think of my transaction coordinator, Mindy Honing, as your personal assistant. Mindy makes sure every person involved from the buyers to the lender to the title company are all on top of their game, completing tasks on time and sharing information. Mindy is a valuable asset getting you from accepted offer to closed.



1. Determine your timeline.
2. Take care of paperwork.
3. Finish prep work.
4. Stage your house.
5. Collect visual assets.
6. Employ marketing.
7. Start showings & open houses.
8. Negotiate the contract.
9. Closing Day!

4757 DAYBREAK



2,791 sq. ft.
0.55 acres- double lot
3 car garage
4 bedrooms
(egress in basement for a 5th)
2.5 baths
(basement plumbed for a 4th)

SCHOOLS:

Sunset Ridge Elementary
Glacier Creek Middle School
Middleton High School

UTILITIES:

Highspeed internet (AT&T or TDS)
MGE (avg. \$124/mo)
Private well

FEATURES:

- Open floor plan
- Designer details in kitchen
- Convenient layout
- Many built-ins
- Tray ceilings
- Walk in closets
- 1st floor laundry
- High basement ceilings
- Plans for finishing basement
- Large yard inc. sledding hill
- \$20,000 landscape upgrades
- Invisible Fence/collars for 2 dogs
- Hygge & West Wallpaper
- Plumbing fixtures upgrade
- Lighting upgrade
- Primary bath trim work added
- Window blinds throughout
- Upgraded carpet and pad

\$865,000

Four year old home nestled on an oversized lot on a peaceful cul-de-sac offers the perfect blend of luxury & comfort. Prairie walking trails, community park and walkable to Sunset Ridge Elementary make for an ideal setting. Build finish Dec. 2020. Occupied Feb. 2021 and only 1 owner.



NEXT STEPS

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal, and I would be honored to be considered to get the job done.

Tracy Tompkins

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[@housesandteetimes](https://www.instagram.com/housesandteetimes)