

# THE SHOREWEST ADVANTAGE

*Helping you market & sell your home.*



ShoreWEST  
REALTORS®

# THE SHOREWEST ADVANTAGE



## Working For You

- **Focus** on you and your goals.
- Offer marketing with the **greatest ROI.**
- Provide the best **exposure.**

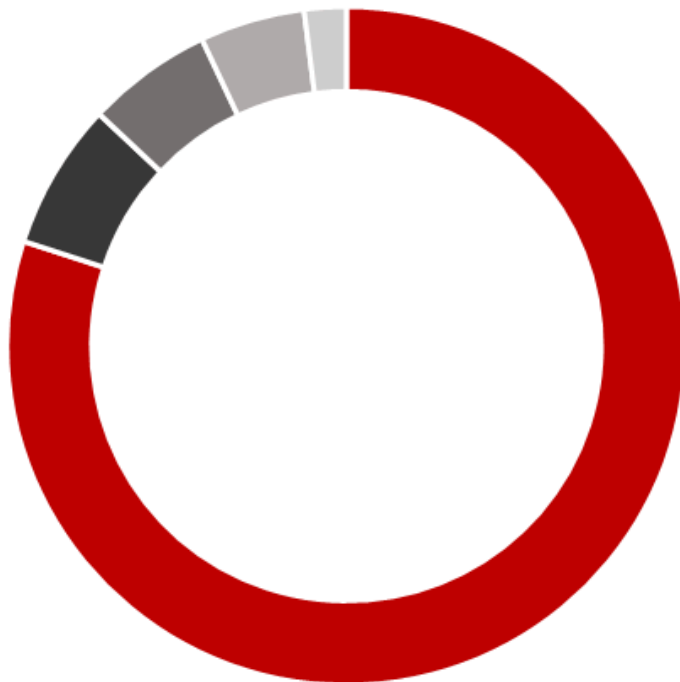


# MARKETING - WHERE IT COUNTS

Where Buyers  
**START**  
Their Home Search



## Where Buyers **FOUND** their home.

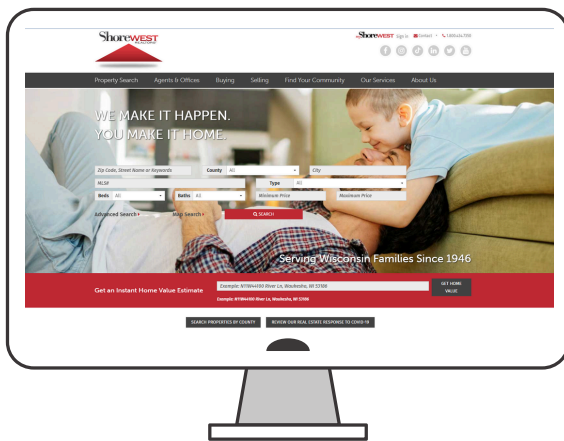


- 80% With Agent & Online Resources
- 7% Yard Sign
- 6% Family, Friends & Neighbors
- 5% Builder
- 2% Seller



# MAXIMUM EXPOSURE

Online



shorewest.com

## Other Real Estate Websites



YouTube Videos



# MAXIMUM EXPOSURE

*Leading*

REAL ESTATE COMPANIES  
OF THE WORLD

550  
FIRMS

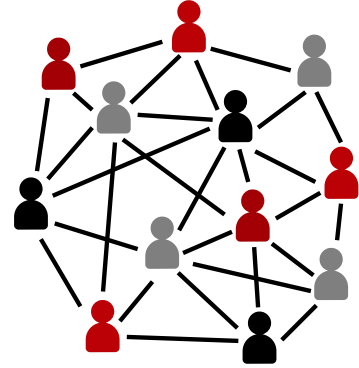


ENCOMPASSING  
4,600  
OFFICES

150,000  
SALES  
ASSOCIATES

70  
COUNTRIES

Networking with all  
Shorewest Agent's buyers



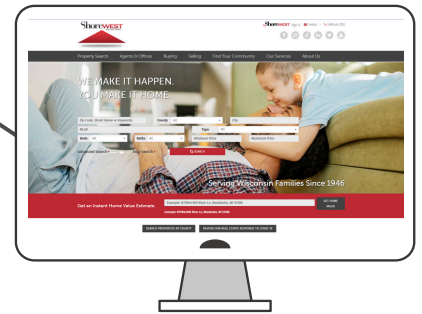
Relocation Dept.

Largest Network of  
Agents

**ADDITIONAL  
AVENUES**



Just Listed  
Postcards



MyShorewest Listing  
Notifications



Highly Visible  
Yard Sign



# MAXIMUM EXPOSURE

## LUXURY LISTINGS

ShoreWEST LUXURY PORTFOLIO N9145 County Rd Dk, Luxenburg, WI 54217 \$1,300,000

Estimated Monthly Payment \$7,549 per month

Make An Appointment Carl Busse Listing Agent • 920.695.6679

Get More Info Receive more detailed information on this property

Search by MLS#

**ShoreWEST**  
LUXURY PORTFOLIO

EXQUISITE CRAFTSMAN  
1234 OLD TIME ROAD, SHOREWOOD

ShoreWEST LUXURY PORTFOLIO

Luxury Brochures  
& Postcards

LUXURY PORTFOLIO INTERNATIONAL

DEEP WATER CANAL-FRONT POOL HOME IN VERO BEACH US \$ 1,375,000

LUXURY PORTFOLIO  
INTERNATIONAL®



# COMMUNICATION



## WEEKLY ACTIVITY REPORTS



**OPEN COMMUNICATION**



# MOBILE & SOCIAL PRESENCE

## Green Bay

 @shorewestgreenbay

 @shorewestgreenbay

 @shorewest\_gbdc

 @shorewest\_gbdc

## Door County

 @shorewestdoorcounty

 @shorewestdoorcounty

 @shorewest\_gbdc

 @shorewest\_gbdc

## Corporate

 @shorewest

 @shorewest\_realtors

 @shorewestrealtors

 @ShorewestRealtors

 @Shorewest\_RE

 @shorewest-realtors





# YOUR HOUSE SHOWCASED ON SOCIAL MEDIA

## Our Social Media Ads

- Target potential customers based off your home's location.
- Use select keywords.
- Expose your listing to more buyers.



**Targeted ads**

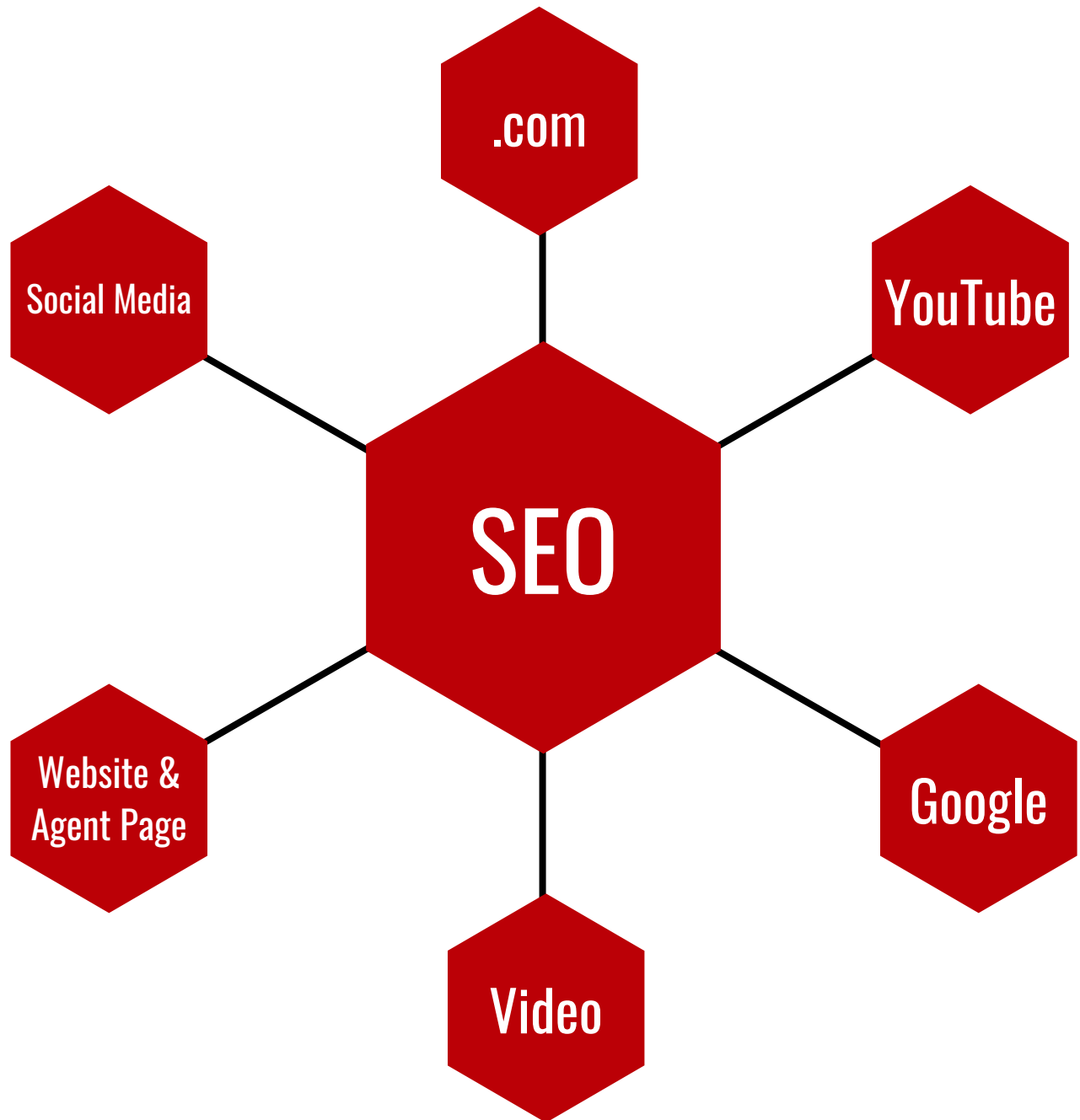
A screenshot of a Facebook post from Shorewest REALTORS - Green Bay. The post is titled "NEW LISTING ALERT" and includes a link to view the house. The text describes a spacious two-story custom-built 5+ bedroom home on a 12.8 acre lot. Below the text is a photograph of a large, stone and brick house with a gabled roof and a covered front porch. At the bottom of the post, the address "W8958 Spring Road, Hortonville, WI 54944-0001" and MLS number "MLS#50271041" are displayed, along with a "Learn more" button and the "Shorewest Realtors" logo.

**Featured Post across  
Facebook & Instagram**



# ONLINE PRESENCE

Search Engine Optimization



# **HIRING A SKILLED AGENT**

## **MATTERS**

- **Negotiating Skills = Top Dollar**
- **Home Inspection**
- **Septic Inspections**
- **Earnest Money**
- **Water Testing**
- **Appraisal**
- **Financing**
- **Clear Title**
- **Radon**
- **Mold**
- **Survey**
- **Deed**

**We don't just find the buyer, we protect your equity.**



# PUT THE POWER OF SHOREWEST TO WORK FOR YOU

- 75+ Years, local, family-owned company.
- 27 Offices in Wisconsin
- Community of Realtors
- Nationwide / Global

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD



# PROFESSIONAL SERVICES FOR A **WORRY-FREE EXPERIENCE**

## **OUR SERVICES**

**ACCOUNTING**

**MARKETING**

**RELOCATION**

**TITLE COMPANY**

**CLOSING DIVISION**

**MORTGAGE RESOURCES**

**SHOREWEST INSURANCE SERVICES**

**MY-DWELLING - RESIDENTIAL  
RENTAL & PROPERTY MANAGEMENT**



# SETTING YOUR HOME APART

First Impressions Matter



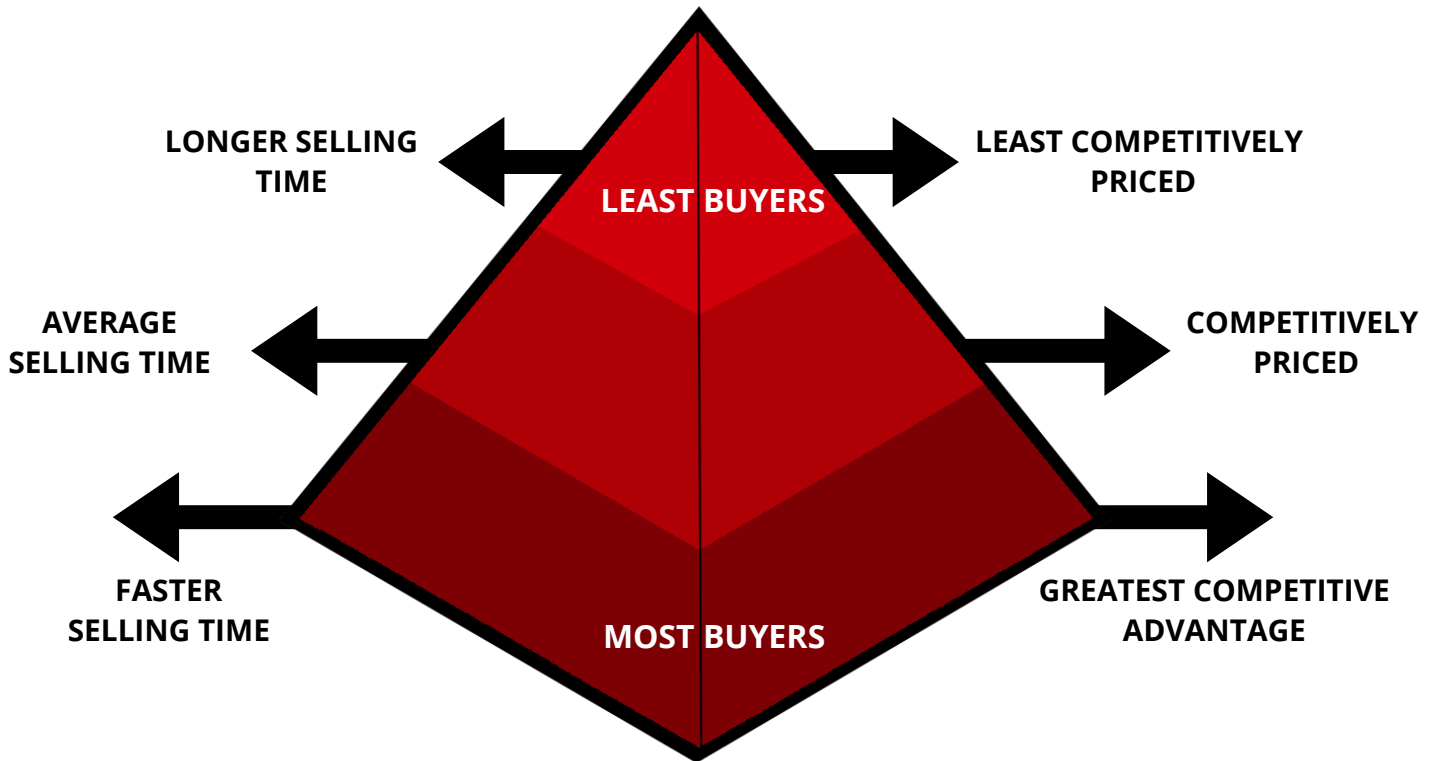
**Professional Photos & Videos**



**Staging Advice**



# SKILLED PRICING



**IN-DEPTH PRICING ANALYSIS HELPS TO CREATE BUYER URGENCY.**

**PRICING STRATEGY TO HELP YOU ACHIEVE YOUR GOALS.**



**THERE IS MORE  
TO SELLING YOUR  
HOME THAN  
FINDING A BUYER.**

You can always trust  
a Shorewest agent to  
**BRIDGE THE GAP**  
between an accepted offer  
and a successful closing.

**ACCEPTED OFFER**



## **OBSTACLES**

Appraisal  
Home Inspection Repairs  
Water Quality Issues  
Arsenic  
Buyer's Final Walk Thru  
Survey  
Earnest Money  
Radon  
Mold  
Homeowners Association  
Buyer's Financing  
Well and Septic  
Poor Communication  
Municipal Issues  
Unskilled Negotiations

**SOLD!**

**SOLD**

**ShoreWEST**  
REALTORS®





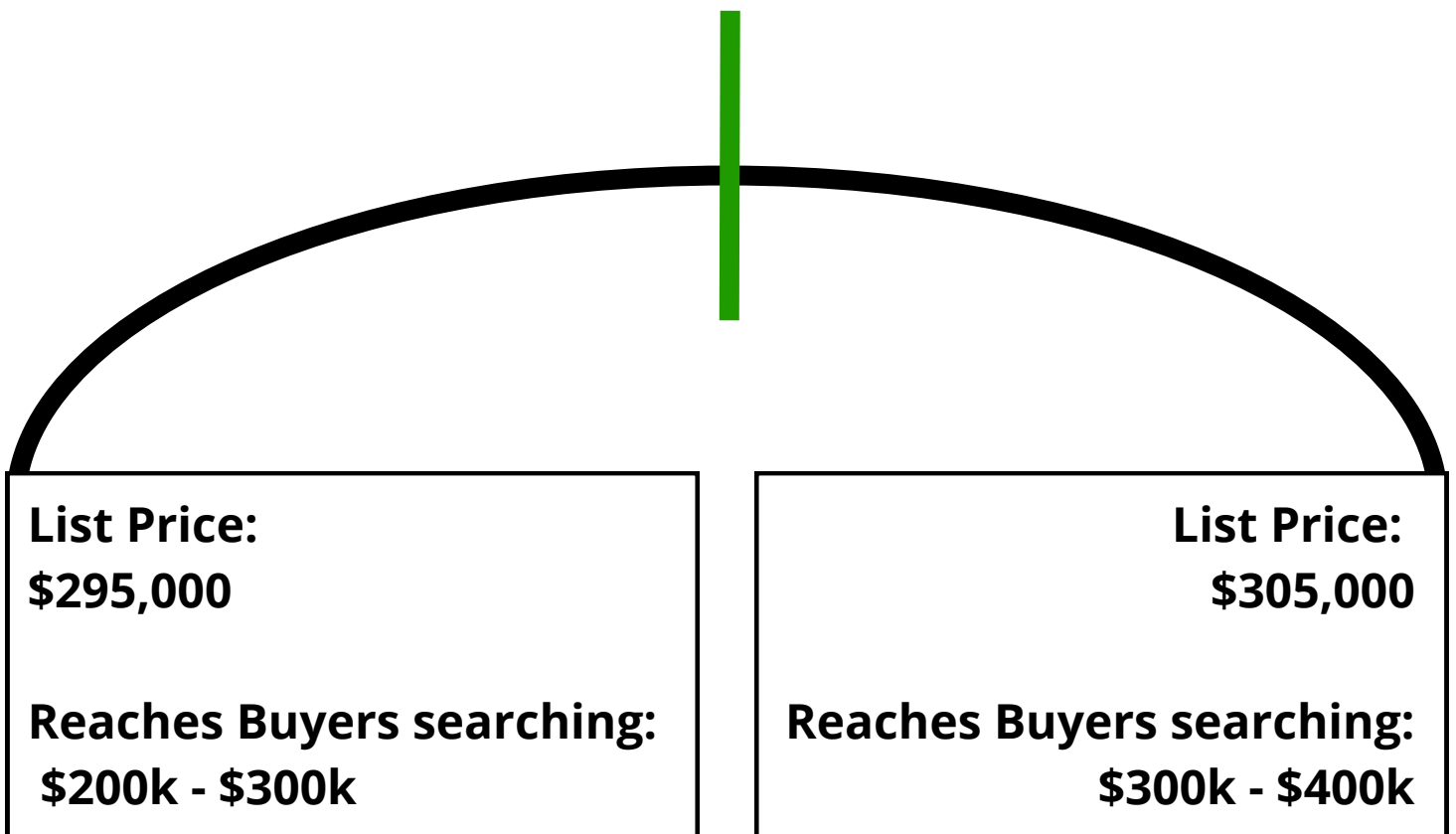
# **CREATE MORE DEMAND INCREASE YOUR EXPOSURE**

## *Price on The Bridge*

**List Price: \$300,000**

**Reaches Buyers searching \$200k - \$400k**

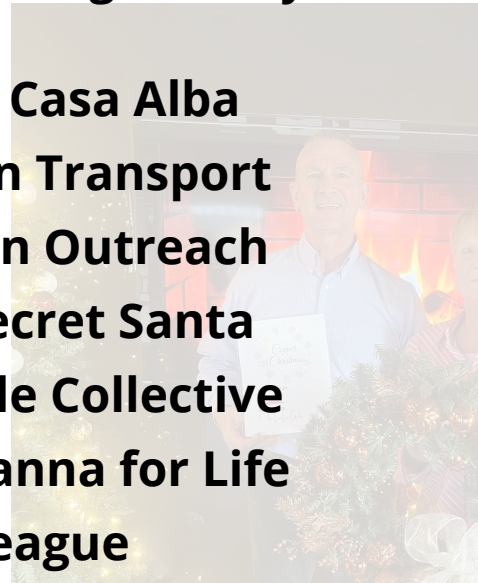
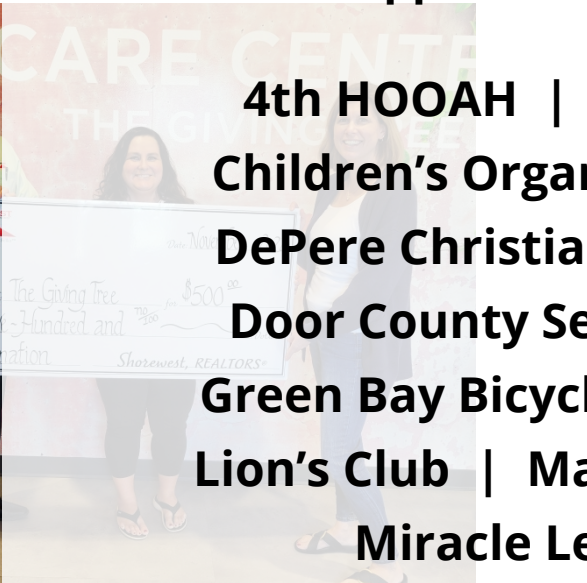
**National statistics show that a home priced on the bridge  
generates 28% more showings!**





# Giving Back

We are passionate about giving back and making a difference in our communities. Here are some of the many organizations we have supported along the way.



4th HOOAH | Casa Alba  
Children's Organ Transport  
DePere Christian Outreach  
Door County Secret Santa  
Green Bay Bicycle Collective  
Lion's Club | Manna for Life  
Miracle League

Misfit Mutts Dog Rescue

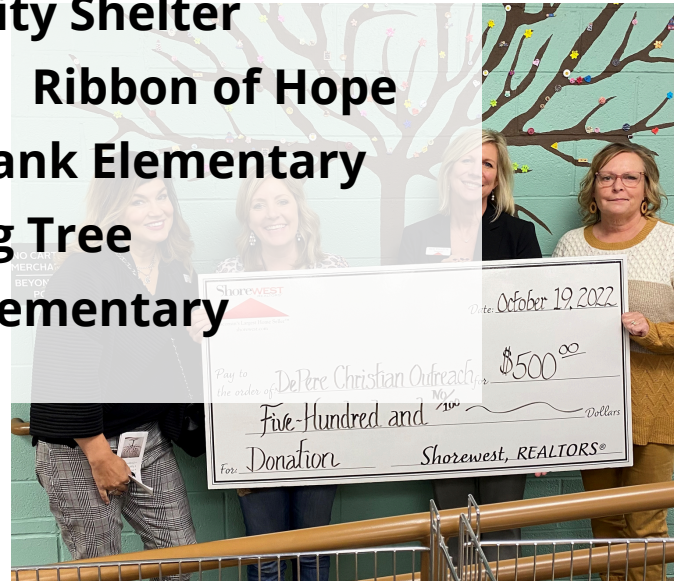
New Community Shelter

Operation Comfort | Ribbon of Hope

Salvation Army | Tank Elementary

The Giving Tree

Valley View Elementary



# We are your **RESOURCE FOR**

- General Contracting
- Painting
- House Cleaning
- Flooring
- Electricians
- Plumbing
- Decking
- Fencing
- Landscaping
- Staging
- Well/Septic
- Inspections
- Financing
- Lenders



# Your Listing **24/7 Coverage**

The telephones at Shorewest are personally answered during the evenings and on weekends. The personal touch is important when a call comes in regarding your property. The inquiry is given to the agent and responded to in a timely manner.



**In a fast-paced real estate market, prompt response can make a real impact on the sale of the house.**

# Home Appraisals

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

### Options:

- 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



# Home Inspections

## WHATS 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	

## INSPECTION TIME FRAME

Typically, 10–14 days after signing 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 foundational, electrical, plumbing, structural, mold or radon.

## UPON COMPLETION

- Buyer can accept as is.
- Buyer can offer to renegotiate.
- Buyer can serve notice of defects.



# 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.**



# Preparing to **LIST**

## MAXIMIZE YOUR HOME'S POTENTIAL

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



### 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

### INTERIOR

- Replace or clean carpets
- Get rid of clutter, organize and clean closets
- Clean Fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



### 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.





# SHOWINGS

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

## **FLEXIBLE**

Be as flexible and accommodating to the buyer's 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. Clear any boxes.

## **TEMPERATURE**

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly. Turn off ceiling fans.

## **PERSONALS**

Make sure you place all valuables and prescriptions out of site and in a safe place. Remove personal/private information.

## **OUTDOORS**

Lawn should be mowed. No vehicles in the driveway. All landscaping complete.

## **VACATE**

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



# Cleaning

your house before closing.



- ✓ Remove all personal property.
- ✓ Vacuum the carpets & floors, mop tiled and hardwood areas.
- ✓ Clean kitchen appliances: inside the refrigerator, run self clean in oven, and wipe down counters.
- ✓ Scour sinks, toilets, shower & tubs.
- ✓ Wipe down interior cabinets and shelves.
- ✓ Clean out the garage, sweep it, & throw away trash.
- ✓ Don't forget your patio/lawn furniture, gas grill, etc.
- ✓ Stack items pertaining to the home such as paint cans, extra building materials and leave them in an area in the basement. Leave appliance manuals in a kitchen drawer.

*Leave the home in the condition you would hope to find it in if you were moving in.*



# 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 that 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 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 seller will need to rent back home for 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

Sellers commonly pay:

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

## 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



# COMMUNICATION COMMITMENT

During my years of client service experience, the most important item I have learned is to stay in timely communication with my clients regarding their project, transaction, problem, etc. The following outlines my communication commitment to you during the process of marketing your home:

- **I WILL ... LISTEN TO YOU**, the seller, to determine your wants and needs and represent your best interest throughout this transaction.
- **I WILL ...** be available to you **24/7!** Please do not hesitate to call me anytime with questions or comments.
- **I WILL ...** thoroughly explain all the forms which you need to sign, so you have a clear understanding of what is taking place during the process.
- **I WILL ...** contact you within 24 hours of all showings to provide feedback received from the potential buyer and selling agent. (If the agent has not gotten feedback to me, I will stay in contact with him/her in order to obtain potential buyer feedback.)
- **I WILL ...** discuss weekly any activity that has occurred regarding your home.
- **I WILL ...** meet with you every 30 days to review your competitive selling position.
- **I WILL ...** thoroughly explain the benefits and drawbacks of each offer received, including an estimated seller's closing statement.
- Once you have accepted an offer, **I WILL ...** stay in contact with the selling agent, title company, and lender, if needed, to make sure things are proceeding smoothly. Just like when we were trying to procure a buyer, I will contact you weekly to ensure the sale is proceeding as planned.

I firmly believe the more information I can provide to you on a regular and timely basis, the easier the process of selling your home will be.



# PRE-LISTING INSPECTION

## PRE-LISTING INSPECTION ADVANTAGES TO SELLER:

- Seller can choose a certified inspector rather than be at the mercy of the buyer's choice of inspector.
- Seller can schedule an inspection at their convenience.
- Seller can assist the inspector during the inspection, not commonly done or allowed during a buyer's inspection.
- Seller might be alerted to immediate safety concerns that need addressing, such as carbon monoxide leaks.
- Seller will have time to make necessary repairs using their chosen contractors.
- Seller can attach repair estimates or paid invoices to the inspection report for potential buyers.

## BENEFITS OF HAVING A SELLER INSPECTION REPORT:

- Provides basis for higher listing price of home if no problems were discovered or have been corrected.
- Provides basis for realistically pricing a home if problems do exist.
- Removes over-inflated buyer procured estimates from the negotiation table.
- Provides a third-party, unbiased professional opinion to offer potential buyers.
- Provides a clean home inspection report as a marketing tool.
- Provides possible relief to a prospective buyer's unfounded suspicions of any issues.
- Provides peace of mind during negotiations and renegotiations with interested buyers.
- Might encourage buyers to waive the inspection contingency.
- Provides full disclosure protection from future legal claims.
- Might help eliminate a failed deal due to unexpected last minute problems found from a buyers' inspection.

***"A pre-listing inspection is the ultimate gesture in forthrightness on the part of a seller."***



# WHAT DOES A CLOSING MEAN?

Closing is a term used for the day when the title to the property is transferred from the seller to the buyer and, generally, a mortgage is given to the lender.

## PRE-CLOSING TIMING

Once the Offer to Purchase has been accepted, the countdown begins. The **seller selects the title company** to prepare the documents for the closing.

## PRE-CLOSING DOCUMENTS

The title company will begin to prepare the closing documents on behalf of the seller which include: issuing the title insurance commitment, preparing the closing statements and completing the deed and Wisconsin transfer tax form. The title company will provide all the documents to the parties before closing to review. If the buyer has a lender, they will forward the closing statements to the lender for their preparation of the lender's forms.

## CLOSING DAY

On the day of closing, the seller and buyer sign all the closing documents (deed, mortgage, closing statement and other customary documents) and ownership of the property is transferred from the seller to the buyer. Congratulations!

## POST-CLOSING

Although the closing between the buyer and seller is completed, the behind-the-scenes process continues. The title company along with other closing service providers will forward payment to the seller's mortgage lender, pay all the other parties who performed services in connection with the closing, pay out any net funds to the seller, record the deed and mortgage with the local Register of Deeds and issue the final title insurance policies. You don't have to be involved in any of this.



# WHAT IS TITLE INSURANCE?

## **TITLE INSURANCE**

Title insurance is issued to buyers and lenders of real property to protect against losses that may result in claims against ownership and threats that could cause them loss of the property. Such claims may include a claim that there are fraudulent or forged documents in the chain of title, unreleased judgments or mortgages, unpaid taxes, liens and other title defects.

## **POLICY AND PREMIUM**

There can be two policies issued - one to the new owner (buyer) which is called the 'Owner's Policy' and one to the lender which is called the 'Loan Policy'. After the real estate closing, the new owner (buyer) and/or lender will receive the 'Final Title Policy'. The premium for both the Owner's Policy and the Loan Policy are paid at the closing and are only paid once. Contrary to other types of insurance, there is no expiration date or renewal fee. Typically, the seller pays for the Owner's Policy and the buyer pays for the Loan Policy. You can obtain a quote for the title insurance premium by reaching out to your title company.

## **RECORDS SEARCH**

In order to prepare a title insurance commitment and policy, the title company will search title to the land at various government offices confirming who owns the property and whether there are any unreleased mortgages, federal tax liens, easements, restrictions and other matters, all of which affect a person and the property. In addition, the title company will search the names of all parties that are involved in the transaction to identify outstanding liens and judgments. Once they complete the search, they will issue the title insurance commitment.

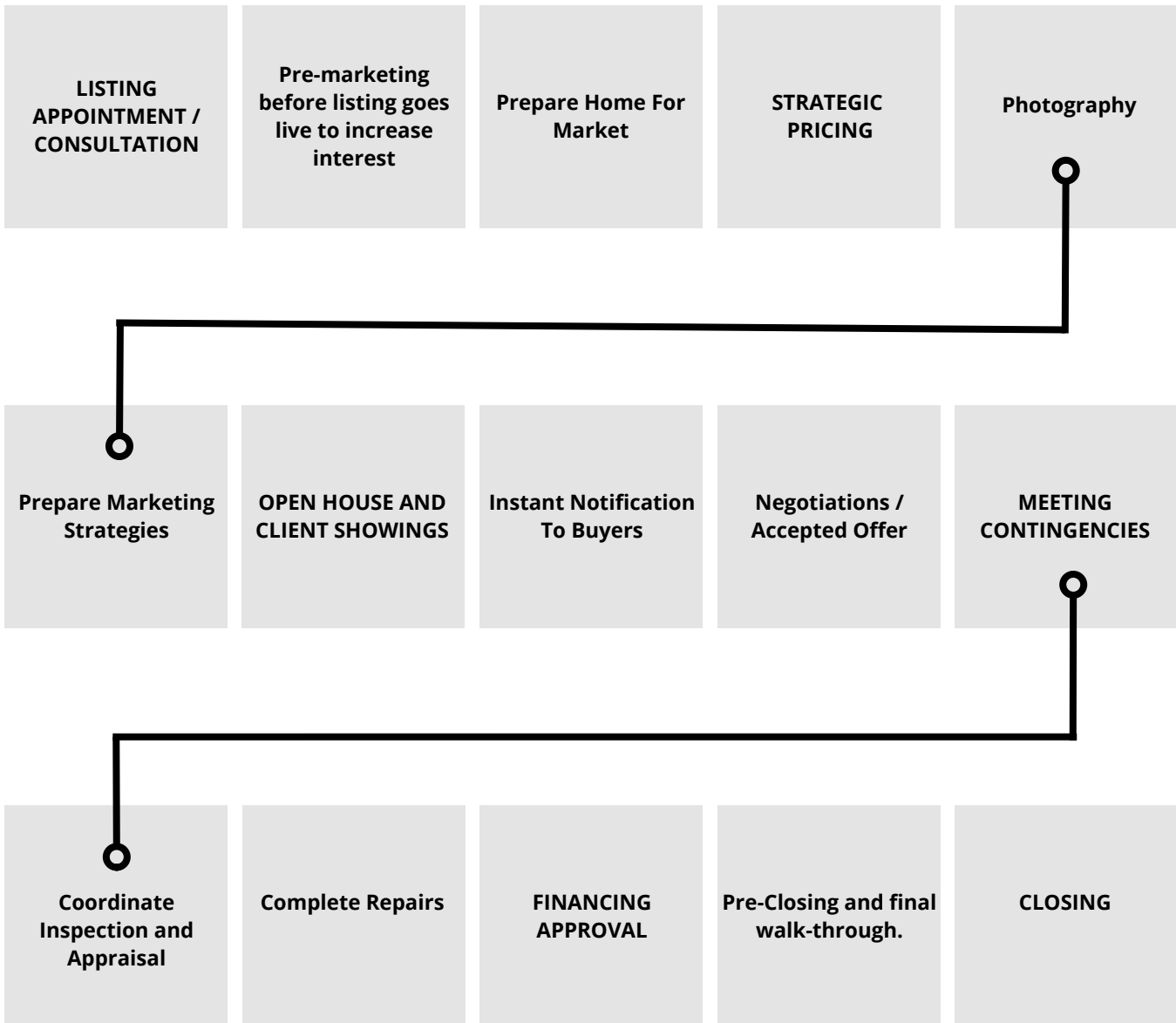
## **HOW LONG YOU ARE PROTECTED**

The protection under the Owner's Policy lasts as long as the owner (and potentially the owner's heirs) retains an interest in the property. The protection under the Loan Policy lasts as long as the lender has a mortgage against the property.



# THE LISTING PROCESS

Selling a home is a big decision and requires a lot of steps to be successful. Let my expertise guide you along the way and deliver you superior results.





# PRE-LISTING INTERVIEW

(Rapport building; FORD; how did you get my name; etc. – then explain process.)

**“If it is alright with you, I would like to ask you a few questions and then set up a time for us to get together. These questions are to help me prepare for our meeting and should take about 10 minutes. Is this an okay time with you?”**

1. Name \_\_\_\_\_
2. Property Address \_\_\_\_\_  
Mailing Address \_\_\_\_\_
3. Owners/Decision Makers \_\_\_\_\_  
Phones (H) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_  
Fax \_\_\_\_\_ email \_\_\_\_\_
4. Why are you selling? \_\_\_\_\_
5. When do you need to move? \_\_\_\_\_
6. Could you describe your house for me? \_\_\_\_\_  
Beds \_\_\_\_\_ Baths \_\_\_\_\_ Sq. Ft. \_\_\_\_\_ Style \_\_\_\_\_ Lot Size \_\_\_\_\_ Bsmt? \_\_\_\_\_
7. How long have you owned your home? \_\_\_\_\_
8. What sold you on your home when you bought it? What features did you like?  
\_\_\_\_\_  
\_\_\_\_\_
9. Have you done any updating to the home since you bought it?  
\_\_\_\_\_
10. If you were to stay in your home another 5 years, is there anything you would do to it?  
\_\_\_\_\_  
\_\_\_\_\_



NINJA 気 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

# PRE-LISTING INTERVIEW

11. For a moment pretend to be a buyer and look at your home through "Buyer Eyes".  
On a scale of 1 to 10, how would you rate its condition? (Model home = 10; Poor Condition = 1).  
 What would it take for your house to be a 10? \_\_\_\_\_
12. What are you going to be asking for the property? \_\_\_\_\_
13. Do you own your property free and clear or do you have a loan?  
 Have you had a recent appraisal? \_\_\_\_\_  
 Have you recently refinanced? \_\_\_\_\_  
 Do you happen to know the approximate balance? \_\_\_\_\_
14. What are three things you are looking for in a REALTOR®?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
15. Are you interviewing any other brokers for this job? When are they being interviewed?  
 Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_  
 Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_  
 Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
16. Have you considered going for sale by owner?
17. Have you sold a property before? \_\_\_\_\_
18. Is there anything else I should know about your home?
  
19. Do you have any questions for me?
  
20. Explain what happens next: One Call \_\_\_\_\_ Two Call \_\_\_\_\_ Prelisting Packet \_\_\_\_\_
21. Set appointment: Day \_\_\_\_\_ Time \_\_\_\_\_ Place \_\_\_\_\_

**ShoreWEST**  
REALTORS®

NINJA 気 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

RECENTLY

**SOLD**



**SIMILAR**  
**LISTINGS**



# ESTIMATED VALUE



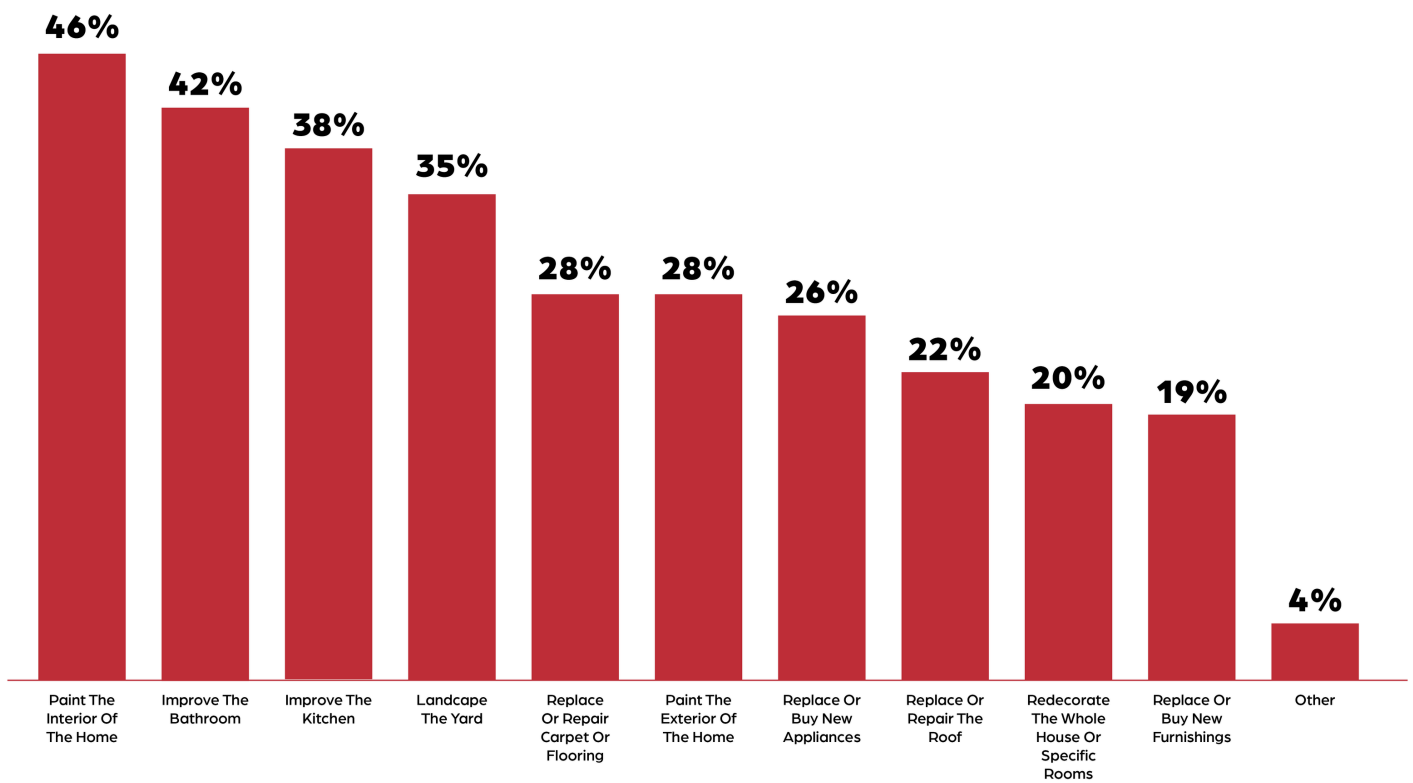
# COMPARABLE MARKET

# ANALYSIS

YOUR HOME'S VALUE IN TODAY'S MARKET



# Today's Most Common Seller Improvements



**ShoreWEST**  
REALTORS®



Source: Zillow