



Your Guide to Selling a Home

with the love on your home team

Hello!

We know that selling a home is not just a transaction—it's the next chapter in your life's story. At Love on Your Home Real Estate, we believe that every home holds a unique narrative, one that deserves to be told with care and respect. Our mission is to guide you through this journey, ensuring you feel supported every step of the way, and helping you find the perfect buyer who will cherish your home as much as you have.

We understand that selling a home can be an emotional process. That's why we approach each transaction with a personal touch, always keeping your needs at the forefront of everything we do. With our deep knowledge of the community and real estate market, we'll provide you with the insights and resources you need to make informed decisions that align with your goals.

Whether you're moving closer to family, downsizing, or seeking new opportunities, we're here to make this transition as smooth as possible. Together, we'll share the story of your home with prospective buyers, highlighting its history and the memories made within its walls. Your home is more than just a property—it's a place where life happens, and we're honored to help you pass it along to someone who will appreciate it just as much.

At Love on Your Home, we stand by our belief that you don't just sell a house—you give someone the chance to build their own future, in a space full of potential. Our promise is to make this experience one that leaves you feeling confident, inspired, and ready for the next chapter in your journey.

Thank you for trusting us to be a part of this exciting transition. We look forward to working with you and making this experience as memorable as the home you've created.

With gratitude,
The Love on Your Home Real Estate Team

HOMETOWN AGENTS

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PREPARE TO HIT

the market

Declutter and Depersonalize:

Remove excess items, personal photos, and décor that may distract buyers from envisioning the space as their own.

Repairs and Updates:

Take care of any necessary repairs, such as fixing leaky faucets or touching up paint. Consider updates that provide a good return on investment, like refreshing kitchen hardware or upgrading lighting.

Staging Your Home:

Work with a professional stager or rearrange furniture to highlight your home's best features. Keep rooms open, light, and inviting.

Curb Appeal:

First impressions matter. Trim hedges, mow the lawn, and consider planting some flowers or updating your door hardware.



Prepare for the Move

Set yourself up for success! By thinking about the full picture, you are setting yourself up for success not only for selling your home, but your next chapter.

Notify

- Utilities
 - Electric
 - Gas
 - Water
 - Sewer
 - Internet
 - TV
 - Insurance
- Change of Address
 - USPS
 - Banks
 - Insurance

As your agent, I'm here to guide you through every step—helping you make informed decisions, stay on top of deadlines, and connect with the resources you need to move forward smoothly.

“Selling a home is more than just cleaning, staging, and making repairs—it's about setting yourself up for a smooth transition.”



SET THE PRICE

how to know what to list for

Market Conditions

- Seller's Market: When demand exceeds supply (more buyers than homes for sale), sellers can often price higher and still receive offers.
- Buyer's Market: In a market where there are more homes than buyers, pricing competitively can help you stand out.

Comparative Market Analysis (CMA)

Your realtor will conduct a Comparative Market Analysis (CMA) to analyze recently sold homes in your area that are similar to yours. The CMA considers:

- Home size, age, and condition
- Comparable home sales (comps) in your neighborhood
- Homes currently on the market (competition)



Your Home's Unique Features

- Upgrades and Condition: New appliances, updated kitchens, remodeled bathrooms, or energy-efficient features may add value.
- Location: A desirable neighborhood, proximity to schools, parks, or amenities, and overall neighborhood appeal can influence the price.

The Impact of Overpricing or Underpricing

- Overpricing: Homes that are priced too high may languish on the market, leading to price reductions. Buyers may question the value, which could hurt your chances of attracting offers.
- Underpricing: Pricing too low might attract more buyers, but it can also leave money on the table. It's important to find that sweet spot between maximizing your sale price and attracting the right buyers.

Timing and Motivation

- Time Sensitivity: If you need to sell quickly due to relocation, job change, or personal circumstances, you may want to price aggressively to sell faster.
- Market Conditions: If you're in no rush and the market is favorable, pricing slightly higher might give you a little room for negotiation.

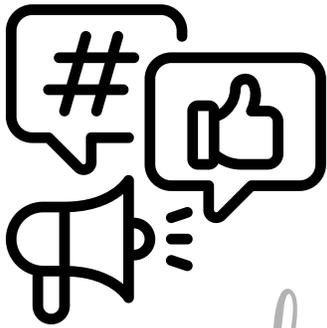
Adjusting the Price as Needed

Stay open to adjusting the price based on feedback from showings, market conditions, and how long your home has been listed. If your home hasn't sold after a reasonable period, it might be time to consider a price reduction.



MARKETING

to find the right buyer



we love

VIRTUAL TOURS

- mini clips
- full tour
- highlighting why you fell in love with your house

OPEN HOUSE

- getting serious buyers in the door, with a first hand, no pressure look

NETWORKING

Who loves to chit-chat? WE DO! Together we have an impressive community of people that we know, love, and trust. We care about our neighbors and want to help people find a home they love.

Online Marketing

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

- Social Media: Facebook & Instagram
- MLS (Multiple Listing Service)
- Email Campaigns

Open House

A look inside your home, with no pressure!
& we prepare by:

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Posted on our social media accounts
- Social Media Ads
- Monthly Newsletter



UNDERSTANDING KEY TERMS

Offer Price: While the price is important, it's not always the only factor. Sometimes a slightly lower offer with better terms can be more attractive than a higher offer with more contingencies or less favorable conditions.

Contingencies: These are conditions that must be met for the sale to go through, such as a home inspection or financing approval. We'll look at how many contingencies are in the offer and how they might affect your timeline and closing process.

- **Inspection Contingency:** Buyers may request a home inspection. If issues are found, they may ask for repairs or a price reduction. I'll help you navigate this and negotiate terms.
- **Appraisal Contingency:** If the buyer's lender requires an appraisal, the home must appraise at or above the offered price. If it comes in lower, we can negotiate the price or work with the buyer on other terms.
- **Financing Contingency:** If the buyer needs financing, the offer may be contingent on approval. We'll assess the buyer's financial standing to make sure they are a qualified candidate.
- **Closing Timeline:** A fast or flexible closing can sometimes be more appealing than a higher offer if timing is critical for your next move. We'll discuss your needs and priorities and negotiate a timeline that works best for you.
- **Earnest Money:** This is the amount the buyer offers as a deposit to show they're serious. A larger earnest money deposit can indicate a stronger offer and show commitment from the buyer.

Counter Offers: I will work with you to determine if a counteroffer is the best approach. A counteroffer allows you to negotiate the price, terms, or contingencies to reach an agreement that better suits your needs.

Multiple Offers: If we have more than one offer on the table, I'll help you evaluate the pros and cons of each one. We'll consider the price, contingencies, and the buyer's ability to close. Sometimes we can even use multiple offers as leverage to get better terms.

Negotiating Repairs: After a home inspection, buyers may ask for repairs or credits. I'll advise you on which requests are reasonable and help you decide if it's better to negotiate repairs, offer a credit, or hold firm on your price.

Flexibility: Being flexible on some terms—like the closing date or what stays in the home—can sometimes make a significant difference in closing the deal, especially if other terms are non-negotiable.



the seller **ROADMAP**



Interview

Find the right Real Estate Agent for you



Pricing

Review comparable homes and establish a price for your home



Staging

Prepare your home to make its debut on the market



Marketing

We will use a strategic marketing plan to ensure maximum exposure



MLS

Your home will go live on the MLS and will be viewable to potential buyers



Photographs

We will have your home professionally photographed for the MLS



Offer

We will review all offers and help you understand all the terms of the contract



Under Contract

After accepting an offer, your home will officially be under contract



Negotiations

We will negotiate any repair requests made by the buyer



Closing

Hooray! Time to hand over your keys and celebrate selling your home



CHECKLIST

i'm here to help too!

1. Declutter and Depersonalize

Remove personal items (family photos, collectibles, personal mementos).

Clear out closets, attic, garage, and basement to make spaces look larger and more appealing. Organize items that will be packed and ready for moving—don't wait until the last minute.

2. Make Necessary Repairs

Fix leaky faucets, creaky doors, and any minor maintenance issues.

Touch up paint, patch holes, and repair or replace damaged flooring or tiles.

Ensure all appliances are in good working condition (stove, refrigerator, HVAC, etc.).

3. Stage Your Home for Buyers

Arrange furniture to highlight the home's flow and functionality.

Consider hiring a professional stager to make the home feel inviting and modern.

Add fresh touches such as new throw pillows, rugs, or light fixtures to enhance appeal.

4. Clean and Freshen Up the Space

Deep clean carpets, floors, windows, and any high-traffic areas.

Shampoo carpets, clean grout, and disinfect surfaces like light switches and door handles.

Air out the home to eliminate any lingering odors.

Consider adding fresh flowers or using an air purifier for a fresh, neutral scent.

5. Enhance Curb Appeal

Mow the lawn, trim bushes, and add fresh mulch to flower beds.

Repair or paint the front door and clean windows.

Clear driveways and walkways, and ensure outdoor lighting is working.

6. Gather Necessary Documents

Locate and organize important documents such as the deed, title insurance, mortgage documents, warranties for appliances, and any past inspection reports.

If applicable, gather paperwork regarding renovations or repairs to show buyers the value of updates made.

7. Clear Out Unwanted Items

Donate, sell, or discard any furniture or items you no longer want to move.

Rent a storage unit for extra items or furniture that will help make the home feel more spacious.

Begin packing non-essential items and storing them out of sight.

8. Prepare for Showings

Create a plan for how to leave the house during showings. Consider making arrangements with friends or family for temporary stays if needed.

Remove pets during showings, or make sure they are safely tucked away.

Keep counters clear and maintain a general clean, neutral look for all showings.

9. Plan for Moving Logistics

Start researching moving companies or rental trucks and schedule a date for the move.

Start creating a timeline for packing, scheduling utilities to be turned off or transferred, and setting moving dates.

Label boxes and organize your items by room for a smoother move-out process.

10. Empty the Garage & Storage Areas

Clear the garage or storage areas so buyers can see the space for what it is. A cluttered garage can be a dealbreaker.

If you're planning to leave any items behind (like lawnmowers or garden tools), be sure to mention them to your agent or potential buyers in advance.

11. Review the Home's Security

Make sure all windows and doors lock securely, and if necessary, check that your home's alarm system is functioning.

Consider transferring alarm system services to the new homeowner, if applicable, or canceling them before the sale.

12. Notify Service Providers

Contact utility companies, internet/cable providers, and other service providers to arrange for final bill payments or transfers to your new home.

Set up the home to be ready for final walkthroughs, including making sure the home is clear of any personal items.

13. Final Walkthrough Preparation

Ensure all personal items have been removed.

Verify that all appliances included in the sale (refrigerator, washer/dryer, etc.) are present and in working condition.

Confirm that all repairs agreed upon during negotiations are completed.



FREQUENTLY *asked questions*



1. When is the best time to sell my home?

The best time to sell often depends on the local market, but in general, spring and summer tend to be the most active seasons for home buyers. However, if you're in a seller's market, you could sell at any time of the year. Working with a local real estate agent can help you understand the market conditions in your area.

2. How do I determine the right asking price for my home?

Your realtor will conduct a Comparative Market Analysis (CMA) to analyze the prices of similar homes in your area. They will also consider the condition of your home, the local market, and current demand to help set a competitive price.

3. Should I make repairs or upgrades before listing my home?

Minor repairs and upgrades can increase the value of your home and make it more attractive to buyers. Focus on quick fixes that provide a return on investment, such as freshening up paint, fixing leaky faucets, or updating outdated lighting. If you're unsure, your realtor can guide you on what will yield the best results.

4. How long will it take to sell my home?

The time it takes to sell your home can vary based on factors like location, market conditions, price, and how well your home is prepared. On average, homes in well-prepared condition and priced competitively can sell within a few weeks, but it can take longer in a buyer's market or if your home requires additional work.

5. How do I market my home to potential buyers?

Effective marketing strategies include professional photography, virtual tours, listing on MLS, and advertising on real estate websites. Your realtor will also organize open houses, private showings, and potentially reach out to their network of buyers. Your home's online presence is key to reaching the right audience.

6. What happens during the home inspection process?

After accepting an offer, the buyer will typically schedule a home inspection to assess the condition of your property. They may ask for repairs or a price reduction based on the findings. Be prepared for negotiations—your realtor will help you navigate this stage.

7. Can I accept an offer that's below the asking price?

Yes, you can accept any offer that meets your needs. However, before making a decision, you'll want to consider the buyer's offer in terms of price, contingencies, closing timeline, and overall strength of their position (e.g., pre-approved financing).

