

FROM LISTED  
TO

*Sold*

A LAND SELLER'S GUIDE

Laura Flood

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*Laura's Real Estate*  
GROUP

it's great to meet you



## Laura Flood

Broker/CEO, Realtor®  
CLHMS, ABR, CRS, e-PRO, GRI, CNE

I feel honored to be able to help others make their real estate dreams a reality. Knowing that we can make the process smooth and fun for our clients when we do our job exceptionally well is very rewarding. With over 27 years of real estate experience, I love that every day is still a new adventure, always challenging and fulfilling. I have cultivated a family-first, positive, and motivated team. I am married to my amazing husband Jayme, and we have two fantastic, kind, and happy children- Mason and Olivia. We live in the country and have a mini Irish Doodle, Maddie. We are blessed to be healthy, happy, with a great family and so many wonderful friends. We love to entertain, and home is our happy place. Helping you sell your home and get the best price, favorable terms in the shortest amount of time is always our team's goal.

## LET'S CONNECT



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facebook.com/LaurasRealEstateGroup



@LaurasRealEstateGroup



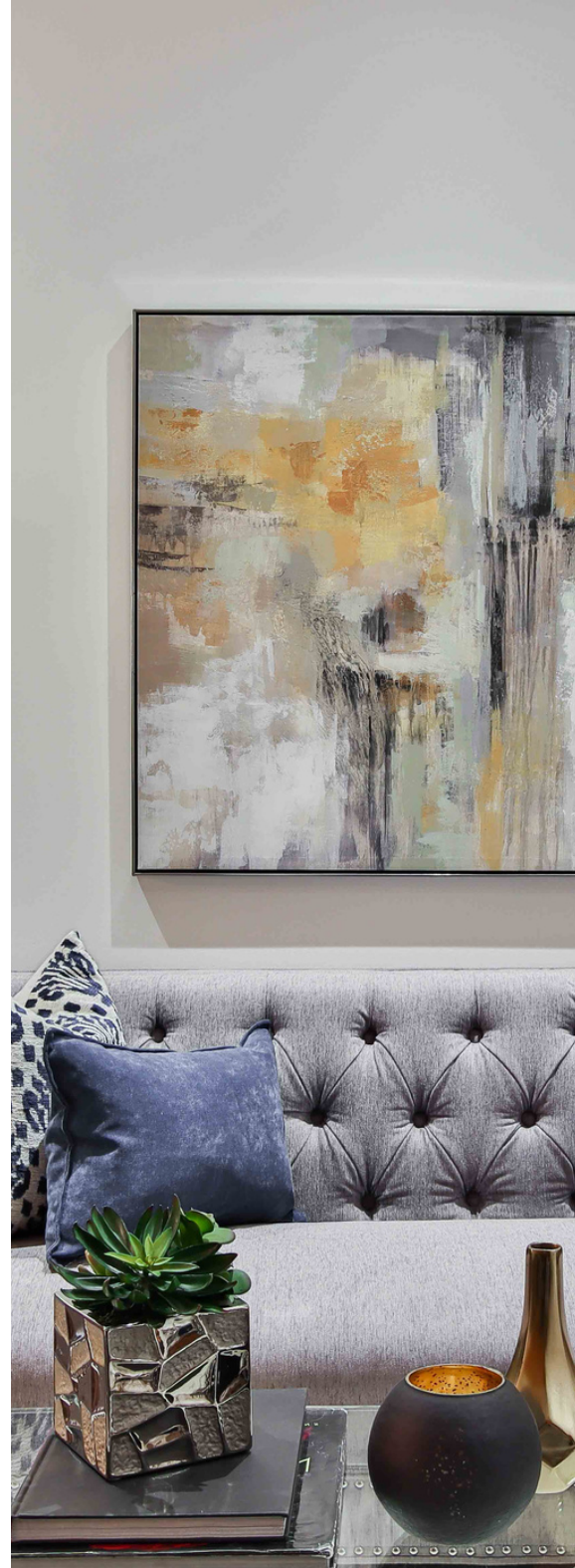
pinterest.com/laurasrealestategroup



linkedin.com/in/laurastaudeflood

# qualifications

- Full-Time Realtor since 1995
- Continuously Awarded Top 1% of Agents Nationwide.
- Successful completion of the VIP Relocation Training program
- CLHMS Designation Certified Luxury Home Marketing Specialist
- ABR Professional Designation – Accredited Buyer Representative
- CRS Designation – Certified Residential Specialist, Less than 4% of agents Nationwide has achieved this designation.
- GPA– Graduated Power Agent, an agent who is committed to constant improvement and making a difference in the industry
- GRI– Graduate Real Estate Institute, Only 20% of agents Nationwide obtain this designation
- Notary Public State of Wisconsin
- e-PRO certified – Top 1% of Agents Nationwide with an e-PRO certification
- CNE – Certified Negotiation Expert
- Successful completion of Real Estate Risk Management Workshop
- Instructor of Realtor Orientation and First Time Homebuyer Seminars
- Previous Realtor of the Year, Jefferson County Board of Realtors
- Sales Associate of the Year
- Quality Service Award Winning Office
- Nominated by other area Real Estate Agents as one of the five most referred Realtors in the County
- Member of the Multi-Million Dollar Club and Masters Club for Consistent High Production, Quality Service, and Dedication
- Past President of Jefferson County Board of Realtors



Far more than any other Realtor, my connections reach city, state, and nationwide. My national prominence positions me to be the first choice of all Jefferson County Realtors from out-of-town agents who have clients moving to the Jefferson County area.

I am a member of the following networks; CHLMS\*\*\*\* National Association of Realtors (NAR), Certified Residential Specialists (CRS), Graduate Realtors Institute (GRI), e-Pro, and the Jefferson County Board of Realtors.

I continue to further my education for the primary purpose of protecting my clients in today's litigious society. My continued education also allows me to stay on the cutting edge of new marketing strategies to facilitate my listings.

# MEET THE TEAM



## Crystal Cramer

Director of Listings & Systems

With more than 10 years of experience within the Real Estate industry and 20+ years of office experience, I am very familiar with all of our Real Estate Systems and processes and I love to assist our Laura's Real Estate Group of agents. I live locally with my husband and our 3 amazing boys. I enjoy spending time with my family, going to the lake, and reading in my free time.



## Emma Vodenlich

Realtor®

I am thrilled to have the tools and skills to help sellers and buyers through their housing journey in a flawless manner. I am from the Lake Country area in Waukesha County and am also very familiar with the Jefferson and Walworth County areas. I would love to help any buyer or seller through the process, and can promise to do so with patience and motivation!



## Heather Fetherston

Buyer Specialist- Realtor®

I have always had a passion for home design and real estate, and making selling and buying a house a fun and rewarding experience for you. I have a husband, Greg, and three children. We reside in Jefferson and love to spend time outdoors boating, walking, and playing games.

# MEET THE TEAM



## Jenny Rogers

Realtor®

I am familiar with Jefferson county and all of the surrounding communities. This gives me the knowledge and enthusiasm to help homebuyers find the home that brings them happiness and a lifetime of memories.

In my free time, I enjoy any activity that involves exploring our beautiful state. I also love to travel, read, and spend time with my family and friends.



## Joe Sikora

Realtor®

One of my greatest joys in life is helping others and having the ability to help clients with one of their biggest investments is truly rewarding.

I live just outside of Jefferson with my two beautiful daughters and have lived in Waukesha and Jefferson counties for the majority of my life, giving me valuable knowledge of the market and landscape in our area. Outside of work, I enjoy sports, coaching, and am passionate about the outdoors. "Only a life lived for others is a life worthwhile" A. Einstein



Realtor®

Being from the Madison area, my interest in real estate began, as I grew a love for all of the beautiful homes and lakes we have. I also have a passion for helping people and am excited to be a part of Laura's Real Estate Group. Having the opportunity to be surrounded by motivated and caring people, brings all of my passions together: Helping people, and selling & finding homes that are a perfect match!

# DETERMINING FACTORS FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

## FACTOR 1 *pricing*

When pricing your property, it is important to carefully consider top market value. Using my competitive market analysis tools, we will suggest your land's best listing price. We sell land HIGHER than the market average because we list properties at the correct price from the start.

## FACTOR 2 *how it shows*

It is important to have your property ready for market on day one. We will make recommendations to help you make sure your land is ready for showings and online like:

- Repairs that need to be done
- Decluttering & removing personal items

## FACTOR 3 *marketing*

Our team offers SUPERIOR MARKETING TECHNIQUES to help get your land sold faster and for more money than the competition.

### **PROSPECTING**

Prospecting daily for potential buyers, talking with neighbors, other local agents, and past clients.

### **WHEN WE DECIDE TO WORK TOGETHER**

The second you sign with Laura's Real Estate Group, our team goes to work on marketing your property! ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING are all part of the success of getting your land seen by the most potential buyers, selling your land 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 property, and touching base weekly to discuss the previous week's progress.

## *the advantage of listing with our team*

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in its 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.

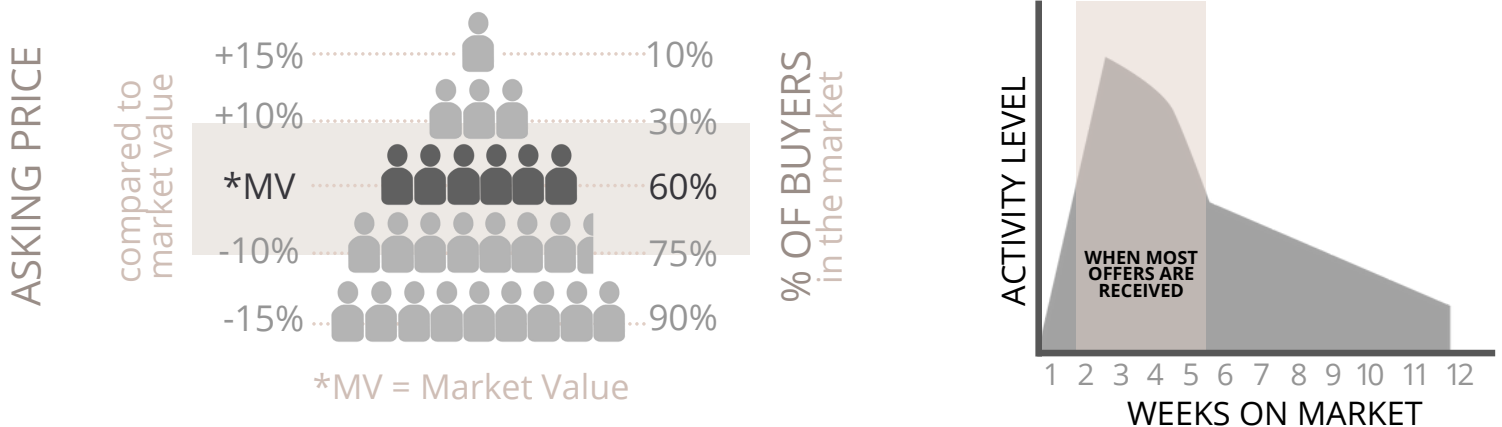
# listing strategy

## PRICING STRATEGY

Using a detailed market analysis of properties in your area, we will price your property correctly the first time so that it will sell quickly.

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

If a property is overpriced, it will attract fewer buyers looking to purchase land. The majority of land buyers look at many properties, and they quickly get a feel for the price range that land sells for in a given condition and location. Overpricing often lengthens your property's time on the market and invariably results in a lower selling price than you have otherwise obtained.



## PROFESSIONAL PHOTOGRAPHY

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

## AGENT MARKETING

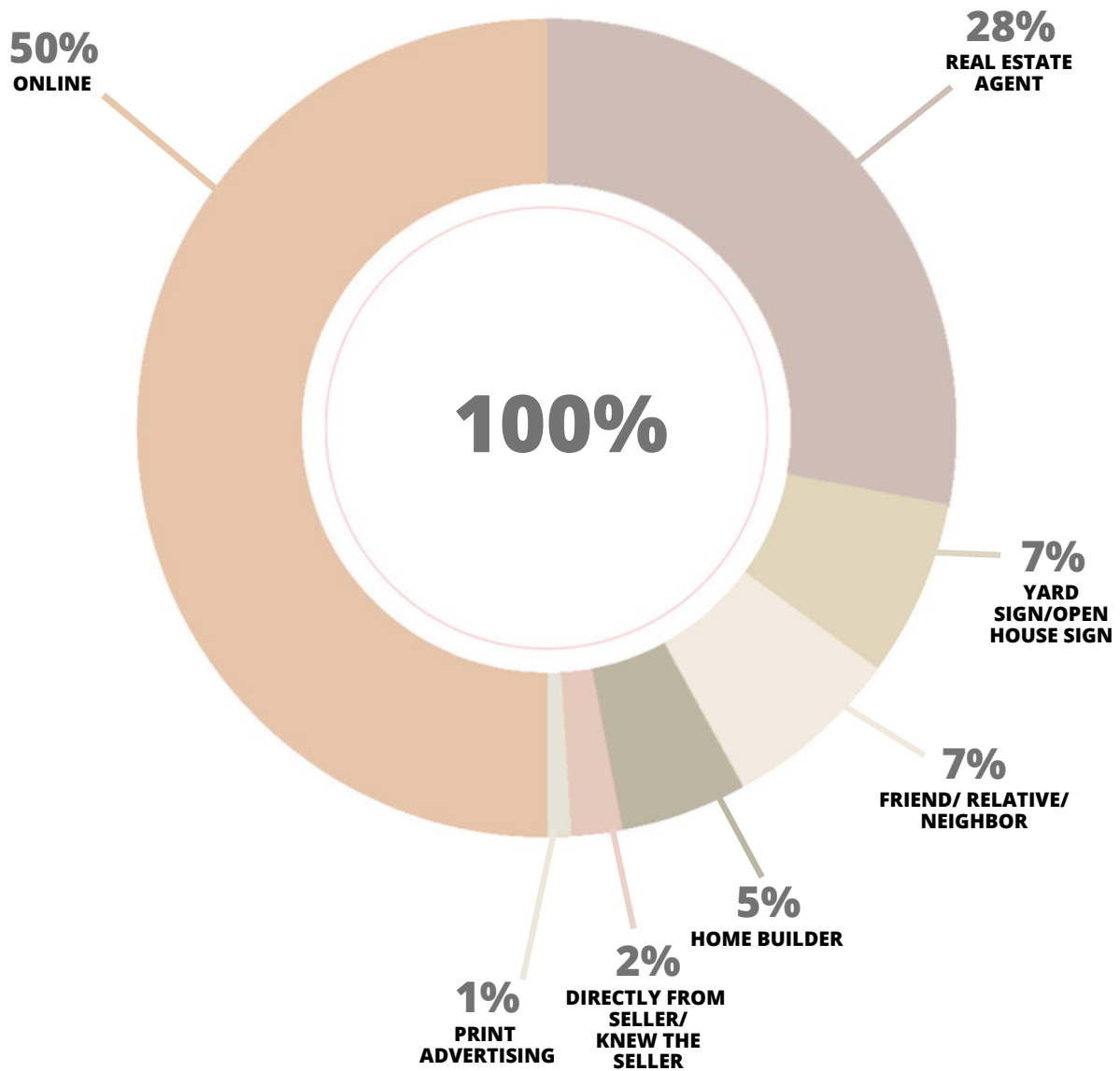
Our team is part of an extensive agent network. We will reach out to this network to see if your land is a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

We know the importance of marketing a property. This is an area our team heavily focuses our efforts on. We have expertise in attracting hundreds of buyers per month and increasing awareness and interest in our listings.

# WHERE DO BUYERS

*find their property*







# marketing

## NETWORKING

A large percentage of real estate transactions happen with cooperating agents; our goal is to expose your property to as many agents as possible.

## 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 property be featured in both Madison and Milwaukee MLSs, but it will also be featured on the major 3rd party real estate sites and syndicated to literally hundreds of other listing sites. Your property will be featured on our company websites and several social media platforms.

## EMAIL MARKETING

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

## LOCK BOX

Lockboxes are essential for the safety of all. Owners are expected to vacate the property for showings. Having a lockbox makes this process much easier to allow an agent to show when they have a confirmed appointment

## SHOWINGS

When we list your property, we will use a showing service that immediately communicates with you when a showing is requested. After showings, the buyer's agent receives an email survey asking if the buyer is interested and, if not, why, what they thought of the price, and for any other feedback. If we don't get feedback by the next day, we follow up with the buyer's agent.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing as well as targeted marketing to help find ideal buyers on today's top social sites, which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

*maximum exposure*



Instagram



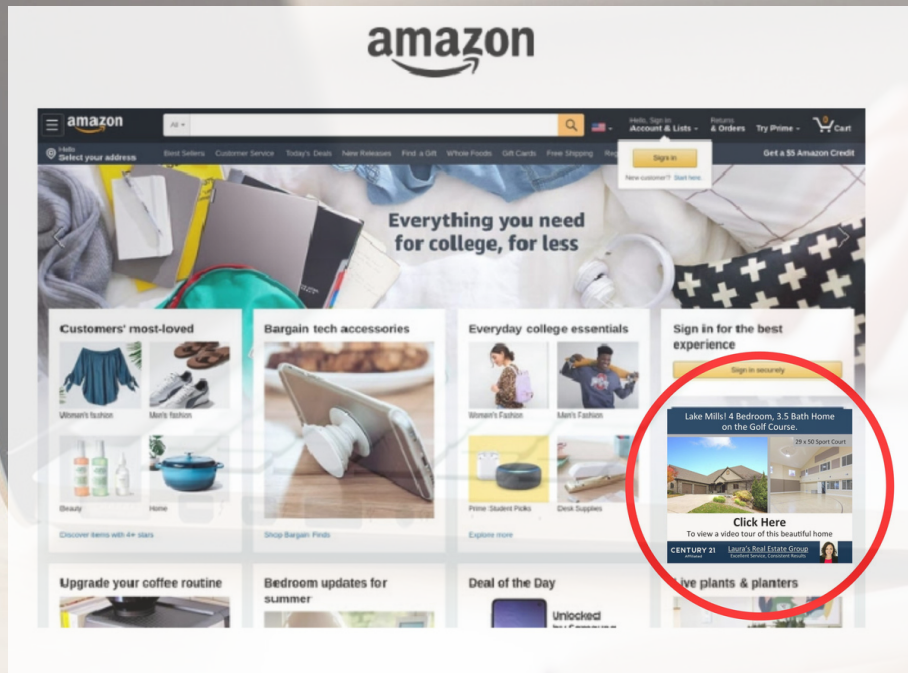
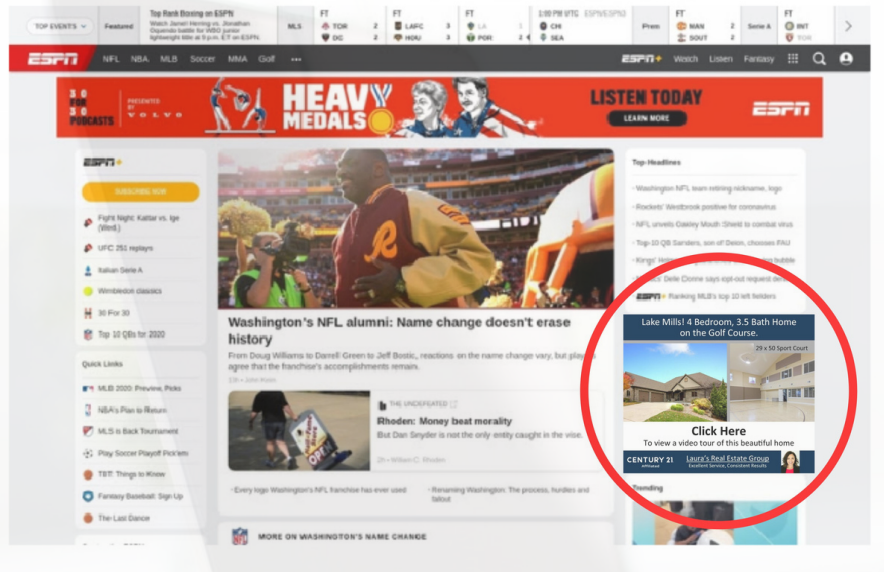
Pinterest



## GET FEATURED

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

Land that receives the top 10% of page views sell an average of 30 days faster!



We use Adwerx to market our listings to potential buyers directly. Adwerx posts ads on the sidebar and header sections of many popular sites.

Adwerx uses key search words to post related ads on thousands of sites. We utilize this feature to post some of our listings on Adwerx; if buyers search for "real estate" or "homes" or "for sale," etc., then our ads will appear on sites such as amazon, MSN, Facebook, CNN, and hundreds of other sites during the time the ad is running. Adwerx is a beneficial paid service that greatly benefits our clients.

GREAT MARKET EXPOSURE WITH ADWERX

# offers

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



## **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods can also be 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 property sellers that the buyers are qualified to get the loan they need.



## **CLOSING COSTS**

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



## **OFFER PRICE**

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

# Land APPRAISAL



If the buyer is seeking a loan to purchase your property, they will need to have an appraisal performed by the bank to verify the land is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It isn't easy to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the property prior to the appraisal.

## **APPRAISAL COMES IN AT OR ABOVE SALE PRICE**

You are in the clear, and we keep moving toward closing.

## **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 to convey 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 the 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 property
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)

### 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- 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 the commission
- Title insurance policy
- Home warranty

### WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID

### AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All property improvement receipts



# REVIEWS



"Laura was great to work with. She was honest when helping us figure out the selling price, gave us great advice on little things to make the house sell quicker, and was timely about everything. Laura seemed to know everything about the local area and current market. She sold our house within days for well over our asking price. We appreciate all of her work making everything go so smoothly."

"I've dealt with many Realtors both personally and in my business. I have consistently enjoyed working with Laura for her professionalism, how easy she is to communicate with, how available she is to discuss needs/concerns, and how effective she is in accomplishing her job. A true professional!"

"In the ever-changing aspects of Real Estate, Laura has provided facts and trends and gives her honest assessment of the current market. It might not be what you want to hear, but it is a fact. It made a major impact on our decision and built a trust with Laura that I feel will carry long past this transaction. Straight forward and honest, I'm not sure what else a person could ask for in making a major life decision."

"Laura was very responsive. She kept our best interest a top priority and made the selling process as low stress as possible. You do not realize how much more is involved in selling a home than just listing on MLS...preparing the property for selling, market analysis, contracts, inspections, appraisals, loans, communicating with buyers, calming our nerves during negotiations...to name a few. Laura was knowledgeable in all areas of the real estate process. The value she added to our home sale was worth every penny."

"Laura and her team are exceptional to work with. Every detail was covered from the beginning of the listing process to the closing of the sale. Laura and her team are professional, friendly, and trustworthy. You will not be disappointed trusting Laura with the sale of your property."

"We would highly recommend using Laura Staude Flood for your real estate agent. We moved to Arizona and needed to sell our home after we left. She handled the sale of our home in such a professional manner that we never worried once. From the initial listing to the final closing, she was there and keeping our needs in mind. Thank you again, Laura!"





*"We've cultivated a family-first, motivating work environment. Our people love their jobs. That means a lot to me. We put them in a position to succeed, assigning them responsibilities aligned to their strengths, which in turn provides our clients with the attention to detail they deserve."*

Featured in  
Top Agent  
Magazine

WISCONSIN EDITION  
**TOP AGENT**  
MAGAZINE



24-HOUR  
TOUCH-UPS  
to Maximize  
Your Price List

COVER STORY

**LAURA  
FLOOD**

**BE THEIR  
REALTOR®  
FOR LIFE:**  
How to Build a  
Relationship with  
Your Clients that  
Will Last a Lifetime

FEATURED AGENT

**ANTHONY  
WOODEN**

**Take My  
Word For It:**  
The Power of Testimonials &  
Making Word-of-Mouth Count

# Awards & Honors

Decided by customers, the Best of Zillow award is reserved for agents with the highest Customer Experience scores. Laura has been ranked as one of the top agents nationwide year after year. Best of Zillow agents demonstrate trustworthiness, responsiveness, and knowledge in every customer interaction.



BEST OF ZILLOW



Laura's Real Estate Group received the "Top Seller's Agent" and the "Sells for More" awards which are awarded to the top 1% of agents with the most seller side transactions completed and agents who have the highest sales price to list price ratio for seller side transactions. Laura's Real Estate Group also received the "Top Negotiator" award which is awarded to the top 5% of agents who save their clients more money on home purchases.

Laura's Real Estate Group has received the Honor Society Team Award and the Quality Service Team Award for many years. The Honor Society Award is an honor earned by only a very few - the top 1% of agents. This award is in recognition of relentless commitment and high production.

# INSTITUTE *for* LUXURY HOME MARKETING®



Whether you are buying or selling a home, it is essential that you partner with a real estate professional that can meet your needs and understands your lifestyle. The Institute for Luxury Home Marketing exists to help buyers and sellers of luxury homes find real estate professionals with the knowledge, skills, and expertise to support their individual needs. Institute Members specialize in the luxury home market and have completed extensive training to build additional competencies unique to the upper-tier arena. Members also have access to exclusive market insights and the latest strategies and tools, enabling them to stay on top of changing market conditions and offer effective plans to sell luxury properties. This insight and specialized knowledge make Institute Members the best agent choice for affluent buyers and sellers of luxury properties.

