

FROM LISTED TO SOLD

A HOME SELLER'S GUIDE



Laura's Real Estate
GROUP

exp
REALTY

it's great to meet you



Heather Fetherston

Buyer Specialist, Realtor®

I am excited to be part of the team and help buyers find the homes of their dreams. I am passionate about helping others and want to make the buying process journey a fun and rewarding experience. I have lived in Jefferson County for over 25 years, and bring enthusiasm and great energy into the real estate industry. I currently live in Jefferson with my husband Greg, and three children. I enjoy outdoor activities, reading, and spending time with family and friends

LET'S CONNECT



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pinterest.com/laurasrealestategroup

Team Leader



Laura Flood

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

Our Team concept has provided a superior level of service for both sellers and buyers. Our combination of experience, knowledge, and professionalism provides our clients with a one-of-a-kind real estate experience. Each team member has specific responsibilities aligned to their strengths, which provide clients with the attention to detail they deserve. We are well acquainted with South Eastern Wisconsin real estate markets. Our goal is to get you the best possible price and terms on the property you have to sell or buy, protect your confidentiality, and always put your interests first.

It is our responsibility to handle the details so you can continue to focus on the more critical things in your life. We continually strive to know all of the new trends and developments in the area, changes in the law, and economic conditions to better assist our clients. We will do everything we can to make your home buying or selling process a stress-free experience for you.

Laura's 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



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MEET THE TEAM



Laura Flood

Broker/CEO

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 30 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.



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!

MEET THE TEAM



Ava Stelter

Realtor®

Growing up in the world of construction and property investing, I have always been passionate about becoming a real estate agent and helping homeowners buy, sell, and invest in the perfect property. I am thrilled to be a part of Laura's Real Estate Group, where I am surrounded by experienced agents who are dedicated to making our client's real estate process as seamless as possible. I am from Lake Mills, Wisconsin, and I am currently a student at UW-Madison pursuing degrees in Finance and Entrepreneurship. I am very excited to use patience, positive energy, and an unmatched work ethic to assist buyers and sellers in the Jefferson and Dane County areas on their journey!



Crystal Cramer

Director of Listings & Systems

With more than 15 years of experience within the Real Estate industry and 25+ 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.

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 tools, we will suggest your home's best listing price. We sell homes HIGHER than the market average because we 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. We will make recommendations to help you make sure your home is ready for showings and online like:

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

FACTOR 3 *marketing*

Our team offers 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, 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 home! ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING are 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 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.

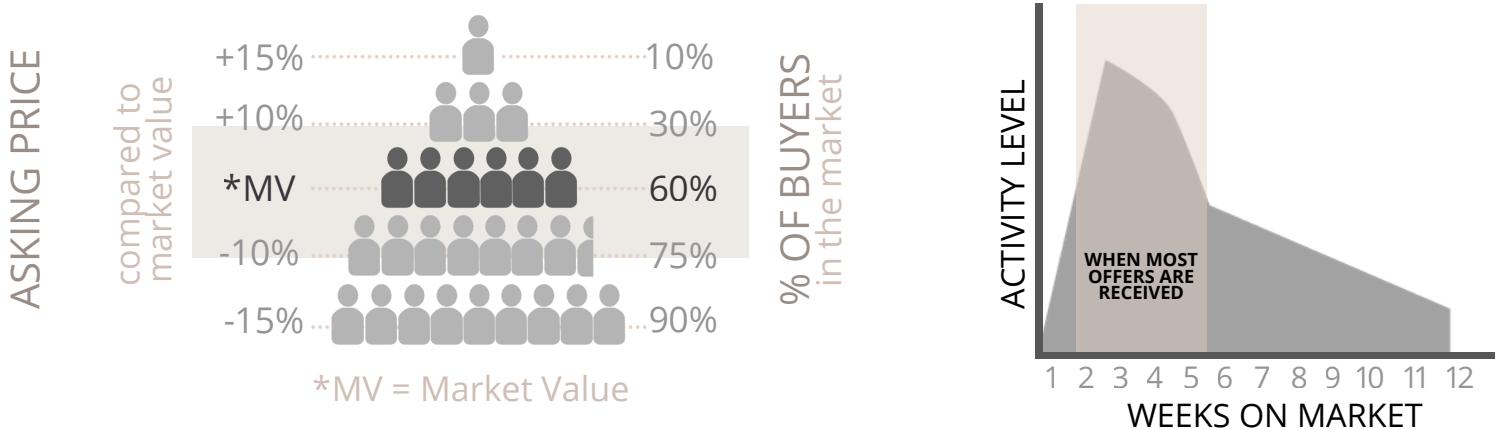
listing strategy

PRICING STRATEGY

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

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

If a home is overpriced, it will attract fewer buyers looking to purchase a home. The majority of home buyers look at many homes, and they quickly get a feel for the price range that homes sell for in a given condition and location. Overpricing often lengthens your home'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 home are top-notch and of the best quality to catch the buyers' 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

Our team is part of an extensive agent network. We will reach out to this network to see if your home 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.

Preparing to list

MAXIMIZE YOUR HOME'S POTENTIAL

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

01

EXTERIOR

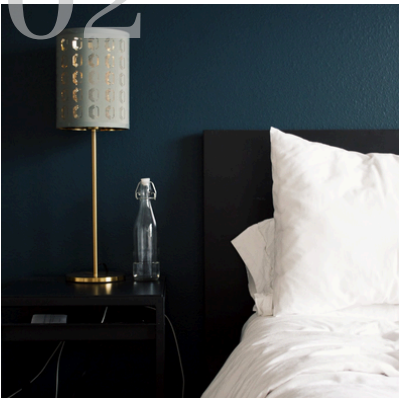
- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



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 light fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



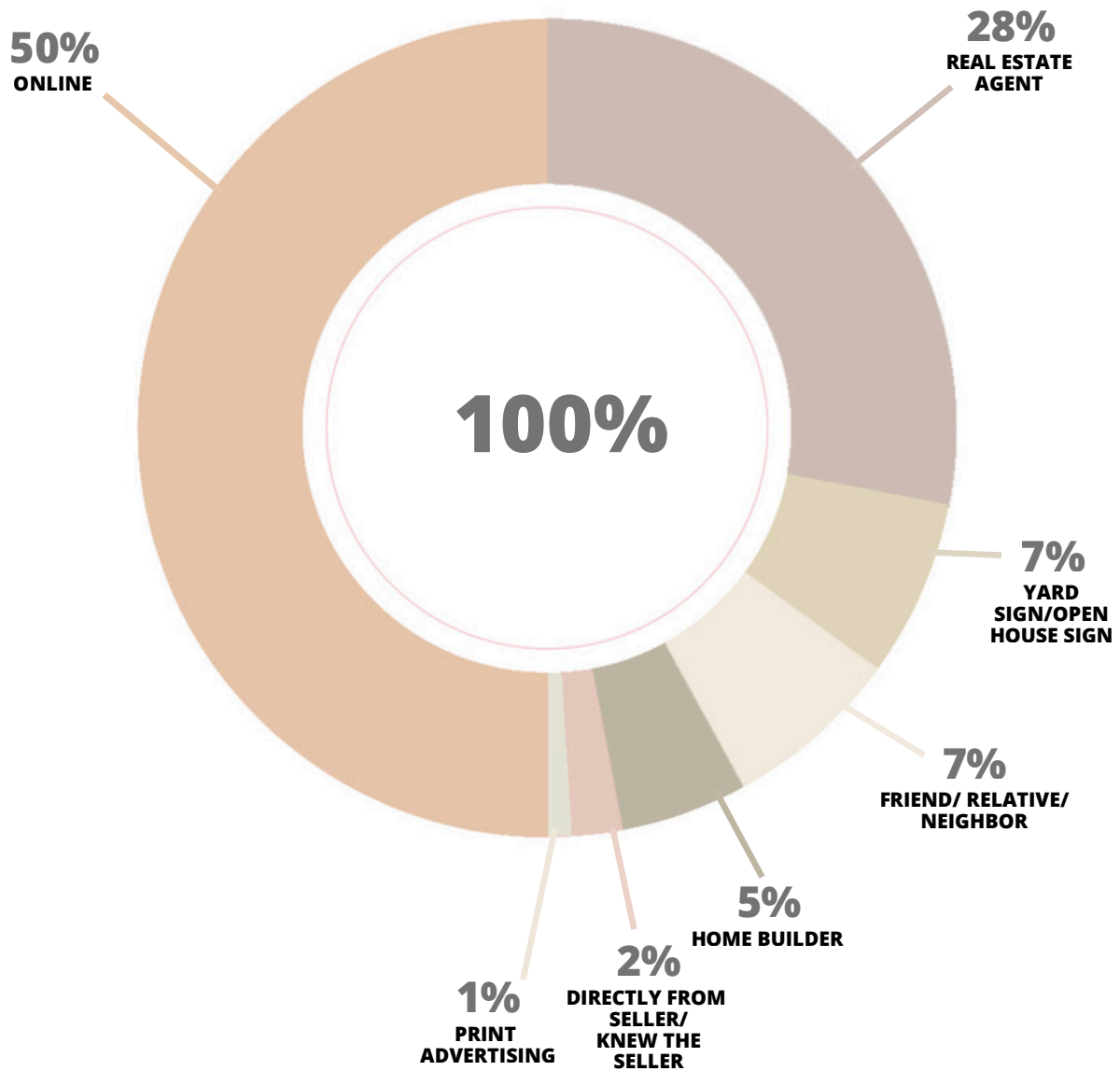
03

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



WHERE DO BUYERS *find their home*





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 home 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 home 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 home, 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, 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

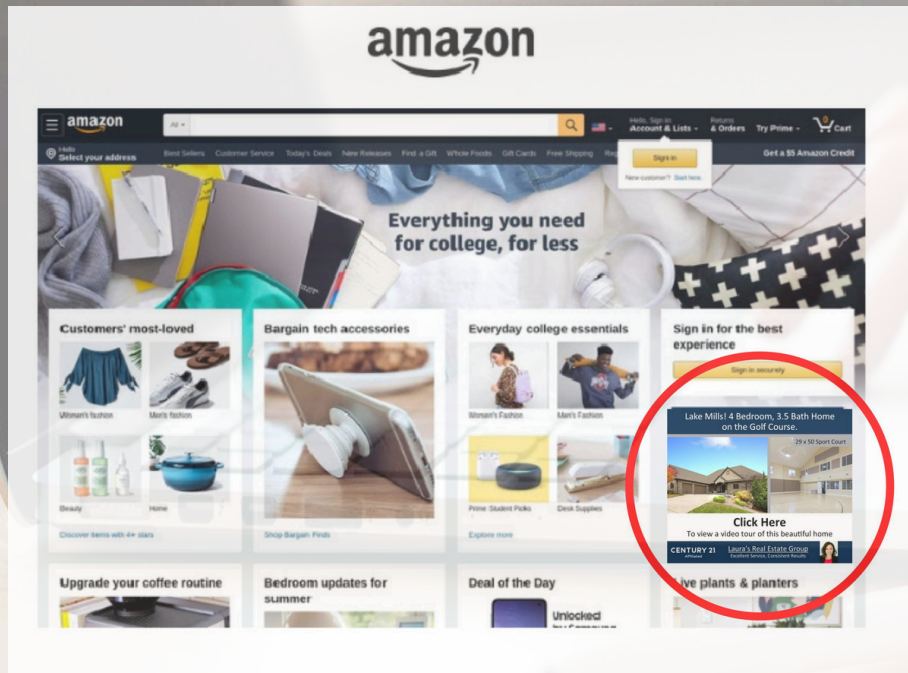
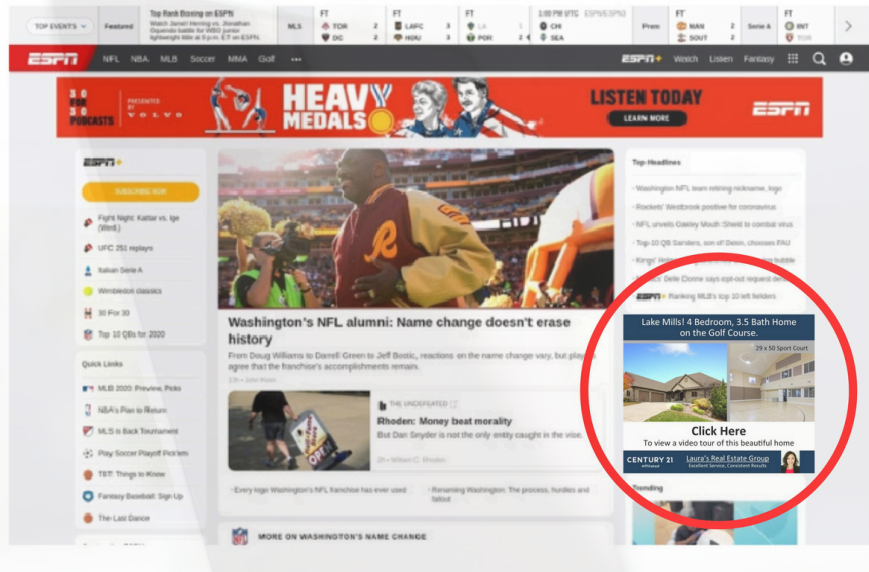


GET FEATURED

We will feature your home on the top home search sites, 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!

ESPN



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

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 potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. If the is an evening showing leave lights on before you leave.

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 site 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 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 home sellers that the buyers are qualified to 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 may 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 have an extended closing date 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 at the time of closing.



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 take them on and buy as is might be what you need.



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.

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.

COSTS

There is no cost to the seller; the buyer will choose and purchase the inspection performed by a state-licensed inspector of their choice.

POSSIBLE OUTCOMES

Inspections and potential repairs are usually some of the top reasons a sale does not close. Common problems could be; foundation, electrical, plumbing, pests, structural, mold, or radon.

UPON COMPLETION:

- The buyer can accept it as-is
- The buyer can offer to renegotiate
- The buyer can cancel the 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 isn't easy 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 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 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
- The 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 the 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* FOR SELLERS



CANCEL POLICIES

Once a 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.



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, closets, washer, and dryer.



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.

Reviews



Brianna L.

Laura and Heather were amazing to work with while selling my condo and buying a house. Both were extremely responsive whether I texted, emailed, or called. I had lots of questions throughout the process and looked at several homes before I found the right place - and they were so helpful every step of the way!



Michael K.

Heather made us feel comfortable in the process as first time home buyers. She was able to answer all our questions and provide valuable input based on her experience. We would recommend Heather to anyone looking to buy a home!



Judy Y.

Very very professional and great to deal with! Highly recommend!



Todd R.

Laura's Real Estate Group does an awesome job of taking care of details. I highly recommend them!



Deanne W.

Excellent customer service and a great company to work with for all your real estate needs.

Awards & Honors



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.