



The ultimate

MARKETING PLAN TO SELL YOUR CONDO

A comprehensive guide to help you understand the selling process and show you everything I do to get your home sold.



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My story



MY EXPERIENCE

I have chosen to live and work in Madison for almost 30 years. I received my bachelor's and master's degrees from UW-Madison. I love all that the city and the surrounding areas have to offer. I have lived in and owned homes in Sun Prairie, the West and Near East sides. I currently call Downtown Madison home where I reside with my husband Dean and assistant Rufus.

My professional career has included over a decade working as a paralegal, and later almost a decade working as a licensed clinical social worker in the psychiatric and medical fields.

Real estate can be a complex and sometimes stressful and emotional process. My diverse work history allows me to bring many years of experience assisting and guiding people through stressful situations and the skills to better understand your needs.

I have been a full-time Realtor since 2014 and have helped numerous buyers and sellers throughout Dane County.

MY MISSION

My mission is to provide excellent client service through honest advice, great communication, expert marketing, and a clear understanding of the current real estate market.

I will skillfully guide you through every step of the real estate transaction and will put in the time and effort needed to get you the best outcome for your situation.

PROFESSIONALISM & INTEGRITY

What sets me apart is that 50% of my business is condo sales, as well as my diverse experience, attention to detail, enthusiasm, and personal dedication to you and your listing. I strive to make sure nothing is missed and every client feels like my only client.

THE *home* SELLING PROCESS

My goal is to make your home selling experience as easy as possible, with the least amount of stress and the most money in your pocket.

1 CONSULTATION

I will tour your home and offer tips for how to get it ready for the market as well as discuss improvements you've made and any repairs that may still be needed.

3 PREPARATION

We will determine if your home would benefit from my hiring a professional stager to help advise how to best maximize it's appeal to buyers or hire a cleaning service to make the process easier for you.

5 MARKETING

Your home will be marketed on many platforms to ensure it is seen by as many potential buyers as possible. See the Marketing Plan on the following page for more details.

7 OFFER & NEGOTIATIONS

Once we receive an offer, we'll review the terms and potential effects of any contingencies as well as negotiation strategies. I will advise you and negotiate on your behalf during the inspection period and assist with resources for repairs if needed.

STEP
1

2 PRICE

After viewing your home, I will do a thorough Comparative Market Analysis of your home and the real estate market to help you understand market trends and help us determine the best list price to meet your goals.

STEP
2

STEP
3

4 PHOTOS & VIDEO

I will hire a professional photographer to take pictures of the interior and exterior of your home, and shoot a virtual video tour, once your home is prepped and ready. **Photos in this packet are from my actual listings.*

STEP
4

STEP
5

6 SHOWINGS

All showing requests will go through an appointment center. You will choose how to be contacted to confirm showings. You will have a say in setting showing parameters that best fit your life.

STEP
6

STEP
7

8 CLOSING

Make sure the home is free of debris, trash, and personal property. Closing paperwork will be signed at the title company at a scheduled time. I will be in attendance to assist with any questions. Time to celebrate the sale of your home!

STEP
8



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LET'S GET YOUR *home* SOLD

For the most money possible



Staging Services - First impressions matter, which is why staging a home can have a huge impact on buyers and on the final sales price. I hire a professional stager to evaluate your home and make recommendations that will maximize it's appeal and also provide supplemental staging pieces if needed. If minor repairs or painting is needed and you don't have the time for DIY, my stagers and I have vendor contacts for a wide range of services to make things easier.

Professional Photography & Virtual Tour - I hire a professional photographer to take pictures of your home after it's preparation for the market, as well as a virtual tour video and drone photos if appropriate. All will be added to the listing on the MLS and real estate websites and used in marketing materials and social media to advertise your home. ****Examples of my listing photos are shown throughout this listing packet.***

Social Media & Targeted Marketing Ads - Your home will be posted on Facebook and Instagram. Exposure will be boosted with targeted marketing through Adwerx ads. *(Have you ever searched for something online and saw that same thing pop up on your computer & mobile sites? That's targeted marketing and your home will reach buyers looking for a home in your area.)*

Marketing Materials - I create custom brochures with information about the property for potential buyers to view and take with them after showings.

Multiple Listing Service - Your home will be listed on the MLS which allows us to share data about your listing with other realtors throughout 21 counties. Realtors must pay to be a member of the MLS to list homes for sellers and to find homes for buyers. I share my commission with MLS members who have a buyer for your home.

Internet - The internet has changed the way buyers and sellers shop for real estate. Once your listing is entered into the MLS, your home is online everywhere - Zillow, Realtor.com, Trulia, RedFin, Homes.com - just to name a few of the over 100 local & national websites. The first impression starts online which is why it is so important to make sure your home is market ready and shines through professional photos, the listing description, and provides helpful and accurate information.



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LET'S MAKE YOUR LISTING

shine



YOUR HOME HAS ITS OWN UNIQUE STORY

Today's property buyers are armed with more information than ever. They often tell their agents which properties they want to see. They have already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos and videos tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



Photography



Photo Editing



Staging and Repair



Virtual Tours

PROFESSIONAL PHOTOGRAPHY

Today, 95% of homebuyers begin their search online. That means you only have one chance to make a great first impression, and the photographs in your listing will matter.

The quality of the photographs people see online may be the most important factor in how well you promote your home.

Professional photos will help sell your listing quicker, for more money, and attract more buyers.

Our professional photographers know how to capture your house in the best lighting and take the photo from just the right angle to show off the best features.

***As your agent, I take the extra step to be there for the photoshoot to make sure nothing is missed and each room is photo ready.**



EYE CANDY

STAGING YOUR HOME TO SELL

Every seller is competing for the right buyer. Staging is a strategic marketing tool designed to show a property in its best possible light. Often it just takes an outsider's look to rearrange the items you have to make the space pop!

ADVANTAGES TO PROPER STAGING

- ✓ Increases the likelihood of a higher sales price
- ✓ Gives the impression of a well maintained home
- ✓ Gives a favorable first impression
- ✓ Helps justify the asking price
- ✓ Makes the home seem larger
- ✓ Gives every room a purpose
- ✓ Helps buyers see themselves in the home
- ✓ Puts your home above the competition
- ✓ Creates a "must-see" home through photography
- ✓ Gives you a head start on packing



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PRICE YOUR *home*



WHAT AFFECTS PRICE?

- LOCATION**

Homes in more desirable neighborhoods, homes closer to shopping and entertainment, or homes that come with additional community amenities, command higher prices.
- CONDITION**

Homes in the best condition with the most up to date amenities bring a higher price than a dated home or one with standard amenities.
- MARKET**

The performance of the market has an impact on pricing - such as current home inventory and interest rates.
- TERMS**

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

WHAT DOES NOT AFFECT PRICE?

- How much you paid for your home.
- How much you need to net from the sale.
- How much you owe on your home.

WHAT AFFECTS SELLABILITY?

- PRICE:** Having your home priced right
- LOCATION:** Different buyers have varied location desires
- STYLE:** Different buyers prefer different home styles
- AVAILABILITY:** Having the home available to see when requested



BENEFITS OF PROPER PRICING

FASTER SALE

When your home is priced correctly, you will succeed in targeting the correct buyer.

LESS INCONVENIENCE

Properly priced homes are on the market for less time, meaning fewer showing disruptions.

INCREASED AGENT EXPOSURE

Agents are excited to show properly priced homes.

INCREASED PROSPECT EXPOSURE

Your home will attract more buyers in the correct price range.

HIGHER OFFERS

More interest creates more offers and better terms.



DRAWBACK OF OVERPRICING

REDUCES ACTIVITY

Fewer buyers will want to see an overpriced home.

REDUCES BUYERS

Overpriced homes represent an additional hurdle to buyers.

AFFECTS PERCEIVED VALUE

Buyers will expect more from your home than it offers.

HELPS COMPETITION

Overpriced homes make other homes look like better deals.

PRESENTS APPRAISAL HURDLES

Overpriced homes may exceed appraised value and could ruin a deal.



Prepare Your Home for a Fast Sale

CLEANING

Begin with a thorough cleaning. Sort out the things you no longer want. Put things in storage or hold a garage sale.

- Store or give away excess furniture.
- Sweep basement and garage floors.
- Wash windows and screens.
- Clean and arrange closets and cabinets.
- Make appliances shine. Clear off countertops.
- Wash walls and woodwork.

OUTSIDE APPEAL

An attractive exterior is the key to bringing more prospective buyers to your doorstep.

Improve curb appeal by:

- Keep the lawn trimmed and fertilized.
- Clear snow and ice from driveways & sidewalks
- Weed flower bed and prune bushes
- Add flowers near the front door/stoop.
- Add a colorful welcome mat.
- Clean and straighten sagging rain gutters.
- Paint the front door or install new house numbers.

REPAIRS

Minor flaws in your home suggest negligence to a buyer. Your repair list should include:

- Fix leaky faucets and toilets.
- Make sure closet and cabinet doors close.
- Make sure the garage door is working.
- Inspect the furnace and water heater.
- Touch up paint, repair drywall or plaster, putty nail holes.
- Make sure your doorbell is working properly.
- Polish or refinish badly scratched hardwood floors.

DECORATING

Decorating helps assure you'll get top dollar for your home.

- Give rooms needing it a fresh coat of paint in a neutral color.
- Re-stain or paint chipped woodwork.
- Replace torn or soiled wallpaper, carpeting or draperies.
- Consider new light fixtures and mirrors
- Perk up a bathroom with a new shower curtain.
- Perk up a bedroom with a new bedspread.
- Use the services of a stager

REAL ESTATE COMMISSION EXPLAINED

Whether you're buying or selling a home, you are likely to work with a real estate agent. It's important to understand the fees associated with real estate services and who pays what.



Who you hire to represent and market your home is an important decision. The right choice will affect the ability for your home to successfully close and at a higher price.

It may seem like taking a real estate agent out of the equation would cut your costs and save you money, but the right real estate agent is vital to the process of pricing your home and prepping it for the market, facilitating negotiations, managing the details and staying on top of deadlines and paperwork, and thus maximizing the chances of a smooth transaction and a better bottom line for you.

When a real estate agent represents a buyer, that buyer has the best possible chance of finding a house the buyer will absolutely love based on their needs. It increases the chance of a successful sale. Likewise, when a real estate agent represents a seller, that ensures the seller's best interests are met, top dollar received for the home, and all requirements are upheld under real estate law without a hitch. You need an advocate that knows the market and can ensure the process is fast, smooth, and right.

Real estate commission isn't paid until your home is sold and closed. To understand commission further, as your listing agent, I pay for all of the advertising, marketing, and staging consultation costs up front. I offer a competitive commission to the buyer agents. The amount is split between the listing agent and the buyer's agent and both realtors then pay a portion of their received commission to each of their respective real estate companies to pay for additional company expenses.



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Jannea Wood
Your Condo Expert



Company Realtors

