



*The ultimate*  
**MARKETING  
PLAN TO SELL  
YOUR HOME**

A comprehensive plan to help you understand the market 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 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 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.

2

## PRICE

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.

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.

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.

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!



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# SELLING YOUR *home*

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 meet with you, evaluate your home, and make recommendations to maximize its appeal to buyers. This consultation is included with my services. We can discuss pricing for additional staging services if needed. Additionally, if minor repairs or painting is needed and you don't have the time for DIY, my stager 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 drone photos and a virtual tour. 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

and 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.

## 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 and 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.



# 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 home buyers 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 photo shoot 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





## 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?

### ✓ AVAILABILITY

Having the home available to see when requested.

### ✓ STYLE

Different buyers prefer different home styles.

### ✓ LOCATION

Different buyers have varied location desires.

### ✓ PRICE

Having your home priced right.

# PRICING YOUR home



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## **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 and 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

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# your guide

## TO OFFERS OF COMPENSATION

As a home seller, you have a wide range of choices when deciding how to market your property. This includes whether you'd like to offer—or authorize your agent to offer—compensation to a buyer's agent as a way to attract potential buyers. Here's what you need to know as you consider your options related to offering compensation:

### WHAT IS AN OFFER OF COMPENSATION AND WHY MAKE ONE?

An offer of compensation is when you—the seller—or your agent compensate another agent for bringing a buyer to successfully close the transaction. Offers of compensation help reduce out-of-pocket costs for prospective buyers, which in turn may bring more potential buyers for the transaction. These costs can be especially significant for first-time buyers, lower- to middle-income buyers, or those from under-served communities.

### ARE OFFERS OF COMPENSATION MANDATORY?

No. It is up to you to determine if making an offer of compensation is the best approach for selling your property. Agents who are REALTORS® are here to help answer your questions and guide you to make a decision that works for you.

### AS A SELLER, DOES MY AGENT NEED MY PERMISSION TO OFFER COMPENSATION TO A BUYER'S AGENT?

Yes. Your agent can only offer compensation or make a payment to a buyer's agent if they have your written approval and signoff on the amount.

### WHAT TYPES OF COMPENSATION CAN I OFFER?

There are many options available to you as a seller to discuss with your agent. These could include a flat fee paid directly to the buyer's agent or allowing your agent to share a part of their compensation with the buyer's agent. Beyond compensation, you could also consider offering a

buyer certain concessions, such as covering closing costs, to make the total home purchase more affordable for them.

### HOW WILL A BUYER'S AGENT KNOW IF THERE IS AN OFFER OF COMPENSATION?

Offers of compensation can be advertised in many ways. If you approve an offer of compensation, it can be shared through common marketing methods such as flyers, signs, brokerage websites, social media posts, or simply through a phone call or email. Offers of compensation cannot be listed on Multiple Listing Services (MLSs), online platforms that compile home listings from many different sources.

### DO I HAVE TO ADVERTISE AN OFFER OF COMPENSATION IF I DECIDE TO MAKE ONE?

No, it's up to you to decide. Advertising can help get the word out to bring more buyers to the table, but you can also choose not to advertise and instead negotiate the offer in a purchase agreement.

### YOU MENTION CONCESSIONS—WHAT DOES THAT MEAN?

A seller concession is different than an offer of compensation. It is when a seller covers certain costs associated with purchasing a home for the buyer. Concessions can make home ownership more accessible for buyers by reducing upfront expenses. These can cover things like some transaction costs or property repairs.

### HOW DO I KNOW WHAT OPTION IS BEST FOR ME?

When you work with an agent who is a REALTOR®, you are working with a professional guided by ethical duties under the REALTOR® Code of Ethics, including the pledge to protect and promote the interests of their clients. Your agent will work with you to weigh your options, answer questions, and develop a strategy you are confident in. You can read more about REALTORS®' duty to put client interests above their own [here](#).

**Practices may vary based on state and local law. Consult your real estate professional and/or consult an attorney for details about state law where you are purchasing a home. Please visit [facts.realtor](#) for more information and resources.**

*Compensation Guide language sourced from the National Association of REALTORS®.*





Janea was extraordinarily attentive to mom's needs and wishes throughout a very delicate sale. She was informed and on top of every detail throughout the process and that has meant the world to our family!

*- 133 E Gilman St., Madison*

Janea is great at listening, great at managing client's emotions through a stressful process, knows how to put together a killer listing, has great attention to detail, and is incredibly responsive. Honestly, we could go on forever about how great she is!

*- 808 Williamson St., Madison*

She had good knowledge of the local market, and worked carefully with us to set the asking price and stage the condo, with excellent results. We are very pleased with Janea's work on our sale.

*- 533 W. Main St., Madison*





THANK YOU, DANE COUNTY.  
**WE LOVE YOU!**

2,300+ CLIENTS SERVED

**IB** EXECUTIVE  
CHOICE AWARD  
2024 WINNER - GOLD



*Success in*  
**Southern Wisconsin**

Stark is consistently ranked as the number one brokerage in Dane County. Each of our expert agents has extensive training on navigating the Dane County and surrounding area markets. We have been leaders in Southern Wisconsin real estate for over 100 years, but our legacy isn't what drives us, we work each day to help you build yours.



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