

Seller's Guide



01

Let's Sell Your House!

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02

Your Frequently Asked Questions



Before Listing

Who will photograph my home?

Our team photographer will be the one to photograph your home! We customize every image and will send you a proof of the photos to approve.

How long will it take to photograph my home?

The photo shoot will take between 30 and 90 minutes depending on the size of your home.

What will be photographed?

We will photograph the inside and outside of your home and all major rooms. We will not photograph unfinished basements or garages unless they have special features.

What should I do to prepare for pictures?

The pictures we take of your property will be posted to the Multiple Listing Service (MLS) which will then feed to almost 200 independent websites. Needless to say, these pictures should feature your property at its best!

To prepare for pictures, take a look at the following list...

EXTERIOR

- Move all vehicles from driveway and do not park in front of your home.
- Put all garbage cans inside the garage.
- Remove all garden tools from view, including hoses and sprinklers.
- Mow and rake your yard and shovel your driveway if it is winter.
- Sweep all decks and patios.
- Trim bushes and trees away from your home.

INTERIOR

- Clean your home from top to bottom: wash or vacuum floors, wipe down all surfaces, clean all mirrors, shower doors, and windows — smudges will show! — and make all beds.
- Remove items from surfaces except for lamps and neutral decor objects.

- Clear all clutter from the floor — the only things touching the floor should be furniture, floor lamps, neutral rugs and select large decorative pieces. — Hide all electrical cords.
- Clear off the refrigerator.
- Hide all trash cans from view.
- Remove personal items like family photos and diplomas.
- Consider setting the dining room table as you would for a dinner party.
- Fix or replace broken blinds.
- Make sure all light bulbs are working and open all blinds and draperies. If a room is particularly dark, replace light bulbs with high-wattage bulbs. Our listing coordinator will turn on all lights for pictures, so you can help expedite the process by having them on before she arrives. Purchase daylight bulbs. Stay away from blue or yellow lights.
- Turn off televisions and fans.
- Be open-minded! Our listing coordinator may want to move or remove items from a room. Remember that even if you have put thought into an object's placement, our listing coordinator knows what will look best.

How many pictures will be posted?

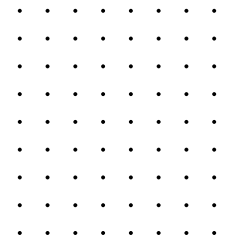
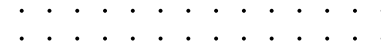
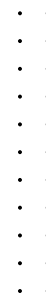
The MLS now allows for an unlimited number of pictures to be posted of a property and we will post only the best photos. The average number is 15-25 or more. This may mean that a room — usually a bathroom or laundry room — will not be included if it did not photograph well.

When will the lock box go on? Who has access to the lock box?

Our listing coordinator will attach a lock box when the photographer is at your home. Licensed real estate agents, appraisers and radon detection specialists are granted access to the lock box. Agents will receive the lock box code only when they call our office to schedule a showing for the home and they must have a valid agent ID to do so. The code is NOT public information and will not be given to anyone without reason and verification.

When will the sign go up?

The yard sign is ordered after pictures are taken and is posted by a sign company. They will typically have the sign posted within 24 hours of the order being placed. The sign stays on the property until closing.



Showings

How do I keep track of my showings?

You can keep track of your showings by using the Showing Time app. After your property is entered into MLS, you will receive an email asking you to download Showing Time to your smartphone. Follow the directions in the email to download the app. You can use Showing Time to confirm appointments and to view all showings and feedback. If you don't have email or a smartphone, we will be happy to mail you the weekly feedback reports — just let us know!

How will I be notified of showings?

You will either receive a text, phone call or an email that is automated through Showing Time. It will tell you the day and time an agent has requested to see your home and ask you for confirmation — this also depends on the showing preferences you have established with your agent.

How much advance notice will I get for showings?

This varies, but on average you will receive 12-24 hours notice for a showing. Sometimes an agent will request an immediate showing, so make sure you are prepared to vacate the home at a moment's notice.

When do showings usually occur?

Most showings take place in the evening and on the weekend when people are not at work.



What if I want to change the time of a showing?

We ask that you only request to change a showing time if you absolutely cannot accommodate it. Agents who are showing homes are often working with limited time and are showing multiple homes in a row. If you ask them to reschedule, there is no guarantee that they will be able to work the new time into their itinerary which means you may lose a potential buyer.

Who will be showing my property?

Any agent who wants to! Agents from our team will show your home if we have a buyer who is interested, but most of the time it will be shown by other agents.

Should I leave for showings?

YES! Buyers are far more comfortable and thus have a more pleasant showing experience if the seller is not present. If you must be present, be courteous and do not engage with the buyer. Leave the sales to the trained real estate agent.

What about my pets?

Take your pets with you when you leave for a showing or ask a friend to watch them. Some people do not like animals or their odors. If you absolutely cannot remove the pet from the home, keep them in a room with the door closed and a sign on the door.

How long does a showing take?

Most showings are scheduled in hour windows. They may show up right at the end of the scheduled time and will be showing your home past the hour timeframe that was set. If you come home and they're still inside, drive around the neighborhood for a while before going inside. Agents should call if they're running late or early, but unfortunately that doesn't always happen.

What happens if someone doesn't have an appointment?

If anyone knocks on your door with or without an agent to see your home, tell them that they need to schedule an appointment. Feel free to give them a marketing packet along with my business card. NEVER let anyone in without an appointment!

What should I do to prepare for showings?

Before going on the market, make any necessary repairs to your home that our listing expert recommends. Check out our Preferred Vendors List for recommendations. Reducing clutter in your home will go a long way in making your home appealing to potential buyers.

Once your property is listed, aim to maintain your home as it was for pictures. Make sure the home is at a comfortable temperature and smells pleasant — place a subtle air freshener scent or bring cinnamon sticks to a slow boil in a pot of water to mask smells. For each showing, turn on all lights and open blinds and draperies; open doors to areas you want buyers to see, like walk-in closets, pantries etc. Keep a laundry basket or other container handy to toss clutter into and hide.

What about curb appeal?

The first thing a prospective buyer sees is going to be the outside of your home. Put some time into boosting your home’s curb appeal with the following suggestions:

- Keep your yard mowed, raked, fertilized and watered.
- Remove all toys, garden equipment, unsightly patio furniture, and debris from your yard.
- Refresh peeling paint and replace any missing shingles. Make sure all windows are washed and sparkling. Clean gutters and drain spouts and make sure they are firmly attached and functioning.
- Consider staging your front door. Potential buyers spend a fair amount of time at the front door waiting for their realtor to open the lock box and unlock the door. Paint the door and trim, add a potted plant, change any aged door hardware and put out a new welcome mat.
- Make sure your house number is clearly visible. Buyers can’t visit the house if they can’t find it!



Feedback

How do I see the feedback for my property?

All feedback that is left can be found in Showing Time. We email the agent six times, call them multiple times, and text. If we don’t get a response, then we know the buyer is not interested.

Who do I call about feedback?

Our Listing Coordinator handles all feedback and can answer any questions you may have. We are on top of the feedback, so please be patient while we are reaching out, as many agents take a few days to respond unless their client is interested that day in making an offer.

Is The Klein Group checking feedback?

Our Listing Coordinator reads every piece of feedback that is left the second it becomes available. She will answer any questions an agent may ask and follow up with any interested parties.

Why am I not getting feedback?

While it is common courtesy for agents to leave feedback about a home they have shown, it is not mandated. Agents who don’t leave feedback will receive multiple emails, calls and texts. Any feedback that is received over the phone or through email will be entered into Showing Time so that all of your feedback is compiled in one place.

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Other Questions

Who puts my home on the real estate website?

We do our best to optimize all of the websites that allow us to add details such as Zillow, Trulia, and compass.com. The MLS will feed to over 200 websites.

How long until my home shows up on these sites?

It can take up to 72 hours for all details and photos to sync.

Will I have an open house?

We do open houses depending on the season, weather, and interest. Those who attend open houses are usually neighbors or other sellers who want to see their competition. Any serious buyer will set up a private showing with us or their agents. Some cities yield more than others which we can discuss in detail.

What do I do if I run out brochures or booties?

Call our listing coordinator! They will be happy to replenish either supply.

What can I do to help sell my house?

There are four important factors when it comes to selling a home: price, condition, marketing and accessibility. We control only the marketing, you control everything else. For a timely and successful sale, maintain your property so that buyers can see its value, be open to price reductions if your property isn't getting traction and ensure that the property is available for showings, especially on the weekends. Take our advice and recommendations.

We love hearing from you and are always happy to help!





03

Home Staging Checklist

Curb Appeal

- ☐ Paint all entrance doors
- ☐ Place colorful flowers at the front door
- ☐ Polish and clean all metal accessories such as door knobs, door knockers, lamps, mailboxes and street numbers
- ☐ Keep front stoop swept up and free of debris
- ☐ Power wash your sidewalks and porches
- ☐ Keep your yard mowed, raked, fertilized and watered
- ☐ Trim trees and shrubs
- ☐ Weed and edge flower beds and consider planting colorful annuals
- ☐ Clean and repaint all outdoor furniture as needed
- ☐ Repair and repaint mailbox and fencing as needed
- ☐ Clean, repair and repaint all gutters and downspouts as needed
- ☐ Make sure your house number is visible
- ☐ Put all toys, tools, garden equipment and trash cans out of sight

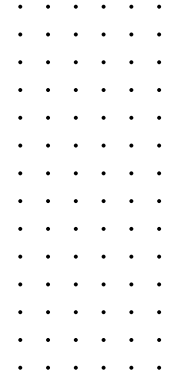
Simple Updates

- ☐ Have your carpets professionally cleaned
- ☐ Wipe down baseboards and moldings
- ☐ Wash all windows
- ☐ Clean out your refrigerator
- ☐ Re-caulk tubs, showers and sinks
- ☐ Dust ceiling fans and air vents
- ☐ Consider repainting your most frequently used rooms a neutral color

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Declutter & Organize

- ☐ Reduce any clutter in all closets
 - ☐ Neatly hang and fold clothes
 - ☐ Remove everything from kitchen counters
 - ☐ Neatly stack and arrange cups and dishes
 - ☐ Remove and replace any worn out bed linens, towels, etc.
 - ☐ Keep only essential furniture in each room
 - ☐ Reduce the amount of personal items, picture frames and knickknacks
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- ☐ Let the sun in! Open curtains and blinds — a home bathed in sunlight appears larger and more inviting
 - ☐ Install high-wattage bulbs to keep your home brightly lit
 - ☐ Turn on all the lights, day or night, immediately prior to a showing
 - ☐ Open doors to all rooms you want buyers to see, but keep closet and cabinet doors closed
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- ☐ Put fresh flowers in your entry and/or main living spaces
 - ☐ Place a subtle air freshener inside all closets
 - ☐ Play soft music and turn off any television sets
 - ☐ Set your dining and/or kitchen tables with place settings
 - ☐ Considering baking cookies or boiling water with a few cinnamon sticks to create a pleasant aroma
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- ☐ Take out the trash
 - ☐ Put away coats, shoes and clothes, toys, play-pens, and safety gates
 - ☐ Put away pet food bowls, pet toys, clean litter boxes
 - ☐ Remove extension cords, especially those in walkways



- ☐ Make all beds and keep bed linens fresh and clean
 - ☐ Keep your closets organized — large closets sell houses!
 - ☐ Dust and vacuum each day
 - ☐ Wipe down showers, bathtubs and sinks daily
 - ☐ Keep bathroom and kitchen counters empty and free of clutter
 - ☐ Water and prune indoor plants, keep less hearty plants out of sight
 - ☐ Clear snow/ice/leaves/debris from driveway and walkways
 - ☐ Keep your lawn mowed and flower beds weeded and edged
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- ☐ Avoid having guests over during a showing
 - ☐ Arrange to be absent during a showing, if you must be present be courteous and do not engage in conversation with the buyer — let us handle the buyer's questions or concerns about your property
 - ☐ Don't discuss price, terms, possessions or other factors with the buyer, leave that to us!
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- ☐ Curtains are open
 - ☐ Fresh greenery
 - ☐ Minimal tabletop decor
 - ☐ Minimal personal items
 - ☐ All lights turned on

About



Todd Klein

A native of Lake Zurich, Todd combines his passion for service and knowledge of the area to create an unparalleled and personalized homebuying experience. Being a partner to his clients and empowering them to make the best home-buying decisions are his highest priorities. Todd is passionate about getting to know his clients and their needs to help them find the perfect home. His background in hospitality and special events helps him to take his client's dreams and bring them to life.

Todd's passion for service extends to charities as well. He is on the board of the Skender Foundation, SOS Children's Villages, and Revive Center for Housing & Healing. When he is not working, volunteering, or on the golf course, you can find him spending time with his wife, two children, and their dog at home in Hawthorn Woods.

Preparing Your Home for Sale

Our 50+ years of combined experience have shown us that completing these pre-listing tasks can help your home sell faster at top dollar. Use this checklist to prepare your home for listing on the market.



CLEAN

- ☐ Wash walls, doors and baseboards
- ☐ Launder all sheets, bed linens, curtains, & drapes
- ☐ Dust light fixtures, art, shelving, and accessories
- ☐ Wash fridge and freezer inside & out
- ☐ Wipe down all kitchen appliances
- ☐ Have carpets professionally cleaned
- ☐ Wash all windows inside and out
- ☐ Wipe down switch plates

PATCH, PAINT & CAULK

- ☐ Re-caulk and touch up baseboards
- ☐ Remove any spare nails, screws or hooks
- ☐ Re-caulk countertops if necessary
- ☐ Patch any holes in walls
- ☐ Touch up paint or re-paint completely
- ☐ Caulk any built-in cabinetry
- ☐ Touch up interior doors and closets
- ☐ Touch up ceiling paint

TASKS

- ☐ Make sure all lightbulbs work inside & outside
- ☐ Replace air filters
- ☐ Remove large family photos or name signs
- ☐ Add lamps to brighten dark spaces
- ☐ Hang mirrors in dark areas to bounce light
- ☐ Declutter each room and closet
- ☐ Donate unwanted items
- ☐ Start packing seasonal or seldom used items
- ☐ Professionally pre-inspect your home for mold & radon

EXTERIOR

- ☐ Clean out window wells
- ☐ Wash windows & screens
- ☐ Pressure wash deck/patio
- ☐ Pressure wash garage floor
- ☐ Lay a fresh doormat
- ☐ Trim overgrown trees & shrubs
- ☐ Weed garden beds and plant flowers
- ☐ Lay fresh mulch in garden beds