

STEP-BY-STEP

# Home *Seller's* Guide



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*ALWAYS A PHONE CALL AWAY*

# WHY ME? MY VOW TO YOU

"I firmly believe in operating with complete transparency throughout our partnership. It's important to me that you not only trust and feel at ease with me but also genuinely enjoy our collaboration, considering the significant amount of time we'll spend together during this process. Selling a home, especially one filled with cherished memories, can evoke strong emotions. I'm here to acknowledge and validate those feelings while ensuring they don't overshadow the transaction. Your questions and concerns are always welcome; in fact, I encourage them. With me as your agent, you can expect open communication and unwavering support. I'll guide you through each step with clarity and confidence, ensuring you're informed and empowered every step of the way."



“  
**WHAT PAST CLIENTS  
HAVE TO SAY**  
”

**GOOGLE**

**ZILLOW**



**SCAN  
ME**



**SCAN  
ME**

# HOW DO I PROVIDE VALUE?

**MYTH:** ALL REALTORS ARE THE SAME.

**REALITY:** REALTORS VARY IN EXPERIENCE, EXPERTISE, COMMUNICATION STYLE, AND SPECIALIZATION.



I HAVE BEEN LICENSED AND ACTIVE SINCE 2016

I AM FULL TIME & KNOWLEDGE IN VARIOUS MARKETS

I HAVE PROVEN STRATEGIES ON GETTING TOP DOLLAR FOR YOUR HOME

I PROVIDE VALUE & GUIDANCE LONG AFTER YOU CLOSE ON YOUR HOME

EVERY CLIENT IS TREATED AS MY TOP PRIORITY

I PROVIDE ALL THE FACTS AND DATA NECESSARY TO HELP YOU MAKE  
SMART & PRECISE DECISION

I WILL ALWAYS TELL YOU LIKE IT IS, YOU ARE NOT JUST A PAYCHECK TO ME.  
WHILE I DO EARN COMMISSION FROM YOUR TRANSACTION, MY PRIMARY GOAL  
IS TO HELP YOU ACHIEVE YOUR REAL ESTATE GOALS. I RELY ON POSITIVE  
CLIENT EXPERIENCES AND REFERRALS FOR LONG-TERM SUCCESS,

"I ACTUALLY ANSWER MY PHONE... (SURPRISING, ISN'T IT? BUT THERE  
ARE A LOT OF REALTORS WHO DON'T.)"

# 3 STEP MARKETING PLAN



## STEP 1: PREPARING THE LISTING

- PROFESSIONAL PHOTOGRAPHY: HIGH-QUALITY PHOTOS ARE ESSENTIAL FOR MAKING A STRONG FIRST IMPRESSION ONLINE.
- STAGING: CONSIDER STAGING THE PROPERTY TO SHOWCASE ITS POTENTIAL AND APPEAL TO A WIDE RANGE OF BUYERS.
- VIRTUAL TOUR: CREATING A VIRTUAL TOUR CAN PROVIDE POTENTIAL BUYERS WITH AN IMMERSIVE EXPERIENCE OF THE PROPERTY.

## STEP 2: ONLINE MARKETING

- LISTING ON MULTIPLE PLATFORMS: UTILIZE VARIOUS REAL ESTATE WEBSITES AND PLATFORMS TO MAXIMIZE EXPOSURE.
- SOCIAL MEDIA PROMOTION: USE SOCIAL MEDIA TO SHOWCASE THE PROPERTY AND TARGET SPECIFIC DEMOGRAPHICS.
- EMAIL MARKETING: REACH OUT TO YOUR NETWORK AND POTENTIAL BUYERS THROUGH TARGETED EMAIL CAMPAIGNS.

## STEP 3: OPEN HOUSES AND SHOWINGS

- OPEN HOUSE EVENTS: HOST OPEN HOUSES TO ALLOW POTENTIAL BUYERS TO EXPLORE THE PROPERTY IN PERSON.
- PRIVATE SHOWINGS: SCHEDULE PRIVATE SHOWINGS FOR INTERESTED BUYERS WHO WANT A MORE PERSONALIZED EXPERIENCE.
- FOLLOW-UP: AFTER SHOWINGS, FOLLOW UP WITH POTENTIAL BUYERS TO GATHER FEEDBACK AND MAINTAIN COMMUNICATION.

# Expert Marketing for Your Property



## Professional Photography

A good photograph has a significantly higher probability of getting a home sold when compared to a bad or even mediocre image. In fact, there is a 139% increase in clicks when the photograph is visually attractive.

Statistics show that 95% of home buyers search the internet\* when looking for a home so it is very important that your home's photograph looks clean and stands out.



## Presenting Your Home

This goes along with photography because your home will be photographed in both the exterior and interior. You want to make sure you show the best value and features of your home. Sometimes, staging may be recommended or even necessary.

The point is to make the place look fresh, clean, and feel like home!





## Videos & Virtual Tours

The best way to stop wasting time from constant walk-throughs is by posting Videos and Virtual Tours. With multiple video-hosting sites now available (YouTube, Google, AOL, Y!, Vimeo, etc.), you will have more chances of being found. Beyond that, buyers simply prefer having videos and virtual tours. According to ComSource, “Consumers/clients spend an average of 75% longer on web sites with a video.” This along with a detailed description can increase the likelihood of selling. Dr. McQuivey of Forrester Research also claims that “watching 1 minute of video is the equivalent to reading 1.8 million words.” Don’t miss this enormous opportunity to sell your home!

## Single Property Websites

To really increase the chances of being found, single property websites will be the hub of all directed traffic to view all the content accumulated for the house you are selling. We make sure to include all the following information when available (information mainly consists of the topics discussed previously): Video, Virtual Tour, Floor Plan, Copywriting, Pictures, Local Schools, Maps, Drone Videos, and Much More. Everything else that has been created will again only help build content and increase the ability to sell your home quicker and for more money.

## Online Marketing

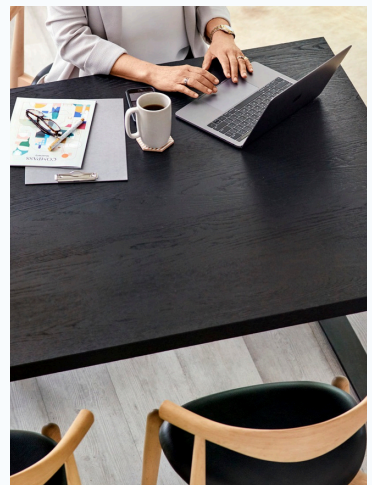
*(Local, National & Worldwide)*

According to the National Association of Realtors® (NAR), 95% of home buyers search the internet\* to buy a home. To put this into perspective, if there are 1,000 buyers in your community, then 950 people have been searching online. After obtaining copywriting and photographs, an essential step in the process of generating more money fast is to effectively use the internet. Listings can be featured on over 900 websites. From MLS to Zillow, it is imperative that sellers optimize their content (copywriting and photography as mentioned previously).



## Pre-Marketing

From the moment we sign the listing agreement with you, we start the process of finding the buyer for your home. Many brokers will simply wait for the listing process to finalize before beginning marketing (pictures taken, copywriting completed, brochures printed, etc.) However, we begin the process immediately by reaching out to our large network of top agents to apprise them of the fact that we have your listing upcoming and work towards setting up appointments before the home is even on MLS. By having strong relationships with other top Realtors®, we can often create a buzz before official marketing begins... In many cases, there is a buyer out there looking for your home that we can connect with before they have an opportunity to purchase another home while your listing is being processed.





## Direct Mail

A great strategy to find the right buyers depends on which media they rely most heavily upon. To weed out cheap buyers, direct mail is the best strategy for maximizing a credible reach. There is a 300% increase in response between people who make less than \$100k/per year and those who make more than \$100k/ per year. Choosing an area is very easy with a little bit of research, and sending a larger quantity of mail improves your chances to sell. Postcards are great for mailing because they attract readers' attention and are more personalized. They are especially useful for homes that just listed, and they can help increase local awareness of properties on the market to those who are interested or know of someone who is.

## Brochures

Brochures are useful tools for the “let-me-think-about-it” buyer. Brochures have a long shelf life which can slowly convince the interested prospect to buy. They should provide all the information that a buyer may ask, including links to websites for more content (including pictures) as well as contact information for when they are ready to make the decision.







# MY PROMISE TO YOU

**I WILL** always represent your best interests.

**I WILL** be honest with you always.

**I WILL** do everything to get your home SOLD quickly and efficiently as possible.

**I WILL** keep in touch with you on a regular basis.

**I WILL** provide you with feedback from each showing.

**I WILL** treat your money like my own and strive to get the highest possible price for your property.



*Danielle Klausung*

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# Top 4 Reasons Homes Don't Sell



## 01 **Poor Marketing**

Gone are the days when a broker could simply place your listing on the local Multiple Listing Service (MLS), stick a sign in the yard, and wait for another broker to bring forth a buyer. In the past number of years, computers and the internet have changed the face of Real Estate, but many brokers haven't kept up. According to the National Association of Realtors®, 95% of all home buyers use the internet\* for their home search. Believe it or not, less than 10% of brokers are trained in the art of sales and marketing. These are the brokers who rely on a yard sign to do their work for them while professional brokers like myself put a lot of effort into marketing their listings with a proven system that provides results and gets your home SOLD!

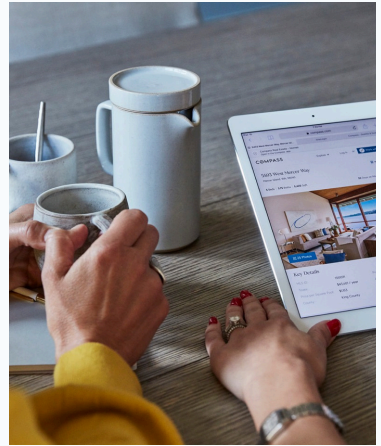
## 02 **Inferior Quality Photos**

You might be surprised how many buyers say NO to houses simply because of the quality of photos used in online marketing or on the Multiple Listing Service (MLS) without even viewing the properties in person. Superior quality photos are not always easy to get due to a number of reasons such as the sun not being in an ideal position for the photos or perhaps the broker might not be capable of taking a good picture or is just plain lazy. To make sure your home is well-represented in all photographs I utilize the services of a professional photographer with high tech equipment to take amazing photos that will work to get your home SOLD.



### 03 **Substandard Broker**

It is an unfortunate reality that there are some brokers who will mislead, misrepresent, and simply not look out for your best interests. Their bad advice can cost you plenty in time, money, and the sheer hassle of having to keep your home “show ready” 24/7. The wrong broker will misrepresent (“Here’s what I can do for you if you list with me”), not market your home properly, fail to screen for qualified buyers, be unresponsive to interest from other brokers and keep you totally in the dark throughout the entire process. On top of all these shortcomings, if your broker is abrasive, arrogant, or simply unknowledgeable, other brokers may not want the hassle of showing any of their listings to prospective buyers.



### 04 **Pricing**

Some home sellers want to price their home above current market value because they think that the cushion will give them more negotiating power, but what overpricing does is eliminate potential buyers. Others try to under-price to cause a “bidding war.” However, this tactic often causes buyers to wonder what is wrong with the home. The key is to complete thorough due diligence to find the “right” price for your home so it appeals to all buyers in the market. Specializing in pricing homes at the right price enables me to sell your home for the most money in the least amount of time!



# Tips on Preparing Your Home for Sale

Most buyers select their home based on emotion and then justify the decision with facts, so it's important to make the house look great. Remember, you only have one chance to make a first impression. It is important to look at your home through a "buyer's eyes" which can help you prepare your home for sale for the most money in the least amount of time.

Clean and decluttered are the basics, so follow these tips when preparing your home for sale, and your home is sure to make a statement!

**CLEAN** Cleanliness is king. When a home is cleaned within an inch of its life, potential buyers can see that you take pride in your home, even if everything is not perfect.

**DECLUTTER** each surface and each room. Most surfaces should reflect a few items that add interest and/or color. Stairways and entryways should be clear of clutter and well-lit. Keeping all rooms tidy is a daily chore but will pay off with a quicker sale.

**REPAIR** small defects in every room that may look to the buyer as neglect. (I.e. dripping faucets, loose doorknobs, stress cracks, squeaking doors, burnt-out bulbs)

**REMOVE** extra furniture to help space feels larger. Also, remove furniture (inside and out) that detracts from windows and your view.

**STAGE** each living area to help potential buyers imagine living in that space.

**LIGHT** is important to an open and airy feel. Clean all your windows and light fixtures. Add higher wattage bulbs to areas that are dark. Make sure each room has a light fixture attached to the switch at the doorway. Keep curtains and blinds open during showings.

**PETS** are part of the family – but not everyone's. We love our pets and they ARE part of the family. Unfortunately, not all families include pets for a variety of reasons. It is important that your home appears pet friendly, but not that they have taken over.

**ODORS** should be kept clean and crisp. Anything overly pungent (floral, citrus, spicy, etc.) will deter buyers and possibly have them guessing what other smell you are trying to mask. Clean is always the most welcome smell.

**CURB APPEAL** is the "welcome" to all those potential buyers seeing the photo of the exterior or driving by and seeing the sign. You never get a second chance to make a good first impression! Paint/add shutters, add colorful flowers, clean the front porch, etc. This all adds to your appeal.

**CALL ME!** Give me a call to schedule an appointment to discuss getting your home ready for market by reviewing each room to clean, stage, repair, and detail all the little things to do to sell your home in the least amount of time for the best return on your investment.

# We Got an Offer! Now What?



01 I will follow up with the lender or bank to ensure the buyer is qualified and their pre-approval or proof of funds is accurate and precise.

02 I will oversee that the earnest money is verified and delivered on time...usually 2-3 days after the accepted contract.

03 Inspection Scheduled: Buyers have 5 business days to schedule an inspection and proceed through attorney review to seek out repair requests or credits they wish to ask for from Seller. (Attorney review can be extended passed the 5 business days if all parties agree) Based on the outcome of the inspection, buyers may elect to ask the seller for repair work, closing cost credits, or a reduction in the sale price due to flaws that were uncovered. Sellers have three options: agree to all the buyers' requests, offer a modified solution back to the buyer, or decline to make any amends. In response, the buyer can continue to negotiate, accept the seller's position, or in some cases, end the transaction and the buyer recoups their earnest money. The buyer may also negotiate for a home warranty that covers major appliances from failure for a period of time after the sale, typically a year.

04 Once attorney review has concluded and both parties have come to terms on issues...an appraisal will be ordered by the Buyer's Lender... if it is a CASH transaction no appraisal will be needed. If by chance the appraisal comes in lower than the purchase price, a lender can decline to approve the borrower unless a change is made to the purchase price or the size of the down payment is increased. In some cases, both parties may split the difference.

05 I will keep in constant contact with attorneys and lenders on the process and keep you updated.

06 Once Lender gives the clear to close, the attorneys will then schedule the time and location of the closing and then the Buyer's Agent will schedule a final walk-through, usually performed the day of or day before closing to verify the property is in the same condition it was when the process began.

07 Day of Closing I will be present to represent you in the final step in your process.

# WHO PAY FOR WHAT?



SALE PRICE	TYPICAL COST	WHO PAYS
Commission	VARIES BASED ON SERVICES	BOTH
Appraisal	\$550-\$650	BUYER
Credit report (per person)	\$85-\$125	BUYER
Inspection fee	\$500-\$1500	BUYER
Lender-direct underwriting fee	\$895-\$1295	BUYER
Processing fee	\$495-\$695	BUYER
Flood certificate	\$9-\$20	BUYER
Tax service	\$65-\$85	BUYER
Attorney fee	\$600-\$1000	BOTH
Settlement closing	\$1600-\$2200	BUYER
Owner's Title Insurance	\$1700-\$2200	SELLER
LenderTitle Insurance	\$500-\$600	BUYER
Recording fee	\$100-\$300	BUYER
State transfer tax	\$1.50 PER \$1,000	SELLER
County/city transfer tax	\$3.00 PER \$1,000	SELLER
Chicago city transfer tax*	\$7.50 PER \$1,000	BUYER
Survey	\$600-\$1000	SELLER
Interest per day	LOAN AMOUNT X RATE/365	BUYER
Escrow taxes	3 MONTHS	BUYER
Escrow insurance	3 MONTHS	BUYER
Tax proration	105%- 110% OF LAST TAX BILL	SELLER
Homeowner's Insurance	\$1200-\$2200	BUYER

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THIS IS AN ESTIMATE. NUMBERS CAN CHANGE BASED ON CONTRACT PRICE, CITY AND COUNTY.