



Selling Your Home



KELLERWILLIAMS.
REAL ESTATE

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EDUCATION, EXPERIENCE, LICENSES AND CERTIFICATIONS

EDUCATION

Master of Social Work (MSW)
Rutgers University, New Brunswick, N.J., 1983

Bachelor of Arts in Social Work (BSW)
Rutgers University, New Brunswick, N.J., 1978



LICENSES

NJ Real Estate Licenses: Broker-Salesperson, Instructor (2013-current)

NJ Licensed Social Worker (LSW) - (1994 – current)

NASW Academy of Certified Social Workers (ACSW) - (1985-current)

FAA UAV (drone) Pilot License - (2017-current)

EMPLOYMENT

Keller Williams Cornerstone, Broker Associate, Belle Mead, NJ (2013-current)

Central Jersey Real Estate Institute, Director - Belle Mead, NJ (2017-current)

Somerset Home, CEO, Bridgewater, NJ (1983-2013)

CERTIFICATIONS

Accredited Buyer Representative (ABR)

Seniors Real Estate Specialist (SRES)

ePRO Realtor (ePRO)

MEMBERSHIP

Garden State MLS - Multiple Listing Service

Bright MLS - Multiple Listing Service

Central Jersey MLS – Multiple Listing Service

National Association of Social Workers (NASW)

National Association of Realtors (NAR)

MY PHILOSOPHY AND PROMISE

I completely understand the stress of buying and selling a home and I pride myself on minimizing that stress. I will take an honest and comprehensive look at your situation, including your family, finances, goals and the marketplace to get you the best possible price for your home.

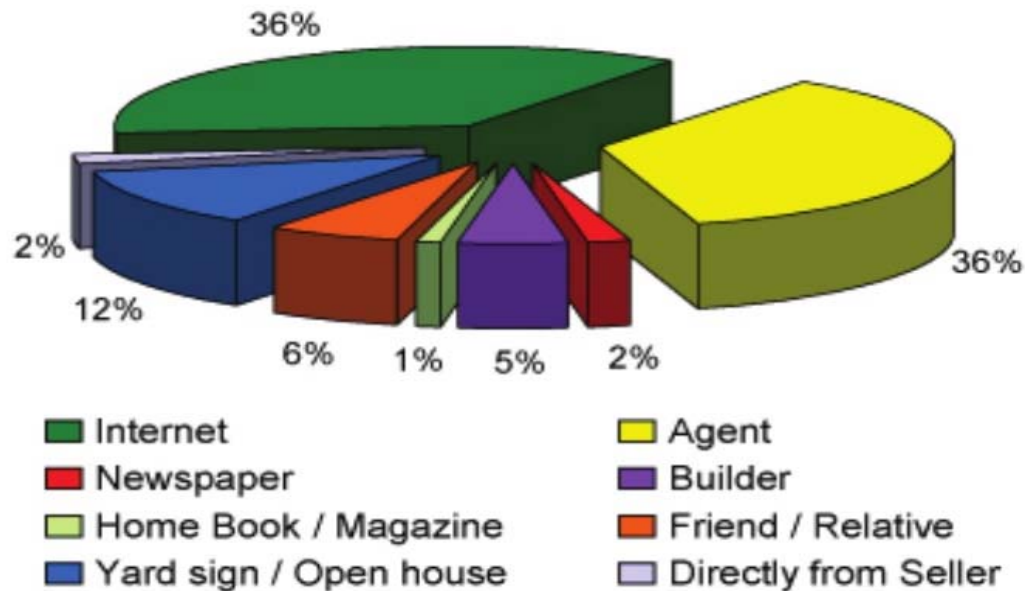
I develop relationships with my clients that extend beyond the transaction. I embrace your goals as my own and I accept responsibility for your satisfaction. I will provide regular updates and feedback from buyers, agents and open houses.

I promise to manage the home selling process from listing to closing and will provide guidance at every step of the process.



Professional staging and photography are critically important to marketing your home.

NAR profile of buyers and sellers.



Most homebuyers first see your home online.
Professional photography and a clear description of your home's features are critical to getting potential buyers in the front door.



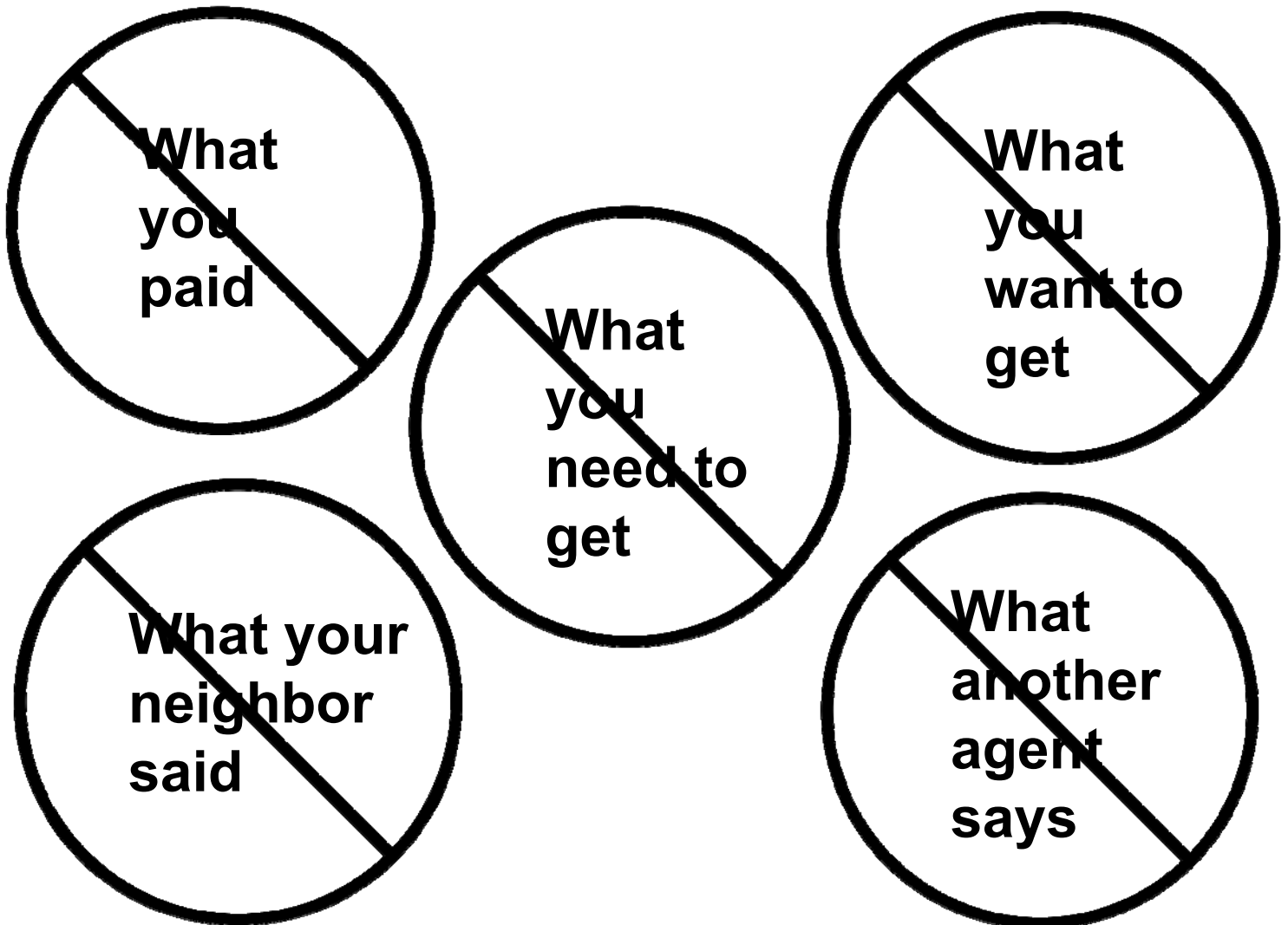
**YOUR HOME WILL BE LISTED
WITH ALL OF THE MAJOR
HOME LISTING SITES**



WHAT IS YOUR HOME'S MARKET VALUE?

Your property's market value is determined by how much a buyer is willing to pay and a seller is willing to accept. Buyers make their pricing decision based on comparing your property to other properties that have sold recently in your area, the condition of your property and the value of your upgrades.

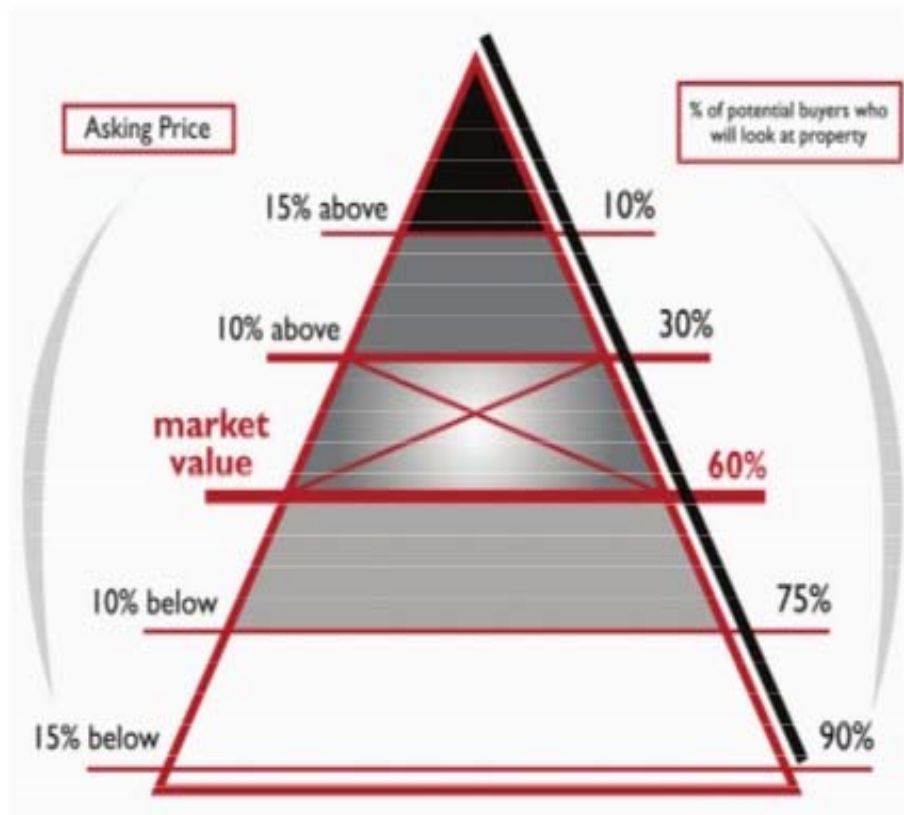
MISCONCEPTIONS:





Right price: attracts buyers.

Pricing your property competitively will generate the most activity from agents and buyers.



PRICING YOUR HOME RIGHT WILL BRING OFFERS

Showings but no offers = 4%-6% off

Drive Ups, Low Showings = 6%-12% off

Drive Ups Only, No Showings = 12%+ off

Don't get caught over-pricing your home. The vast majority of qualified, motivated buyers will come through your home during the first two weeks of listing your home. If you price your home inappropriately in the beginning you will miss these buyers. If your house sits on the market longer than average (which is likely if you price your home too high), then buyers start to ask themselves what is wrong with it, and this results in you getting less than market value for your home in the end.

MARKETING PLAN

1. Use a **PROFESSIONALLY TRAINED STAGER** to analyze your home and determine the best placement of furniture, decor and color scheme to cast a positive light on the features most important to today's buyers.
2. Use a **PROFESSIONAL TRAINED PHOTOGRAPHER** to capture the most desirable features and unique qualities of your home including drone photography.
3. Optimize your home's Internet presence with our exclusive **KW Listing** system which guarantees your home is fed to more than **350 ONLINE SEARCH ENGINES** and social media sites.
4. Produce printed marketing material highlighting special features of your home. This includes **FULL COLOR BROCHURES, SIGNAGE, JUST LISTED CARDS AND PROPERTY E-FLYERS.**
5. Create an **OPEN HOUSE** schedule to promote your home to buyers and host broker open house to attract buyers' agents.
6. Target marketing campaign to agents who specialize in selling homes with an **EMAIL BLAST TO OVER 2,000 AGENTS.**
7. Target active buyers and investors in my **DATABASE** who are looking for a home in your price range and area.
8. Create additional exposure of home by listing your home in **MULTIPLE MLS SYSTEMS** for coverage in Mercer, Somerset, Hunterdon Counties, as well as Southern NJ and parts of Pennsylvania, Maryland and DC.
9. Provide continuous **UPDATES OF MARKET CONDITIONS** as it relates to your home and solicit **BUYER'S FEEDBACK** from agents who showed your home. Make adjustments if necessary.

Typical plan of action

FIRST MEETING

Discuss comparable homes recently sold and currently on market. Tour home. Develop a timetable to get home prepared for marketplace.

SECOND MEETING

Review updated marketplace information. Finalize timetable.

LISTING

Monday: Professional staging (3 hours)

Tuesday: Professional photography (3 hours)

Thursday: Flyers printed, photographs uploaded to MLS and List Hubs. Listing goes “live”.

Friday: Showings begin.

Sunday: Public Open House 1-4

First Wednesday: Broker Open House 12-2

PREPARING YOUR HOME FOR MARKET

Did you know that well placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest value and elevating your home above others in the same price range often comes down to first impressions. Here are some important points to remember when preparing your home for market.

Exterior

- ☐ Keep the grass freshly cut.
- ☐ Remove all yard clutter.
- ☐ Apply fresh paint to wooden fences.
- ☐ Paint the front door.
- ☐ Weed and apply fresh mulch to garden beds.
- ☐ Clean windows inside and out.
- ☐ Wash or paint home's exterior.
- ☐ Tighten and clean all door handles.
- ☐ Ensure gutters and downspouts are firmly attached.

For Showings

- ☐ Turn on all the lights.
- ☐ Open drapes in the daytime.
- ☐ Keep pets secured outdoors.
- ☐ Play quiet background music.
- ☐ Light the fireplaces (if seasonally appropriate).
- ☐ Infuse home with a comforting scent like apple spice or vanilla.
- ☐ Vacate the property while it is being shown.

Interior

- ☐ Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- ☐ Clean or paint walls and ceilings.
- ☐ Shampoo carpets.
- ☐ Repair all plumbing leaks, including faucets and drain traps.
- ☐ Clean and organize cabinets and closets.
- ☐ Clean all light fixtures.

CLOSING THOUGHTS

Closing Process

The closing process finalizes the sale of your home and makes everything official. It is also known as settlement. The closing is when you get paid and the deed to your home is conveyed to the buyer.

What is the process?

The closing agent will look over the purchase contract and identify what payments are owed and by whom. They will prepare documents for closing, conduct the closing and make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure the buyer's title is recorded; and ensure that you receive any funds due you.

What are some of the costs the seller typically pays?

- ☐ Mortgage balance and prepayment penalties, if applicable.
- ☐ Other claims against your property, such as unpaid property taxes.
- ☐ Unpaid special assessments on your property.
- ☐ Document stamps (or taxes) on the deed.
- ☐ Real estate commission.
- ☐ Legal fees.
- ☐ NJ Transfer Tax.
- ☐ Township inspections (if applicable).

What are some costs the buyer typically pays ?

- ☐ Buyer's attorney fee.
- ☐ Title insurance.
- ☐ Property taxes from the date of closing going forward.
- ☐ Any closing costs associated with your mortgage.

After the closing, as a buyer or a seller, make sure you keep the following for tax purposes:

- ☐ Copies of all closing documents.
- ☐ All home improvement receipts on the home you sold.