



## Home Seller's Guide

Follow Your Dream, *Home*



ENGEL & VÖLKERS®



The fact that you are reading this shows that you are thinking about or planning to sell your home. Hundreds of houses are sold each month in the St Louis region, almost all through a licensed agent. You are surely aware that you have an almost infinite number of choices when

choosing a listing agent/company to help you. Engel & Völkers St Louis is a unique brokerage with only full-time agents, a marketing team, and administrative staff to help our sellers throughout the process. We are reinventing real estate in St Louis, and this guide is designed to show you how.

Our team achieves the best results by, constantly outperforming the market to produce the most for our clients. We deliver groundbreaking marketing that provides total client satisfaction. We embrace technology and set trends in client service standards and negotiating strategies.

The traditional agent selection process is dead! The balance of power is now in your hands. You deserve a true consultative real estate service. That's what Engel & Völkers St Louis provides: a partnership of professional agents and hopeful sellers. A drama-free experience in which you can count on us to be there every step of the way. We make sure no detail is overlooked. With a proven track record, the right skill set and years of experience, Engel & Völkers St Louis have the right tools to successfully sell your home in the shortest amount of time and for the highest price.

If you're ready to sell your home, we're ready to get the job done.

**Damian Gerard**

*Broker/Owner*

# Engel & Völkers St Louis

## Reinventing Real Estate

Engel & Völkers looks back on a long history that has its origins in Hamburg, Germany. The company foundations were laid when Dirk C. Engel established Engel & Cie in December 1977. As the exclusive representative of a US brokerage firm, he sold real estate to German investors from downtown Hamburg. Several years later, Dirk C. Engel and Christian Völkers decided to open a brokerage office in Hamburg's Elbe suburbs. The first business premises were a villa on the historic "Elbchaussee" boulevard, whose façade still features as an integral part of the brand's iconic logo. The two founders went on to develop a property business that would change the industry from the ground up.

By introducing the franchise system, implementing innovative marketing concepts and continually expanding into internationally sought-after first and second home markets, Engel & Völkers left brokerage practices that were previously standard behind it and grew into a globally successful luxury brand. Engel & Völkers now delivers innovative solutions to the traditional real estate sector. With its digital tools and IT products, the company is setting new standards in the realisation of smart solutions for property brokerage, and the provision of excellent services relating to all aspect of real estate.



## Our Values

In building a network on behalf of our clients, it's our unwavering commitment to a set of key principles that ensure the best brand experience for all who encounter Engel & Völkers. Embraced around the world, our core values remain true to who we are as our brand's rich heritage. They are taken into consideration with every hire and every strategic decision that drives the brand forward.

### Competence

We leverage our expertise to deliver a tailored, white-glove experience

### Exclusivity

We expect nothing less than exceptional

### Passion

We love what we do, and that's what makes the difference



## Market & Property Analysis

Preparing your property to list is one of the most important parts of this process, considering that these efforts can impact the time it may take for your property to sell and its sales price. Together, we will determine the steps and adjustments to help make the most of your sale.

# Property Analysis

Your Property in Focus

Address: \_\_\_\_\_

## Your Goals

Goal #1

Goal #2

Goal #3

## Key Data of your Property

Property type

\_\_\_\_\_

Land

\_\_\_\_\_

Living Space

\_\_\_\_\_

Year of Construction

\_\_\_\_\_

Number of Rooms

\_\_\_\_\_

Number of Bathrooms

\_\_\_\_\_

Floors

\_\_\_\_\_

Parking Space/Garage

\_\_\_\_\_

# Your Property's Characteristics and Potential

## Your Property's Advantage

#1

#2

#3

## Potential Objections From Buyers

#1

#2

#3

## Solutions For Your Property

#1

#2

#3

# Preparing to Sell

- Scale Back & Organize
- Deep Clean
- Paint Wall & Details
- Remove Personal Items
- Upgrade Lighting
- Update Appliances
- Refinish Wood Floors & Update Carpet
- Conduct Maintenance Checks



## Power of Staging

When visiting your property, the goal is to strengthen a potential buyer's ability to envision your house as their own. In fact, 81% of buyers say property staging makes it easier to visualize the property as their future home. This can be as simple as rearranging furniture and making a few decor adjustments to highlight your property's best features and prompt potential purchasers to make an offer.

Property staging will help present your property at its best, as well as to capture the emotion of the buyer, who will be making one of the biggest purchases of their lifetime.



## Establishing a Listing Strategy

Your property is our focus. At Engel & Völkers, we draw on our extensive experience and up-to-date market statistic balanced with your goals and timeline to determine the optimal asking price to list your property. By conducting a market analysis with a local expert as well as understanding potential buyer objections and the key advantages of your property, we will recommend the ideal pricing strategy to sell your property.



## Comparative Market Analysis

Pricing is critical, but not very well understood. The goal of the listing agent should be to find the range in which the house will sell, give the seller an honest assessment of where the house fits in the range, offer suggestions that might improve value beyond cost, and then recommend a starting price that will deliver the highest sale price.



# Pricing Strategy

## Market Value

### Seller's Market

Inventory is low. Properly priced homes generally sell within the first month of listing. If you have not received an offer within this time period, the price is too high.

### Normal Market

Inventory is meeting demand. There is no perceived advantage to either buyers or sellers.

### Buyer's Market

There are plenty of homes for sale in every price range and area. Homes are priced within the range of similar homes.

## Timing is Everything

A new listing will generate interest from advisors and potential buyers. After they view the property, interest will decline. This makes it CRUCIAL to list your property at the right price when it first hits the market.

### Day 1

#### Increasing Awareness

A new property on the market generates a high level of interest

### Week 1

#### High Awareness

Peak market awareness during the first two weeks on the market

### Week 2-6

#### Declining Awareness

Declining awareness & interest as other new properties arrive on the market.



# Pricing Strategy

## Market Value

**Main Factors:** That determine the value of your home

School District · Zip Code · Neighborhood · Home Condition · Updates · Street Presence



## Market Value Is Based On:

Today's Market and Homes Sold in the Last 12 Months · Today's Competition  
Today's Financing · Today's Economic Conditions · Location · Home Condition

## Market Value Is Based On:

What You Paid for it · Your Remodeling Costs · What you Need out of it  
What You Want Out of it · What the Tax Office says it's Worth  
Your Memories · What I say It's Worth · What Other Agents Say it's Worth  
The Price of the Homes Where You're Moving · What Your Home was Worth Last Year

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## As A Seller You Control

The Price You Ask · The Condition of the Property · Access to the Property

## As a Seller You Do Not Control

Market Conditions · The Motivation of your Competitor · The Value of your Home

# Pricing Strategy

## Market Value

We run a Market Comparison on your home in order to determine the appropriate list price. By seeing what similar homes are being sold for, we can price your home to sell in the shortest time possible and at the best price.

## Competitive Market Analysis

We run a Market Comparison on your home in order to determine the appropriate list price. By seeing what similar homes are being sold for, we can price your home to sell in the shortest time possible and at the best price.



# Comparable Properties

## Market Analysis



**Property Address:** \_\_\_\_\_

Living Space: \_\_\_\_\_

Year Built: \_\_\_\_\_

Number of Bedrooms: \_\_\_\_\_

Number of Bathrooms: \_\_\_\_\_

Floors: \_\_\_\_\_

Parking Space/Garage: \_\_\_\_\_

Lot Size: \_\_\_\_\_

Property Sold within \_\_\_\_\_ days

List Price \$ \_\_\_\_\_

Sold Price \$ \_\_\_\_\_



**Property Address:** \_\_\_\_\_

Living Space: \_\_\_\_\_

Year Built: \_\_\_\_\_

Number of Bedrooms: \_\_\_\_\_

Number of Bathrooms: \_\_\_\_\_

Floors: \_\_\_\_\_

Parking Space/Garage: \_\_\_\_\_

Lot Size: \_\_\_\_\_

Property Sold within \_\_\_\_\_ days

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**Property Address:** \_\_\_\_\_

Living Space: \_\_\_\_\_

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Floors: \_\_\_\_\_

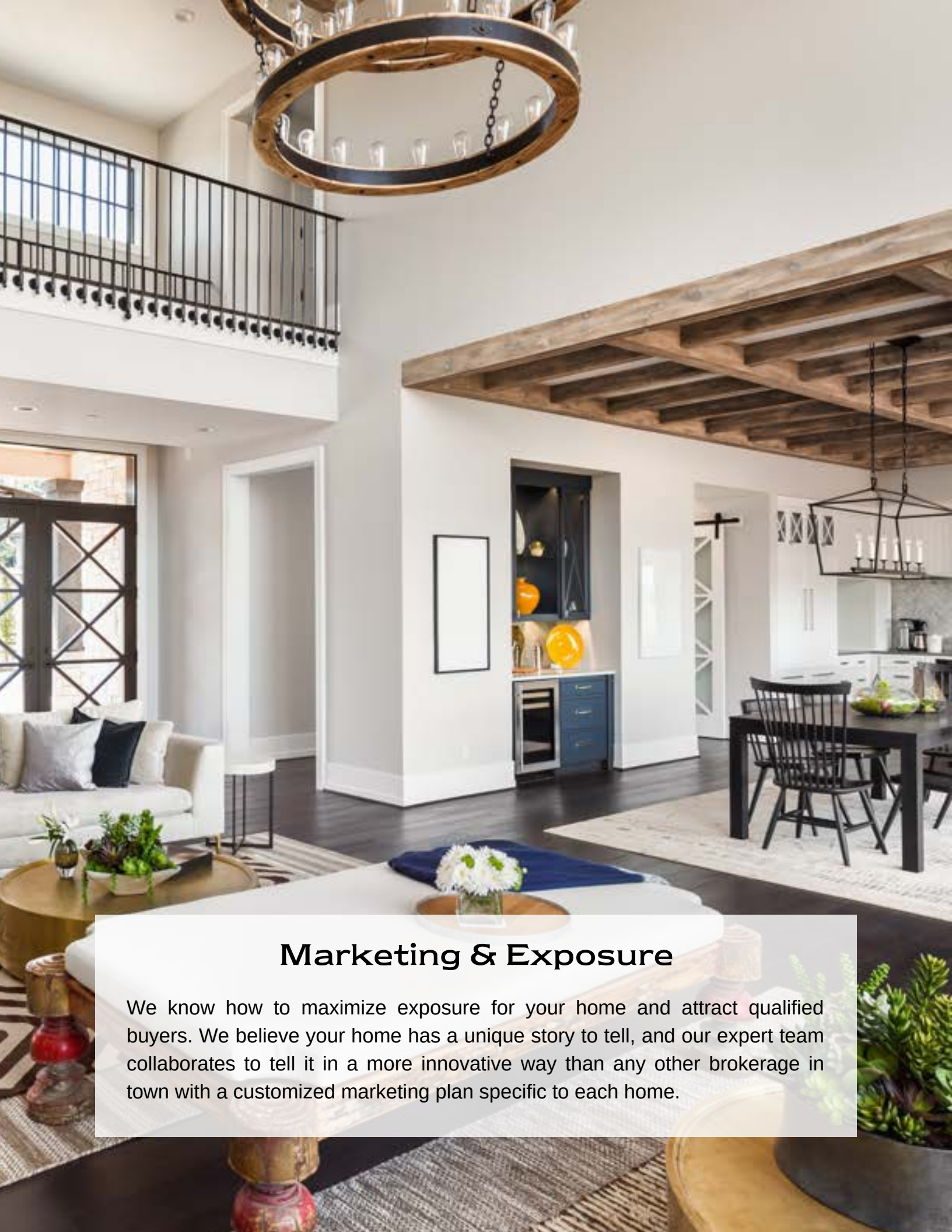
Parking Space/Garage: \_\_\_\_\_

Lot Size: \_\_\_\_\_

Property Sold within \_\_\_\_\_ days

List Price \$ \_\_\_\_\_

Sold Price \$ \_\_\_\_\_



## Marketing & Exposure

We know how to maximize exposure for your home and attract qualified buyers. We believe your home has a unique story to tell, and our expert team collaborates to tell it in a more innovative way than any other brokerage in town with a customized marketing plan specific to each home.

# Marketing & Exposure

## Marketing Strategy



### Sign Calls

Our signs are trusted around the world as a symbol of exclusive, highly-valued real estate opportunities. The yard sign is sleek and elegantly designed and leads buyers directly to Engel & Völkers to get more info or to schedule a showing.



### Photos

The majority of buyers start their home search online. Photos of your home will likely be the first thing buyers see. Those photos need to be professional, compelling, drive buyers to request more info, see the home, and ultimately write an offer.



### Agent Email

We send a "Now for Sale" email to a hand-selected group of 2,000+ agents that we know is doing the most business. Have a home in a hard-to-reach area? No problem. We can also develop a list based on where your home is located.



### Postcard

Tried and True - postcards get the word out. Our unique methodology gets the word to the right buyer. We create a profile of hundreds of buyers who would be optimal buyers for a home like yours - based on proven demographics.



### Brochure

Traditional printed brochures allow buyers to better track their favorite homes. With our high-quality brochures, that will likely be yours.

# Marketing & Exposure

## Marketing Strategy



### Listing Page

A listing page with a custom URL is created on our website - one of the most powerful Real Estate tools in St Louis. Thousands of buyers flock to our website each month looking for their home.



### Social Reach

E&V professional and personal social media accounts reach thousands of St Louis area buyers in one quick click. We blast and boost photos and info of your home on the most popular social media networks, giving your home the highest social outreach possible.



### Facebook & Instagram

In addition to our social networks, we create targeted campaigns with a set of unique household demographics that make up a buyer profile most likely to buy a home like yours. Our reach goes into the 1000s organically and is enhanced by targeted advertising.



### Video & Drone

Some homes just need to be seen from the air. Maybe to grasp the unique design or highlight an amazing lot. In addition to drone footage, we partner with a professional videographer to create a video walk-through of your property, telling the story of your unique home.



### Retail Traffic

Ev&V set up our office as a storefront in the highest-traffic shopping mall in the region, specifically to get exposure to our client's homes. With over 10 million annual visitors to West County Mall, our office and hallway display offer exposure to walking traffic.

# Marketing & Exposure

## Marketing Strategy



## Remarketing

Have you ever looked at a product online and then noticed ads for that product following you around the web? We can create ads that follow local prospects around the web, reinforcing our brand and name to people entering the market to buy a house.

## Zillow

The highest-trafficked national website for Real Estate search is Zillow.com, where E&V is a major player. This makes it the perfect place to debut your home. Anyone who requests more info will get a personal call from a E&V agent.



## Global Network

E&V manages a global marketing infrastructure that supports our advisors worldwide. Each local shop leverages the brand's national and international resources and reach through its dedicated marketing specialists who work together to create customized, multi-channel campaigns for our properties.



## Open House

Open Houses are a critical part of the selling process. Not only do we hold regular Open Houses, but our agents follow up with every buyer and agent that comes through the home as a way to gauge interest.



## Database

Our exclusive matching software generates a list of potential home buyers from our 20,000+ Home Buyer Database based on buyers' "to-be-purchased" property demographics. By inputting your home demographics, we're able to create a list of true home buyers.





# Marketing & Exposure

## Professional Photography

Storytelling through imagery. The first place most people see your listing is on the internet. In this digital age, your house will struggle to sell if your photos are weak. Our professional photographer will shoot your home with the highest quality equipment, including wide-angle lenses that allow the home to be shown in full. Our expert editing enhances each photo without taking away from the integrity of the home. We also carefully select the sequence of the photo to address the mobile search world.



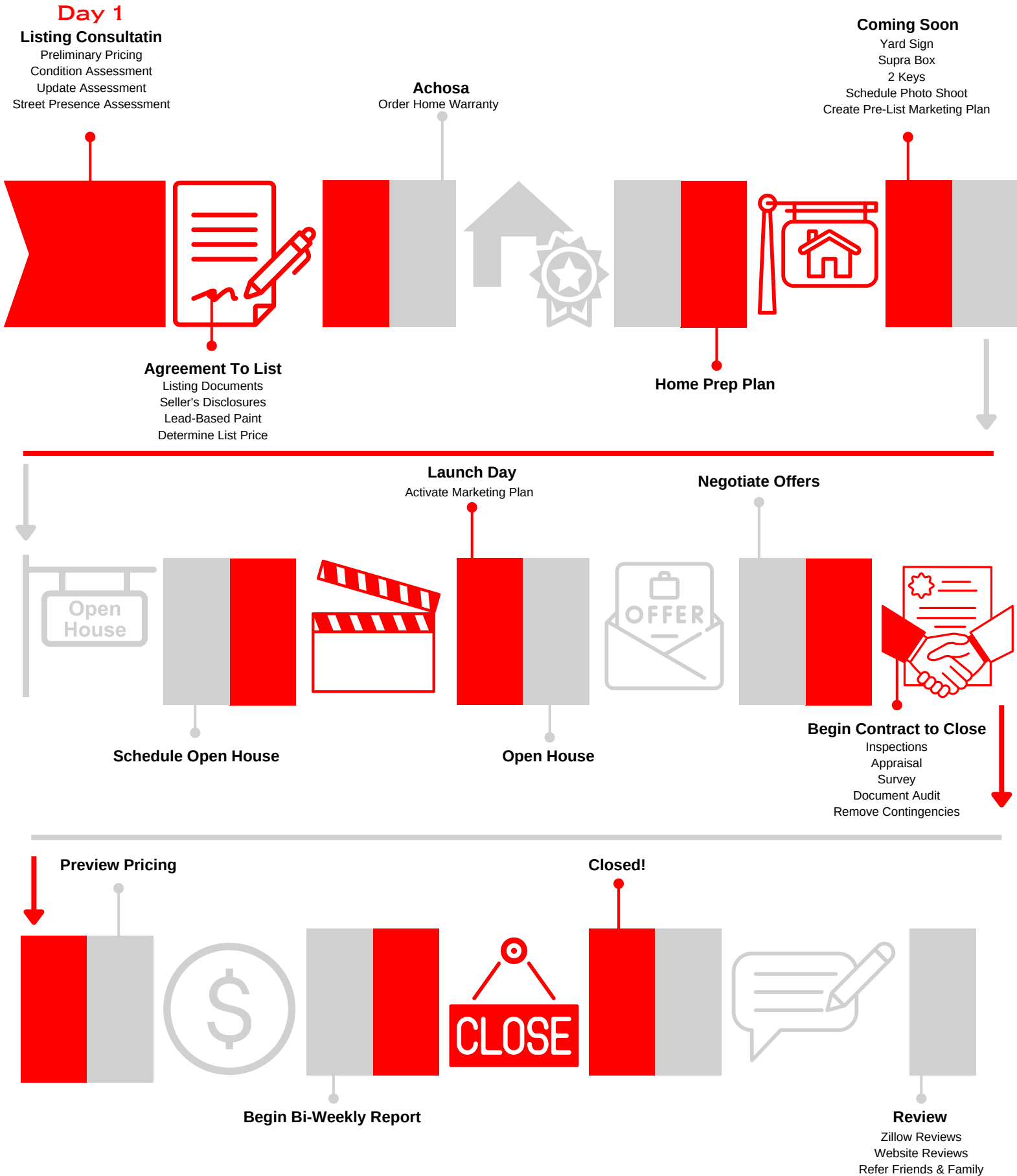


## **Seller's Resources**

We have all the resources sellers need to help our clients, from contract to close. Here are a few important elements to help you along the way.

# Seller's Resources

## Timeline



# Seller's Resources

## Net Sheet

Use this Net Sheet to organize all the financial details of your real estate transaction for both the sale of your current home and the purchase of your new home.

### Home Sale

Selling Price \_\_\_\_\_  
**Less RE Fee @ 6%** \_\_\_\_\_  
Less Loan Balance \_\_\_\_\_  
Less Closing Costs \_\_\_\_\_  
Net to Invest \_\_\_\_\_  
Return of Escrow \_\_\_\_\_  
Cash Total \_\_\_\_\_

### Current

P&I \_\_\_\_\_  
RE Tax \_\_\_\_\_  
HO \_\_\_\_\_  
Monthly \_\_\_\_\_

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### Home Purchase

Purchase Price \_\_\_\_\_  
RE Fees \_\_\_\_\_  
Downpayment @ 20% \_\_\_\_\_  
**Closing Cost:** \_\_\_\_\_  
Inspections \_\_\_\_\_  
Survey \_\_\_\_\_  
Appraisal \_\_\_\_\_  
Title Insurance @ .25% \_\_\_\_\_  
Recording Fees \_\_\_\_\_  
Lender Fees \_\_\_\_\_  
3 MO Taxes  
@ 1%/monthly \_\_\_\_\_  
1 Year HO Insurance  
@ .5%/montly \_\_\_\_\_  
Total: \_\_\_\_\_

### New Mortgage

Loan Amount  
@ 30 Years 4% \_\_\_\_\_  
Monthly PMI \_\_\_\_\_  
RE Taxes @ 1% \_\_\_\_\_  
HO @ 1/2 of 1% \_\_\_\_\_  
Total Monthly  
Investment \_\_\_\_\_



## **Why Engel & Völkers**

Who represents you matters. Your options for Real Estate Agents are endless. At Engel & Völkers we believe that sellers should interview agents for the job and then hire the one who demonstrates the best value.

# Why Engel & Völkers

## The Team Approach



**Shari Whay**

Real Estate Advisor

314.550.9493

Shari.Whay@EVRealEstate.com

Being a Realtor was something I had wanted to do for many years. Even before the days of HGTV and Selling Sunset. There was something that intrigued me about helping people either buy or sell their homes.

In 2015, I took the plunge and obtained my Real Estate license. When we moved to Saint Louis, several years before, we did not have a stellar experience with our agent. I knew it could be done better.

I began my career with a traditional brokerage in Clayton and quickly became the assistant to a Top Agent. Within a few months, we formed a partnership. My partner, Vicki, had over 40 years of experience and I quickly learned negotiations, strategies, marketing and so much more! After four years I knew I was ready to start my own company. One in which I desired to provide my clients with top-notch customer service! Engel & Voelkers is an innovative, luxury real estate brand whose entire focus is on how we can best help our clients meet their real estate goals.

Word has spread not only about the client experience I deliver, but also that I am a great communicator with a unique marketing plan featuring video, a comprehensive social media plan, and clever spins on traditional tactics. My focus is on your complete satisfaction. Maybe that is why half of my business comes from repeat customers and referrals. Good service speaks for itself. I am looking forward to the opportunity to earn your referrals and repeat business. I lead with a servant's heart, seek a win-win, and offer exceptional service throughout your home-selling journey.



**Jessica Nelson**

Marketing Manager



**Amber Poggemoeller**

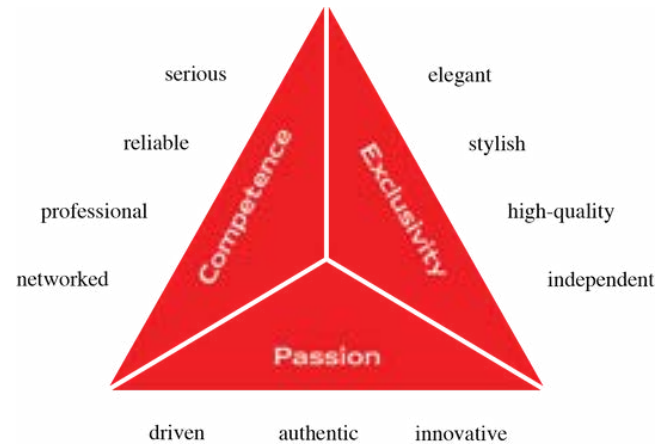
Executive Assistant

# Why Engel & Völkers

## The core values that define us...

There is a single vision shared by the thousands of professionals who represent Engel & Völkers worldwide. It is to link together the aspirations of discerning individuals around the world, be it in a private or business context -- with total passion. To achieve this vision, we have established a set of core values. These values help to maintain our high level of service quality worldwide and reinforce the meaning of our brand for each and every Engel & Völkers advisor.

Our training, marketing capabilities, and international network ensure that our advisors can competently meet your real estate needs. They will develop a customized strategy and provide specialized services that will work exclusively for you. And they will do it with total passion.



## Bespoke Experience

It means handcrafted attention to every detail, expert knowledge and insight, and meticulous white-glove service tailored discreetly for you. Whether buying or selling a home, Engel & Völkers ensures an experience of the highest caliber. Sophisticated systems and smarter strategies are just starting points. It's our standard of service exhibited by all of our real estate advisors and license partners that sets us apart...and our standards are high.

## Live Your Luxury

At Engel & Völkers, we believe in clients for life. Not only during, but well after the purchase of a home, our advisors connect you with experts to help you continue making the most of the walls and community that surround you. Luxury found in the little moments that when combined create the essence — and the intangible qualities — that make a house, “home.”

# Why Engel & Völkers

## Reporting & Analytics

We will discuss the timing of showings, the handling of pets and people, the preparation for each showing and how to engage the potential buyer.

## Showing Time

All agents must schedule a showing through Showing Time, a software that notifies you of who is showing your house and when. You will choose a lead time/showing instructions most comfortable for you and your household to make sure the home is "show ready."

## Supra Access

Your home will be secure during the entire listing process. The Supra box will hold the key to your home, and only authorized users will have access to the key when they schedule a showing. Supra creates showing and listing activity alerts.

## Pre-Showing Calls

We call every agent who registers before they show. We know the agent probably doesn't know all of the great features of your home, so we give them a few tips to point out to their buyers.

## Showing Feedback

We need to understand the meaning of showing feedback and when it matters. After every showing, we ask the agent for feedback to gauge the buyer's interest and get an overall sense of how the house is perceived. You will see all the showing feedback on your home.





# Why Engel & Völkers

## From Offer to Closing

Our service focuses on quickly relaying purchase offers and advising on the submission of counteroffers, the negotiating process, inspections, contractual issues, and closing preparation. While we communicate often throughout this process, it is our role to stand firm and skillfully negotiate on your behalf to achieve the best results for you. We will assist when escrow opens, be present at closing, and handle the exchange of keys.

Ideal Conditions for a successful closing:

- Agreement between all parties concerning the purchase price and contingencies
- Proper preparation of all required documents
- Regular communications between all parties
- Escrow management
- Full service at closing
- Assistance during the transition of property



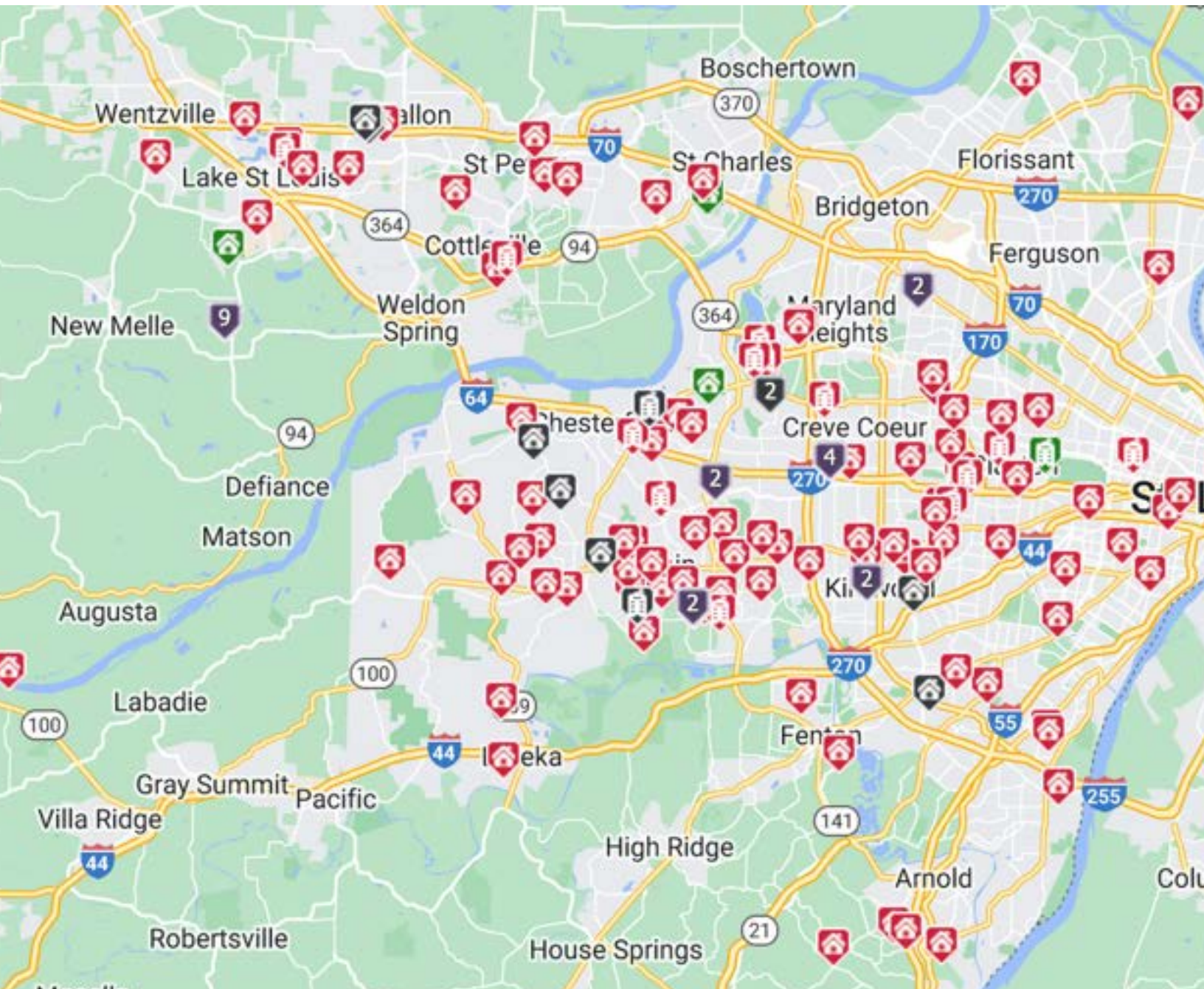
# Why Engel & Völkers

## Sales From Our Team

Engel & Völkers St Louis is your local expert, with experience in home sales all over the St Louis area. There are over 15,000 agents working in this area. Of all those agents, we are in the top 10 by volume, and even higher in volume per advisor.

Areas Service:

- St Louis County
- Saint Louis City
- St Charles County
- Northern Jefferson County
- Easter Franklin County



# Why Engel & Völkers

## Social Proof of Success

My wife and I initially made contact with Ryan Zimmer through Zillow. I almost always would interview several agents on something as important as a home purchase (I research everything). Both through initial phone conversations and our first showing with Ryan we decided we wanted him as our agent, he was that good! Let me be specific on why I give Ryan my highest recommendation, he puts his client's interest first, he is knowledgeable about the local market, he is well connected with other agents, and he has an extensive network of specialists that he works with that helped us evaluate potential costs for a house needing an upgrade.

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My family has now used Alfonso 3 separate times in the past year. Searching for a home, buying and selling is especially stressful during a pandemic. The best thing I did was choose the right person to guide me through the process. I believe the saying "you don't know what you don't know" applied to me (and probably a lot of people like me). Alfonso and his team "did know" and from listing to closing the professionalism and superior process made for a smooth transaction.

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Tricia and I wanted to follow up my call to you to formally thank you for all of your efforts and guidance with Clare on finding and contracting a house. These are especially unique times and being able to rely on your expertise in the market as well as construction was critical. What most impressed me, though, was how you immediately focused on listening to Clare and Phillip and then discerned their needs. Your calm and steadfast approach helped them to remain encouraged. The relationship was more authentic rather than transactional which I believe we experienced before.

We are confident that our daughter and future son-in-law have found the house they were meant for.

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What a great experience! For starters, I don't have much experience with real estate. I live out of town, was selling my home in St Louis and was nervous about the 'long distance' aspect of the whole thing. [Engel & Völkers] was professional, market savvy and was confident and reassuring. They made the whole process easy and painless, and I always felt they had my best interest at heart. I would highly recommend them

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We were looking to buy our first home in the St. Louis area and hadn't had much luck finding the right home or agent. Then we met Alfonso through Zillow and knew as soon as we met him he had a level of expertise and personality that set him apart from other agents. He and his team really walked us through the whole process of buying our first home. I can't imagine any other agent would have been so helpful. He was very easy to get a hold of and very available for showings. I could tell it was very important to Alfonso that we get the right house for our family and a great deal. It helped that he was so familiar with the area and experienced at buying/selling homes. Not long after, he helped my mom sell her home in under a week! I 100% recommend Alfonso and look forward to working with him again!

# Engel & Völkers St Louis

Your Partners



**Jeff Okenfuss**  
Farmers Insurance & Financial Services  
800.375.6090 · 314.952.4152  
Jeff.RWolk1@Farmersagency.com



**Shelly Clark**  
Cardinal Surveying & Mapping  
636.922.1001  
Shelly@CardinalSurveying.com



**Wes Villhard**  
HouseMaster  
314.952.7007  
Wes.Villhard@HouseMaster.com



**Knox Mailhes**  
Integrity Title Solutions  
314.209.8100 · 314.322.5669  
KMailhes@IntegrityTitleSolutions.com



**MaryJo Schaper**  
Achosahw Home Warranty  
314.448.5275  
MaryJoS@Achosahw.com

**Engel & Völkers St Louis proudly partners with..**

CALL TODAY TO GET YOUR PERSONALIZED QUOTE FOR A HOME PURCHASE OR REFINANCE TODAY!



**Patrick McLafferty**

Loan Officer  
NMLS #1989607  
Patrick@MoMortgageSolutions.com  
314.288.8805 - 314.312.0820  
MoMortgageSolutions.com

