



# *Seller's Guide*

*Let us guide you through all the steps involved in selling your home!*



# Our Story

In 2023 the Hoffmeister Home Group partnered with the Huerkamp Home Group to bring an even better real estate experience to our clients. We share a common mission to provide an exceptional real estate experience based on the highest standards of ethics, values, professional service, and client care.

We believe everyone should have the tools necessary in order to make informed decisions when selling a home, and our goal is to be a valuable advisor and advocate in the process.

We have served over 600 buyers and sellers to date and love to keep in touch with our clients well beyond closing day in order to provide support and to become a trusted resource in your home ownership journey.

With this ongoing focus on relationships, we experience over 80% repeat or referral business from our past clients, friends, and family.



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## *Put our experience to work for you!*

- We have been in the real estate business since 2004 and Jon received his broker's license in 2006.
  - We have lived in the South Metro area since 1994 and comfortably work throughout the entire 13 county metro area and beyond.
  - Jon's experience in the housing industry has made him very familiar with most neighborhoods throughout the Metro and the builders who developed them!
  - Ongoing education in all topics related to the real estate industry allows us to share this valuable information with our clients and help them build wealth through real estate.
  - Continual study of market trends and statistics allows us to give you the best possible advice for your situation and for proper placement of your home in today's market.
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# Meet the Team



Jon Hoffmeister

**Team Lead/Realtor**

Jon's experience in the housing industry includes 12 years owning and operating a construction and remodeling business prior to becoming a full-time Realtor. He is able to educate both buyers and sellers who need advice on potential construction projects with an eye to see potential opportunities and creative solutions. Jon is a skilled negotiator and will work diligently on your behalf.



Allison Hoffmeister

**Director of Operations/Realtor**

Allison handles much of the behind the scenes administration, marketing, and communication for the team, to ensure your sale goes smoothly from contract to close. Allison is available to assist with staging advice to help you prepare your home for photos.



Nicole Kelly

**Transaction Coordinator**

Nicole is the Huerkamp Home Group's proactive and knowledgeable transaction coordinator! She is in the office Monday-Friday 8:00am - 5:00pm to answer emails, phone calls & to help ensure someone is available during business hours to assist and answer your questions. Whether you are preparing to sell your home or purchasing a new home, or BOTH - Nicole will ensure that you are receiving five star level service!

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## Staging

*We want your home to be shown in the best possible light to prospective buyers so you'll get top dollar in the shortest amount of time.*

- We'll provide you with a Staging Guide to help you with preparing to put your home on the market.
- Some of our listing packages include a complimentary home staging consultation with a professional stager who will complete a room-by-room walk-through and advise you on the steps necessary to prepare for photos and showings.
- If home repairs or improvements are needed prior to listing, we will connect you with the right person for the job, review bids, and help you determine the best course of action.



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## Professional Photography

Our professional photographer will create beautiful images of your home for online and print marketing. Our Staging Guide even includes a photoshoot checklist to help you prepare!



# The Prelisting Process

## 1 Consultation

- At your listing consultation we'll listen to your wants and needs, discuss your timelines, and create a plan to get your home sold.
  - We'll highlight the steps we'll take and answer any questions you have about the process.
  - We'll have you walk us through the property and highlight any special features and updates.
  - Selling a home can be stressful and our goal is to navigate this with you and make it as easy as possible.
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## 2 Next steps

- Perform an initial detailed market analysis.
  - Create a net sheet detailing the costs of the sale and your estimated proceeds at closing.
  - Explain all the necessary forms and disclosures as well as discuss which items are included in a standard purchase agreement.
  - Advise you in the staging process and schedule photos.
  - Study the competition right up until going active and position your home competitively to maximize your equity position.
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## 3 Putting Your Home on MLS

- We will gather information from you about your home for marketing purposes and accurate MLS data entry.
- When photos are received, we can finalize the listing in MLS and will send you a link to your listing for your review.
- A sign will be placed in your yard unless you have asked not to have one.
- If you live in an association, you will need to obtain a Resale Disclosure Package for the buyer. The costs vary for each association and we can help you order the right documents.





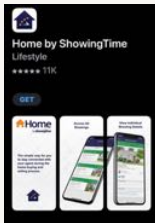
# The Showing Process

## 1 Access to Your Home

- **Electronic Lock box:** The Realtor will access your home with the keys that we place in the electronic lockbox which is usually installed on the front door. This box is much more secure than a manual punch code box that many agents use, and keeps a record of access to your home.
- **Manual Lockbox:** In some cases, we will *temporarily* install a manual lockbox to allow access to your home by approved individuals that may need access to your home (painter, carpet cleaning company, cleaning service, etc.)

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## 2 How a Showings is Scheduled



- You will receive a text message and will be able to approve or deny the showing right on your phone.
- You can download the *Home by Showing Time* app to keep track of showings.
- If you need to deny a request, please propose an alternate time. When you approve a showing, the agent will be provided with lockbox information and showing instructions specific to your home such as pets, leaving lights on/off, etc.
- Showings are usually set up for 30 to 60 minutes.
- A "Preview" request is when an agent wants to see your home to "preview" it for buyers, or for a listing comparison.

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## 3 Showings

- You should be prepared for a request at any time.
- We ask that you leave home for showings as it allows the buyers more freedom in imagining your home as their own.
- Make a plan for pets (In a kennel, with you or a friend).
- Put away valuables.
- After showings, a feedback request is sent to each showing agent. Unfortunately, we don't always receive a response to our requests, and after several attempts we realize that their client has no further interest.

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## 4 For Your Safety

- For your safety, do not let anyone into your home without an approved showing request.
- If a Realtor shows up without a scheduled appointment, ask them to schedule an appointment at a later time.
- If the Realtor says an appointment was scheduled, call us or our office to confirm. You do not need to allow the showing.
- If a potential buyer asks you to show them your home without their realtor, tell them they must schedule a showing through their realtor or they can set up a future showing by calling us directly.

# Receiving an Offer

## 1 Evaluate

We will...

- Promptly present and evaluate offers and represent you in all negotiations.
  - Review each point of the contract with your goals in mind.
  - Create a Net Sheet detailing the costs of the sale and your estimated proceeds at closing.
  - Pre-qualify the prospective buyers by calling their lender.
  - Discuss any unique items that pertain to your sale.
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## 2 Negotiate

- **Price:** If it's lower than you would like, we will consider the length of time on market, buyer activity, and your urgency to sell.
  - **Closing Date:** If you can be flexible on the closing date, it may give the buyer another reason to choose your home over others that are not as flexible.
  - **Closing Costs:** If the buyer must have seller paid closing costs, we may consider asking for a higher offer price.
  - **Accept, reject or counter the offer:** A Counter Offer is the most common approach, and it is common for negotiations to go back and forth before both parties agree to the terms.
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## 3 Acceptance

- You will be able to easily view and sign the purchase agreement electronically for convenience and security.
  - When all parties have signed the purchase agreement, it becomes a legally binding contract with the exception of any contingencies (such as inspections, radon and mold tests, buyer's financing, sale of another property, appraisal price, association resale disclosures, septic and well inspections, etc.)
  - The buyer will deposit earnest money with our brokerage.
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## 4 Inspections

- This is usually scheduled for a 3-to-4-hour time frame.
- The inspector will request an inspection in the same way as a showing.
- You are requested to be away from home.
- It is common for the buyer to come for the last 30 to 60 minutes to review the findings with the inspector.

*For additional details about the inspection, radon testing, and potential negotiations after an inspection, please see the 'Overview of Inspections' at the back of this guide.*

# What to Expect Next

## 1 Appraisal

- The buyer's lender will request the appraisal after all inspection negotiations are finalized.
- The request will come from the appraisal company just like a showing request.
- The appraisal takes about one hour, and you do not have to leave home for this appointment.

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## 2 Prepare for Closing

- When the negotiations are over, a package of all documents and necessary information will be sent to the Title Company to prepare for closing.
- They will be in contact with you for additional information they'll need to process your file.
- Please provide any requests promptly to keep the process moving forward.
- Our transaction coordinator will manage all the details and communicate with you leading up to closing.

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## 3 Final Steps

- Remember to change your address with the post office and all companies that deliver to you.
- Notify all companies that service your home...utilities, pest control, garbage, cable, internet provider, security system, etc.
- Please do not leave any items at the home that have not been previously agreed upon with the buyers, such as paint, shelving, etc.
- Do a thorough cleaning.
- You will want to notify your homeowner's insurance company that you are selling and keep coverage until after closing just to be sure the buyer's policy is in place with no lapse of coverage. This is especially important if the closing is delayed.

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## 4 Final walk through and closing day!

- Prior to closing you will have an opportunity to review the settlement statement with a description of all costs associated with the sale and the proceeds you will receive at closing.
- The buyer's final walk through usually takes place just before closing, after you are completely moved out.
- The walk through assures there have been no changes to the condition of the home since the time of purchase.
- The buyers will also verify that any personal property negotiated was left at the home, that nothing extra is left on the property, and that any requested repairs have been completed.





## Why list your home with us?

- We are in partnership with the Huerkamp Home Group with a ranking in the top 1/2% of all Realtors in the country in terms of sales and volume - our team sells a home at least every 30 hours.
- We are a dedicated team of real estate agents and licensed administrative partners with 115 cumulative years of experience.
- We offer a one stop solution from initial consultation to closing.
- We are advisors, teachers, and advocates, not pushy sales people.

## How does it benefit you?

- Our years of experience helps us to see problems before they happen and know how to solve them if they do, meaning a smoother, less stressful transaction for you.
- Exclusive access to our preferred vendors and contractors saves you time and money.
- No fee, no obligation initial consultation to help you understand the selling process, and receive the opportunity to be onboarded by our team of professionals.
- We bring years worth of experience in negotiations and aim to achieve a 'win-win' experience for everyone.

## What 5-star customer service means to us!

- High level of integrity
- Anticipating needs and problems - being proactive
- Making sure our clients know what happens next at every step
- Good communication - consistently checking in and following up
- Prompt communication and timely responses
- Accessible to you and your needs
- Always doing the unexpected for our clients
- Being there for our clients and not being pushy
- Save our clients time
- Fostering an atmosphere of partnership
- Determine how our clients prefer to be communicated with and who will be the main point of contact throughout the process



# Kind Words From Our Clients...

"These are the best realtors in the business. I've worked with a few others and hands down Jon and Allison are the cream of the crop. They are honest, thorough, professional, experienced, timely, and just really fun to be around. I will be a lifetime customer and will adamantly refer everyone to them."

Matt S.

"Jon was terrific. He explained everything and understood what it was like to sell the family home. He was a huge help in coordinating many aspects of the entire process as none of the family members lived in the state. Jon made the logistical nightmare manageable. Just a great human being. Trustworthy, professional, caring."

Rick B.

"I wanted everyone to know that I have had a wonderful experience working with Allison and Jon. I thought buying a home would be hard but they made it easy.

They are fantastic with communications, ensuring we look at appropriate homes and helping with all the paperwork and processes to sell and buy a home.

I could not be more pleased with Allison and Jon. I would recommend them to anyone who needs a hard working team that is on your side!

Nice job Jon and Allison."

John S.

"Jon is honest, highly motivated, gets the job done with high degree of professionalism. Always pleasing and available. Uses all kind of smart tools to get the job done. Sold our home in just 3 days and made us save a ton along the way. Just can't be any happier than this relationship. Thanks Jon!"

Vijai K.

*The customer is at the heart of everything we do, and we strive to provide you with the best client care possible!*

Visit our website for more client reviews!  
[www.myminnesotahome.net/reviews](http://www.myminnesotahome.net/reviews)

## ***Clients for life!***

While closing day may mark the end of the selling process, we hope it will also mark the beginning of our ongoing relationship. We make a concentrated effort to stay connected with our clients and to continue to be a resource for their real estate needs. As our client you can look forward to receiving updates on the market and helpful tips on homeownership. You'll also receive invitations to fun events throughout the year, so watch your mail and email for this valuable information.

## ***Referrals are the key to our business model***

Maintaining ongoing client relationships is part of our commitment to provide a level of real estate service above and beyond expectations. Our satisfied clients have been sharing their positive experiences with friends and associates who then seek us out. This has allowed us to build a successful business based on referrals. As a result, we can devote more of our time helping clients and less time looking for new ones. If you are happy with your experience, we hope you'll spread the word and send people our way so we can provide them with the same level of care. That's a win-win all around!

## ***A Trusted Resource***

We are your trusted resource for vendor referrals...plumbers, electricians, carpet installers, painters, and more. Our list continues to grow!

*We are here to help long after the closing so feel free to reach out to us with questions at any time!*



# Overview of Inspections

## The Inspector will...

- Search for defects in the property, focusing on safety hazards, items at the end of their useful lives, and items not functioning properly.
- Inspect heating, air conditioning, electrical wiring, plumbing, and other systems.
- Examine the exterior of the house, including roof, chimney, foundation, and grading.
- Look at the attic and the home's interior for proper venting, and insulation.
- Test appliances and plumbing fixtures (It's a good idea not to have laundry in the machines).
- Inspect bathrooms for moisture issues around tubs, showers, and sinks.
- Review the findings with the buyer at the end of the inspection and prepare a written report.

## Wells and Septic Systems

If your home has a well and septic system, you will need to provide the required tests and inspection reports. We can help you get these tests ordered.

## Radon Testing

If a radon test is being performed the inspector may drop off the testing kit a couple days before the actual inspection so that the test is completed and ready to be picked up at the time of inspection. Otherwise, they will set up the test during the inspection and set an appointment to pick it up a couple of days later. The appointments will be requested in the Showing Time app, and you do not need to leave home for the quick radon drop off /pick up. Follow the radon instructions closely...do not have windows and doors open 24 hours before, or during the testing. Normal activity going in and out of the home is fine.

## What Happens After the Inspection?

- If there are no major concerns, the buyer may simply remove the contingency.
- If more information is needed, the buyer may request additional inspections to be conducted by a licensed contractor or specialist and make those arrangements.
- The buyers may request that you make repairs or ask for a price reduction to cover them.
- Buyers may ask for a Home Warranty to cover future potential repairs or one can be offered as part of negotiations.
- If the radon level is high, sellers are typically asked to have a radon mitigation system installed.
- We will continue to negotiate on your behalf until we come to an agreement.
- If repairs are required, we can provide referrals for the various trades and will support you through the process of getting bids and seeing the work through to completion.
- If no agreement is reached, the contract may be canceled, and earnest money refunded to the buyer.



## Contact Us



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Each Office Independently owned and operated

