

YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO

Sold

LAURA PETEK REALTOR

YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & an exceptional client experience.

I'm thrilled to introduce myself as your dedicated full-time realtor with a wealth of experience in home sales throughout our vibrant community. I've cultivated a deep understanding of the local market dynamics, trends, and neighborhoods, allowing me to offer invaluable insights to my clients. Whether you're buying or selling, I make it my mission to provide a seamless and rewarding experience, leveraging my knowledge to guide you through every step of the process with confidence and clarity.

I pride myself on being attentive to my clients' needs, preferences, and goals. I understand that selling a home can be a significant milestone, and I'm dedicated to ensuring that each client receives personalized attention and exceptional service tailored to their unique circumstances. From strategic pricing and marketing to skillful negotiation and beyond, I strive to exceed expectations.

Laura Petek
REALTOR®



440.935.2898 cell



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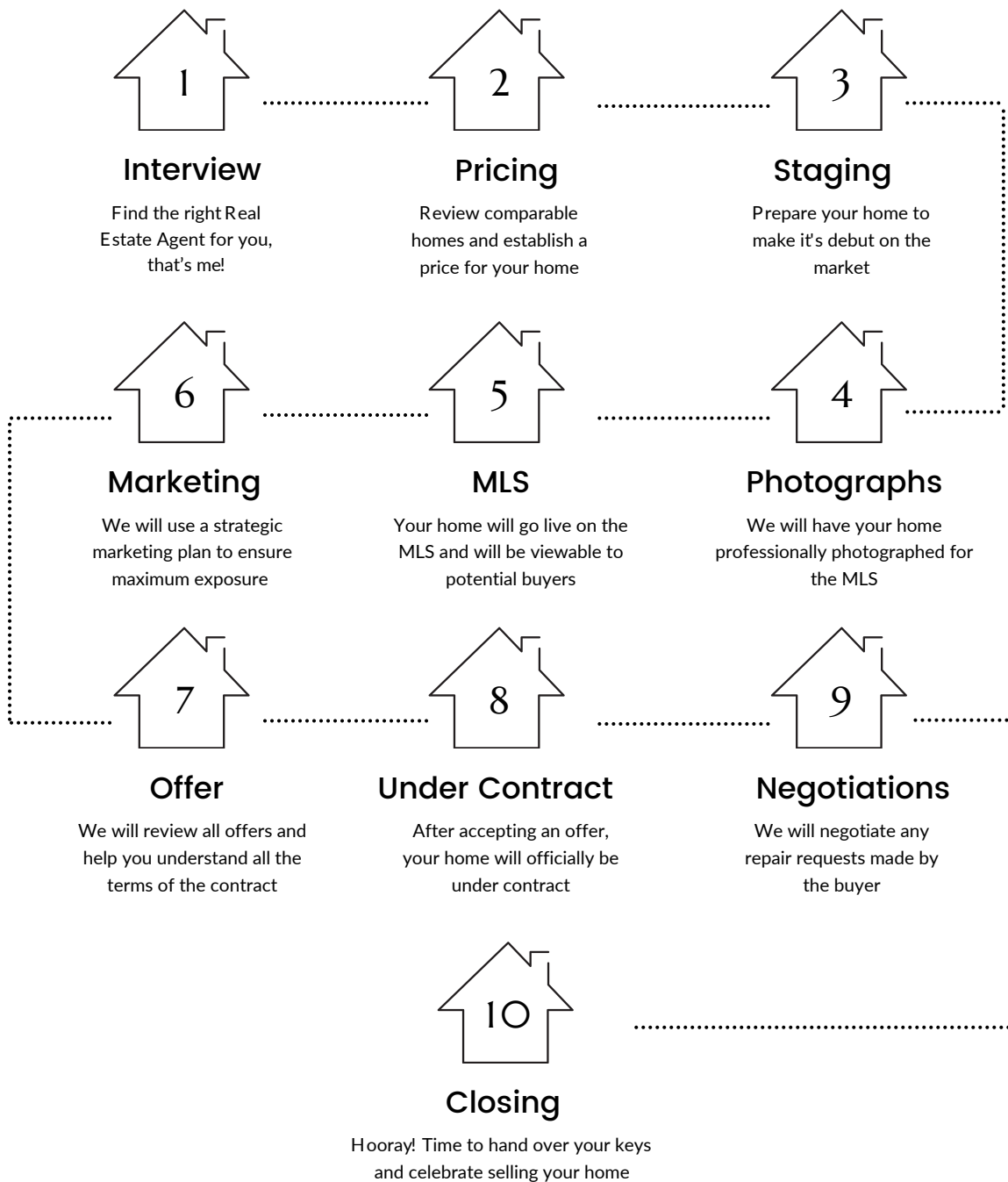


laurapetek.com

FINDING YOUR HOME

My Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

My Proven Home Selling Timeline

MY SIGNATURE PROCESS

STEP ONE

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

My Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

STEP FOUR

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





About Your Home

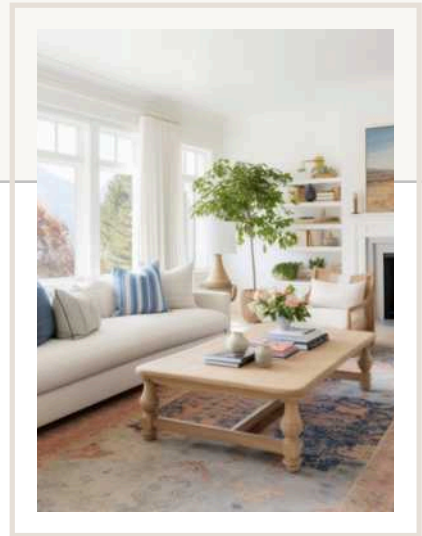
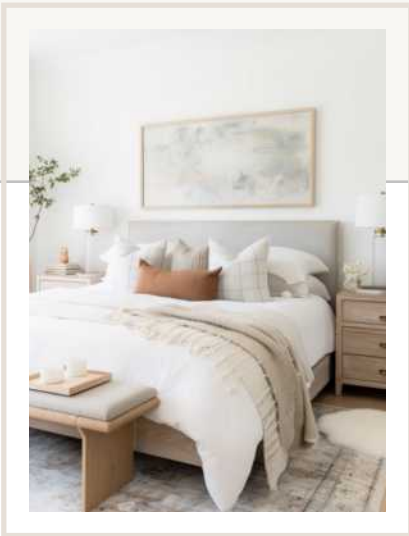
HELP ME UNDERSTAND YOUR HOME

-
- ✓ What drew you to this home when you bought it?
-
- ✓ What is your favorite feature of your home?
-
- ✓ What do you like most about your neighborhood?
-
- ✓ What are some nearby attractions and amenities?
-
- ✓ What don't you like about your home?
-

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



MY STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

My Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

My goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

My Proven Marketing Plan

MY SIGNATURE STRATEGY



Create a professional
listing flyer & in-home
marketing



Informative &
engaging MLS listing
description



Expose to my associates
at bimonthly business
meeting



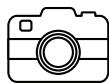
Strategic & targeted
post card campaign



Hold Open House 1st
weekend placing
property on the market



Listing will be added
to all area
brokerages, Zillow,
Realtor and Redfin



Use high resolution,
professional photography



Target social media
advertising



Door-knock the
neighborhood & pass
out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house, top to bottom
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area

YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?





YOUR HOME DETAILS

Important Info

Preferred spot for the lock box:

Special instructions with any doors or gates:

Preferred temperature of your property- heating and cooling

Special instructions for the garage door:

How many keys will be available? Please keep one key on hand.

Any neighbor information we should be made aware of?



YOUR REALTOR MATTERS

Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.



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REALTOR

REAL BROKERAGE