



SELLER'S GUIDE

FROM LISTING TO CLOSING

Castle Rock Realty

BRINGING BUYERS AND SELLERS TOGETHER



THE STEPS

A QUICK LOOK AT THE CASTLE ROCK REALTY'S
HOME SELLING PROCESS

GET IT READY

Agents will make recommendations for repairs and updates to prepare for it for showings

SET THE PRICE

Your agent will review comparable listings together and arrive at a competitive price you feel comfortable with.

STAGE IT

One way to prepare for showings is by staging your home. This may be necessary to get you the largest return. We have staging experts available to help with this!

TAKE PHOTOS & VIDEO

Our professional photographer will showcase your home to look its best! This service comes FREE of charge!

*one step at
a time!*

ADVERTISING

Our in-house graphic designer will create everything needed to effectively market your home!

SHOWINGS

This is often the most challenging part of the process, as your home has to remain presentable at all times.

REVIEW OFFERS

We will review all offers with you and explain the details. We will also negotiate on your behalf.

CLOSING DAY

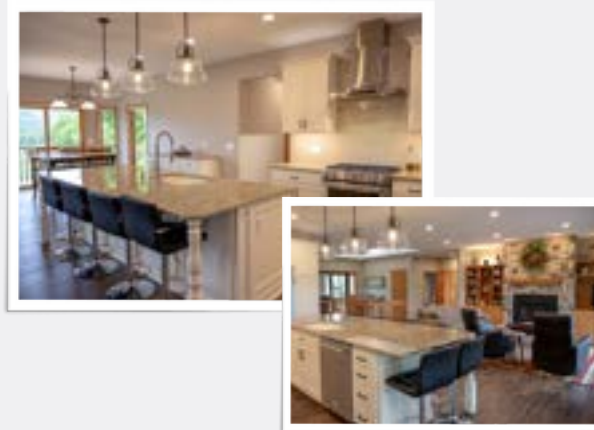
As this can be an emotional day, we are here to help you through it.



MARKETING

WEBSITE

Our professionally designed website highlights the best of your home, with enhanced search options for maximum exposure to potential buyers.



PHOTOS

Our highly-skilled, professional photographer takes photos of your home that show it in it's best light!

AERIAL PHOTOS

Our photographer uses a drone to capture photos from above your property, giving buyers a full view of what is available for purchase.



*marketing
is our thing!*



SOCIAL MEDIA

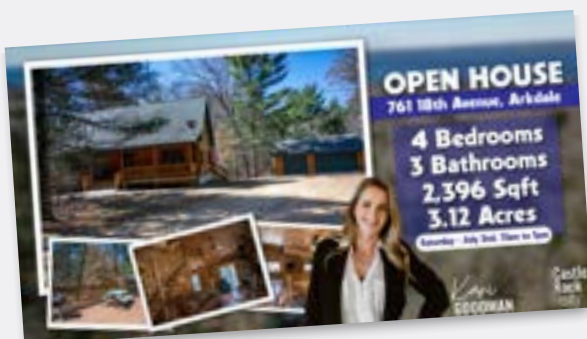
Our followers LOVE to shop online
and that means a lot of interested
views on your home!

Follow Us & Share Your Listing!



ADVERTISING

We advertise on 94 websites to make
sure your home gets the most visibility.
Some of the main sites we advertise on
include Zillow, Trulia, and
Realtor.com.



EVENTS

We host open house showings and for
maximum exposure of your listing. We have a
proven track record of successful offers after
these events! Not to mention we attend
various home shows and sports shows.



STAGING

BUYERS WANT TO PICTURE THEMSELVES IN
YOUR HOME, OUR EXPERTS WILL DESIGN THE
SPACE FOR MAXIMUM APPEAL.

INSIGHT

STAGED HOMES SELL QUICKER
THAN HOMES THAT ARE NOT
STAGED. ASK YOUR AGENT FOR
ADVICE ON HOW TO STAGE YOUR
HOME FOR A SUCCESSFUL SALE.

*it's all in
the details!*

THE PRICING

WE KNOW HOW TO COMPETITIVELY PRICE YOUR HOME!
HERE ARE SOME THINGS WE LOOK AT BEFORE ARRIVING AT
THE PERFECT LIST PRICE.

PAST SALES —————

We take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

CONDITION —————

We put ourselves in the buyer's shoes and ask, "What would they find most valuable in homes like yours?" Updated kitchens? Renovated rooms? These all factor into the final price.

MARKET STATS —————

Pricing your home largely depends on what type of market we will be listing it in. Our team actively follows and are educated in current market trends.

LISTINGS —————

We study active listings to see what comparative homes we'll be competing with as buyers are doing this very same thing.

UNDERSTANDING MARKET CONDITIONS

SELLER'S MARKET

Arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.

BALANCED MARKET

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes tend to sit on the market for an average length of time.

BUYER'S MARKET

Occurs when supply exceeds demand. Typically, sellers will drop their asking price to gain an advantage in the market.

THE OFFER

*let's make
a deal!*

IF YOU'RE A FIRST-TIME HOME SELLER, THE OFFER PROCESS MIGHT SEEM OVERWHELMING. KNOWING WHAT TO EXPECT WILL GIVE YOU CONTEXT BEFORE ACCEPTING AN OFFER.

PRICE

The price a buyer is willing to offer can be higher or lower than the listing price.

EARNEST MONEY

The buyer's deposit shows good faith and will be applied toward the purchase price of the home when the sale closes.

CONDITIONS

A home inspection, financing, or home insurance are just a few examples of conditions in a buyer's offer that must be satisfied.

INCLUSIONS/EXCLUSIONS

These might include appliances, light fixtures, window coverings and anything else you agree to leave behind or take with you after you vacate the property.

CLOSING

This is the day on which the title of the property is legally transferred to the buyer and the transfer of funds finalized. Typically you need to be moved out before closing so the buyer can move in.

NEGOTIATION

YOU ARE NOT ALONE. WE ARE HERE TO GUIDE YOU THROUGH THE NEGOTIATION PROCESS TO ENSURE YOU GET THE OFFER YOU WANT.

DON'T LIKE THE OFFER

As a seller of a house, you may receive an offer from a potential buyer that is lower than your asking price. In this case, you have the option to counter the offer.

COUNTER OFFER

A counter offer is a response to an initial offer, in which you propose different terms or conditions, such as a higher price or different closing date.

TERMS TO NEGOTIATE

Other terms that could be negotiated might include, inspection costs, earnest money amounts or closing cost credits.

BE PATIENT

It is common for negotiations to include multiple offers and counter offers before both parties reach an agreement.

TRUST YOUR AGENT

Our agents have educated in contract terms and will guide you through the negotiation process. Following the advice of a trusted advocate (your realtor) will be the key to a successful negotiation.

ENCLOSED TRAILER

OUR CUSTOMERS HAVE THE CHOICE OF USING
EITHER A 16' OR 20' TRAILER **FREE OF CHARGE!**

CASTLE ROCK REALTY UNDERSTANDS THAT MOVING
IS A LOT OF WORK! WE WANT TO ALLEVIATE THE
ADDITIONAL HASSLE OF MOVING BY OFFERING THIS
AMAZING COST-SAVING SERVICE TO YOU!

*Making moving
easier!*



SELLER'S CHECKLIST

GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets

CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms

TIDY + PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)

CURB APPEAL

- ☐ Cut lawn
- ☐ Trim shrubs
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint

FINAL TOUCHES

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat

ORGANIZATION

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the daytime
- ☐ Play quiet background music
- ☐ Remove pets from indoors



FAQ'S

HOW LONG DOES IT GENERALLY TAKE TO SELL A HOME?

Complete transparency here, it depends on the transaction. We know that's not the specific, "I'll sell your home in 3 days" type of answer you want to hear, but we want to be truthful and the reality is your home could sell in 3 days, 10 days, or even up to several months. There are so many factors that go into how fast your home will sell; we'll be there and walk you through all of them.

WHEN IS THE BEST TIME TO SELL MY HOME?

Such a great question! The spring market is always a prime time to sell, but that doesn't mean you won't be just as profitable in any other month you choose. It also depends, on multiple factors including market conditions/ location/ amenities.

WHY IS THE ASSESSED VALUE SO LOW?

The assessed value is not the same as the market value. The assessed value of a home is used for taxes in your local municipality. The assessed value has no impact on how much your home is worth to a potential buyer in the marketplace.

*Let us answer
your questions!*

WHAT DOES OFFER SHOW MEAN?

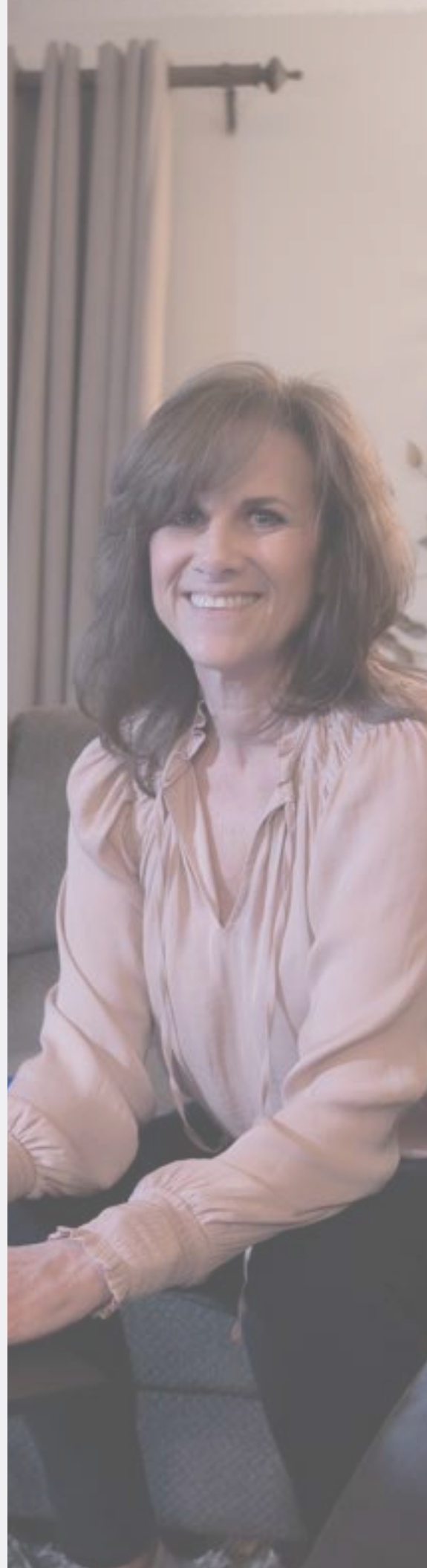
Offer show means the home has conditions that must be met before the sale can be finalized. Common conditions are, "Contingent on Financing" and, "Contingent on Inspection". In a hot seller's market, these conditions are sometimes omitted to ensure the offer is desirable.

WHAT DO I NEED TO DISCLOSE TO BUYERS ?

There are certain things that we **MUST** disclose by law. Wisconsin law requires you to disclose any condition or defect that would result in a significant negative effect on the property value, that would significantly impair the health or safety of future occupants, or that would significantly shorten or negatively affect the normal life of the property.

WHAT DO I NEED TO DO DURING THIS WHOLE PROCESS?

We pride ourselves on taking care of the majority of the responsibility when selling your home. From prep to staging to showings. There are a few things you'll have to do like keeping your home tidy, leave during showings, and making arrangements for animals during showings.



THE TEAM



We have a staff of motivated team-oriented sales professionals who are available 7 days a week to take care of our clients' real estate needs. Customer satisfaction is one of our top priorities; we make time to connect with our clients and fully understand their individual needs. We continuously work towards growing in the services we provide to our customers. We're proud to have Polish speaking associates on staff to serve our local Polish community. Total satisfaction is our goal for buyers and sellers alike; we'd love to work with you!

BACK ROW: KEN WALDEN | SCOTT JENNINGS | GARY ROSE | SETH TULLY | KYLE WOODWARD | DAN MACKLIN | GABE MILLER | PAUL MERK
MIDDLE ROW: RANDALL BRANDT | KARI GOODMAN | LISA COUGHLIN WAFLE | RICKI LOWE | DONNA NIEWINSKI | BEATA ZIMON-FRANCZYK
JAMIE BERG | DIANE SCHROEDER | JENNY KOCHIE | ABIGAIL CZUBAKOWSKI | MICHAELA PERKINS | ANITA DURAY
FRONT ROW: JESS KAYHART | KIM CONNORS-JOHNSON | ASHLEY LYNCH | JOAN MANSOUR | BOBBI BRANDT | ASHLEY DAILEY | BETH DEFORGE

THE BROKERAGE

Castle Rock Realty, LLC stands alone among the competition in service and sales. We are a full-service real estate company specializing in exceeding customer expectations. As the highest-rated brokerage in our area, we exhibit again and again that we are dedicated to providing professional, courteous, and conscientious service to buyers and sellers alike.

Castle Rock Realty was founded in 1984 by Patrick Connors. After working for Castle Rock Realty for 21 years, Bobbi Brandt transitioned seamlessly into partner in 2019 and owner in 2020. Castle Rock Realty has four offices, two located in Mauston, one in Reedsburg that opened in 2021, and one in Necedah that opened in 2021.

Our commitment to customers and clients is unmatched. We never charge administrative fees to buyers or sellers, we offer professional photo and video marketing free of charge, and we are the only real estate team in the area that offers a moving trailer free to customers.

Castle Rock Realty is devoted to the details of the real estate business and are at the forefront of marketing. We are active learners who are constantly challenging ourselves to find new ways to serve our customers. With many of our agents being lifelong residents of the area, we are local experts that genuinely love our home and are always looking for ways to improve and grow our community!



#1 ON ZILLOW



VOTED BEST
REAL ESTATE COMPANY OF
SOUTH CENTRAL WISCONSIN
2 YEARS IN A ROW!



#1 IN GOOGLE REVIEWS



MARKETLEADERS@CASTLE-ROCK-REALTY.COM

CASTLE-ROCK-REALTY.COM

MAUSTON MAIN

1.608.847.6020

104 West State St.
Mauston, WI 53948

MAUSTON

1.608.847.6020

403 Madison St.
Mauston, WI 53948

NECEDAH

1.608.565.6020

101 S Main St.
Necedah, WI 54646

REEDSBURG

1.608.768.6020

146 Railroad St.
Reedsburg, WI 53959

follow along

