



# HOME SELLERS Guide



## Ryan Zimmer

Ryan Zimmer, of Coldwell Banker Realty-Gundaker, is a major player in the St Louis real estate marketplace. Operating as a trusted advisor to home sellers and buyers, Ryan assists enough families every year to place him at the highest levels of production, both in the number of families helped and in total sales volume. Ryan's client base is a healthy mix of first-time and experienced buyers and sellers. He has developed a bespoke service delivery to a growing list of new and past clients that is completely focused on defining client needs, locating best options, and negotiating peaceful transactions through skilled problem-solving and absolute readiness to help everyone he comes in contact with.


Ryan studied Business Administration at Missouri Baptist University earning his bachelor's degree while being a 4-year starter and captain on his Lacrosse Team. A few years after graduation, Ryan's entrepreneurial spirit uncovered his passion for real estate. The home buying and selling process is a complex, often emotional, and financially critical event that can take its toll. Understanding that every client is unique, and every transaction is important, Ryan delivers the highest level of service with confidence, knowledge, and a calming attitude.


Ryan's commitment is to continue to deliver professional services to a growing base of happy clientele; to grow his business through service to others while leveraging market knowledge, a competitive mindset, and an ability to convert acquaintances and strangers into lifelong clients. Ryan continues that commitment to excellence in his personal life. He stays active in the Lacrosse world, and regular snowboard excursions to Colorado and the east coast. Most of all Ryan's commitment is to the health and happiness of his family - Wife Kaylin, daughters Olivia and Sophia, son Jacob and trusted best buddy Oakley the Golden Retriever.




### Contact

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# Client Testimonials

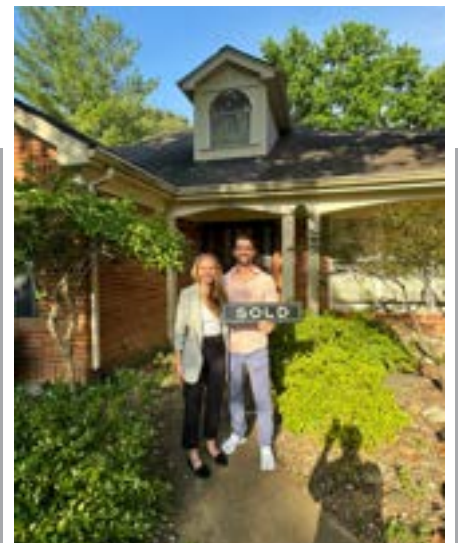
CHECK OUT WHAT SOME OF OUR HAPPY CLIENTS HAVE TO SAY.

*Ryan did a great job helping us decide what needed to be done to our house*

... and put together a workable timeline for getting our house ready to go on the market. His pricing and marketing strategy worked to obtain an offer for the full value of our house plus favorable terms. And he worked through to closing to get the deal done. Ryan is extremely responsive and he was a pleasure to work with. We would highly recommend him.

*Ryan did an incredible job in preparing my property for sale*

I don't live in the St Louis area and so he was crucially important in locating local people for repairs, painting, finishing floors and other things. He was also especially helpful to me as we proceeded into the sale with me being virtual for signing documents. He went way beyond what I have experienced previously in other sales where I live in Michigan. He was simply superb in all ways.



## FINDING YOUR HOME

# Our Proven Home Selling Timeline

## THE SELLER ROADMAP OVERVIEW

### *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*

#### Our 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

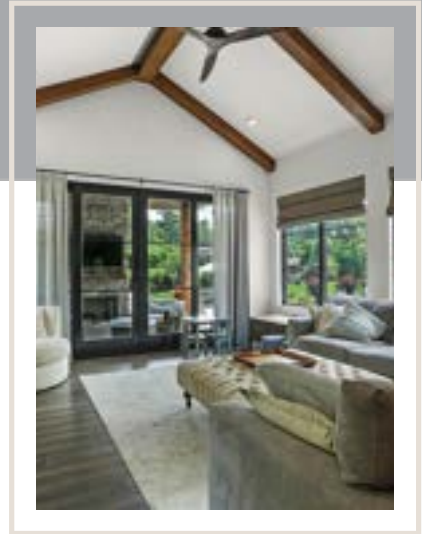
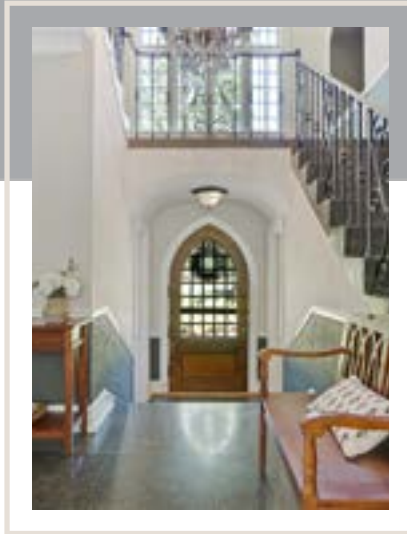
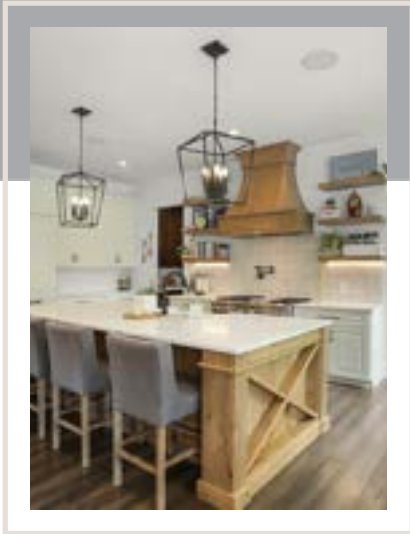
You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents., it's time to celebrate because the home sale is complete.



HELPING YOU NAVIGATE THIS SEASON

# About Your Situation

UNDERSTANDING YOUR GOALS



01

## Your Why

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

02

## Your Plan

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

03

## Obstacles

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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.

THE TOP THREE

# Pricing Factors To Consider

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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.








PRICING YOUR HOME






# Similar Homes

## COMPARABLE HOMES NEARBY






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

 Sold at _____	• List Price _____
 Bedrooms _____	• Sold SqFt _____
 Bathrooms _____	• Sold Date _____
 Sq Ft _____	• DOM _____
 Acres _____	• Subdivision _____
	• Year Built _____
	• Parking _____

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

 Sold at _____	• List Price _____
 Bedrooms _____	• Sold SqFt _____
 Bathrooms _____	• Sold Date _____
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	• Parking _____



FROM JUST LISTED TO SOLD  
**Our Proven Marketing Plan**  
OUR SIGNATURE STRATEGY



Create a professional listing flyer & in-home marketing book



Informative & engaging MLS listing description



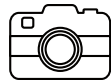
Expose to my associates at weekly business meeting



Strategic & targeted post card campaign



Grand open house the first weekend on the market.



Use high resolution, professional quality photography



Target one-to-one 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
- 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. All bulbs are to be the same.
- 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.

MY SPECIAL APPROACH

# What Makes Me Different

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My approach with you will be honest and straightforward: you come first. I'm here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I'll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail.



*YOUR ST LOUIS, MISSOURI REALTOR®*

Helping buyers, sellers & investors in:

Chesterfield • Wildwood • Des Peres • Ballwin • Eureka • Creve Coeur • Ladue • Clayton • Town & Country • St Charles



100% Client Success  
Commitment



Modern Marketing



Personalized Client Attention



<24hr Response Guarantee

"Our home was sold in one day and over asking price! We met with Ryan after a friend recommended him to us. Ryan truly understands how to sell a house. We had a professional photographer at our house take great photos. He made the entire process incredibly easy and his thorough knowledge of the local market has helped us incredibly in pricing the property well. Now our good friends are going to get their house ready to sell as they saw that we were extremely happy. He is the best realtor and I would highly recommend him."

WHAT YOU NEED TO KNOW

# About Commission

01.



## Commission is Negotiable

My commission rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are not set by law. We can set a commission rate that reflects the value you will receive and the results you're aiming for.

02.



## What Does it Pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

03.



## Keeping it off the MLS

NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage.



