



RE/MAX
RESULTS

SELLER'S GUIDE





Melanie Schmidt: REALTOR® CRS, CNHS, GRI, SFR



Hi, I'm Melanie Schmidt, Licensed Realtor with RE/MAX Results living in the Rochester area for over 31 years. I have worked in the Real Estate Profession for over 18 years, including New Construction Builder Representative, Short Sales, Foreclosures, Investment Properties, Luxury Homes and First Time Home Buyers. I find Real Estate to be very Rewarding and Exciting, from viewing homes with buyers to listing homes with sellers and the intricate details needed to successfully accomplish your Real Estate Goals. I have found the process to be intriguing, challenging and rewarding in every way. I enjoy staying connected with our clients during and after the buying/selling process. I have a level of high integrity with a passion to help each and everyone one of our clients with the level of respect they deserve. I look forward to being your agent of choice! Melanie.



Christopher Schmidt: REALTOR®

Hi, I'm Christopher Schmidt with RE/MAX Results. I have been a licensed Real Estate Professional in Minnesota for over 10 years. It has been an Amazing and Exciting 10 years. When I decided to start my career in Real Estate, I knew joining my Mother and creating the Melanie & Christopher Schmidt Real Estate Team was going to be Great! Utilizing our experience, Knowledge and skills, we're able to provide our clients with the exceptional Service they deserve. I look forward to working with you and assisting with all your Real Estate Needs. Chris.

GET IN TOUCH

(507) 216-5656

info@theschmidt-group.com

www.theschmidt-group.com

4123 26th St NW Rochester, MN 55901



The Value of an Agent

A PROFESSIONAL GUIDE

Selling a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal and avoid delays or costly mistakes. Also, there's a lot of jargon involved, so you want to work with a professional who can speak the language.

HIGH ETHICAL STANDARDS

Every REALTOR® is legally required to adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a REALTOR®'s client, you can expect honest and ethical treatment in all transaction-related matters.

OBJECTIVE INFORMATION AND OPINIONS

REALTORS® can provide local information on utilities, zoning, schools, and more. They also have objective information about each property. REALTORS® can use that data to help you determine if the property has what you need.

EXCLUSIVE MARKETING POWER

Property doesn't sell due to advertising alone. A large share of real estate sales comes as the result of a practitioner's contacts with previous clients, friends, and family.

NEGOTIATION AND CONTRACT EXPERTS

There are many factors up for discussion in a deal. A REALTOR® will look at every angle from your perspective, including crafting a purchase agreement that allows you the flexibility you need to take that next step.

UP-TO-DATE INFORMATION

Most people sell only a few homes in a lifetime, usually with quite a few years in between each sale. Even if you've done it before, laws and regulations change. REALTORS® handle hundreds of transactions over the course of their career.



PROVEN RESULTS

Who you work with matters. RE/MAX Results has a long history of helping buyers & sellers and reputation as being the best in the business.

1,200 ▲

SALES EXECUTIVES

40 ▲

OFFICE LOCATIONS

27,000 ▲

UNITS SOLD

24 ▲

TRANSACTIONS PER AGENT

\$8 BILLION ▲

CLOSED SALES VOLUME



OFFICE LOCATIONS

With over 45 office locations, RE/MAX Results is wherever you are.

- ALEXANDRIA
- ANDOVER
- APPLE VALLEY
- AUSTIN
- BAXTER
- BROOKLYN PARK
- CAMBRIDGE
- COLD SPRING
- CROSSLAKE
- DULUTH LONDON ROAD
- DULUTH MILLER HILL
- EAGAN
- EDEN PRAIRIE
- EDINA EAST
- EDINA WEST
- ELK RIVER
- ELLSWORTH
- EYOTA
- HOLMEN
- HUDSON
- HUTCHINSON
- LA CROSSE
- LILYDALE
- MANKATO
- MAPLE GROVE
- MEDICINE LAKE
- MENDOTA HEIGHTS
- MINNEAPOLIS LORING PARK
- MINNEAPOLIS UPTOWN
- NISSWA
- NORTH BRANCH
- ONALASKA
- PLYMOUTH
- PLYMOUTH WEST
- RED WING
- ROCHESTER
- SHOREVIEW
- SHOREVIEW WEST
- ST. CLOUD
- ST. PAUL HIGHLAND PARK
- ST. PAUL CROCUS HILL
- STILLWATER
- SUPERIOR WISCONSIN
- WAYZATA
- WOODBURY



HOME SELLING PROCESS

A good agent can be trusted to guide you through each step of the home buying process.



CHOOSE
AN AGENT



MARKET
ANALYSIS



ESTABLISH
SALE PRICE



LISTING
AGREEMENT



MARKETING
CAMPAIGN



NEGOTIATE &
ACCEPT OFFER



HOME
INSPECTION



HOME
APPRAISAL



TITLE
COMMITMENT



CLOSING
DAY

HOME SELLING BREAKDOWN

STEP 1: PRE-LISTING



CHOOSE AN AGENT

- Consultation, Strategy, and Goal Exploration



MARKET ANALYSIS

- Review Market Analysis & Comps
Analyze data for neighborhood and property history, compare similar 'active, pending, and solds' in the area, and consider market trends/forecast.



ESTABLISH A SALE PRICE

- Lock In Listing Price
Pinpoint the perfect price to meet your real estate goals.

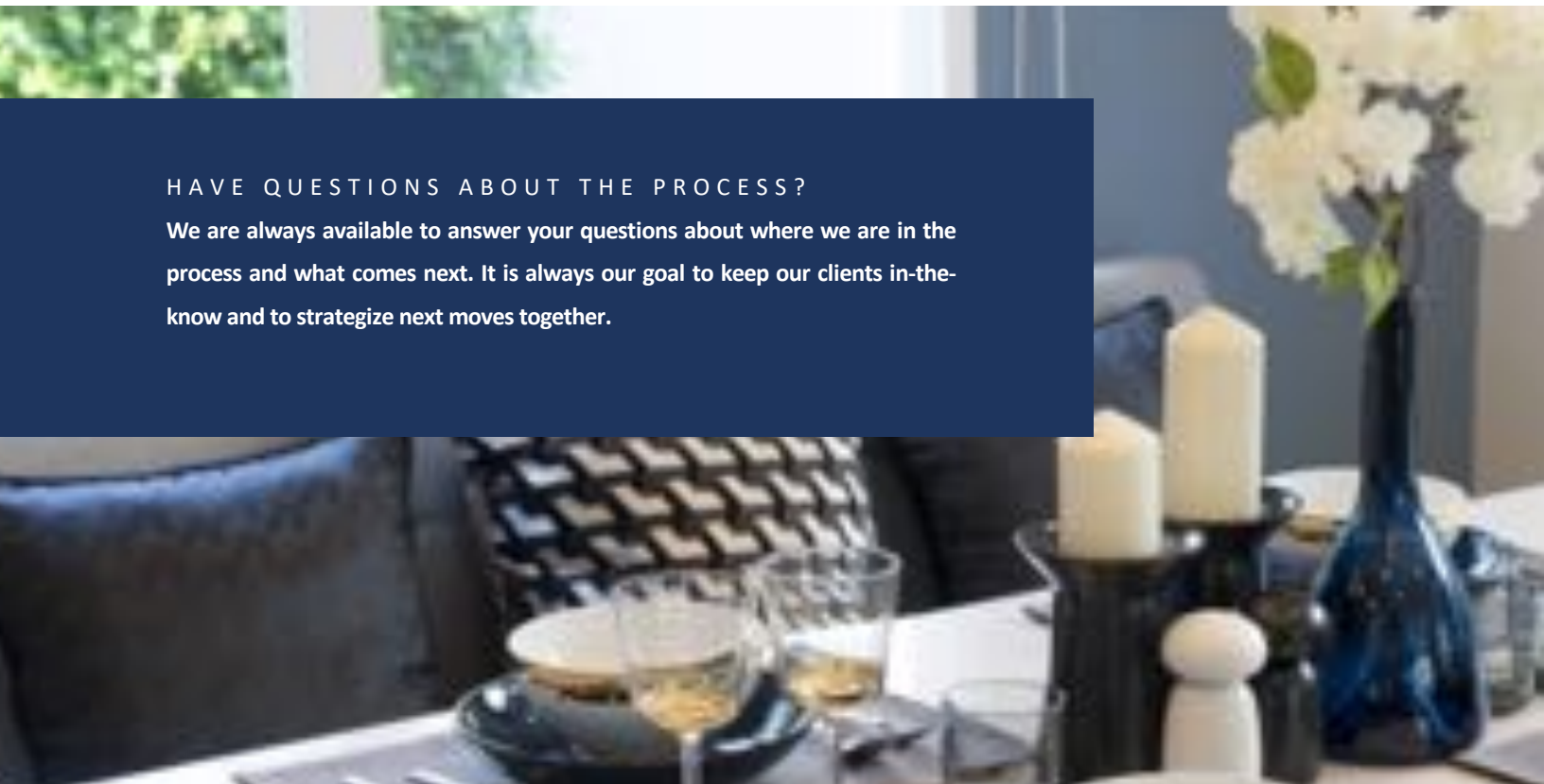


SIGN LISTING AGREEMENT

- Review & Sign Listing Documents
Confirm partnership and give permission to list your home.

HAVE QUESTIONS ABOUT THE PROCESS?

We are always available to answer your questions about where we are in the process and what comes next. It is always our goal to keep our clients in-the-know and to strategize next moves together.



STEP 2: LISTED & ACTIVE



MARKETING CAMPAIGN

- Launch Marketing Campaign
Kick-start tailored marketing strategy. See section titled 'Marketing Plan' for details.
- Install Yard Sign
- Go Live on The MLS
- Open House & Private Showings



CHOOSE AN OFFER

- Receive and Negotiate Offer(s)
- Accept, Sign and Deliver Offer

STEP 3: UNDER CONTRACT



HOME INSPECTION

- Licensed Inspector Examines Your Home
The offer you accept will most likely be contingent upon inspection. Issues that arise during the inspection can be negotiated if need be.



HOME APPRAISAL

- Confirming the Lending Value
Most lenders require an appraisal before approving the purchase.



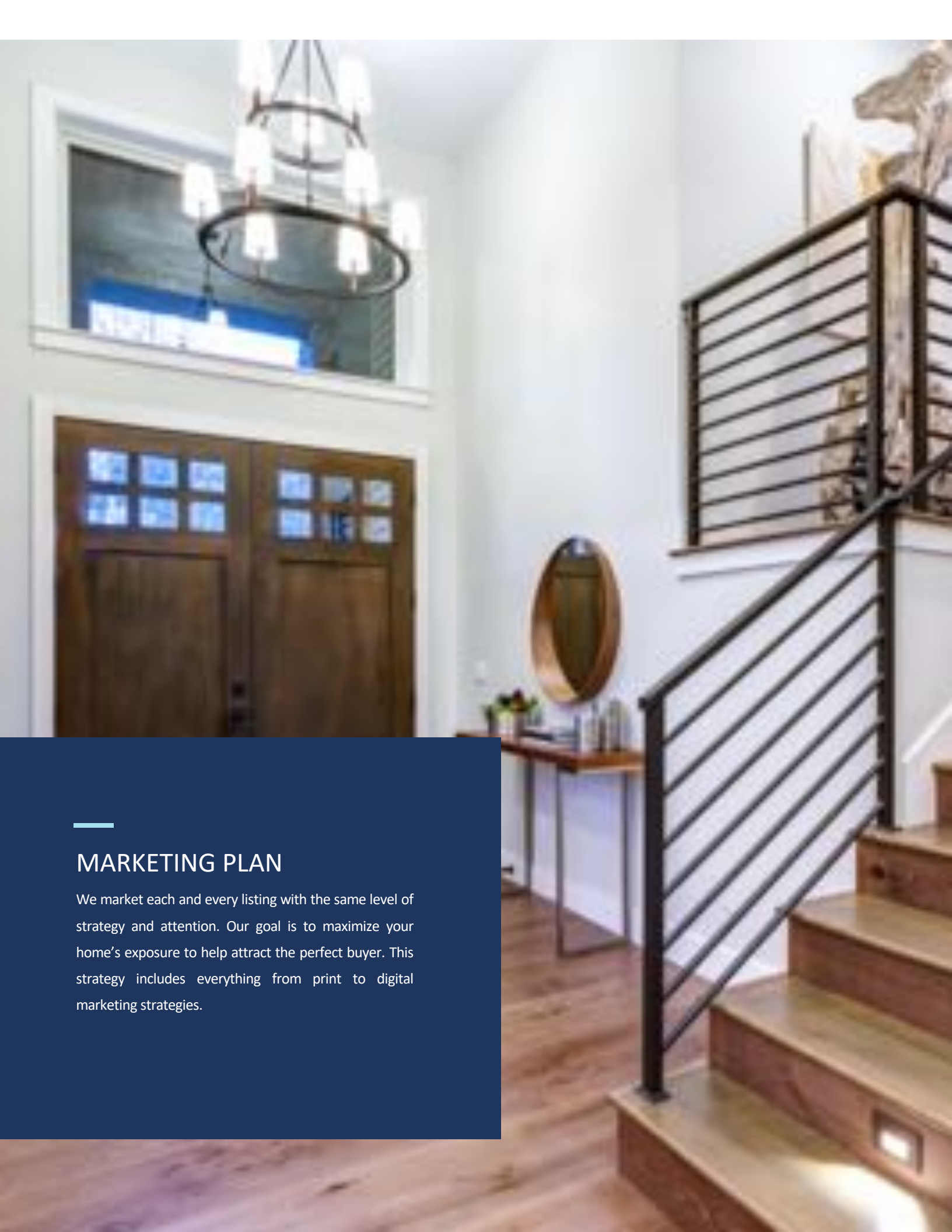
TITLE COMMITMENT

- Title History Check
- Remove Contingencies
A title company will address/remove any roadblocks associated with a home's title.



CLOSING DAY

- Sign Closing Documents



MARKETING PLAN

We market each and every listing with the same level of strategy and attention. Our goal is to maximize your home's exposure to help attract the perfect buyer. This strategy includes everything from print to digital marketing strategies.

PRE-LIST PREP

COMING SOON ANNOUNCEMENTS

Results Insider is an exclusive tool that allows us to generate buzz and interest around your home before it even hits the market.

PROFESSIONAL PHOTOGRAPHY

99% of buyers search for houses online, so professional looking photography can mean the difference between a 'No' or a showing. Each property we list is guaranteed to have thoughtfully composed photos, capturing all the best features of your home.

HOME STAGING ADVICE

Small tweaks to the layout of your home can make a big difference in the sale price. Staged homes usually sell for more money and a polished look can be achieved with the items you already own as well as items that we may provide.

LISTING LAUNCH

OPEN HOUSES AND BROKER TOURS

A picture is worth a thousand words, but nothing compares to seeing a house in person. Open houses are a great way to seal the deal with prospective buyers. While we understand that not every client's preferences or schedules will allow for an open house event, we are open to discussing what is right for you.

COMPLETE MARKETING SUITE

RE/MAX Results prides itself on staying at the forefront of technology, offering the best tools and assets to their agents. In addition to the strategies we have developed in our time as a Realtors, We have the resources and ability to tailor our marketing approach to fit your home. We list each home with the same level of care, but by no means does that mean we take a cookie-cutter approach!



DIGITAL MARKETING

MLS REAL ESTATE DATABASE

The Multiple Listing Service is an essential tool for real estate brokers and their clients. It allows agents to widely share property listings and information that may not be available to the public.

E-MAIL CAMPAIGN TO LOCAL REALTORS®

We maintain an extensive network of agents for the benefit of our clients. We can connect with other real estate representatives and increase interest for your home behind the scenes.

VIRTUAL TOUR

Online buyers can get a better feel for the layout of your home with a virtual tour.

VIDEO

Enjoy a video montage with high resolution images accompanied by wonderful music showcasing your home as well as an introductory video introducing your property to the market.

INDIVIDUAL PROPERTY WEBSITE

High resolution photos/videos with property descriptions and details as well as open house information, video maps and more.

LISTING SYNDICATION

Your property will be listed on over 900 major national real estate search websites including **REALTOR.com, Zillow, Trulia, and Homes.com**. Your listing will also appear on all local websites belonging to real estate companies participating in broker reciprocity.

SOCIAL MEDIA TARGETING

Take your listing one step beyond traditional search sites by opting into social media marketing! Reach a specific audience with targeted posts.

FEATURED PROPERTY SPOTLIGHT

We feature your listing front and center on the home page of our website.

PRINT / PHYSICAL MARKETING

JUST LISTED POSTCARDS

Research shows that buyers don't stray too far from their current neighborhoods, so sending postcards to nearby properties is a great way to increase interest in your home.

PROFESSIONALLY DESIGNED BROCHURES

A printed piece like this works two-fold: It can be used as a mailed marketing piece as well as a take-home item offered at open houses or during showings; sending the buyer home with a reminder of everything there is to love about your listing.

NEIGHBORHOOD SIGNAGE

It may seem like a no-brainer, but something as simple as a 'For Sale' sign in the front yard can generate interest in your home. In addition, 'Open House' and directional signage can increase viewing traffic and drive-by's.

ASSESSMENTS & FOLLOW UP

FEEDBACK

We gather constructive feedback from every buyer that tours your home. What did they love? How was the price? Did they notice anything that deterred them from making an offer? We will share feedback with you as it is available and we can make tweaks if necessary.

LOCAL MARKET REPORTS

Closely monitoring fluctuations in things like housing stock, demand, and pricing, allows us to adjust our approach and net top dollar for our clients.

MARKETING VALUATIONS

Though our marketing strategy has proven to be successful, we continue to carefully monitor the returns of these efforts, ensuring each and every listing is being marketed competitively.



FINDING BUYERS FOR YOUR HOME

Results Agents have made over 27,000 transactions in the last year alone. When it comes to finding the right buyers for your home, we're the best in the business.

BUYER - MATCH PLATFORM

RE/MAX Results offers exclusive tools that help to find qualified buyers faster than your average search site. Our internal buyer-match platforms allow us to drum up excitement around your home before it hits the market. If you are looking to sell your home quickly and quietly, these tools are also useful for clients that prefer private sales.

LISTHUB PRO

Listhub Pro offers unbeatable insights into how your listed home is doing. Get bi-weekly updates on your listing's activity from Results.net, Remax.com, Realtor.com, Homes.com, HomeFinder.com, and more.



iBUYERS:

Understanding what's behind a Guaranteed Offer.

WHAT IS AN IBUYER?

iBuyers are companies that offer homeowners cash for their homes. iBuyers typically do minor repairs on the home, then re-list the home and sell it for profit.

TO NAME A FEW

Opendoor, Zillow Offers, Keller Offers, We Buy Ugly Houses.

WHAT ARE THE ADVANTAGES?

- Transactions are based on your timeline, not the iBuyer's.
- You will receive an offer for your home within days.
- Some iBuyer companies purchase homes in as-is condition.
- May not have to stage or ready the home for staging.

WHAT ARE THE DRAWBACKS?

- iBuyers have eligibility requirements such as the home needs to be built after 1978, value of home must be between a limited range, can't be in a gated senior community, must be livable, etc.
- Here's what you'd be missing with a traditional Realtor:
- Using an iBuyer could cost the seller thousands more than a traditional agent's commission. (For example, an extra 2% charge on the sale of a \$250,000 home equals \$5,000).
- A Realtor will assess your home and market it to receive top dollar in the current market.
- Competition of multiple offers most likely will drive up your selling price.
- You have a real estate expert in your corner to guide you through the selling process.

iBUYERS: THE TRUE COST OF CONVENIENCE

COMPETITION DRIVES UP THE VALUE

Exposing your home to the open market is the best way to ensure a bigger check at the closing table.

WORKING FOR A COMMISSION

Real estate companies charge a reasonable commission for the efforts involved in selling your home.

PRIORITIZING THEIR PROFIT MARGINS

Instant Offer companies charge a service fee ranging from 6.5-13%.

REPAIRS WILL COST YOU

Instant Offer companies do an inspection of the home and drop the offer to a non-negotiable amount.

THE UNAVOIDABLE

Closing costs such as state deed tax, title examination, closing fees and more are required for any sale.

CLOSING QUICKLY vs LARGER PAYOUT

The main draw of an Instant Offer is the quick closing time to avoid extending your monthly bills.

DON'T LEAVE MONEY ON THE TABLE

This is the final amount you will net from the sale of your home, aside from any outstanding mortgages.

iBUYER	REALTOR
\$270,000 OFFER PRICE	\$300,000 MARKET PRICE
\$0 COMMISSION	\$18,000 COMMISSION
\$24,300 SERVICE FEES	\$0 SERVICE FEES
\$5,400 REPAIRS	\$0 REPAIRS
\$2,783 CLOSING COSTS	\$2,783 CLOSING COSTS
\$843 HOLDING COSTS	\$3,453 HOLDING COSTS
\$236,674 Net Proceeds	\$275,764 Net Proceeds

THE TRUE COST OF CONVENIENCE

Accepting an Instant Offer can give you convenience and a guarantee, but at a significant cost to you. There is an excellent chance you will receive a much higher net amount working with a REALTOR.

\$39,090

OUR PROMISE TO YOU

- Provide biweekly online traffic reports from Listhub Pro.
- Communication the way you prefer. Whether it's texts, emails, or a phone call, we promise to correspond with you the way you prefer.
- Present all offers to you and assist you in evaluating them.
- Facilitate the negotiation process.
- Monitor progress toward closing when a contract is accepted and keep you informed.
- Stay in contact with the buying agent.
- Be present at closing to ensure a successful conclusion.



SCHMIDT
group

RE/MAX
RESULTS



SERVING THE COMMUNITY

We proudly support both Children's Miracle Network Hospitals and the Results Foundation, to which we donate a portion of every closing to these causes.

CHILDREN'S MIRACLE NETWORK

Since 1992, RE/MAX agents and offices have helped Children's Miracle Network Hospitals support millions of kids each year, mostly by participating in the Miracle Home Program and making donations in their clients' name after each home or property transaction. Miracle Home yard signs also serve as an indicator of the agent's commitment to helping kids in their very own neighborhood.

Over the years, RE/MAX Results Sales Executives have donated over \$1,056,700 to Children's Miracle Network Hospitals.

RESULTS FOUNDATION

The Results Foundation was established in 2015 by RE/MAX Results to give back to local communities by providing grants and scholarships to organizations and individuals throughout Minnesota and Wisconsin, believing there's no greater investment than helping individuals and communities overcome obstacles and achieve their goals. Inspired by the philanthropic work of the Sales Executives and staff of RE/MAX Results, the foundation has donated nearly \$200,000 in grants to date.

Find out more at: resultsfoundation.net.