

SELLING
YOUR HOME

**Stark**



1. AGENT CONSULTATION

With an investment in technology and a heritage of personal relationships, as a Stark Company Realtor, I will guide you through the sale of your home as your trusted, experienced advisor. This is what you can expect.

MARKET EVALUATION

Understand the market and factors in your neighborhood. We use state-of-the-art technology to gather relevant data to discuss your best options for selling (and possibly buying).



PRICE RECOMMENDATION

Pricing a home is as much art as it is science. We work together to establish the right price to meet your financial goals and moving timeline.

5 FACTORS THAT CONTROL PRICE



STYLE



SQUARE FOOTAGE



PROPERTY CONDITION



THE AGENT YOU SELECT



LOCATION



2. PREPARING YOUR HOME TO SELL

I will provide recommendations on how to get your house photo-ready. Things like decluttering and moving items to non-photographed rooms like garages and pantries and cleaning countertops can make a big difference.

Consider getting your home pre-inspected. This reduces the chance of encountering a surprise later in the process, which may affect the closing timeline.

PROFESSIONAL PHOTOGRAPHY

A buyer's first look at your home typically happens online. Each Stark listing uses professional photography to highlight your home in the best possible light.

3. CUSTOMIZED MARKETING

I will recommend a plan for the right options for your price range and location from our suite of proven services and products.

ONLINE EXPOSURE

Your listing will be on StarkHomes.com, our Mobile App, the MLS and over 100 websites nationwide. I create a photo gallery, a second website for improved Google searches and targeted emails to customers registered for your specific home criteria. Digital ads will run on popular websites like Facebook, ESPN, Forbes and more, targeted at web users in your area who have shown buying behaviors such as searching for homes, using mortgage calculators, and more.

Our Local Seller's Market has a Bright Outlook

Buyers are out and they are serious.

For the past four years, the local news has been consistent—Dane County is in the midst of a strong seller's market. Today, this is truer than ever. Many spring sellers waited to list their homes. Meanwhile, buyers continued to look. Today's buyers are preapproved, determined and ready to purchase. If you are considering selling your home, here are a few facts:

- Dane County has a shortage of homes for sale and an abundance of buyers.
- Dane County currently has fewer homes on the market than last year.
- Low interest rates are making homes more affordable.
- Virtual options are abundant, allowing for minimal or no contact.

For more information visit the [Selling Your Home](#) or [Market Insights](#) sections of our website. Or, if you would like to chat about the local market and options that will fit your needs, please reach out. I'd be happy to answer your questions.



SHOWINGS & TOURS

My network of Realtors means your listing will be in front of clients across our area. Our technology means accepting showings is easy and can be based off of your schedule.



4. OFFER & NEGOTIATIONS

I advise you on the proposed price and potential effects of any contingencies. I am committed to negotiating and advocating for your success.

CONTINGENCIES & INSPECTION

I handle the details and documents to keep you focused, protected and on time. I counsel you along the way on any issues that arise.

5. CLOSING & MOVING

During the entire process I am in close communications with all parties to ensure this day goes smoothly. I will be available to answer questions as you sign documents with the buyer and title company. Our relationship doesn't end here. I provide tools to transfer your bills, help you contact utilities, find reputable contractors and more. I am always available to help.

**Stark**

MOVE TO THE LIFE YOU WANT