

A Guide to Selling Your Home



**BRIGG
BACKER**
Realty Group

Professional Realtor®

kw PREMIER
REALTY
KELLERWILLIAMS®

My Personal Guarantee



Selling your home may be one of the largest financial transactions that you will ever be involved with. It will pay to have the process handled by an experienced realtor that can guide you through the entire transaction process from pre-sale improvements and preparations to marketing, inspections, title work and closing. I am one of the leading realtors in the Twin Cities area and I look forward to an opportunity to work with you.

My promise to you is that I will represent you with the highest integrity and put your interests first at all times. I will use all available tools and the latest technology combined with my market knowledge and experience to sell your property for the highest attainable price in the shortest amount of time.

If at any time you are not completely satisfied with my representation I will completely refund any commission that I may have earned.

Selling your home begins before you put up a for sale sign. Knowledge of the current market conditions, preparing your home for sale, proper positioning in the marketplace and staging a home for success are all vital elements of selling a home in today's market.

Lets work together and begin the process of getting your home sold.

Let's get to work!

Brigg Backer



About Brigg Backer



**Here is a recap
of my real estate
activity for 2016**

List to Sale Price: **98%**

Days on Market: **37**

Listings Taken vs. Sold: **95%**

Brigg Backer Realty Group is one of the leading real estate performers in the Twin Cities specializing in the northeastern metro.

Brigg will use the latest technology, extensive market knowledge and experience together with the highest integrity and service to help you achieve the highest sale price possible for your property.

Brigg has successfully managed real estate transactions on both side of the Twin Cities area. He has earned numerous awards including the Presidents Circle, President's Elite and International Diamond Society Awards.



About Brigg Backer (continued)

DESIGNATIONS

National Association of Realtors - NAR
Minneapolis Area Association of Realtors - MAAR
St. Paul Area Association of Realtors - SPAAR
Northstar Multiple Listing Service - MLS

AWARDS

International Presidents Circle Award 2015 for commissions earned
International Presidents Circle Award 2014 for commissions earned
International Presidents Circle Award 2013 for commissions earned
Presidents Circle Award 2012 for commissions earned
Sterling Society Award 2011 for commissions earned
Sterling Society Award 2010 for commissions earned
International Diamond Society 2009 for commissions earned
Presidents Circle Award 2008 for commissions earned

SERVICES

Market Price Analysis
Real estate consultation
Staging consultation
Pre-list repairs/upgrades consultation
MLS listing and full internet exposure
Vendor/contractor recommendations
Professional photography
Professional marketing materials
Full marketing exposure
Contract and inspection negotiations
Financing services
Closing and title services

COMPANY

Keller Williams is the fastest growing real estate company nationwide. It is the #2 real estate company in the nation by number of agents. It is the largest real estate franchise by agent count in North America and the one of the largest privately held global residential real estate brokerage. It is an Inc. 5000 company and has been recognized as one of the highest rated real estate company and franchise by numerous publications including Entrepreneur Magazine and Forbes.

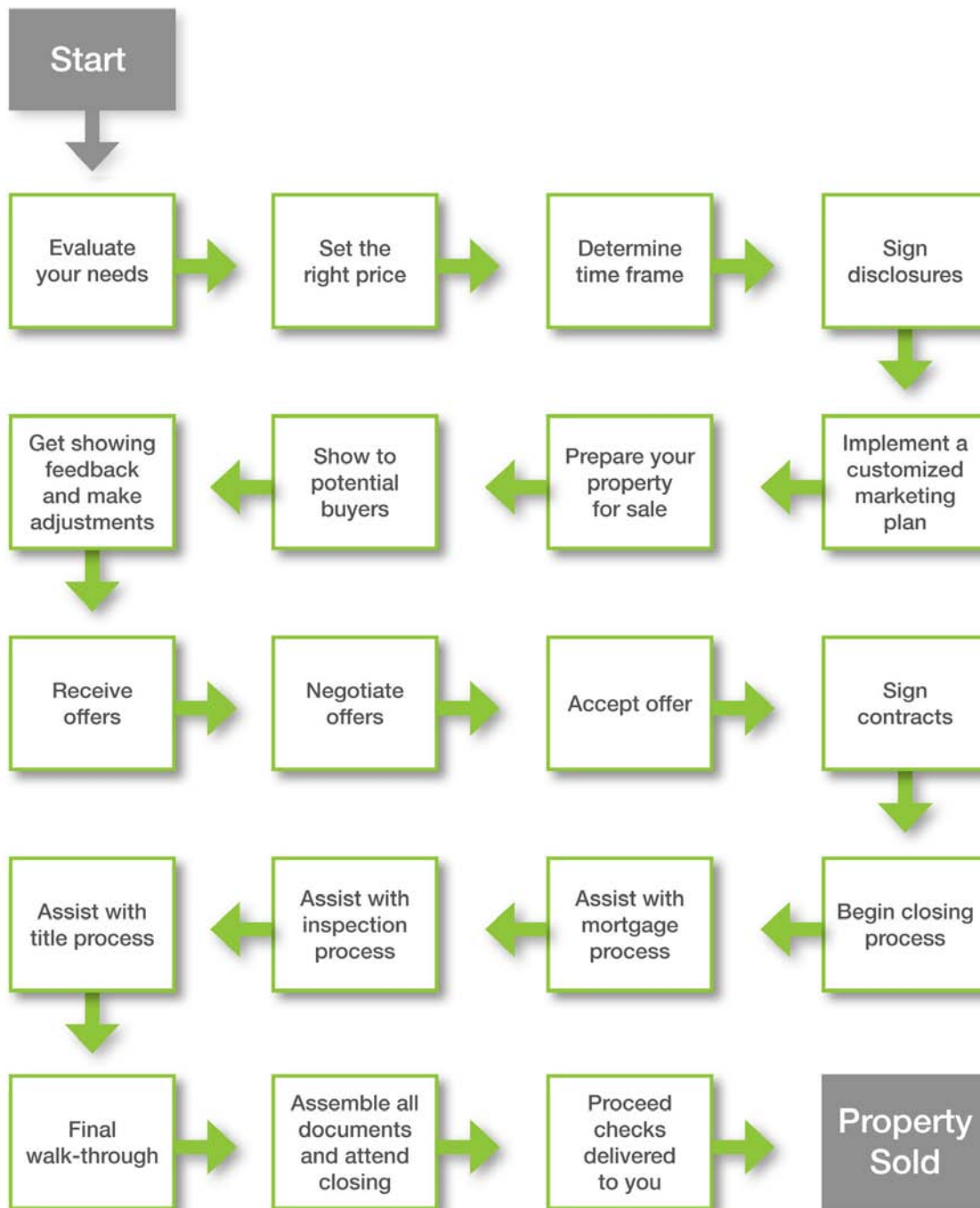


Keller Williams Realty is the largest Real Estate Company in the USA.



The Home Selling Process

We help with all the paperwork and details.



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Home Enhancement

We can develop a custom home enhancement plan just for you.



Our goal is not simply to sell your house, but to help you realize the best price obtainable for your property in the shortest period of time. We will introduce you to practical ideas on how to successfully prepare your house for sale. These suggestions require a minimum amount of time and expense to complete and are designed to make your house stand out from the competition.



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Targeted Upgrades

Simple upgrades to key areas of your house can have dramatic results.



- *Handyman*
- *Carpet*
- *Paint*
- *Landscaping*
- *Cleaners*



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Home Staging

Seeing your home in a different light.



Before



After

The home that looks the best and is priced competitively will likely sell faster for a higher return. What is home staging? Home staging is the practice of presenting your property in the best possible light to buyers, and if executed properly can help to sell your home. We can help you stage your home to allow home buyers to envision themselves living in the home.

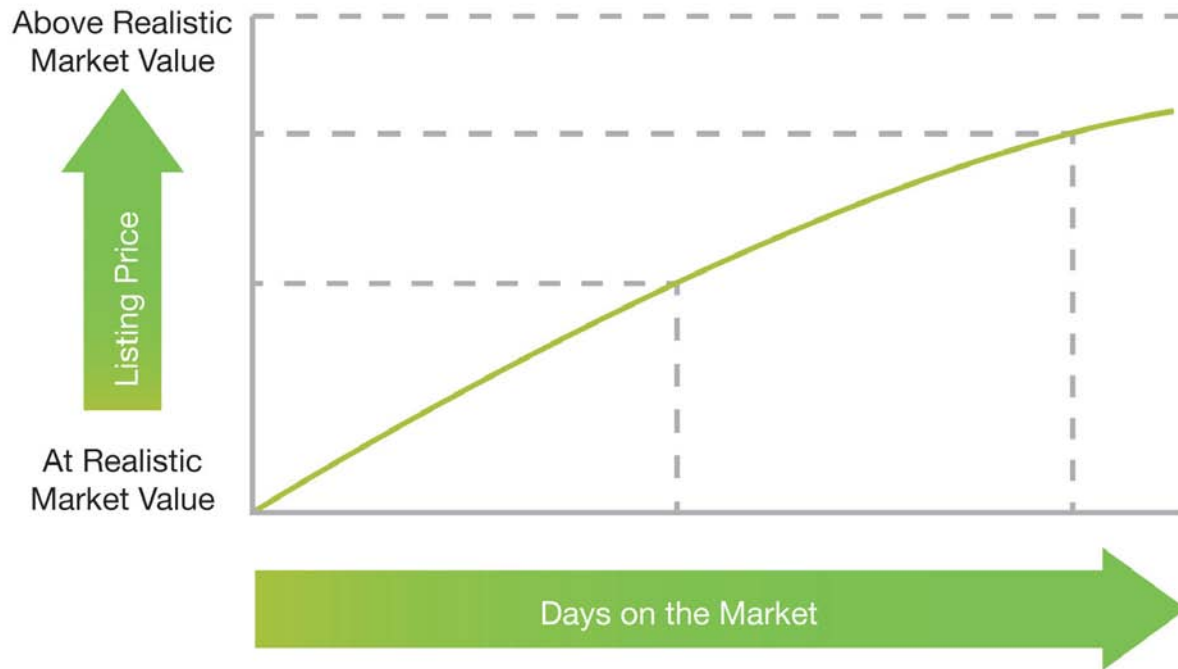


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The Right Price For Your Home

We can serve you best by determining the current market value of your home.



A home priced at its market value has a 95% chance of being sold within a reasonable marketing period. The higher its price in relation to other similar properties currently being marketed, the less the probability of its sale. The initial exposure gets the most attention! Buyers make their decisions by comparison and homes which compare unfavorably with others, price wise, do not sell.

Homes listed above market value attract the wrong prospects and help sell other homes. Buyers are often hesitant to buy homes which have had a long period of exposure to the marketplace, fearful that there is something wrong with them. Ultimately, the selling price of your home will be set by the market.

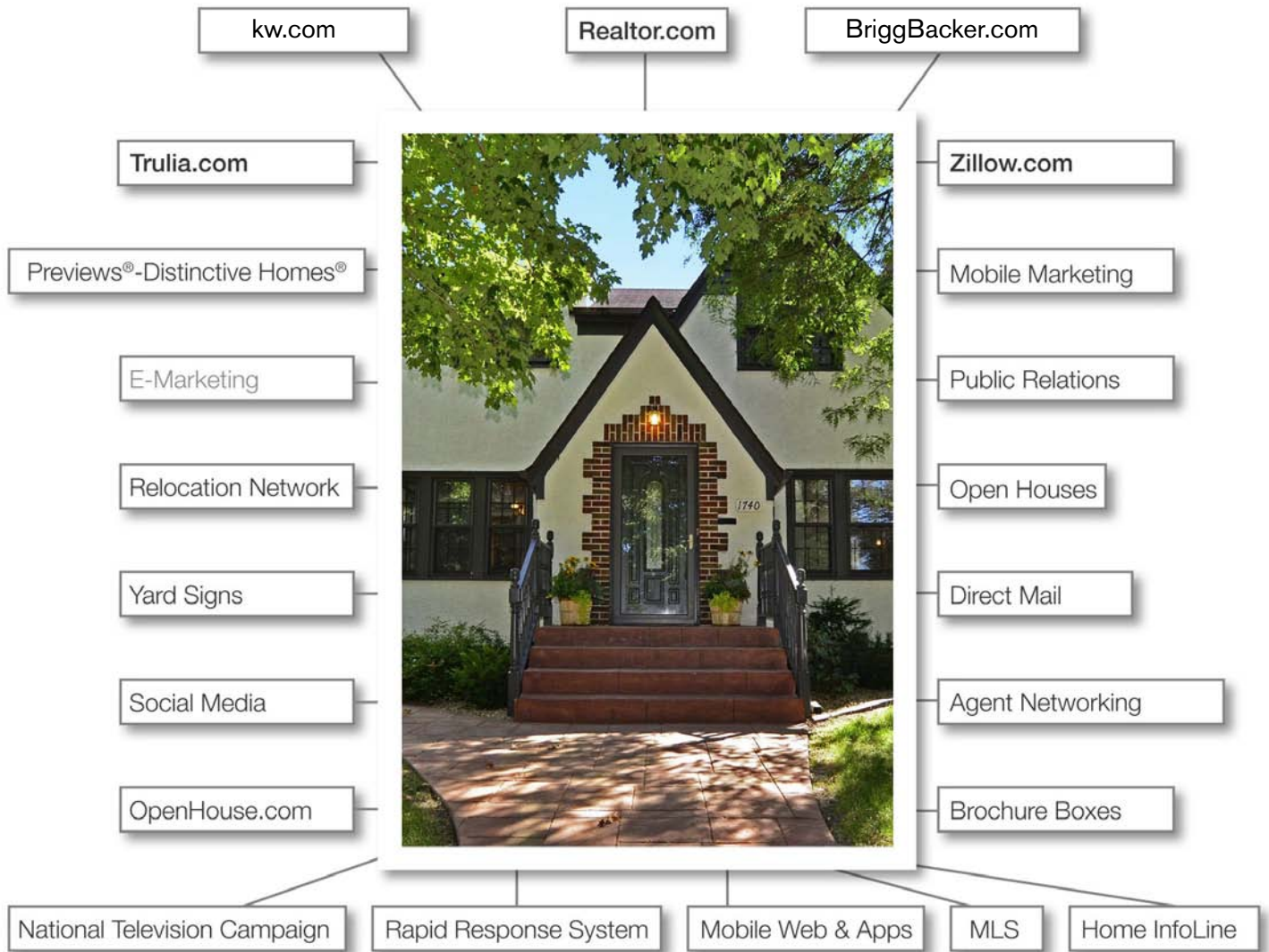
Professional Photography

Creating a presentation of value.



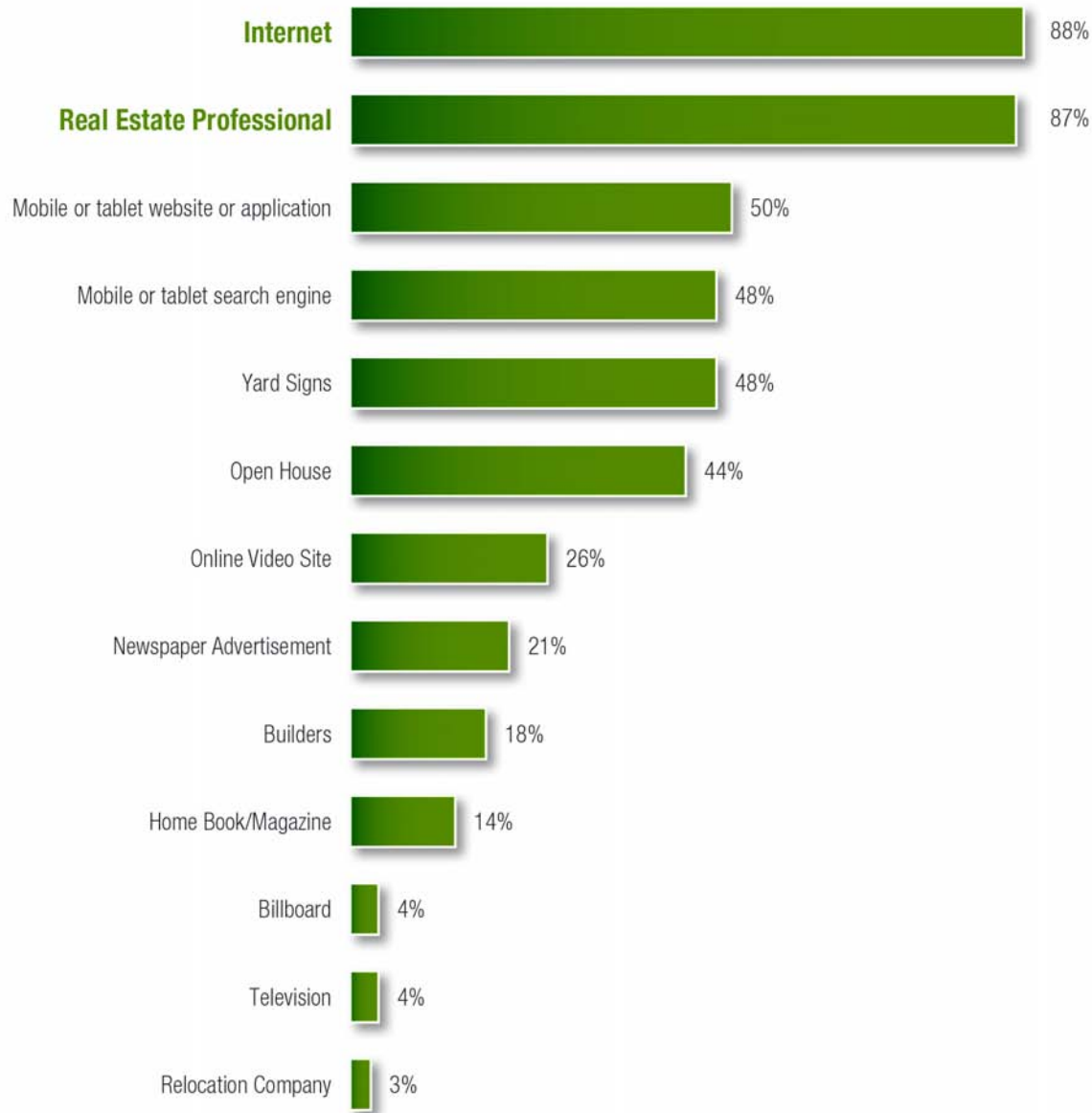
Marketing Your Property

At Brigg Backer Realty Group we know how to reach potential buyers.



How Do We Attract Buyers?

We bring the most qualified buyers to your home.



Studies show that the vast majority of property owners use a real estate sales professional as a main resource for information. Understanding where buyers really come from allows us to successfully focus our marketing efforts.

Source: The 2014 National Association of Realtors Profile of Home Buyers and Sellers. Multiple responses were allowed.

The Internet as a Marketing Tool

Keller Williams has built, brokered, and bought some of the Internet's most valuable online real estate for the marketing of your home



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Open Houses



Open Houses

- A well-staged open house can be a powerful way to show off your property to interested buyers
- Aggressive promotion which includes internet marketing to attract buyers searching for homes in your neighborhood
- Maximizes exposure of your home

Broker Tour/Realtor Open

- Keller Williams sales associates and other Realtors® have the opportunity to see your home early in its marketing cycle
- This ensures that buyers they are working with are aware of your home, and this also maximizes the exposure of your home

email Marketing

Account & Billing Log out Help

emma
by craig vande rate

campaigns response


Your Email HTML Plaintext Printer-Friendly View

Share This:


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2004 James Avenue
[MLS# 4034483](#)
Wonderful, charming Mac/Groveland home.
Agressively priced at \$250,000
www.briggbacker.com



Tastefully updated kitchen
with top of the line appliances.



Social Media

Harnessing the power of social media.



Social media is growing at an astonishing rate.

Every day more people are becoming part of Facebook, Twitter, LinkedIn, and more.

- Expose your property through social media to reach thousands of potential buyers in seconds
- Our Facebook and Twitter pages provide the latest real estate trends
- Our clients can use and share our posts with their own networks
- Share listings with your social media contacts directly from KW.com



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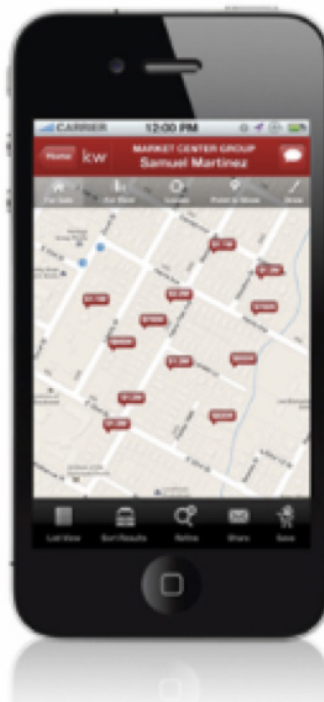
Keller Williams NEW Mobile App.

Home buyers on the go can search using KW's mobile app from their smart phone or tablet.

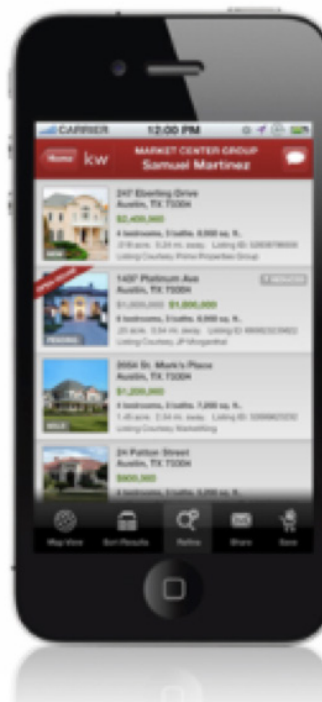
Opening Screen



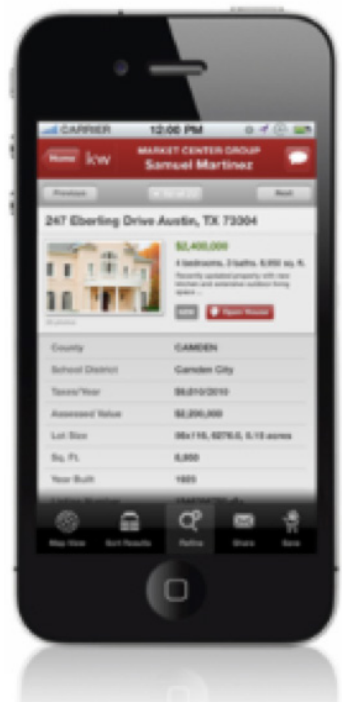
Map View



List View



Listing Details



- Completely localized listing information
- Advanced integration to ensure a timely response to inquiries
- Extensive home search capabilities

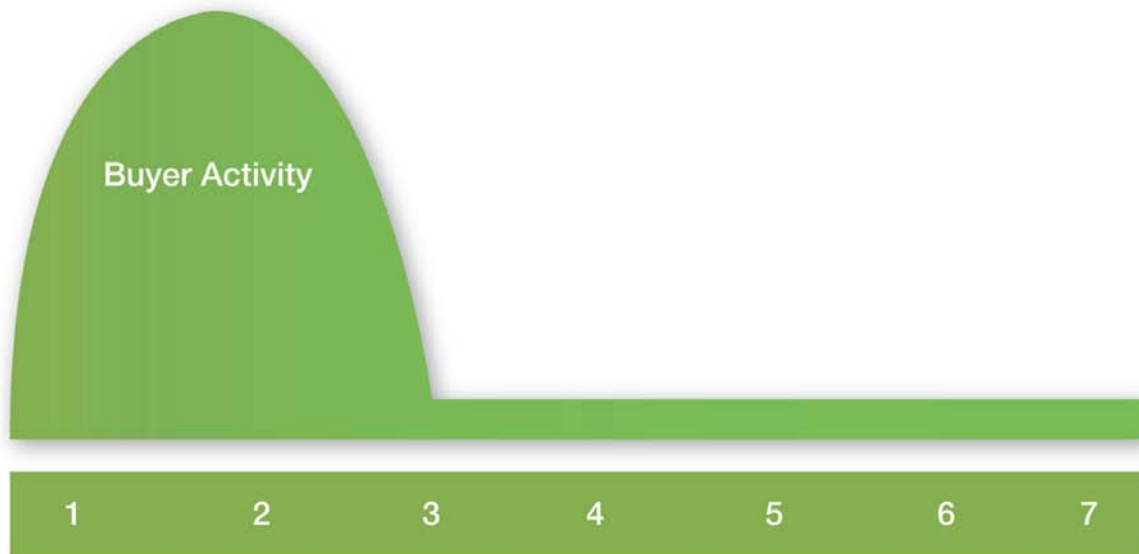


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Time/Activity Ratio

Pricing your property competitively from the start will generate the most activity among brokers and buyers.



A property generates the most interest among brokers and buyers when it first goes on the market.

The number of showings is greatest during this time – if it is priced at realistic market value.

Starting too high and dropping the price misses the excitement and fails to generate as much activity.

It may even become necessary to drop the price below market value to compete with new, well priced listings.

Preparing Your Home for Sale

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

Interior

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

For Showings

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.

Closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Here are a few things to bring to the closing:

- House keys
- Garage door opener(s)
- A picture ID

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

What are your costs?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold

The Move Checklist



Before leaving, stop services on:

- Cable TV/Internet
- Telephone
- Water
- Gas/Electric
- Laundry
- Newspaper
- Lawn Services
- Keep Personal Insurance

Change address for:

- Magazines/Book Clubs
- Friends & relatives
- Insurance Companies
- Credit Cards
- Membership Organizations

Return:

- Library books
- Other borrowed items

Obtain:

- Refunds on any deposits made
- Transcripts of children's grades
- Credit References
- Medical Records
- Items borrowed from you
- Dry cleaning, laundry, shoes at repair shop

To Do:

- Transfer bank account empty
safe deposit box
- Buy travelers checks to cover expenses
- Notify local post office of
forwarding address

Moving Day:

- Make arrangements for child/pet care
- Assemble moving kit
- Make arrangements for meals



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I look forward to selling your home.



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