

YOUR HOME SELLER GUIDE

FROM JUST LISTED TO

Sold



WHO WE ARE

“Empowering our clients to achieve their real estate goals through expert guidance, unwavering integrity and an educational approach”



TAYLOR KIELTY
TEAM LEADER



AMELIA PHO
DIRECTOR OF OPERATIONS



DYLAN SHAW
SALES MANAGER

Welcome to the TK Homes team! We are an energetic group of real estate experts in Minnesota, excited to provide you with all the resources and information you need to buy or sell real estate at the highest level of service.

We take pride in our educational approach to ensure you have all the information to make the best decisions possible for your family.

TK HOMES TEAM

Statistics

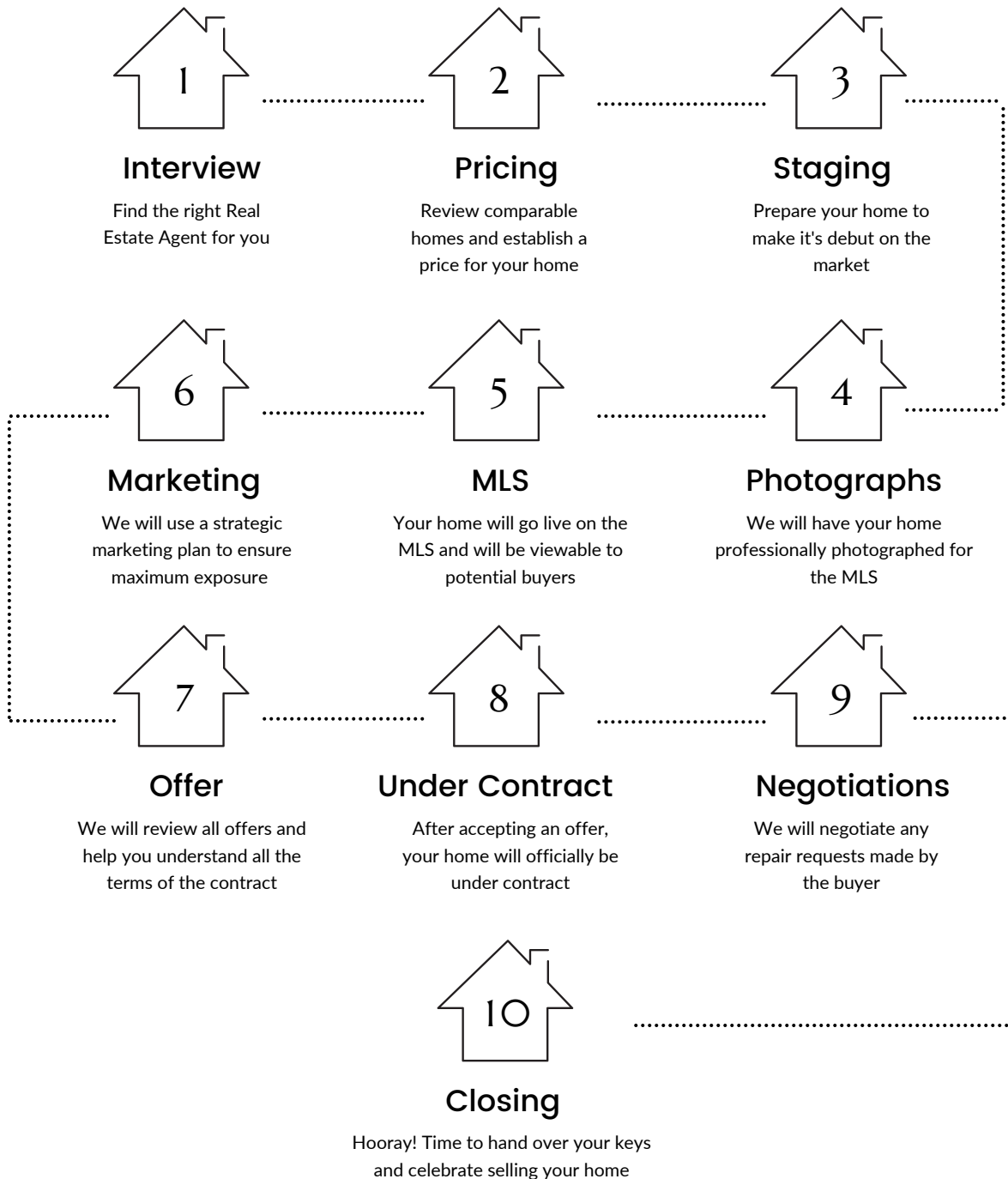
By The Numbers

- ★ Top 10 eXp Team in MN in sides
- ★ Net sellers 3.8% more than the average agent in MN
- ★ Over 23 years of combined experience
- ★ 250+ homes sold the last 2.5 years
- ★ Top 2% in MN for sold Volume 2023



Our Proven Home Selling Timeline

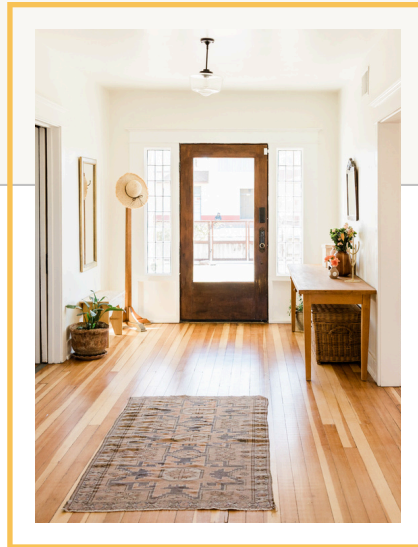
THE SELLER ROADMAP OVERVIEW



HELPING YOU NAVIGATE THIS SEASON

Understanding Needs

UNDERSTANDING YOUR OBJECTIVES



01

Your Why

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

02

Your Plan

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

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

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Marketing & Advertising

HELP ME UNDERSTAND YOUR HOME

-
- ✓ Click Funnel Advertising
-
- ✓ Homes.com Exclusive Membership for over 300x exposure
-
- ✓ Extensive Exclusive Exposure to Northstar Alliance
-
- ✓ Boosted Listings and Social Exposure online to over 150+ websites
-
- ✓ Reverse Prospecting & Inner Agent Exposure to the Top 500 Agents
-

FROM JUST LISTED TO SOLD

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



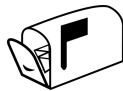
Create a professional
listing flyer & in-home
marketing material



Informative &
engaging MLS listing
data



Expose to my associates
at the Northstar Alliance



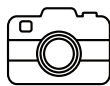
Strategic & targeted
Boosted campaign



Hold Open Houses
consistently for the home
and exposure



Promote at a Realtor
Open House



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. We approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

MARKETING YOUR LISTING

Example: listing is withheld until 3/8, coming soon until 3/15, active on 3/15

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|------------------------|--|---------------------------|--|---|--|-----------------------|
| | | | | | 1 Staging Consult | 2 |
| 3 Check in on progress | 4 Order photo package | 5 | 6 Photos back - post to brokerage | 7 Order sign post | 8 Post Coming Soon social media graphic and order just listed postcards and flyers | 9 |
| 10 | 11 Send out emails to agents and data base | 12 Coming Soon story post | 13 Bring flyers to the house | 14 Check with clients to see if they are ready for showings or open houses, email reverse prospecting list, boosted social ad | 15 Post to Facebook marketplace and community pages, open house graphic, create events on Facebook, DoorKnock 10x10x10 | 16 Post open to story |
| 17 Post open to story | 18 | 19 | 20 Post open house, schedule graphic, create event on Facebook | 21 Call through reverse prospect list and invite to opens | 22 Post open to story, check/renew ad | 23 Post open to story |
| 24 Post open to story | 25 | 26 | 27 Post open house, schedule graphic, create event on facebook | 28 | 29 Post open to story, check/renew ad | 30 Post open to story |

WITHHELD

COMING SOON

ACTIVE

OPEN HOUSE



SELLING YOUR HOME

A Top Priority

PRICING IS CRUCIAL

We will work together to establish the BEST value for your home to be listed at and make sure that you feel confident in the price that we set. Our goal is to attract the greatest amount of buyers as soon as your home hits the market. Demand is the driving force of Profit.

Our goal is to price your home correctly the first time.

THE TOP THREE

Pricing Factors To Consider

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.



Performance Factors

Along with Competition, we want to analyze what your home has for assets and liabilities. There are a number of uncontrollable factors that can come into play.



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
- 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



A Word From Past Clients

MEET SOME OF OUR HAPPY CLIENTS

“We had such a wonderful experience purchasing our first home! All the staff was so helpful and made what normally would be a very stressful time an awesome stress free closing. We definitely will recommend this company to all our family and friends! ❤️❤️❤️”

-REBECCA DUPREE

“The process was so smooth and everyone was so helpful. I would have never thought buying a house would be easy but they made it easy from start to finish!!”

-SARA WEYER

“The team was fantastic to work with! Having purchased other homes over the years TK homes provided one the easiest experiences I’ve had. I would highly recommend their services!”

-P FOWLER

