

The **VOSS** *Group*

Your
Home
Selling
Packet

A FAMILY TRADITION SINCE 1908 • THE MOST TRUSTED NAME IN REAL ESTATE



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The VOSS Group

HELPING YOU MAKE GOOD DECISIONS

Why
The VOSS Group
should represent you on your next Real Estate Sale.

EXPERIENCED, COMPETENT AND PROFESSIONAL

"The Voss Group" is comprised of Paul Voss, Josh Voss and Tom Dybevik, all full time seasoned Realtors who are proud to be apart of the The Stark Company's West Office. Experience is earned and significant. It's the maturity and expertise that solidifies tough transactions and keeps them together. Competence is learning everyday, keeping on top of what's current and where things are headed. Professionalism is having a high ethical standard and living it everyday. These three principles combined with a strong work ethic are what you get when you list your property with **The Voss Group**.

PRE-MARKETING INSPECTIONS

The Voss Group's philosophy with respect to a Pre-Marketing Inspection is simple; it will save you money and puts you in the best negotiating position possible right from the start. Seldom do our Sellers have to renegotiate their contract when they have a pre-marketing inspection preformed. It will give you the advantage of correcting any problems with people you trust before they become expensive issues on sales contracts. Being proactive rather than reactive not only saves you money, it will lessen your stress level throughout this phase of the transaction. We will be happy to go over this process with you, explain your options and address any concerns you may have.

PRICING YOUR HOME RIGHT THE FIRST TIME

Buyers shop and when they enter your home they will decide in the first 5 minutes two things, does it feel good to them and is it fairly priced. If their reactions are positive, they will want to move forward in the buying process. But if your home is overpriced, they will continue viewing other homes in their price range and they seldom return. The other important consideration in pricing your home is the buyer will be required to have an appraisal showing a minimum value of the contract sales price. The appraiser will be looking for homes like yours that have sold within the last 12 months in your area, exactly the same sales data we use in pricing your home. In the event the appraisal comes in beneath the sale price, the buyer does not have to buy your home and you're back on the market. This costs you time, needless frustration and most importantly, it costs you more money than if you had priced your home right in the first place. No one wins with an overpriced listing.

STAGING YOUR HOME

Staging has become a significant aspect in marketing real estate and we highly encourage its use. Each of us lives in our home the way we feel most comfortable with little concern of how the general public feels.

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The moment you decide to put your home on the market our goal is to help you make your home appeal to the widest possible audience that comes through your front door. We, along with our stager, will arrange an in home consultation with you. We will begin by assessing your exterior appearance to maximize curb appeal and move inside to do an interior evaluation. Once completed, we will put together a detailed report with our recommendations which we will review with you. Together, we will formulate a plan that will put your home in the best position to appeal to the majority of buyers who visit your home. Buying is emotional, meaning people need to see, feel and experience it before they buy. When selling your home, first impressions are critical. We will help guide you in how best to leave a lasting "first impression" on visitors who end up becoming your buyer.

PROFESSIONAL PHOTOGRAPHERS

Our professional photographers will take up to 25 pictures of your property including up to 3 panorama photos that will appear both on the MLS and on our website at Starkhomes.com. You've worked hard to fix up your home, it's staged and now it's our responsibility to have our pictures show your home in its best light. For this reason, we attend every photo shoot and work one on one with our photographers to obtain the best pictures possible to attract buyers to visit your home. This is an important aspect of marketing your home and we are active participants in making sure it's done right.

THE MULTIPLE LISTING SERVICE

The Multiple Listing Service is comprised of over 2,000 Realtor members in Dane, Columbia and Sauk Counties who have access to our listings. We offer attractive co-brokerage fees to both Buyer's Agents and Seller's Agents in the event they bring a buyer into a transaction with you that results in a successful closing. WIREX is a statewide MLS which allows Realtor members throughout Wisconsin access to your listing. The WIREX has brought Realtors and their buyers from primarily the southeastern part of the state into our market area, expanding your exposure to more potential buyers.

REVERSE SEARCH FOR BUYERS

Immediately after we broad your home on the MLS, we conduct a search for all Realtors who have buyers that match your listing. We e-mail each Realtor your MLS data sheet with a full write-up and color pictures including a personal note letting them know any information we feel makes your home a special match for their buyer. We have found this extra effort often generates showings early in the marketing process.

INTERNET MARKETING

The information offered on the SCWMLS to Realtor member, can be accessed by the public in an edited format on our own website at MadisonRealtors.net, The Stark Company's website at Starkhomes.com, The public websites at Wisconsinhomes.com, The National Association of Realtors website at Realtor.com, Trilla, Zillow, YouTube, Facebook and social media sites as they become available.

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OPEN HOUSES

Open houses are one of many tools we use to attract buyers to view your home. We will discuss the pros and cons of an Open House, the responsibilities that go along with them and determine how they best fit into a marketing plan for your home.

THE STARK COMPANY SHOWING LINE!

The Stark Company's Showing Line utilizes a computerized system to schedule and track all the showings of your home. Staffed by well trained in-house professionals, the process of scheduling a showing is timely and effortless. Once you have approved a showing, our staff will contact the showing Realtor giving those specific showing instructions about your home. If at anytime you have forgotten a time or an individual who will be showing your property, they are happy to give you that information again, simply give them a call.

STARK YARD SIGN WITH BROCHURE BOX

Within a few days of signing a listing contract with us, a Stark Yard Sign will be placed in your front yard. Our personal cell numbers will be on the sign along with a brochure box full of color fliers and we have a simple method to keep them full for buyers to take.

WEEKLY ACTIVITY REPORTS

Once a week you will receive via e-mail, a summary of the week's showing activities, feedback from the showing Realtors and internet marketing data. This will show you how many times your listing was viewed by visitors to our website and other websites too. Our clients find these reports a useful supplement to our regular personal contact.

UHP WARRANTY PLAN

The majority of buyers are asking sellers to provide a Home Warranty for them as a condition of their offer. If you agree to provide a UHP Home Warranty for the buyer at the time you list your home, you too will have coverage on your home while it is on the market. When you do it this way, it's a win-win for you and the buyer.

FINAL HOUSE CLEANING

After you've moved out and prior to the Buyer's final walk thru of your home, we will have your home cleaned at our expense. You will come to the closing knowing you're transferring your home in great condition and it makes for an impressive final walk thru for the buyer. It's our thank you for choosing to do business with **The Voss Group**.

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WHY CHOOSING THE RIGHT REALTOR IS SO IMPORTANT

Who you pick to be your Realtor is significant. Starting from the "Buyer" and going through each participant in the real estate transaction up until now, you should have a better understanding of the sales process and the significance a Realtor can play in the success of your sale. The following are reasons why I believe I am your best choice to be your Realtor.

- **The Voss Group** is comprised of Paul Voss, Josh Voss and Tom Dybevik, all full time Realtors with the Stark Company's West Office. We have over 60 years shared real estate experience to draw upon plus we have excellent support staff available to us right here within The Stark Company, the number one family owned real estate firm in the Madison area.
- I limit myself to a total of ten "active" single family or condo listings at any time. This practice allows me to provide my clients with the quality personal service they appreciate and it makes me a Top Producer because my listings sell.
- **The Voss Group** takes a very pro-active approach to marketing your home beginning with a pre-market inspection. Ask me about the benefits that come with finding out about problems of any size before the Buyer's inspector finds them. It's a sound investment that costs very little and can save you thousands.
- **The Voss Group** can't possibly know every guideline of every mortgage loan on the market today, but we do know competent loan officers who do. We do our best to stay current with all the secondary mortgage lending requirements and restrictions that exist today that did not in 2008. A good example of one such change: Buyers no longer can accept a credit from the Seller at closing for repairs to be made after the sale by the Buyer. A great example why having a pre-market inspection can help you avoid serious issues that can seriously affect the Buyer's financing and kill your deal.
- Today, being "Pre-qualified" or "Pre-approved" means about the same to most Buyers and Sellers, but there is a difference which I will discuss with you. Upon receiving an offer on one of my listings, it's my practice to speak with the Buyer's loan officer prior to presenting the offer. Loan officers are limited in what information they are allowed to share with me but I usually gain some insight from their tone of voice or their demeanor that is beneficial to my seller.
- The Residential Offer to Purchase is nine pages in length and is usually accompanied by additional Addenda. There are many real estate forms commonly used in a transaction like Amendments, Notices, Counter Offers, Multiple Counter-Offers and the Seller's Property Condition Reports. I would be pleased to address how and when they are used.
- There are benefits and risks associated with Offers that are contingent upon the "Sale of a Buyer's Home". I would like to discuss with you what they are and how they can affect your sales transaction.
- There are benefits and risks associated with Offers that are contingent "Upon the successful closing of a Buyer's home" that already has an Accepted Offer on it. I will discuss those risks with you and steps you can take to lessen your exposure to those risks in the event you wish to proceed with such an Offer.

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- Earnest money can be an important ingredient in an Offer. I will share with you how it is used, when it becomes important and the reality of collecting it in the event your transaction does not close.
- Negotiating is a skill, not a game of chance. After reviewing the Offer with you, it's important we identify items you may have to compromise on, and then we will formulate a negotiating strategy to best achieve your primary goal. Emotions can easily cloud sound judgment and impair negotiations; I will do my best to keep you objective and positive throughout the negotiating process. I have studied different negotiating techniques and I have experienced several of my fellow Realtors negotiating styles. I am not an amateur when it comes to negotiating, you will be pleased to have me on your side of the table.
- I recommend the Realtor working with the Buyer be present at all inspections. Assuming you request it on our listing contract, that requirement is clearly stated on the MLS for all Realtors to see prior to them showing you home and writing an Offer. When the Buyer's Realtor sets up the inspection, I will confirm with them that they will be attending the inspection with their Buyer. If they can not be present, either another Realtor from their office will be there or I will, there will be no exceptions to this policy.
- The key word in defining a "Defect" on the Offer to Purchase is "significant". It's not the small broken window pane, the crack in your concrete driveway or your sticky bathroom door; they are not "significant". Its items like these that Buyer's inspectors point out on their reports and then Buyers consistently ask Sellers to fix that cause frustration and unnecessary expenditures. I will show you an easy way to avoid this from happening to you, it's easy and it works.
- If your home requires updating or a repair found in the pre-marketing inspection, we have a list of professionals we use ourselves whose work will not only meet with your approval and but your Buyer inspector's too. Because we have a long standing relationship with these tradesmen, they will promptly attend to our clients needs, especially when you're under a limited time frame, which can be critical to an Offer. We don't leave anything to chance.
- Realtors like doing business with us! They know we have high ethical standards; that they will be treated fairly, professionally and with respect. MLS Realtors know our listings are competitively priced, are represented accurately and due to our pre-market inspection policy, our listings seldom cause problems when their Buyers have them inspected. We are knowledgeable on all aspects of our listing and what we don't know; we will find out the answer and get back to them promptly. We feel by providing our fellow MLS Realtors with excellent service, we enhance the chances of getting your property sold. It's logical, it works and it's good business for everyone.
- I will provide you with outstanding personal care throughout your sales transaction and after the closing too. I am a positive person who is enthusiastic about real estate and how I approach it. If you chose me to be your Realtor, I will give you my very best effort in meeting your expectations and together we will achieve your goal.

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