



Dear Potential Client,

I am different from most real estate professionals. I have built my business on results, and I am confident I can deliver for you.

I have the experience and know-how to put a sold sign on your property.

I know you're thinking about selling your home, and I want to be the real estate professional to help you. I commit to working with you individually and taking the time to understand the unique selling points of your home and neighborhood.

Most agents simply list homes. I market them.

From listing to closing, I am committed to navigating the entire sale process for you, using my expertise to sell your home smoothly, for top price. I will actively target the types of buyers most likely to want your home. I will advise you about the home repairs and improvements that will maximize your asking price. And I will advertise your home 24 hours a day, 7 days a week.

This package contains helpful information for you, including an overview of the home selling process, answers to frequently asked questions, my 13-step marketing plan and return on investment statistics for home remodeling projects.

After you've had the chance to review this information, please contact me. I'd like to prepare an in-depth analysis of your unique home, compare it to other homes in the market, and recommend a personalized marketing program and pricing strategy for you.

I appreciate the opportunity to earn your business.

Sincerely,

Jamie Magness

Keller Williams Realty Brainerd Lakes
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a guide
to selling your home

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Jamie Magness Real Estate Group



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selling your home

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it's all about you

My real estate business has been built around one guiding principle: *It's all about you.*

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why over 50% of my business comes from repeat customers and referrals.

Good service speaks for itself.

I look forward to the opportunity to earn your business too.



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the home selling process

There are a lot of details to be handled when selling a home. It is my job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible.

This overview was designed to help you understand the various steps along the way.

Preparing for Sale

Conduct comparative market analysis to establish a fair market value of your home
Prepare and complete the listing agreement
Recommend repairs or improvements to maximize your home's value
Place a lock box on your property, if needed

Marketing your Home

Follow my personalized 13-point marketing plan.

Communicating with You

Contact you regularly with feedback
Prepare and deliver regular progress reports
Discuss all marketing activities with you

Coordinating the Sale

Pre-qualify potential buyers
Present and discuss all offers with you
Negotiate your transaction with the other agent
Prepare and finalize the closing

Other Ways I Can Help

Arrange for an agent to assist you in your relocation
Recommend a moving company
Provide you with a helpful moving checklist
Recommend preferred companies for related services

How long does it take to sell a home?

There is no easy answer some homes sell in a few days, others may take several months. Recognizing the key factors influencing a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION

COMPETITION

TIMING

CONDITION

TERMS

PRICE

I will work hard to make the sale of your home as smooth and stress-free as possible!



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frequently asked questions

Are there things we should do to our home to help ensure the maximum price?

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. I can advise you about specific improvements that will increase your home's marketability and value.

How often will you advertise our property?

I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. I will customize a marketing plan to reach the types of buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

Will you be present at all showings?

At open houses I, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

What if another agent tells us they can get us more for the house?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

Do we have any responsibilities during the marketing of our home?

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

What happens once we get an offer?

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.

what I do for you

All real estate agents will claim they can sell your house...

I promise to sell your house at the maximum price, with minimum hassle.

Selling a home successfully requires experience, time and resources.

Experience

From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

Time

Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. I will take care of it all for you.

Resources

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

82% of home sales are the result of agent connections

Source: National Association of REALTORS®

Selling your home can be a daunting task. I work hard so my clients can enjoy having their homes sold worry-free and profitably. I would love the opportunity to earn your business.

my 13-step marketing plan

My 13-step marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: *Prospective homebuyers, local real estate agents and investors*. There is no up front fee for the services I provide, I will be compensated at closing with the listing commission.

I will:

1. Price your home strategically to be competitive with the current market and current price trends.
2. Stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. Place *For Sale* signage, that is viewable to drive-by prospects.
4. Use an Interactive Voice Response system to provide free recorded information about your home 24 hours a day, 7 days a week. Each inquiry will be followed-up with a personal phone call.
5. Distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home. (At Clients Option)
6. Optimize your home's Internet presence by posting it on local and global MLS systems and adding multiple photographs and creative descriptions..
7. Create a home book, comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
8. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.
9. Include your home in our company/MLS tour to allow other agents to see your home first hand.
10. Advertise your home in my real estate magazine, neighborhood newsletter and direct mail campaigns.
11. Create an Open House schedule to promote your home to prospective buyers.
12. Target my marketing to active buyers and investors in my database that are looking for homes in your price range and area.
13. Provide you with weekly updates detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.

where your property will be advertised

The following is a comprehensive list of the many different avenues in which we advertise our listings.

Television

Charter Cable Channel 19

Radio

B-93

WJJY

KLIZ -AM

KVBR -AM

Print Publications/Distribution

Property Source

Brainerd Daily Dispatch/ 18,000

Staples World/ 10,000

Morrison County Record/ 22,675

Pioneer Press

Star Tribune

Echo Land Shopper/ 44,000

Keller Williams Insert/ 18,000+

Outdoor News/MN-52,000/WI-56,000

Bemidji Pioneer/ 15,000



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www.56401homes.com

www.mnproperty.com

www.baxterhousevalues.net

www.yuvie.com

www.stellaslist.com

www.chartermainstreet.com

www.remax.com

www.edinarealty.com

www.positivegmac.com

www.brainerdhomevalues.com

www.google.com

www.Geebo.com

www.Edgeio.com

www.propsmart.com

www.immobel.com

www.kw.com

www.realtor.com

www.56401homespro.com

www.uniqueglobalestates.com

www.criagslist.com

www.brainerddispatch.com

www.towerrealestateinc.com

www.kurilla.com

www.c21brainerd.com

www.brainerdmls.com



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Multiple Listing Services

We also participate with the MLS Co-op, a new Minnesota -wide data sharing effort. The Co-op gives wider exposure across the state for sellers properties.

When you list your property with us, it becomes available for viewing in the following areas:

Albert Lea, Austin, Fairmont, Faribault, Fergus Falls, Itasca County/Grand Rapids, Mankato, New Ulm, Owatonna, Rochester, St. Cloud, Twin Cities Metro, Willmar, Windom, and Winona areas for greater exposure.

We also enter all of our listings into the Keller Williams Listing System. Where your property will be featured on over 76,000 Keller Williams agent websites in over 600 market centers in the United States and Canada.



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maximizing your home's value

One of the benefits I offer my clients is advice on which remodeling projects bring the greatest added value at resale. While my years of experience have taught me which improvements are valued most in this local area, I weigh that against regional and national averages to draw the most accurate, statistically -sound recommendations.

For our region, here's the average return on investment for some common projects:

Bathroom remodel
Midwest 78.3%

Roofing replacement
Midwest 81.8%

Deck addition
Midwest 89.7%

Master suite addition
Midwest 72.2%

Window replacement
Midwest 82.4%

Major kitchen remodel
Midwest 72.6%

Attic bedroom
Midwest 79.2%

Basement remodel
Midwest 68.9%

Family room addition
Midwest 77.3%

Sunroom addition
Midwest 67.0%

Source: REALTOR magazine, December 2004

Your specific return on investment will depend on the value of your home, value of similar homes in your neighborhood, the availability and pricing of new homes, and the rate at which property values are changing in surrounding neighborhoods.

Ultimately, a remodel can increase your equity when you sell.

My goal is to net you the most money possible.

I will help you decide which specific projects will maximize your home's sale price.

why Keller Williams Realty

There is a reason more and more agents are making the change to Keller Williams Realty. Here's why it matters to you:

Knowledge

Powerful curriculum through Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

Speed

Leading-edge technology solutions accelerate our efficiency and productivity.

Teamwork

Contrary to other real estate companies, Keller Williams Realty was designed to reward agents for working together - to serve clients better.

Reliability

Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting our clients' needs first.

Success

Keller Williams Realty is the fastest growing real estate company in North America.

When you offer a superior level of service, the word spreads fast.

As part of the Keller Williams Realty team, I look forward to providing you with a phenomenal real estate experience!



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what my clients say

Dear Jamie,

Thank you for the fine manner in which you helped us to sell Mr.Graham's property. We appreciate your valuable assistance very much.

John E. Crabtree
Senior Staff Attorney
Billy Graham Evangelistic Association
Minneapolis, MN

Dear Jamie,

This is just a note to let you know how pleased we are with our home..... You worked hard at finding us the right place and we want you to know that we appreciate your efforts.

Ron Myers
Cottage Grove, MN

Dear Jamie,

Thank you so much for working with us as we selected our first home. Also we really appreciated the Cub gift card.

Steven & Jana Marek
Breezy Point, MN



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what my clients say

Jamie,

We can't thank you enough for everything you did for us. You helped us so much & looked out for our best interest....We could not of done this without you!

Eric & Amber Fellegy

Brainerd, MN

Jamie,

Just want to say thank you so much for all your help in this, you are wonderful and I would highly recommend you to others. We really appreciate all your time and knowledge of the surrounding area.

Shawn & Terri

Lakeville, MN

Jamie,

Just wanted to say "Thank You" for being so great through this long! process.

I will definitely be calling you if I ever decide to sell and buy again.

Thank you, you've been awesome!

Shonna J. Baldwin

Brainerd, MN

Jamie & Stephanie,

Words cannot express how much we appreciate your outstanding patience & hard work with us the past few months. We are thrilled with our new home! A big thank you to Jamie for helping us install our appliances last minute so the appraisal would go through, that meant so much to us.

Thanks for giving us our dream home.

Nick & Paige

Breezy Point, MN



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preparing your home for sale

Did you know well-placed furniture can open up a room and make rooms seem larger than they are?

Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

Did you know the scent of your home can leave a lasting effect on a potential buyer? Baking bread, cookies or pie leaves an inviting fragrance.

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 homes exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

Interior

- Remove excessive wall hangings, furniture and knick knacks (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

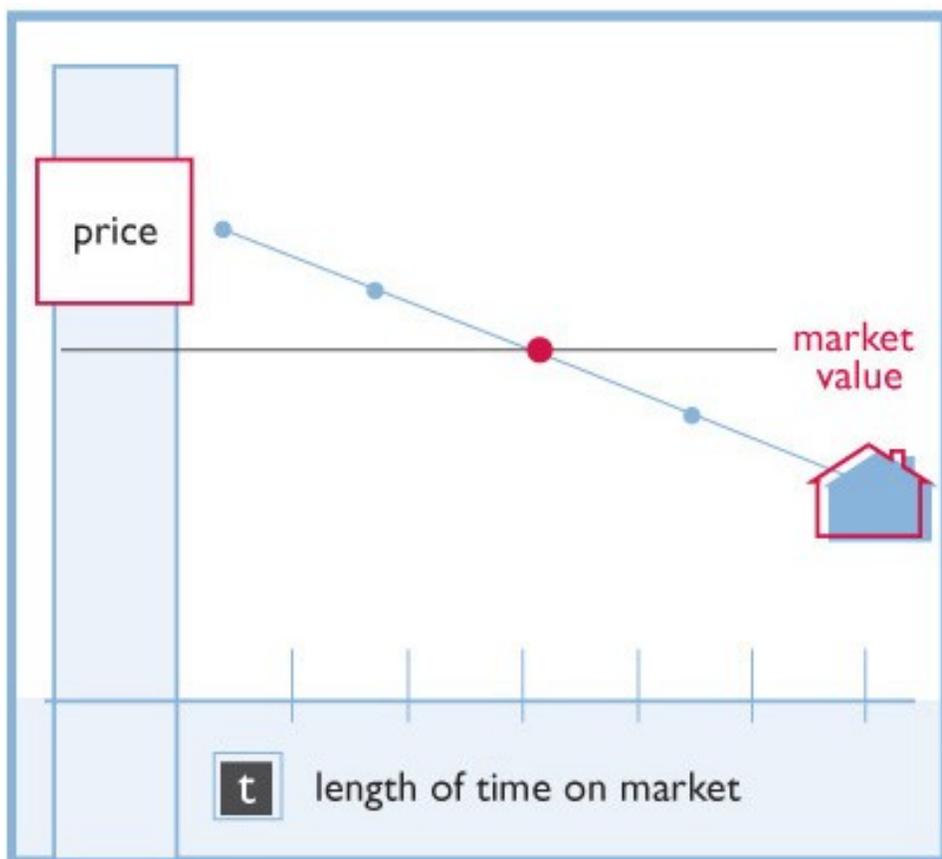
For showings

- 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

attracting buyers

If you want to compete, be competitive.

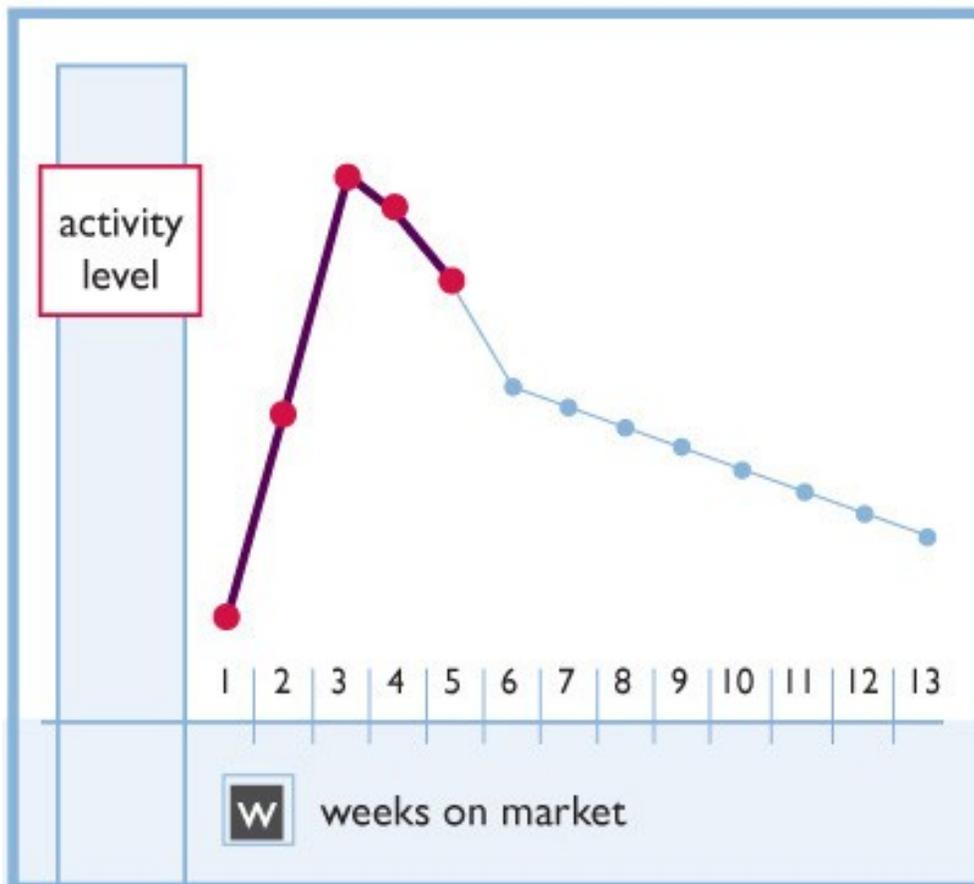
- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



pricing a home competitively

The right price is important.

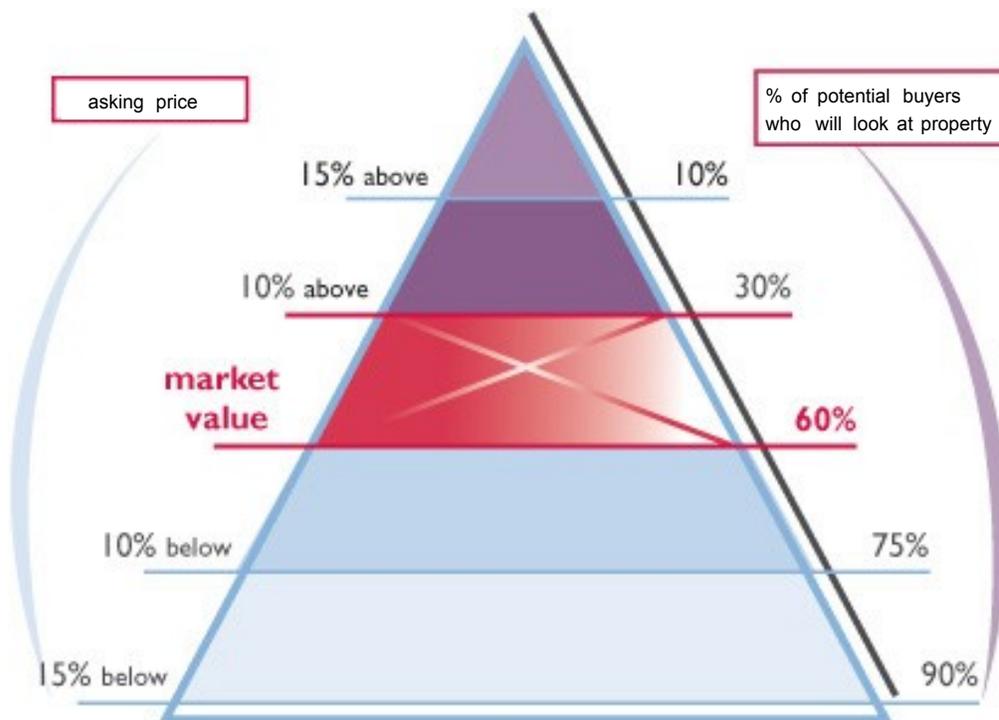
- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



the power of pricing

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



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

Did I mention that all of my clients receive \$100 off of their closing costs when they close their transaction with Cygneture Title & Abstract, Inc. Conveniently located in Baxter, Little Falls, and Longville.

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

moving checklist

New Telephone Number: _____

New Address: _____

Before you move, you should contact the following companies and service providers:

Utilities:

_____ Electric
_____ Telephone
_____ Water
_____ Cable
_____ Gas

Professional Services:

_____ Broker
_____ Accountant
_____ Doctor
_____ Dentist
_____ Lawyer

Government:

_____ Internal Revenue Service
_____ Post Office
_____ Schools
_____ State Licensing
_____ Library
_____ Veterans Administration

Clubs:

_____ Health & Fitness
_____ Country Club

Insurance Companies:

_____ Accidental
_____ Auto
_____ Health
_____ Home
_____ Life
_____ Renters

Business Accounts:

_____ Banks
_____ Cellular Phone
_____ Department Stores
_____ Finance Companies/Credit Cards

Subscriptions:

_____ Magazines
_____ Newspapers

Miscellaneous:

_____ Business Associates
_____ House of Worship
_____ Drug Store
_____ Dry Cleaner
_____ Hair Stylist