



Your Introduction to the **Sandi Reed Real Estate Group**

Sandi Reed Real Estate Group

816-213-0938

Lee's Summit, Missouri

Chartwell Realty, LLC

www.SandiReed.com



5 Step Home Selling Process



The home selling process has dozens of moving parts. Here is a simple outline. The easiest thing to do is *hire me*. Then, let me take care of all the details.

HIRE THE RIGHT AGENT

- Read the pre-listing packet and complete the homework.
- Meet with Sandi Reed to develop a timeline and pricing strategy.
- Sign the listing agreement and give Sandi a spare key for the lockbox.

MARKET HOME

- Stage your home (if necessary) to highlight the features of your home.
- Agent has professional photographer take photos to showcase the home's features.
- Market the home (agent's duty) in accordance with marketing plan for the home.

SHOW HOME

- Always allow agents to show home as we never know who will be *the* buyer!
- Leave your home while the buyer and agent are there (they need to be able to talk openly).
- Maintain the condition of the home.
- Receive online feedback from showing agent the same time your agent does.

RIGHT BUYER AT RIGHT TERMS

- This is when the interested buyer makes an offer.
- Negotiate the offer with your agent's assistance, advice, and expertise.
- Formalize the agreement in a written contract.

GET TO CLOSING

- Title company prepares title and paperwork to transfer ownership.
- Home Inspections are conducted by Buyer's inspectors.
- Appraisal is ordered by lender and completed by appraiser.
- Buyer works through the loan approval process.
- Final figures are reviewed and shared with Buyer and Seller.
- Closing documents are signed by all parties and ownership is transferred.
- Net proceeds check to seller



Who Will Sell My House?



Sandi Reed, Realtor®

A FULL TIME Realtor since 2004, Sandi has been consistently a top producer both in the brokerage and the city, earning her the distinction as Lee's Summit's #1 Expert Realtor.

Dave Ramsey ELP since 2014

Office: 816-877-8732

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Email: Sandi@SandiReed.com

While most agents focus their efforts on helping buyers, you need a Seller's Agent. That is an agent with the training and skills to list, market, negotiate, track, and close a seller-side transaction.

You need someone who understands how to attract the right buyer, negotiate the price and terms in your favor, and get you safely to the closing table where you can walk away with the best possible profit.

I am that agent! I have over 14 years' experience as a FULL TIME Realtor, selling new construction and resale homes throughout the Kansas City area. I have studied specifically to become the best listing agent possible. In fact, I am a certified Seller Representative Specialist.

I am excited to help you achieve your home selling goals, and look forward to walking hand in hand with you through the process.



Who Is the Sandi Reed Real Estate Group ?

For most people, a home is the single largest investment they will ever make. The purchase or sale of a home can be exciting, emotional and sometimes frustrating. Sandi Reed knows that.

That is why when developing the Sandi Reed Real Estate Group, she had a very specific vision of what her team would look like. Each team member must not only have a vast knowledge of real estate, but also possessed a strong work ethic, a companionate heart, and a never-say-no attitude that would put client needs first.

What developed was a strong team with well over 30 years combined experience to provide you with the personalized real estate services you deserve.



Sandi's team will tailor a marketing campaign to your specific home so it will sell quickly for the best price. This includes any Seller or Buyer savings programs that you or your home may qualify for.

MEET THE TEAM....

Sandi Reed started her career in 2004 as New Realtor of the Year. Since then she has continued to learn and grow to become one of the top selling Realtors in Kansas City. Sandi is a Seller Specialist but works with both sellers and buyer. Sandi has extensive experience with short sales.

Jodi Hodges began her real estate career working primarily with new construction, and has developed into a top representative for both buyers and sellers. Jodi's willingness to go above and beyond for her clients make her a great choice as your Realtor®.

Jeff Reed is a licensed Realtor® working primarily behind the scenes to keep everything running smoothly. He is the team's "I.T. guy," and the administrative professional responsible for contracts, marketing and communications with clients and fellow real estate agents.

Reno Reed is the newest member of the team – sort of. As the son of a Realtor, he basically grew up in the industry. After four years of college and gaining valuable business and leadership skills, it was natural that he join the family business. His energy and insights make him a great advocate for his clients.



Who is Chartwell Realty, LLC?

Chartwell Realty is a 100% locally owned full service, full support real estate brokerage serving the Greater Kansas City area. Chartwell agents represent buyers and sellers on both residential and commercial sales, as well as leasing and property management.

Chartwell is a progressive company designed specifically to allow Realtors achieve their goals of helping sellers and buyers. Chartwell Realty has offices in Lee's Summit, Westport and Overland Park.

Chartwell Realty was just named #10 by Kansas City Business Journal for Gross Sales in 2017. Here are the statistics for 2017:

321.033	Company gross sales in 2017 were \$321.033 million
1570	Chartwell closed on 1570 transactions in 2017
140	Number of Chartwell agents in 2017
73	Sandi Reed Real Estate Group transactions in 2017



What My Clients Are Saying...

I can't say enough about Sandi Reed and how she helped me sell my mom's house after she passed away. Sandi found and managed the estate sale company for me, liquidating the house's contents and prepping it for sale. She had informal offers even before the house was listed. And once the home went on the multiple listing service she had three written offers within a day. We closed a few weeks later. She handled everything, which was such a blessing since I live 400 miles away. It was so easy and she was always available by phone, text or email. Thank you so much Sandi! Jeff H.

Very happy Sandi was recommended to us! Sold our home fast! Sandi led us to the correct people to get our home spruced up to sell too! Very professional service she provided! Donna P.

Sandi was very helpful with the sale of our home. She was courteous and respectful of our time. Our home sold in approximately 4 days even before we could get pics put on the Internet! Ann J.

We had used another agent for a year with no luck, so decided to dump him and go with Sandi Reed. Sandi was on our side from day one and told us exactly what we needed to do to sell the house. She was right! House sold quick and we couldn't be more pleased with her services! She wasn't just our realtor, Sandi made it feel like we were friends! Thank you so much Sandi! Darrin T.

Sandi has been a beam of light from the beginning. We had the house for sale due to family deaths, a significant loss that took time to overcome. She was patient, waiting over a year for us to 'be ready' to put the house on the market. Sandi was always cheerful and positive as much as knowledgeable and helpful. She always took the time to respond to our questions: pulling comparable listings, educating us on the process, taking the time needed to provide additional materials, among other tasks. We simply cannot say enough about her. Our family highly recommends Sandi! She is simply wonderful! Pam T.

Sandi worked above and beyond for our family to help us find the right house for us as well as help us sell our previous home. The sale of our old house was extremely complicated and unbelievable time-consuming. She worked through the many challenges of a short-sale and represented us in the best possible way with the many lenders, agents, etc. that we had to work with. Renee J.

Sandi helped us navigate the crazy process of building a home. Then she listed and quickly sold our old home. She was always attentive and quickly responded to any concerns! Patty C

Sandi did a wonderful job with closing both houses. Also I was unable to make many of the appointments - IE: inspector, Radon install, Termite insp. etc. Sandi was able to make those meeting in my place and execute the logistics. Joel A.



Beware Of Agents Who Inflate The Price To Get Your Listing



Sadly, some agents play a game with sellers.

The agent promises the seller he can sell the home for dramatically more than other agents to get the seller to hire him. Then he markets the home at the high price.

Of course, buyers reject the home in favor of homes that are priced right.

After months of lost time, the listing agent asks for a huge price reduction.

The seller is shocked, but stuck with the deceptive agent and often takes a discount to sell their “market stale” home.

Don't let this happen to you.



Questions To Ask Your Agent (and my answers too)



Be sure to ask any agent you are thinking about hiring these important questions. A home is one of your most valuable assets. Make sure you are working with a professional.

Q. Are you a full-time or part-time agent?

A. I'm full time agent. I've dedicated all of my time to helping home sellers and buyers.

Q. How many years have you sold home?

A. There is an 80% failure rate in the first year for estate agents and many only are part-time agents. It's more difficult than it looks. I've been a FULL TIME Realtor since 2004!

Q. How many homes did you sell last year? In your career?

A. The average agent in America sells 4 homes per year. Last year I personally sold 67 homes or about 16 times more than the average agent.

Q. Can you show me a formal marketing plan to sell my home?

A. Yes! It would be my pleasure. This booklet outlines it for you.

Q. Will you do more than Put up sign, Put in MLS, and Pray it sells?

A. Of course! As you read this packet you will see my proven marketing plan.

Q. How will you promote my home on the internet?

A. I will promote your home on the internet with professional looking photographs, video and enticing descriptions. Your home will be promoted on all major local and national web portals as well as hundreds of smaller sites. Buyers searching on the internet *will* see your home.



Q. How long do you take to sell a home on average?

A. There are many variables that affect how quickly a home will sell, including the home itself as well as the city and the neighborhood where the home is located. When my clients prepare properly and price correctly—we always get a contract quickly. We will talk about your neighborhood when we meet.

Q. What was your sales price to original list price ratio last year?

A. Last year the average agent in our market achieved 96.3% of their asking price. My sellers received 98.7% of their asking price. That is 2.4% more money or about \$5,760 more in the pocket for the average homeowner (based on an average price of \$250,000). These are the result of my proven marketing plan and strong negotiation skills.

Q. Do you offer an Easy Exit Listing 24 Hour Agreement?

A. Yes! Most agents want to lock you into a long term listing contract that they will not release you from. That's good for the agent, but is not good the seller. If the agent doesn't work hard, you're stuck. I do it a different way. If I don't do what I say, you can fire me with a 24 hour written notice. That makes my agreement a one-day listing and makes me accountable to you. I know I'm going to work hard and find a buyer for your home.

Q. Do you operate as a solo agent or multi-person team?

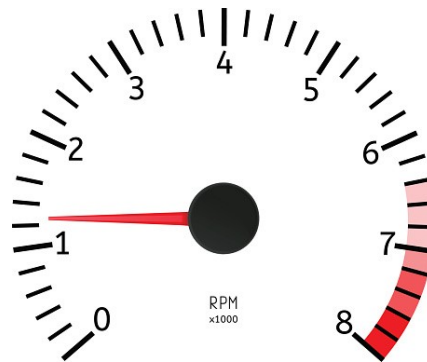
A. We work as a team to sell your home. We have specialist to guide you through every aspect of the sale from marketing to negotiation to tracking to closing. Nothing will fall through the cracks. I will always be your primary point of contact. However, if I got sick tomorrow and missed 3 days of work, the team will keep working on the sale of your home. The team approach provides you the best service.

Q. Why should I hire you?

A. I know how to find a buyer for your home! I have the skills, the knowledge, and the team in place to provide the best service to you, and sell your home quickly. Hire me today and let's get your home sold faster and put more money in your pocket.



5 Things Affect How Fast Your Home Sells



1. Size
2. Location
3. Price
4. Condition
5. Marketing

Unless you add on to your home or move it, 1 & 2 are set.

YOU control Numbers 3 & 4. You ultimately set the price and maintain the homes condition.

I control Number 5. I will expose the home to the market and search for qualified buyers.

We must work TOGETHER to get this home **sold**. I'll market your home. You will maintain the condition. Together we will price it correctly. It's a winning combination.



Marketing Plan: How I'll Sell Your Home

After you hire me, I'll initiate the following marketing plan to find a buyer for your home.

Staging

I have an eye for how a home should be presented for sale. There is a "difference" between how you "live" in a home and how you "present" a home to a prospective buyer. Staging a home is not remodeling it.

Staging is simply re-organizing the "existing" furnishings and decor to show the home in its best light. Most staging is decluttering and removing items to make rooms appear larger, lighter, and brighter.



You and I will walk through your home together. I will make recommendations for improving the show-ability of your home. You'll know exactly what to do to maximize the appeal and value of your home.

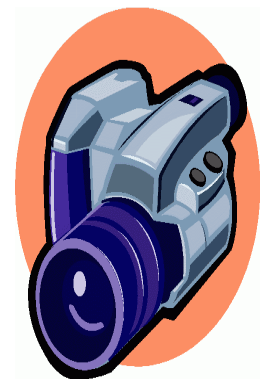
Photos

Most buyers today research and review property online long before they visit a home. This online viewing is considered the "first" showing of your home. Buyers "eliminate" homes that do not jump off the page. Photographs are the #1 reason buyers reject a home or ask to see the inside. We want your home to entice the buyer.

I will have professional looking photographs taken of the exterior and interior of your home. The goal will be to highlight the major advantages of living in your home and draw buyers to it.

Virtual Tour

A virtual tour is a video of the inside of your home. Buyers looking on the internet can "walk" inside the home and get to "tour" the rooms. This gives buyers a much better feel for the layout and flow of the home. Virtual tours result in higher quality showings since buyers have a better understanding of the home. These videos will be showcased on several websites, including my YouTube channel.





For Sale Sign

A professional yard sign will be placed in front of your home. The sign will accomplish three major goals. First, it helps agents find the home who are driving a buyer for a showing. Second, it stands out to buyers who drive neighborhoods and want a home in your area. Third, it tells your neighbors you are selling so they can notify their friends and family who'd like to move into the neighborhood.

Text Message Sign Rider

On the yard sign will be a sign rider with a number to text for more information about your house. Drive-by buyers can send a text message to the system and receive a digital flyer about your home. The backend of the system "captures" the buyer's cell phone number so I can follow up with them and hopefully set a showing appointment.



Unique Website Just For Your Property

I will create a custom website for your home, showcasing your home to the world. Your home's custom website will contain two unique virtual tours. One will be set to music to increase emotional appeal; the other is a narrated tour for smart phones. This website will link to thousands of other websites, creating search engine optimization. For an example go to <http://www.myhzm.com/website/100148>.



Property Flyer

I'll design an appealing property flyer using the photographs we take and quick descriptive phrases. My flyers also work well digitally and are ideal for smart phones. I will bring samples to show you when we meet.



360° or 3d Photography and Videos

We are now incorporating 360° photography and videos into our marketing. Not all internet sites work well with 360° technology so use of such shall expand as sites evolve to enable this technology.



Lockbox

A secure lockbox will be used to store a key to your home. Only licensed real estate agents can gain access to your property. This extra layer of security is a free service we provide for our clients.

Multiple Listing Service MLS

MLS Listing

Your home will be listed in the MLS (Multiple Listing Service) used by all of the local real estate agents who have buyers searching for homes in this area. All of the details of your home will be posted as well as up to 25 professional looking full color photographs of your home. The MLS listing taps into the largest network of buyer agents in the region and presents one of the best methods of finding a qualified buyer for your home.



Showing Service for Appointments

We use Centralized Showing Service to coordinate all showings between agents and the home seller. This is the same system used for agents to provide feedback after they have viewed the property.



My Buyer Database

Over time I have talked with many buyers interested in homes like yours. Some can purchase right away. Some are waiting on the sidelines for a specific property or event. I will go into my database and look for a “buyer match” and notify qualified buyers about your home. This may result in a showing and a quick sale.



Electronic Signatures During Contract Negotiations

Selling a home can be a complicated process. That’s why I use Dotloop! It allows everyone involved to work together to complete, sign and share the documents from ONE secure online platform. Dotloop is secure, easy and you can access it from a computer, tablet or your smartphone.



Agent Website Listing

I will list your property on my personal website www.SandiReed.com. I send local traffic to this site, including my buyer database, on a regular basis. Over 97% of home buyers start their home search online. We want to be in front of them.



Company Website Listing

Our company website (www.ChartwellKC.com) will present your listing to local and national buyers. This website draws visits every month from curious buyers.



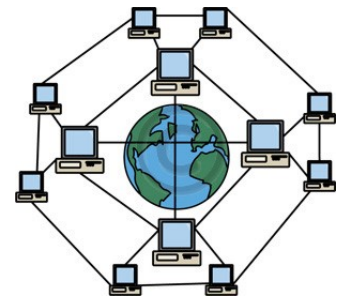
Zillow, Trulia, and Realtor.com

Your home will be listed on the "Big 3" national real estate websites. Local and relocation buyers will be able to see and learn about your home. I will confirm the listing description and photo selection.



Listing Syndication To Hundreds Of Websites

I have made arrangements and agreements to syndicate your property listing to hundreds of real estate websites. These websites will copy my listing and exponentially increase the odds of finding a buyer for your home.

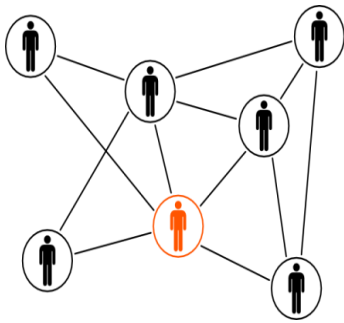


Social Media Promotion (including Facebook)

Your home will be promoted through many social platforms including Google, LinkedIn, Twitter and of course, Facebook. I will tap into the power of social networking by posting and promoting your home. You can help by *liking* and *sharing* the post with your friends.

By doing so, Facebook will see your participation and amp up the number of people it will show your property posting.





Networking with Top Real Estate Agents

I network not only with the 100+ other Chartwell agents but also with top agents from other companies. We share information including homes we have for sale. I will promote your home to these agents. This may result in a buyer-seller match and quick sale.

Open Houses



Not every Seller wants an Open House, so Open Houses will be up to you. If we choose to conduct Open Houses they will be promoted online and throughout the neighborhood.

Postcards



Each month I mail my new listings to a large portion of my data base. In addition I can mail "just listed" postcards to your neighbors who often know of people interested in moving into the area. I will bring samples to show you when we meet.

Chartwell Closed Board Policy



Our office is a "closed board" office. That means I receive every sign call, office call, email, or internet lead that comes in to Chartwell about your home. Rather than a new agent or "board agent" that knows nothing about your home, all such inquires will be directed to me, the person that knows the most about your home, and the person most interested in helping you achieve your goals.

Regular Communication & Negotiating Expertise

I will provide you with frequent communication about the market and the interest in your home. When we receive offers on your home, I will negotiate on your behalf, using market data and proven strategies to get you the best possible contract for the sale of your home.



Pricing Your Home Correctly Is Crucial

At the right price, your home will sell quickly and you will get the most dollars in your pocket.

However, pricing your home poorly can result in losing time and money.

Price Too Low

When sellers price their home too low, the home will sell fast.

But the seller will leave money on the table ... maybe a lot of money.

Unless you are in a dire situation, we do not want to price below the market.

Price Too High

Most pricing mistakes happen when sellers price their home too high.

Buyers quickly discover similar homes at better prices, ignore the overpriced property, and purchase the homes that are priced right. Worse, the overpriced home just sits there and “ages”.

The home becomes “stale” on the market and loses its excitement and “new” listing advantage.

With too much time on the market, the seller’s negotiation position is lost. As the listing gets old, buyers fear the worst since no other buyers purchased it. Buyers tend to make low-ball offers.

If a buyer does overpay, the deal may be lost when the bank orders an appraisal.



Warning: No amount of marketing can sell an overpriced property. I could fly a plane over your home for \$2,000 per day, but unless it is priced correctly, it will not sell.

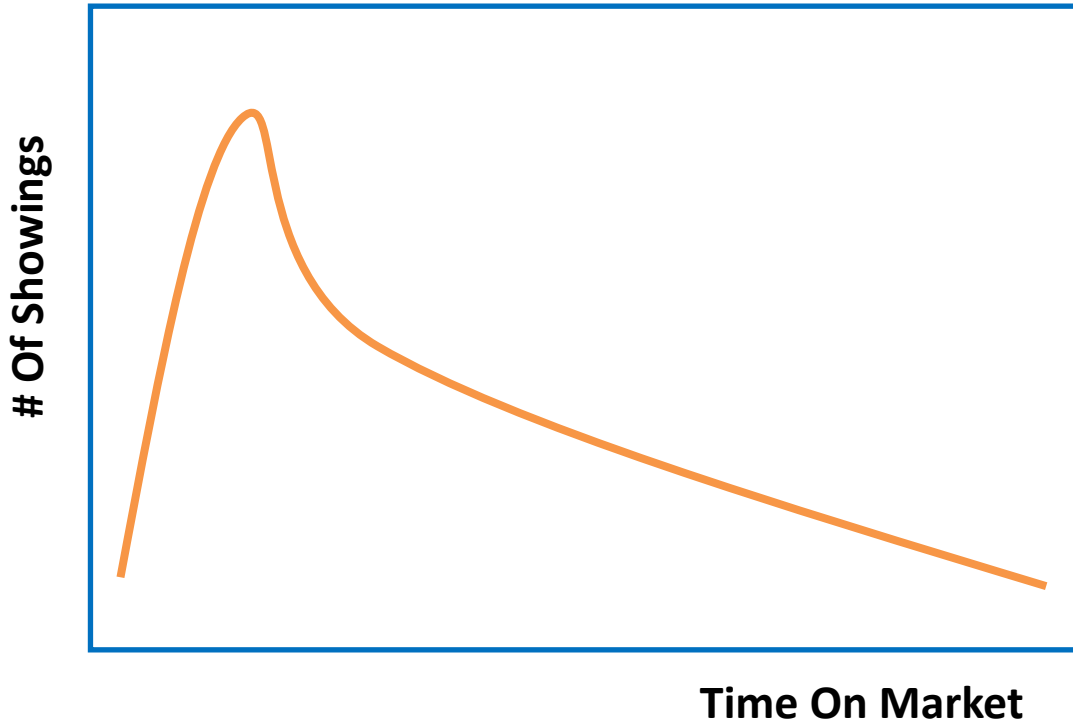
Price Just Right

When you price your home in line with comparable sales, your home will sell quickly.

You will receive the most money in your pocket with the fewest hassles.



Most Showings Happen The First Month



Price Your Home Right From the Start And Get The Most Money In Your Pocket

The best activity and most showings occur during the first few weeks that a home is on the market. This is the “honeymoon” phase. Pricing the home is crucial for the excited buyers who want to see the “newest” listing.

Once a buyer eliminates your home from their list and attaches a negative feeling to the home, they rarely will look again, even with a price reduction. They are lost.

The biggest opportunity to find a buyer is when the listing is new. Price it right to start, find multiple buyers interested, and let them fight for it. That’s how you get a higher price and prove worth to an appraiser.



How Do You Know If You Priced Too High?

Typically:

2 weeks without a showing => price needs to be reduced

10 showings without an offer => price needs to be reduced

If this happens to you, we must act quickly. As your agent, I will look at current market activity and re-evaluate the price. Together we will reset the price according to market activity.



Let's Price Your Home

The Competitive Market Analysis (CMA) shows you what homes like yours are selling for in today's market. From this data we can estimate the Fair Market Value (FMV) of your home. We will go over the CMA when we meet.

Calculating Seller Proceeds

The Estimate of Seller's Net Proceeds (Net Sheet) will list the income and expenses of selling your home. The result will be how much you should walk out of closing with based on certain assumptions. We will go over those numbers at our meeting as well.

Hire Me to Sell Your Home

When we meet we will review the market statistics, agree on the price and start the paperwork. Once the listing agreement is signed, we will start the market and smooth sale of your home!



Easy Exit Listing Guarantee ... And The 24 Hour Listing Agreement



One of the biggest fears most seller have is getting stuck in a long term listing agreement with an agent who is not performing. Don't let that happen to you!

When you list your home with me, you also get our EASY EXIT LISTING GUARANTEE! We believe that if you are unhappy with the service you receive, you should have the freedom to fire your agent.

It takes a strong belief in the quality of one's service to make this kind of stand, but we never settle for less than the highest professional standards from our team. We are confident you will be happy with our service and results. That's the simple truth. We always stand behind our service.

Basically, this becomes a one-day-at-a-time listing agreement.

All I ask is that you personally discuss any issues with me first and then give me seven days to rectify the issues to your satisfaction. If you are still not satisfied, our agreement is cancelled.

Why would I do this when my competition won't?

Simple! I am extremely confident that my work will exceed your expectations.

Let's get started today!



Photo Prep

Preparing Your Home For Pictures And Sale

Hint: When decluttering, box and store items in the garage, basement, or crawlspace. Think showroom, blank slate, and whitewash. Depersonalize. Let buyers "decorate" in their mind.

General:

- Open all window blinds/coverings. Turn on all the lights. Replace burned out bulbs, preferably with bright white LED bulbs. This is especially important in rooms with little natural light.
- Remove all moving boxes and containers. Remove all junk mail, bills, and paperwork.
- Replace personal photos (distracts buyers) with non-specific art or décor.
- Store all valuables in a lockbox/safe or remove from property.

Kitchen:

- Clean counters of clutter, small appliances, and personal décor.
- Remove all items from the refrigerator doors, sides, and tops.
- Put away all dishes, dish towels, and paper towels.



Living Room, Family Room, Dining Room:

- Remove clutter, newspapers, and magazines.
- Clear floor. Put away toys, movies, video games, and remotes.

Bathrooms:

- Remove all personal care items from counters, showers, and tubs.
- Replace used towels with clean fresh towels.
- Remove all scrubs, robes, toilet covers, floor mats, and scales.

Bedrooms:

- Make all beds, clear end tables, and store any laundry in hamper or closet.
- Pick up any toys, shoes, slippers, robes, and clothes.

Exterior:

- Mow grass, trim shrubs, rake leaves, and place fresh mulch.
- Remove all cars from drive way and park inside garage or down street.
- Sweep or blow off driveways, sidewalks, porches, and decks.
- Put away toys, bikes, water hoses, sprinklers, and garbage bins.

Pets:

- Make appear "pet free" by removing food dishes, pet beds, toys, and scratch posts.
- Please ensure pets are not present during the photo shoot and showings.



Quick Prep

Preparing Your Home For Last Minute Showings

Here is a checklist of quick tips to get your home ready to show when you have 30 minutes or less notice.

Start here:

- ___ **LIGHT**. Remember "Light & Bright". Open window blinds/covers and turn on all lights.
- ___ **DISHES**. Put dirty dishes into dishwasher.
- ___ **LAUNDRY**. Put dirty laundry inside the washing machine.
- ___ **BEDS**. Make the beds.
- ___ **PETS**. Make sure pets are secure (no contact with buyer) or take pets with you.

If you still have time:

- ___ **TOPS**. Wipe down countertops and tabletops.
- ___ **FLOORS**. Vacuum carpets and sweep floors.

Final move:

- ___ **LEAVE**. Exit the house so buyer can view the property in private and can talk to showing agent.

Ideally, your home will always be in "showroom" condition. But we all "live" in our homes too. I understand. Just do your best to present your home in its best light. Since we don't know which buyer will be "the one", please make every effort to allow all showings.





How to Reach the Sandi Reed Real Estate Group

Whenever you have a question, comment or concern, please reach out to us by phone, text or email. We here to assist throughout the home selling process.

We are available most week days from 8 a.m. to 6 p.m. and evenings/weekends by appointment (or whenever needed if we are negotiating an offer!)

Because I work so hard for my clients, I like you, need down time to recharge the battery and re-connect with my family. Therefore, I try to take either Saturday or Sunday off to rejuvenate my mind, spirit, and soul. That day may vary depending on the time of the year and the team schedules.

If you have an issue, please call, text or email. If I am unavailable, one of my team members will get back in touch with you. Here is the contact information for our team:

Sandi Reed

Call/text:

816-213-0938

Jeff Reed

Call/text:

816-213-0936

Jodi Hodges-Wiles

Call/text:

816-560-4908

Reno Reed

Call/text:

816-352-2261



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