

Your Ultimate  
**Guide** to

*Selling*

Your Home



*Lisa Hansen*  
REAL ESTATE



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# 01

## Choose Your Agent

Selling your home is a significant milestone, and the agent you choose to represent you should be both a skilled negotiator and a trusted advisor.

Your agent should understand not just market dynamics, but the emotional weight of this transition. They should be someone who communicates proactively, protects your interests, and genuinely cares about getting you to your next chapter.

What sets me apart is how I approach these transitions - with patience, clear communication, and genuine care for where you're headed next.

I'd be honored to guide you through this process and help you land in exactly the right place.

*-Lisa Hansen*





Lisa Hansen

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### Working Together

When you work with me, you're not just hiring a real estate agent – you're gaining a strategic partner who understands that selling your home is about more than market conditions and paperwork.

My background as a school counselor means I approach these transitions differently. I listen first, strategize second, and stay steady throughout the entire process – especially when things get complicated.

You'll know what's happening at every stage, you'll have a clear marketing plan from day one, and you'll have someone in your corner who genuinely cares about where you're headed next.

### CREDENTIALS

- Licensed Real Estate Agent, [Minnesota, Wisconsin]
- Accredited Buyer's Representative
- AI Pro Certified
- Staging Certified
- Member of St. Paul Realtor's Association

#### I'm *Curious*

I believe that understanding your unique needs and preferences is key to a successful home sale. I take the time to listen and ask the right questions, ensuring I have a comprehensive understanding of what matters most to you. This curiosity helps me tailor my approach to fit your specific situation and goals.

#### I'm *Dedicated*

My dedication to your home sale means that I am always available to answer your questions, provide updates, and address any concerns. I am committed to being your reliable partner every step of the way

#### I'm *Strategic*

I develop a comprehensive strategy for selling your home, leveraging my market knowledge, staging expertise, and innovative marketing techniques. My strategic approach ensures that your property stands out and attracts serious buyers.

#### I'm *Personal*

Selling a home can be an emotional and stressful process. I bring a personal touch to every interaction, offering empathy and support. My goal is to make you feel comfortable, informed, and confident throughout the entire journey. Your peace of mind is as important to me as the successful sale of your home.

# What Clients Are Saying



Lisa is by far the best in the business when it comes to real estate! You will not find another agent that can truly show up for you in all aspects of both the home selling and buying process. Having Lisa with me in both of these aspects and to know she cared in every aspect was something that I could not be any more grateful for. She's professional, organized, thoughtful, strategic and lastly someone you can trust. **NICKY**

Lisa was so wonderful to work with throughout the entire process of selling our first home and purchasing a new one. She was professional, knowledgeable and always willing to help us through any concerns or questions we had along the way. We will definitely be working with Lisa again for any future real estate needs! Thank you, Lisa!

**MICHAEL AND JORDAN**



Lisa epitomizes professionalism. Trustworthy, transparent, and knowledgeable do not begin to scratch the surface on how to describe the qualities that make Lisa, Lisa. My family was lucky enough to have her assist us with buying a house, AND selling a house. Any one who chooses Lisa in assisting their buy or their sale will not question their decision. A true professional who captures all things helpful and friendly. **JOSH & SAM**

# 03

## Strategic Plan To Market Your Home

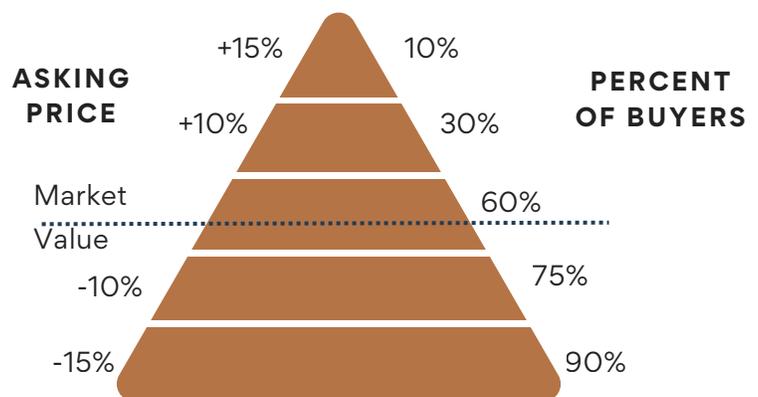
### Pricing Your Home

Here's something that may surprise you... properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, it stays on the market longer. The longer a home sits, the fewer showings it gets. A property attracts the most interest when it first hits the market – so getting the price right from day one is crucial.

That's why we'll thoroughly evaluate current market conditions, recent comparable sales, and your home's unique features to determine the right listing price.

#### The Pricing Sweet Spot

When a home is priced at market value, it attracts 60% of active buyers in that price range. Price it 10% above market? You're only reaching 30% of potential buyers. Price it 10% below? You'll see 75% of buyers – often resulting in multiple offers that drive the price back up.





### AT MARKET VALUE

- ✓ Buyers and agents recognize fair pricing
- ✓ No appraisal issues
- ✓ Your home appears in more relevant searches
- ✓ Attracts serious, qualified buyers



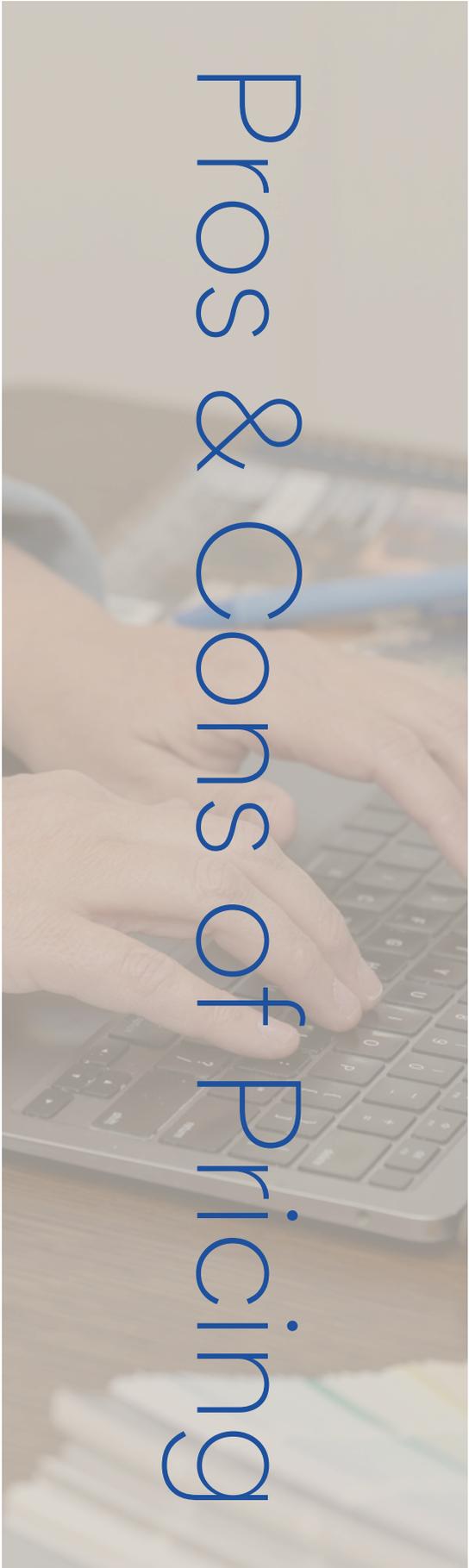
### BELOW MARKET VALUE

- ✓ High interest and quick sale
- ✓ Potential for multiple offers above asking price
  - Risk of selling for less than market value



### OVER MARKET VALUE

- Longer time on market
- Appears less favorable to buyers over time
- May not appraise, sending you back to negotiations



# Pros & Cons of Pricing



# Professional Photography and Video

The **photos** of your home directly influence whether buyers schedule a showing. That's why I work with top real estate photographers and videographers to capture your home at its absolute best – at no cost to you. High-quality visuals aren't just nice to have. They're essential to getting your home sold quickly and for top dollar.

## How I Market Your Home!

### Instagram & Facebook Showcases

Your listing gets featured across my social platforms with professional photography and strategic posts that reach buyers actively searching in your area.

### Targeted Digital Advertising

I use targeted social media ads and retargeting campaigns to keep your home in front of serious buyers – not just anyone scrolling through their feed.

### Video Home Tours

Professional video walkthroughs give buyers an immersive look at your home before they schedule a showing. The people who do show up? They're genuinely interested.

### SEO & Online Strategy

Behind the scenes, I use search engine optimization and Epique Realty's systems to ensure your home appears when buyers search online.

### Email Marketing

Your listing goes out to my network of buyers, agents, and subscribers who are actively looking in your area.

### Print & Digital Materials

Professional flyers, postcards to neighbors, yard signs, open houses – we cover all the traditional bases that still work.

### TARGETED REACH

Online Integration → Your home is featured on all major search platforms  
Targeted Social Media Ads → Reaching buyers based on location, price range, and behavior

# Staged to Sell

**Staging** goes beyond aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding in your home.

And the numbers back it up:

- Staged homes sell 3 to 30 times faster than non-staged homes
- They often sell for 20% more than expected
- Professionally staged homes spend 73% less time on the market

The best part? The investment in staging typically costs less than the first price drop you'd face if your home sits on the market too long.

## What I Provide:

As part of my listing services, I offer accessory staging at no additional cost.

This includes:

- A comprehensive walk-through of your home
- A detailed checklist of suggestions for repairs, decluttering, and furniture arrangement
- Assistance connecting you with trusted service providers
- Final staging touches with accessories to enhance your home's appeal for photos

If your home needs full furniture staging, I work with a trusted professional partner who has extensive inventory.

# 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

# 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been

staged.

REAL ESTATE STAGING ASSOCIATION

# 03

## Prepare for the Market

The more prepared you are, typically the better the sale goes...

Buyers gravitate toward turnkey homes that are ready for them to move in. Overlooking necessary repairs and maintenance can turn buyers away and slow down – or stall – your sale.

Focus on high-impact updates: decluttering and depersonalizing, adding a fresh coat of paint, pressure washing exterior surfaces, and sprucing up curb appeal.

Putting in the work now will not only boost your sale price – it keeps the process moving smoothly once a buyer shows interest.



# Home Preparations Checklist

Here's a sample of what we'll review during my walk-through. I'll create a personalized checklist tailored specifically to your home.

## GENERAL

TO DO	DONE		TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>	HVAC
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>	Doors and trim
<input type="checkbox"/>	<input type="checkbox"/>	Window glass	<input type="checkbox"/>	<input type="checkbox"/>	Wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>	Carbon monoxide detector
<input type="checkbox"/>	<input type="checkbox"/>	Paint walls	<input type="checkbox"/>	<input type="checkbox"/>	Smoke detector

## KITCHEN

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Clean counters and clutter
<input type="checkbox"/>	<input type="checkbox"/>	Clean tile grout
<input type="checkbox"/>	<input type="checkbox"/>	Clean appliances (Inside & out)
<input type="checkbox"/>	<input type="checkbox"/>	Organize drawers, cabinets and pantries
<input type="checkbox"/>	<input type="checkbox"/>	Clean floors
<input type="checkbox"/>	<input type="checkbox"/>	Clean sink and disposal

## BATHROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>	Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>	Fold towels
<input type="checkbox"/>	<input type="checkbox"/>	Tidy cabinets and remove unnecessary toiletries
<input type="checkbox"/>	<input type="checkbox"/>	Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>	Clen tile and grout

## LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

## EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

## BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

# 04

## Showing Your Home

Once we're live on the market, we'll set parameters for showing hours and days that work with your schedule.

Homes show best when the homeowner isn't present. If that's not possible, we'll work together to create the best experience for buyers while respecting your lifestyle.

### **The Lockbox System**

I'll provide you with an electronic lockbox for your house keys. Every time it's opened, I'm notified instantly – which means no one accesses your home without my knowledge.

After each showing, I'll share feedback from potential buyers so we can adjust our strategy if needed.

### **Home Showings Checklist**

Before each showing, follow this checklist on the next page to create the best possible atmosphere.



# Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, etc. First impression matter!
- Remove personal items, documents and counter top clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains and blinds to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp towels.
- Home picked up to ensure ease of walking through house and flow.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.
- Wipe down countertops/surfaces and sinks.

# 05

# The Closing Process

## From Offer to Closing

Once we've accepted an offer, here's what happens next:

### **Earnest Money**

The buyer places an earnest money deposit (typically 1-2% of the purchase price) into an escrow account as a sign of good faith. This is held by the buyer's brokerage or a title company until closing.

### **Buyer's Inspection**

The buyer conducts a home inspection to ensure the property's condition aligns with their expectations. Depending on the contract terms, this may be a contingency – meaning they can renegotiate or walk away based on findings.

### **Loan Approval and Appraisal**

The buyer's lender orders an appraisal to confirm the property's value matches or exceeds the agreed-upon purchase price. The buyer must also secure final loan approval before closing.

### **Final Walkthrough**

Just before closing, the buyer conducts a final walkthrough to ensure the property is in the agreed-upon condition and that any negotiated repairs have been completed.

### **Closing Day**

The buyer signs mortgage documents, pays closing costs, and receives the keys. You receive the proceeds from the sale and officially hand over ownership.

Throughout this entire process, I'll keep you informed, handle negotiations, and make sure nothing falls through the cracks.



# Understanding Buyer Agent Compensation



Like other offer terms – price, contingencies, closing costs – buyer agent compensation is part of the transaction structure. Being prepared to offer compensation means your home reaches the broadest possible buyer pool, resulting in more showings and competitive offers.

Compensation encourages smooth transactions and sets a professional tone of cooperation between parties.





# Next Steps

Getting started is simple.

Text, call or email me to initiate an introductory phone call and set up a listing consultation appointment.

During the listing appointment, I will provide:

- Personalized Comparative Market Analysis Results
- Seller's Net Sheet with estimated proceeds
- My trusted contractor referral list
- Detailed marketing plan specific to your home

This will provide you with clear data on pricing your home and understanding your projected proceeds.

Once we've agreed on a price and signed the necessary documents, I can get your listing on the market right away.

Selling your home is a significant milestone, and I'm honored to be considered for the job. My goal is simple: to guide you through this transition with clarity, strategy, and genuine care – so you can move forward with confidence toward wherever you're headed next.

Let's get your home sold and get you moving forward!

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[lisa@lisahansenrealestate.com](mailto:lisa@lisahansenrealestate.com)

# Seller's Estimate Of Net Proceeds

Estimated sales price:	\$ 500,000	\$ 490,000	\$ 510,000
First mortgage balance	\$ #####	\$ #####	\$ #####
Second mortgage	\$ #####	\$ #####	\$ #####
Past due payments	\$ #####	\$ #####	\$ #####
Property tax proration	\$ #####	\$ #####	\$ #####
Seller's title fees	\$ #####	\$ #####	\$ #####
State and county transfer tax	\$ #####	\$ #####	\$ #####
Municipal transfer tax	\$ #####	\$ #####	\$ #####
Homeowners association	\$ #####	\$ #####	\$ #####
closing fees	\$ #####	\$ #####	\$ #####
Survey	\$ #####	\$ #####	\$ #####
Termite & fha/va costs	\$ #####	\$ #####	\$ #####
Listing commission (___%)	\$ #####	\$ #####	\$ #####
Cooperating commission (--%)	\$ #####	\$ #####	\$ #####
Home warranty	\$ #####	\$ #####	\$ #####
Attorney's fees	\$ #####	\$ #####	\$ #####
Closing cost credit to buyer	\$ #####	\$ #####	\$ #####
Inspection repairs	\$ #####	\$ #####	\$ #####
Other expenses:	\$ #####	\$ #####	\$ #####
Balance after	\$ #####	\$ #####	\$ #####
expenses:	\$ #####	\$ #####	\$ #####
Projected net balance:	\$ #####	\$ #####	\$ #####

The figures represented are estimates only. The brokerage company nor its broker are responsible for its accuracy.