

# SELLERS

WHAT CAN A PROFESSIONAL CAN DO FOR YOU

Rami Hansen  
REALTOR





# RAMI HANSEN

*The Details*

→ 13 YEARS OF EXPERIENCE

---

→ OVER 550 PROPERTIES SOLD

---

→ FIVE STAR GOOGLE REVIEWS

---



## BEFORE I WAS A REALTOR, I WAS IN YOUR SHOES TOO.

I've walked the path you're on, searching for the perfect realtor, and I vividly recall the inexperience and uncertainty that can accompany such a significant choice. I know the frustration, the anxiety, and the weight of making crucial decisions in the world of real estate. Rest assured, I've been there, and that personal experience fuels my dedication to guide you through this process with expertise, empathy, and a profound understanding of the very challenges you're facing. Together, we'll transform these challenges into opportunities, ensuring your real estate dreams become a vibrant reality.

*Rami Hansen*  
REALTOR



# RAMI HANSEN

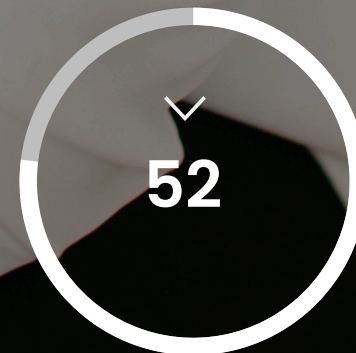
BY THE NUMBERS



**LAST YEARS  
CLOSED VOLUME**



**LAST YEARS  
AVERAGE SALES PRICE**



**LAST YEARS CLOSED  
UNITS**



# THE BROKERAGE

BY THE NUMBERS

23%

EDINA REALTY IS THE  
MARKET LEADER FOR 23  
CONSECUTIVE YEARS.  
WE SELL HOMES 23  
PERCENT FASTER AND  
FOR A HIGHER AVERAGE  
SELLING PRICE.

2,000

OVER 2,000  
STATEWIDE REALTOR  
TEAMING WITH  
NETWORKING  
EFFORTS

18,000

REAL ESTATE  
TRANSACTIONS IN 2023  
ALONE.



**What You Can Expect .**

# WHY SELECT ME AS YOUR ADVISOR?



- **Profound expertise in the local real estate market with a deep understanding of the needs of buyers and sellers**
- **A personal advocate, an accomplished negotiator, and a lifestyle advisor**
- **Detailed market data and analysis with robust marketing techniques to target qualified buyers**
- **A deep understanding of the needs of buyers and sellers in the local market with the largest network of Realtors in the market**



LET'S BREAK IT DOWN

# Here's What You'll Gain



## FEATURE ONE

### Highly Respected Brand

---

Edina Realty and Rami Hansen together are a highly respected brand, well-known locally and across the midwest and affiliated with HomeServices of America and Berkshire Hathaway network, the countries largest real estate company.

Edina Realty is the market leader for 23 consecutive years. We sell homes 23 percent faster and for a higher average selling price.



## FEATURE TWO

# EdinaRealty.com

---

Our website is the leading real estate website in the upper midwest, receiving two million visits per month and attracting 70% of the local search volume compared to our competitors.

Listings are marketed across our social media platforms of your desire, showcasing stunning properties on the market to encourage engagement among thousands of affluent followers.







### FEATURE THREE

## Luxury Is My Specialty

---

Luxury listings priced at \$750,000 and above are displayed in the Wall Street Journal on the WSJ.com luxury real estate. Homes over \$1Million are published in Leading Real Estate Companies of the World and Luxury Portfolio International, providing global exposure.

Your exceptional home and lifestyle fall into an exclusive segment - the top 1% of our real estate market - which means you require a distinct approach and professional Realtor. I understand the importance of exclusivity, a tailored experience, superior market knowledge and often times the need for discretion throughout the luxury home buying and selling process.



#### FEATURE FOUR

## Advanced Digital Marketing

---

Edina Realty Realtors utilize exclusive advanced digital marketing through dynamic re-marketing, dynamic search ads and other advanced strategies. Our program includes email automations, online and in-house networking, virtual and 3D tours and virtual meetings as well as digital transaction tools.







MY VALUES

I believe in selling  
your home as if it were  
MY own.

Rami Hansen  
REALTOR



A modern kitchen and dining area. In the foreground, a large white marble island with a wooden base and black handles. On the island, there's a sink, a faucet, and a small basket with candles. In the background, a dining table with white chairs and a large window. The text "THE RAMI HANSEN SELLING" is in a smaller font, and "PROCESS" is in a large, elegant serif font, both in white, centered over the image.

# THE RAMI HANSEN SELLING PROCESS



# SELLING TIMELINE

## STEP 1



ANY MINOR  
REPAIRS PLUS  
THOROUGH CLEAN

## STEP 2



*photo  
ready*

STAGING AND  
PROFESSIONAL  
PHOTOS ARE TAKEN

## STEP 3



SHOWINGS AND  
OPEN HOUSE

## STEP 4



OFFERS AND  
NEGOTIATIONS





NO.01

# PREP

One key aspect is taking care of small repairs and giving your home a fresh coat of paint. Fixing any minor issues, such as leaky faucets or squeaky doors, can create a positive impression and show that your home has been well-maintained.



*The pre-work*

# PREP TO SELL

Tidy It → **Put as much as you can in storage, clutter isn't cute**

---

Clean it → **Clean, clean clean and then clean some more**

---

Fix It → **Make minor repairs and fix anything that needs it**

---

Refine it → **Let's give your home a glow-up to make it sparkle!**

---







NO.02

# CLEAN

A clean home is crucial when selling. Tasks like scrubbing floors, cleaning appliances, removing grime, and decluttering create a pristine look. It highlights your home's best features, boosts curb appeal, and boosts buyer confidence.





NO.03

# STAGE

Staging a home for sale is essential in showcasing its best features to buyers. It involves arranging furniture and decor to create an inviting atmosphere that helps buyers envision themselves living in the space.





# STAGED

*The stats*



**Staged homes tend to receive more offers**

---



**The ROI for home staging can be up over 550%**

---



**40% of buyers are more willing to visit a staged home**

---



NO.04

# MARKET

Marketing your home for sale is essential to attract buyers and increase its visibility in the market. A strong marketing campaign generates interest and urgency, leading to a faster, more successful sale.



**BROCHURES**

**SOCIAL MEDIA**

**ONLINE ADS**

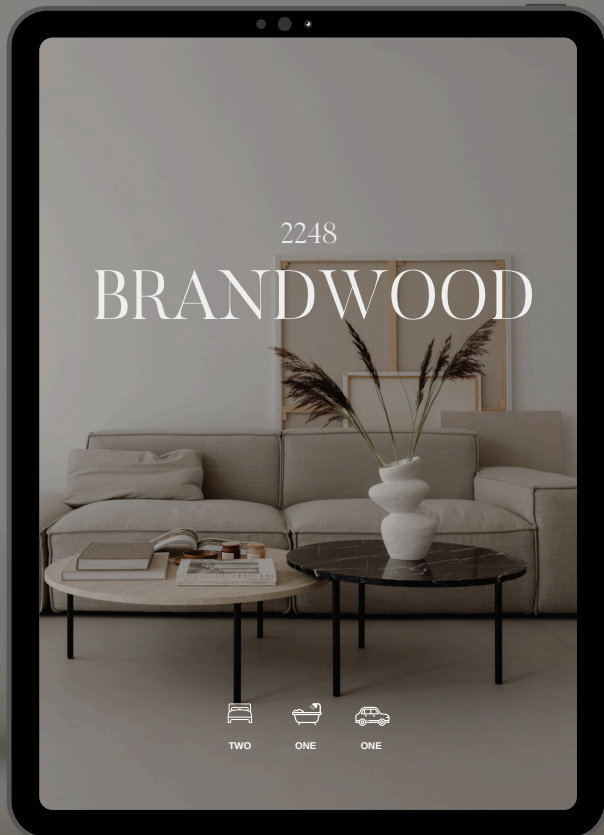
# MARKETING

**ADVERTISING**

**AGENT OPENS**

**3D TOURS**





# Print Material

With beautifully designed brochures, high-quality flyers, and eye-catching postcards, we WILL leave a lasting impression on potential buyers.



# Professional Photos

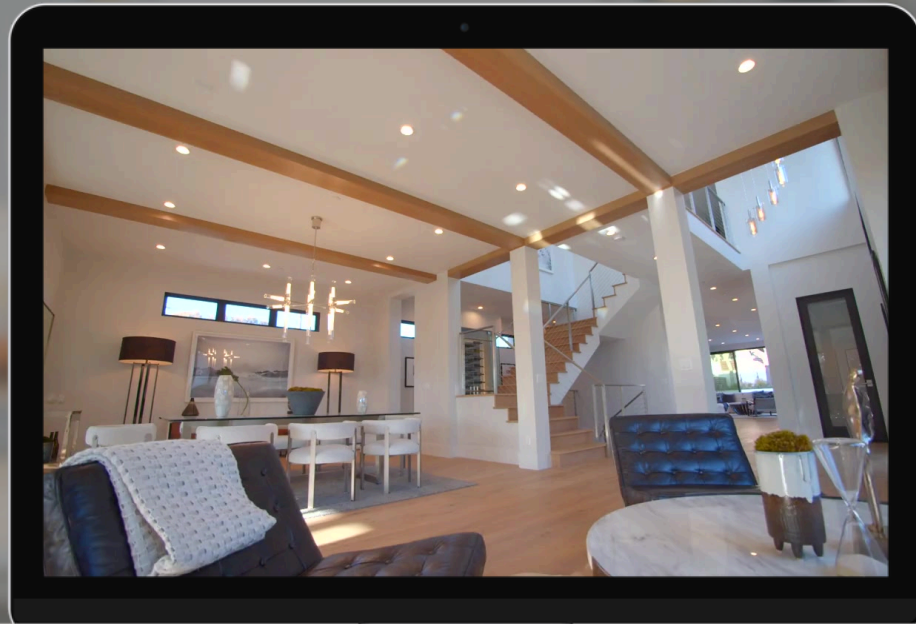
From stunning exterior shots that highlight curb appeal to expertly framed interior spaces, our photos make a lasting impression.



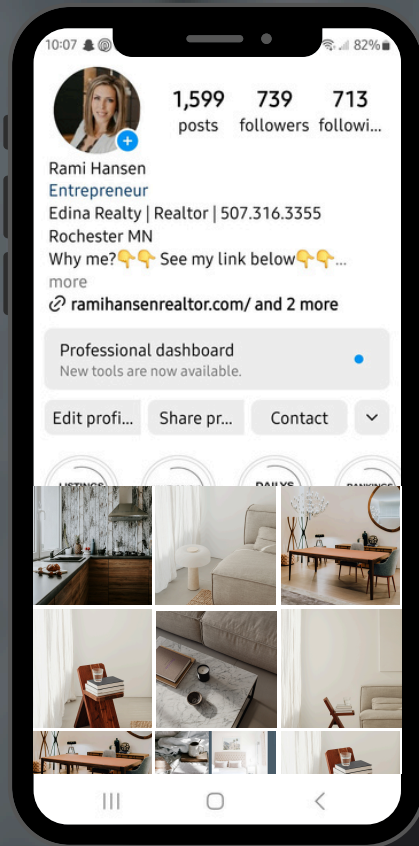


# 360° VIDEO

Virtually allows buyers to walk through your home!







# Social Media

My social media expertise ensures maximum exposure and attracts many interested buyers. By generating high visibility and creating a buzz around your property, I drive engagement and achieve successful sales.



# MARKETING YOUR HOME ON THE MLS.



Only one person can take your listing so far. That is why I enable the services of the MLS (Multiple Listing Service) because it offers unparalleled exposure and access to a vast network of potential buyers. The MLS is the go-to platform, where we share comprehensive information about properties available for sale. By listing your home on the MLS, I ensure that it's not only visible to my own network of buyers but also to a multitude of other agents and their clients. This broad reach significantly increases the chances of attracting the right buyer, achieving a faster sale, and often securing a better price. In essence, the MLS is the cornerstone of a successful real estate marketing strategy, making it a non-negotiable to deliver exceptional results to my clients.

Don't forget about the confusing market status's.  
**COMING SOON. WITHHELD. TEMPORARILY NOT AVAILABLE.**



NO.05

# NETWORKING

Networking is all about the exchange of information, and Edina Realty has the clear advantage for sellers and buyers.

## WEEKLY SALES MEETINGS

Edina Realty agents network pre-listings, buyer needs and more. Information is shared with surrounding offices

Details can be sent to any Edina Realty office in the region.

## OFFICE TOURS

Hosted by Edina Realty agents to promote new listings. These tours are well-attended by Edina Realty agents and other active agents who work in your area. One of these agents may be working with the buyer for your property

## NETWORKONE – EDINA REALTY EXCLUSIVE

A powerful inter-company networking system for more than 2,000 agents, Allows Edina Realty agents to quickly match buyers with sellers. We see results before listings are posted to the MLS



NO.06

WHAT TO EXPECT IN PROPERTY SHOWINGS

# SHOWINGS

## SCHEDULING SHOWINGS

When a showing is requested, you'll receive a text or email, based on your preference. Once you confirm the appointment, I'll communicate any special instructions to the interested agent. I also am on copy of all of the showings requests in case you happen to miss one coming via text.

## PROPERTY ACCESS

Interested agents will access your property via a secure lockbox.

## TIMING

Showings typically take one hour. Please be sure to vacate the home roughly 15 min before any showing will occur. An agent may view your property alone, without their buyer, to ensure it is a match for their clients. They'll work through me to schedule a follow-up appointment to bring in buyers.

## UNEXPECTED VISITS

If someone asks to view your property without an appointment, tell them to call the number on the "for sale" sign or give them my information.

## CANCELLATIONS

I will notify you as soon as possible if an appointment is canceled or rescheduled.



NO.07

# NEGOTIATE

With market expertise and effective communication, I confidently navigate negotiations, aiming for favourable terms that meet goals for your successful outcome.





NO.08

SOLD!

Pop the champagne! It's time to throw a wild celebration, embrace all the incredible possibilities that await, and celebrate this epic milestone in your life.

HOWEVER WE STILL AREN'T DONE! I'LL BE THERE HOLDING YOUR HAND ALL THE WAY TO THE FINISH LINE.



# MY GUARANTEE



## No Sugar Coated Pricing. I'm Going to Be Honest. You Should be Honest With Yourself Too.

Today's modern buyers are discerning. They possess a keen understanding of their desired neighborhood and home attributes, alongside a clear budget in mind. Their primary objective isn't merely meeting your asking price; instead, it's about paying what they perceive your home to be worth.

I assist you in sidestepping the allure of overpricing your home. Research indicates that the majority of buyer interest occurs within the initial two weeks of listing, and pricing your home too high during this crucial phase can result in a loss of momentum.

In the end, a home's value is determined by what a willing buyer is prepared to pay. I will present you with data on recently listed and sold homes in your vicinity and engage in discussions to establish the optimal price for your property.



# ARE WE THE RIGHT FIT?

## EXPERIENCE & EXPERTISE



With extensive real estate experience, I bring valuable knowledge and expertise, successfully assisting numerous clients in finding their dream homes.

## LOCAL MARKET KNOWLEDGE



I have a deep understanding of the local real estate market, including neighborhood trends, property values, and off-market opportunities.

## CLIENT CENTERED APPROACH



My commitment to client-first service ensures prioritizing your needs and preferences in the homebuying process.

## STRONG NEGOTIATION SKILLS



My strong bargaining skills will secure the best deal, protecting your interests.

## COORDINATING WITH PROFESSIONALS



I'll collaborate with professionals like inspectors, appraisers, and mortgage brokers for a smooth closing process.

## PROTECTING YOUR INTERESTS



I'll always act in your best interests, disclose any conflicts, explain your rights and obligations, and prioritize your goals.



## FACILITATING COMMUNICATION



I'll ensure transparent communication among all parties involved, keeping you informed about the transaction's progress.



# MY DUTIES TO YOU

## — BREAKING DOWN — AGENCY Relationships

### TYPES OF REPRESENTATION

Seller's/Landlord's Broker

Buyer's/Tenant's Broker

Dual Agency

Facilitator

### MY FIDUCIARY DUTIES TO CLIENTS

1

LOYALTY



I will act only in client(s)' best interest.

I will carry out all client(s)' lawful instructions.



OBEDIENCE

2

3

DISCLOSURE



I will disclose to client(s) all material facts of which broker/salesperson has knowledge.

I will keep client(s)' confidences unless required by law to disclose specific information.



CONFIDENTIALITY

4

5

REASONABLE CARE



I will use reasonable care in performing duties as an agent.

I will account to client(s) for all client(s)' money and property received as agent.



ACCOUNTING

6



(507) 316-3355

ramihansen@edinarealty.com

This is an agency disclosure form only. If you desire representation you must enter into a written contract, according to state law.



# WHAT IS MY FEE?



3%

MY LISTING REPRESENTATION FEE IS 3% OF THE AGREED UPON SALES PRICE. EVERYTHING WE TALKED ABOUT IN THIS PRESENTATION IS PART OF MY DUTIES TO YOU...AND BEYOND.



2.7% - 3%

TYPICAL OFFERED  
BUYERS COMPENSATION

WHAT DO YOU WANT TO OFFER AS COMPENSATION TO PAY A COOPERATING BROKER ACTING AS A BUYERS AGENT?



LET'S TALK ABOUT WHAT THIS LOOKS LIKE TODAY!



# RAMI WAS GREAT TO WORK WITH.



Specifically, she continued to survey the real estate market months before we put our house up for sale to understand what we could ask for our home. She arranged for the photos, made a list of things for us to do to make our house more marketable along with possible contacts and phone numbers to those vendors, arranged for it to be staged and was there every step of the way once it was listed "coming soon." She listened to our concerns, answered all of our questions and kept us up to date with all of the interested parties looking.

— SUNANDA KANE



# RAMI HANSEN

REALTOR | EDINA REALTY BROKERAGE



507 316 3355 | [RAMIHANSEN@EDINAREALTY.COM](mailto:RAMIHANSEN@EDINAREALTY.COM)

[RAMIHANSENREALTOR.COM](http://RAMIHANSENREALTOR.COM)