



Kim Idel
YOUR  HOME GIRL
RE/MAX Jefferson City

Guide To
Selling Your Home
with **Kim**

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Serving the Jefferson City and Surrounding Area

Who Is

Kim Idel



Life experiences and milestones taught me that I thrive to see people accomplish their very best in life.

It is with absolute great pleasure watching my clients reach their goals!

My biggest accomplishment in life is my FAMILY! My immediate and extended family is the heart of my life. I married the love of my life in 2010 and am blessed with 3 kiddos.

I believe my calling in life is to guide people in accomplishing their goals. The natural coaching/ cheerleader in me encourages everyone to be the best self they can be.

Before becoming an agent, I received a Bachelor's degree in General Studies but my passion was teaching and coaching. I've coached an assortment of high school level sports and started my own personal training business.

I found myself falling in love with Real Estate while pursuing my second Bachelor's in Physical Education K-12. I have been a part of two very successful real estate groups in the Jefferson City area while proudly partaking in over 1,000 transactions.

I'm proud to be a part of ReMax Jefferson City because of their ongoing reputation for serving our community and educating top notch Agents. ReMax strives to bring the very best out of each agent and set them up for success. We have over 60% of the market share in the Jefferson City and surrounding area. Our company provides the most education, highest level of customer service, and top notch quality agents.

My of Real Estate



As a child, I was raised to work hard no matter the job at hand. You will reap benefits with patience, understanding, and honesty.

I discovered a love of real estate through watching TLC as a college kid, my first exposure to cable. I loved the idea of helping others, working hard, and not having two days alike. Building relationships and treating people with respect is important to me. We all need encouragement in reaching our goals. I find myself fulfilling the roles of a coach, educator, and cheerleader at the end of each of my transactions. From that point on, I gain lifelong relationships.

My Expert Services

Team of Professionals To Get Your Home Sold

- Premier Social Media Following
- Sharp Negotiation Skills
- Professional Vendor List
- Email & Text Database
- Over 1,000+ Transactions Experience
- Tech Savvy Marketing & Processes
- Teamwork in the Field of Selling
- Professional, Organized Cloud-Based Files
- 98% Feedback Success
- One-Stop Shop Working with Buyers and Seller
- Jefferson City Board MLS



About You



As your agent, you and your home are my priority. Knowing about you, why you're selling, and how I can best serve you will help me provide the best service possible.



Why do you want to sell? How soon do you need to sell?
Do you need to sell in order to buy?



What is the perfect outcome to placing your home on the market today?



What do you expect out of me as a real estate agent? Do you prefer phone calls, text, email, or all three? Who is the main contact while getting your home sold?

What is your payoff on your home? Do you plan to use these funds to purchase your next investment?

About Your Home

Let's Dive Deeper



What drew you to the home when bought?



What are your favorite features of your home?



What do you like about your neighborhood?



What do you dislike about your home?

The Selling Roadmap

START

PRICE RIGHT

Using CMA from the start; to sell highest & best price!

STAGING

Follow my Photo Prep Checklist

MARKETING PLAN

Advertisements, social media posts, open houses, yard signs, and videos

SHOWINGS BEGIN

Notification of showings through SentiKey.

ENTER INTO MLS

Go LIVE on the Multiple Listing for public display.

PHOTOS

Set appt for Pro. photographs with 24-48 return

OFFERS ON YOUR HOME

Review offers and ensure each offer is evaluated.

NEGOTIATIONS

Each offer can be negotiated
IE: closing date, earnest money, & price.

UNDER CONTRACT

Contract is signed and the home is marked Pending in the MLS.

APPRAISAL

Takes up to 20 days for the results to come to the buyer.

INSPECTIONS

Buyer completes any inspections.
A repeat of negotiations.

CLOSING

Hooray! Time to hand over the keys to the new owners.

Pricing Your Home

Setting the Price Correctly on Day #1

Price according to current market conditions & competitions

How move-in ready is your home? Any improvements Buyers foresee completing

Comparable homes sold in a similar location

Factor external items Buyers might be thinking

Qualified buyer vs qualified loan programs



SELLING *Expenses*

LET'S ESTIMATE YOUR NET PROCEEDS

Sales Price (+)	_____
Mortgage Payoff	_____
Pre Listing Expense	_____
Post Inspection Repairs	_____
Broker Commissions	_____
Title Work	_____
Moving Expense	_____
Material Moving Expense	_____





REAL ESTATE MARKETING PLAN

The Kim Idel team are experts in the area of Listing, Buying, and Marketing homes. We've been in the field for 12+ years and we know the Mid-Missouri market. Trust us to get the job done when selling your home!



YOUR HOME WILL BE MARKETED WHERE POTENTIAL BUYERS ARE.



Through a variety of mediums, we use Traditional and Digital Marketing techniques to reach potential buyers. Your home will be seen.

Flex MLS

One of the greatest benefits of working with a realtor is that we have access to listing your home on the Multi Listing System (MLS). This allows all realtors in our area to see your home and share it with their clients!

Social Media Channels

Our social media strategy consists of showcasing your home on Facebook, Instagram, and TikTok. We use a variety of postings to engage audiences and gain a broader reach!

Unique Webpage

Unique to our clients is that we offer a customized web page featuring only your home. This drives traffic to only your listing so that it is their primary focus!





Traditional Methods

The world may be digital, but traditional marketing still plays a vital role in our strategy. We believe that a good mixture of communication will bring the perfect potential match for your home. A few of our traditional marketing methods include:

- ✓ Email messages to our sphere of contacts letting them know a home meets their preferences they have outlined for realtors.
- ✓ Text and voicemail to prospective clients with link to MLS and/or webpage.
- ✓ Postcards to prospective clients and neighbors letting them know their is a house for sale in their neighborhood.
- ✓ Open House at ideal times where the most traffic can view your home!



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Listing Agreement Checklist

- Review Current Title Information
- Measure Interior Room Sizes
- Confirm Lot Size via County Aerial
- Prepare Property Showing Instructions
- Obtain Mortgage Payoff Form
- Identify Home Owner Association Contact
- Research Utility Information
- Retrieve Utility Bills
- Complete All Disclosures
- Prepare List Of "Items To Convey With Property"
- Compile List Of Recent Repairs And Improvements
- Explain Property Amenities
- Complete Brokerage "New Listing Checklist"
- Obtain Key For Lockbox

Game Plan



Ideal Timeline To Get The Home on the Market



Day 1

Prepare & Gather: Yard Sign, Lockbox, Additional Key, Disclosures, Personalized Flyer, Remarks, Enter into MLS



Day 2

Photographer and Videographer



Day 3

Enter information into MLS along with documents



Day 4

Home goes live with option to start showings.

Home Photos

Preparing Your Home For Professional Photos

- Declutter As Much As Possible.
- Freshen Up Throughout By Dusting and Vacuuming
- Clear Countertops
- Organize Cabinets
- Clean Windows
- Clean Appliances
- Expose Flooring By Removing Rugs
- Minimal Wall Decor
- Ensure All Lightbulbs Work and Are The Same Color To Ensure Great Lighting
- Clean Front Door
- Start Packing Kid and Pet Toys
- Remove Extra Furniture That Restricts Flow
- Fresh Landscape - Mow Yard, Remove/Replace Dead Flowers, etc.



Expectation of Buyers



A well organized home is a demonstration of a well maintained home.

Preparing records of home renovations, services, manuals, etc- shows the buyer you love your home.

When Buyers view the home; they will open cabinets; closets, and appliances.



Buyers will ask random questions about everything; don't give them any reason to question problems with the home.



How Buyers Access Your Home

SentriKey Showing



SentriKey is the program our area Board uses for lockboxes and showing requests. All agents, inspectors, and appraisers are qualified individuals who have been approved through the Missouri Board of Realtors and Missouri Licenses Department.

How it Works:

Agents request a showing and Sellers have the ability to accept or decline appointments through text messages or email (depending on seller's preference).

Always be prepared for a request to see the home. Keep the home nice and tidy while living your daily routine.

Showing Information

Things To Think About

- How much notice do you prefer before a showing?
- What day and time do you prefer to omit showings?
- What are your plans with your pets during showings?
- Do you have security systems or smart devices?



Importance of *Feedback*

After each showing the showing agent has the opportunity to provide feedback. If the agent doesn't provide feedback within 24-48 hours, I will reach out to verify showing interest.

The information provided will guide us on the perception of the buyers and the agents. Feedback typically consists of pricing, staging, cleanliness, and location.

Sometimes the hard truth is what we need to hear!



Client Testimonials

Dave and Shay

We call Kim, Our Home Girl because we couldn't think of another realtor that can out work her. She had our back from day 1.

Marty

Kim was professional and respectful throughout the whole process. She was always there when i needed her advice.

Paul

I couldn't believe how easy it was to sell our home!

Susan

Kim always made us feel important

Mike and Becky

We took all her suggestions couldn't believe how much of a difference it made!

Dan and Lisa

We love how Kim explained everything and walked us through the process!

Shelley

Kim has been our realtor because we know she speaks from the heart.

Bob and Gina

Kim is one of the hardest working realtors in the business! Not only is she thorough, but she has a heart of gold and always has your best interest at heart.

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Moving Tips and Hacks

Let's Hit The Easy Button When Beginning Your Packing

- Use styrofoam plates between plates
- Use brown bags for packing glassware
- Use large suitcases with rollers
- Use large trash bags for clothes on hangers
- Use recycled paper to label boxes by room
- Separate clothes based on seasons
- Using similar sized boxes make stacking easier
- Reach out to me for a collection of recycled boxes

Ready
to
move

Living
room

Closing Checklist



- Drivers License
- Keys
- Garage Door Openers
- Garage Door Codes
- Security System Info
- Trust Paperwork



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Thank you for your time and for considering me to sell your home. Home selling can be a stressful time in your life and it's my goal to take the stress away so you can enjoy your new adventure. I look forward to helping and fulfilling all your real estate needs.



Like and Follow Me on My Socials

