



## THE BUNBURY ADVANTAGE A HOME SELLERS GUIDE

[BunburyRealtors.com](http://BunburyRealtors.com)



# Home Seller's Guide

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# Why take chances with your most valuable asset?

Put Bunbury & Associates Realtors® to work for you today!



## **Bunbury & Associates Realtors®**

We have several South Central Wisconsin locations to serve you.

## **Bunbury Concierge Services**

Assists you in locating reputable businesses to help with all of your moving, maintenance and financial service needs.

## **UHP Home Warranty Plan**

We offer our Sellers an opportunity to purchase a service plan for added protection against mechanical failures in the home during their listing and to our buyers for one year after the closing- payable at closing.

## **Bunbury Relocation Services**

Helps businesses all over the world transfer and recruit employees to and from Madison and surrounding counties.

## **Bunbury i-Find**

Searching made simple. Exclusive only to Bunbury & Associates, this is a buyers personalized property searching tool. With capability to create custom searches, save favorites, set price trackers, and communicate with their agent.

## **Essential Title Services**

We make the closing process go smoothly.

[BunburyRealtors.com](http://BunburyRealtors.com)



# Bunbury & Associates Realtors®

**Thank you for choosing Bunbury & Associates Realtors® to be your partner in helping sell your home.**

## About Us

Bunbury & Associates Realtors® is a family-owned and operated, full-service real estate brokerage servicing South Central Wisconsin. While the company name has changed over the years, our core values have not. Bunbury & Associates Realtors® continues to build on the strength and foundation that CEO Tom Bunbury began in 1985. At Bunbury & Associates Realtors®, our commitment is results. It is our belief that if you start with great and talented people and give them the tools to succeed, you can have an impact far beyond your expectations.

## Our Realtors®

The Realtors® at Bunbury & Associates listen to their clients needs. They work hard to understand each buyer and seller's unique circumstances and provide them with timely and reliable information. Our Realtors® are well-informed, trustworthy, determined, professional, detail-oriented and most importantly, caring. They have built their careers on experience, knowledge and professionalism. From educating you on the home buying process to helping you get your home ready to sell, Bunbury & Associates Realtors®, have mastered the art of real estate.

**Our commitment to quality is well known, from the simple elegance of our sign to the extraordinary caliber of our services.**

### Baraboo

123 4th St  
Baraboo, WI 53913  
608.356.7720

### Black Earth

1104 Mills St.  
Black Earth, WI 53515  
608.767.7677

### Wisconsin Dells

319 Broadway  
Wisconsin Dells, WI 53965  
608.253.4541

### Madison

440 Science Dr. Ste. 203  
Madison, WI 53711  
608.441.7777

### Middleton

6650 University Ave  
Middleton, WI 53562  
608.662.7777

### Relocation

440 Science Dr. Ste. 203  
Madison, WI 53711  
608.443.2111  
877.233. RELO (7356)

### Sauk Prairie

2000 Prairie St., Ste  
100 Prairie du Sac, WI  
53578 608.643.8525

### Stoughton

1712 Hwy 51-138  
Stoughton, WI 53589  
608.873.3252

### Sun Prairie

326 S Grand Ave  
Sun Prairie WI 53590  
608.246.7777

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# Relocation

The Business Services and Referral Division of Bunbury & Associates Realtors® offers a full range of relocation services to individuals and families moving into or out of the area. We also assist local companies and agencies in their recruiting efforts.

Our relocation professionals provide pre-arrival counseling to answer questions early on and arrange orientation tours when candidates and

transferee's visit the area. Anyone considering a move needs accurate and timely information on schools, housing and more, and an overview of the new community.

Our experienced and knowledgeable Realtors® are specifically trained in relocation. They listen and they understand. We aren't just helping people find houses - we are helping people make the new community their home.

## Our Services

Our dedication to delivering a positive customer experience ensures both candidate and transferees personalized service to meet their individual needs and help them make the right decisions. Our professionals understand the disruptions that relocation may bring and are here to ease the demands on transferees and their families.

### Destination Services

- Pre-arrival counseling
- Relocation packet and community e-Guide
- Area orientation tours
- School, daycare and elderly information appointments on request
- Temporary housing
- Fee-based rental program
- Agent matching
- Home Finding - Buyer Agency available
- Moving services
- International resettlement
- Closing services - Essential Title, Home Warranty, Mortgage, Concierge

### Departure Services

- Home sale and pre-marketing assistance
- Inventory property management
- Closing Services - Essential Title, Home Warranty, Mortgage, Concierge



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# Steps in the The Buying/Selling Process

## Buyer decides to buy a new home/property

- Buyer selects Realtor®
- Discuss financial aspects, preapproval letter, and buyer's needs
- View homes that meet the buyer's requirements
- Select home—write and present offer
- Possible Contingencies

## Homeowner decides to sell

- Seller selects Realtor®
- Seller prepares the home for marketing
- Broker/Agent markets the home
- A showing results in an offer through the listing agent
- Possible Contingencies

## Buyer applies for a mortgage

- Offer accepted
- Arrange for inspections
- Appraisal and Mortgage approval
- Title Company searches title
- Arrange for closing date
- Pre-closing Inspection
- Closing
- Possession

# The Selling Process

## Deciding to Sell

Selling your home is a big decision. Consider for a moment your reasons for selling. Do you want more room? Less room? A better neighborhood? To be closer to relatives? Do you need to relocate for a job? Did your family dynamic change and your house no longer suits its needs? Whatever the reason may be, this is your motivation to sell. This is your ultimate goal and your Bunbury & Associates Realtor® will help you achieve this goal.

## Hiring a Realtor®

Your Bunbury & Associates Realtor® will evaluate your home and prepare a Comparative Market Analysis (CMA). Our CMA is designed to estimate the highest price your property will bring on the open market today. A CMA is a very time-sensitive assessment, and is assembled by first inspecting the property itself. It incorporates some, if not all, of the following factors:

### ***Current competitive listings:***

If there are a large number of properties for sale in your neighborhood, there are more choices available for buyers. This creates more competition for your property.

### ***Comparable listings that have recently sold:***

When we look at properties that have sold and compare their list price to the actual selling price, we learn a lot about the strength of the market, and the value buyers are assigning to

properties in your area. This helps us set a price that's most suitable to your property and more apt to entice buyers, while also insuring you are happy with the final sales price.

## Marketing & Preparation

We will formulate a marketing plan tailored to your property, outlining the most effective steps to help sell your property as quickly as possible and for the best price.

By following the simple steps outlined on the "How You Can Fine-Tune Your Property To Get Ready To Show" page, we can make sure your property has every advantage of standing out over the competition.

## Closing the Sale

Your Bunbury & Associates Realtor® is there to help you facilitate all your closing needs. We will take care of the following: negotiate the sale, facilitate inspections, appraisals, document preparation and title insurance. We will handle all follow-up work, including continued contact with lenders and title companies to ensure a smooth closing; and schedule, prepare for, and attend the closing.

# Bunbury & Associates Realtors®

## The Sign of Success

Selecting the right real estate company to represent you in the sale of your property is a critical part of the home selling process. You need a company that maintains a strong market presence and one who possesses the technical and marketing tools necessary to get you to the closing table fast. In addition, you need a Realtor® who can provide the energy and experience to help you sell your home quickly and profitably.

At Bunbury & Associates Realtors®, we are extremely proud of the team we have assembled to help you do just that. We start by hiring and retaining the best Realtors® available in the marketplace today. We then provide our Realtors® with cutting edge technology and an environment of continuing education to help them maintain their competitive edge in the ever changing world of real estate. The result: A smooth and successful real estate closing for you in the shortest amount of time possible. The award winning Bunbury & Associates Realtors® have proven time and again that ours is truly The Sign of Success.



**Work with the Best.  
Work with Bunbury.**

BunburyRealtors.com





# Here's What We Will Do For You

- Upload your property in the Multiple Listing Service.
- Design property feature sheets with photos and make them available to prospective buyers.
- Suggest possible changes that may make your home more marketable. Our concierge department can help find the right contractor for you.
- Personal promotion of your home with Brokers, Realtors®, Loan Officers and other business professionals.
- Present your home in local newspapers, social media or other media channels.
- Respond promptly to any phone or web inquiries on your home.
- Our extended hour showing line will facilitate all showings.
- Utilize our experienced relocation department to present your home to any interested families new to the area.
- Install our Bunbury & Associates Realtors® yard sign.
- Feature your home on BunburyRealtors.com as well as numerous other listing service sites.
- Promptly follow up with all Realtors® to obtain feedback from each showing.

BunburyRealtors.com



# Factors BEYOND Our Control

## Physical Features

Location of property, size of house and lot, floor plan, and architectural styling.

## Market Conditions

Buyer demand, price of recently sold properties, interest rates, general health of economy, and time of year (seasonal demand).

## The Competition

The number of similar properties currently on the market, with comparable locations and physical conditions.

## What Happens if Your Home is Overpriced?

- It reduces buyer activity.
- It attracts the wrong prospects.
- It helps sell the competition.
- It causes appraisal problems.
- It extends market time.

We can help you set the price that will sell your property as quickly as possible, as well as get you the most the market will bear. Setting the right price can be tricky, and is best left to people who know the market. We can help take the guesswork out of this crucial step.

[BunburyRealtors.com](http://BunburyRealtors.com)



# Selling Your Home on Your Own

## It's Harder Than You Might Think

*Here are some points to consider:*

### **You may place the security of your home and yourself at risk.**

Ads and "For Sale By Owner" signs tend to invite anyone and everyone to inspect your house. You have very little control and no opportunity to pre-screen potential buyers.

### **The advertising resources available to you may be limited.**

Along with the placement advantages we receive from frequent newspaper advertising, Bunbury & Associates also attracts buyers through the Multiple Listing Service, Internet and numerous networking avenues.

### **You may not know the marketplace well enough to establish the best price for your home.**

If your property is priced too high, you may lose buyers. If you ask too little, you stand to lose a great deal of money.

### **Home inspections can be difficult to navigate.**

A Realtor® has the experience to guide you through the inspectors report and assist you in finding reliable contractors to get the job done.

### **Without good advertising and professional help, your home may be on the market too long.**

This makes it harder to sell, even if you ultimately decide to list with a real estate company. People might think your property has not sold because there is a problem with it.

### **Buyers often need assistance with financing.**

That is a job best left to a trained professional.

### **Unless you are skilled in the art of compromise, you may not be able to effectively close your sale.**

The "Give and Take" aspect of the sale of a home must be skillfully negotiated before a transaction is successfully completed.

### **Coordination of legally binding contracts involved with a home sale require many hours.**

Especially if you are not well-versed in real estate. You stand a chance of making costly mistakes, or overlooking important details. So it is very important to have strong representation.



# **BUNBURY ADVANTAGE MARKETING PRESENTATION**

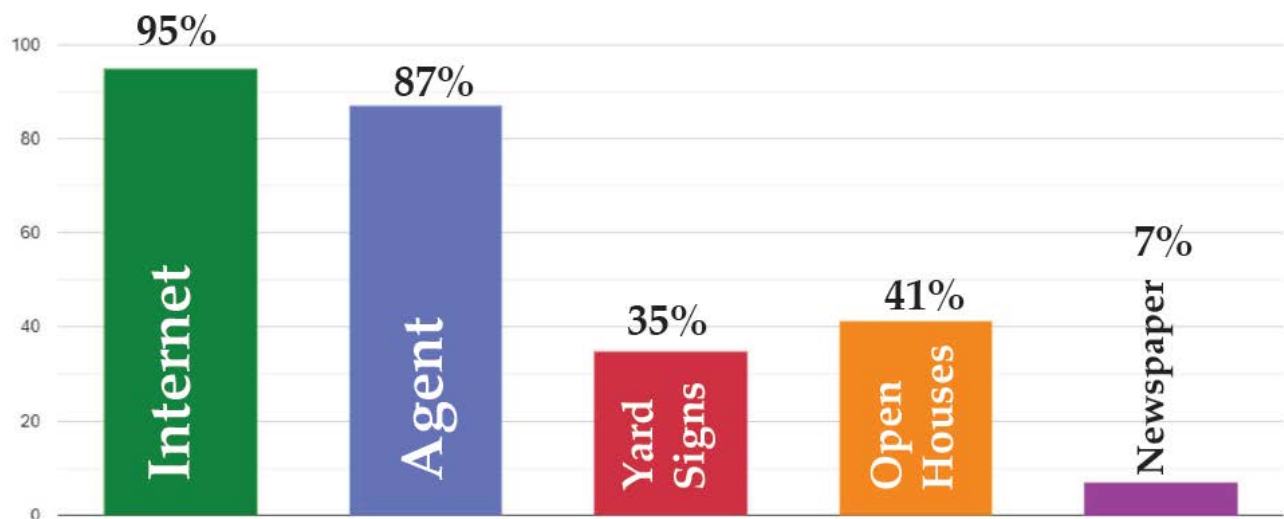
# Marketing Your Home

## How A Thorough Marketing Plan Helps Sell Your Property

According to the *National Association of Realtors 2022 Profile of Home Buyers and Sellers*, real estate agents and the Internet continue to be the most highly rated sources of information in the home search process. With this knowledge, we are able to determine where our marketing dollars are best spent.

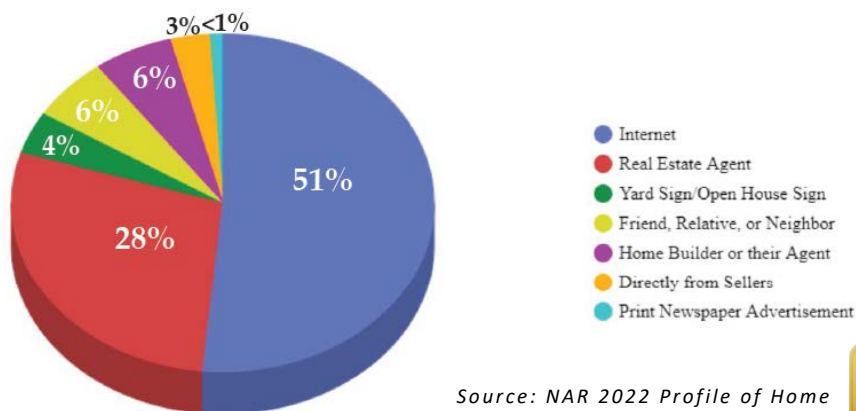
### How Buyers Search for Property

Information Sources Used In Home Search



### Where Buyers Come From

Where Buyers Found the Home They Purchased



Source: NAR 2022 Profile of Home Buyers and Sellers

BunburyRealtors.com



# Online

## BunburyRealtors.com

At BunburyRealtors.com, your property is strategically positioned to ensure maximum exposure to the growing web audience.

With access to your online listing, people will be able to see information about your property anytime, anywhere.

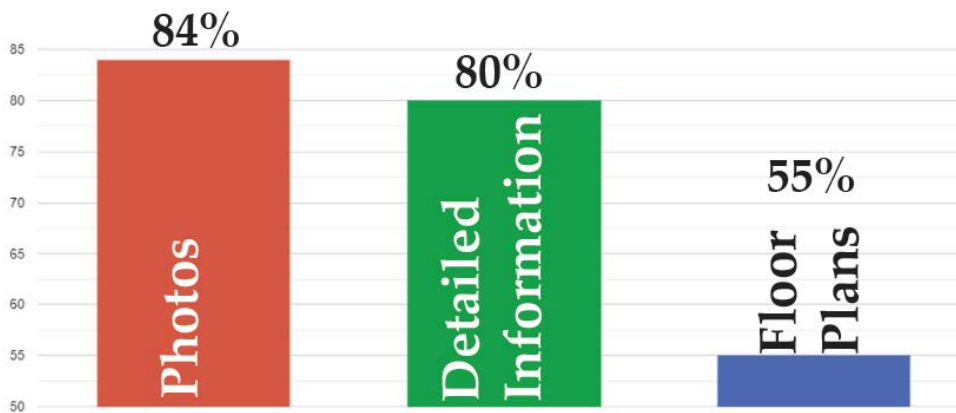


### Your Bunbury & Associates online listing may include:

- Up to 90 color photos
- A description of the property
- Virtual Tours
- Interactive Maps
- A phone number or email contact for more information
- Community information
- Full listing details
- One-click showing request

## What Buyers Like

What Buyers Deem “Very Useful”



*2022 NAR Profile of Home Buyers and Sellers*

BunburyRealtors.com





# Websites

Our real estate company has an aggressive strategy for attracting home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites, we make sure that we maximize every opportunity to attract qualified buyers to the table.



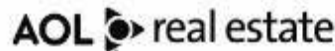
Bunbury Realtors  
[www.BunburyRealtors.com](http://www.BunburyRealtors.com)



Wisconsin Homes  
[www.WisconsinHomes.com](http://www.WisconsinHomes.com)



Realtor.com  
[www.Realtor.com](http://www.Realtor.com)



**Plus numerous other websites**

**Disclaimer:** Data displayed on these 3rd party websites cannot be edited by Bunbury & Associates Realtors® or staff. The information is syndicated from sources we do not control and it is at the discretion of the website how the information is displayed.

[BunburyRealtors.com](http://BunburyRealtors.com)



# The “Online” Open House

View all MLS listings on BunburyRealtors.com and find photo slide shows, virtual property tours, and listing details.

The screenshot displays the Bunbury & Associates Realtors website. The header includes navigation links: BUYING, SELLING, AGENTS & OFFICES, RELOCATION, NEWS & ADVICE, and CONTACT. A search bar is prominently featured with fields for Min Price, Max Price, For Sale, Sold, and All, along with an Open Houses button. Below the search bar, it indicates 147 HOMES FOR SALE and provides a NEW SEARCH button and a MORE FILTERS dropdown. The main content area shows a grid of six property listings, each with a large photo, a smaller photo strip, the price, and basic details like bedrooms, bathrooms, and square footage. The listings are for various properties in Green Lake, Verona, and Waunakee.

Property Address	Price	Bedrooms	Bathrooms	Sq Ft
57 Cambridge Rd	\$2,695,000	5	5.5	4,431
N5501 County Road A	\$1,540,000	5	4.5	4,522
N5529 County Road A	\$1,249,000	4	4.5	3,200
4491 Nina Ln				
3325 Mound View Rd				
410 White Oaks Ct				

BunburyRealtors.com



# Electronic Brochures & Listing Data Sheets

Our agents can send full color detailed brochures electronically to buyers anywhere at anytime.

The sign you've been waiting for.



Outstanding quality built for beautiful living. This is your impressive double lot, 10 acres and 1000 sq ft. Open to the sky with a back and forth an built. Luxury kitchen w/ all appliances, huge granite island, beautiful hardwood floors, 11, we night with 100 sq ft room. Cool office hidden in back shed! Explore the white ceiling beams and if windows, the surround get windows looking out. Not over sized, I car GA. Enjoy the large backyard!

5116 Highway 10  
Waukegan, IL 60097  
CALL TODAY!

**OPEN HOUSE**



**Tom Bunbury**  
Bunbury@bunburyrealtors.com  
Mobile: 800-400-7777

**BUNBURY & ASSOCIATES REALTORS**  
BunburyRealtors.com

Work with the best. Work with

**BUNBURY & ASSOCIATES REALTORS**  
BunburyRealtors.com

*Just Listed!*

8704 Tuscany Ln | Waukegan | \$400,000



**Tom Bunbury**  
Mobile: 800-400-7777  
Email: tom@bunburyrealtors.com

PROPERTY INFO | GALLERY | LISTINGS | SEARCH RESULTS | ABOUT US | CONTACT

**Tom Bunbury**  
Mobile: 800-400-7777  
Email: tom@bunburyrealtors.com

Stay in touch!

**BUNBURY & ASSOCIATES REALTORS**  
BunburyRealtors.com

*Custom Headline Here!*

1118 Green St | Waukegan | \$299,000



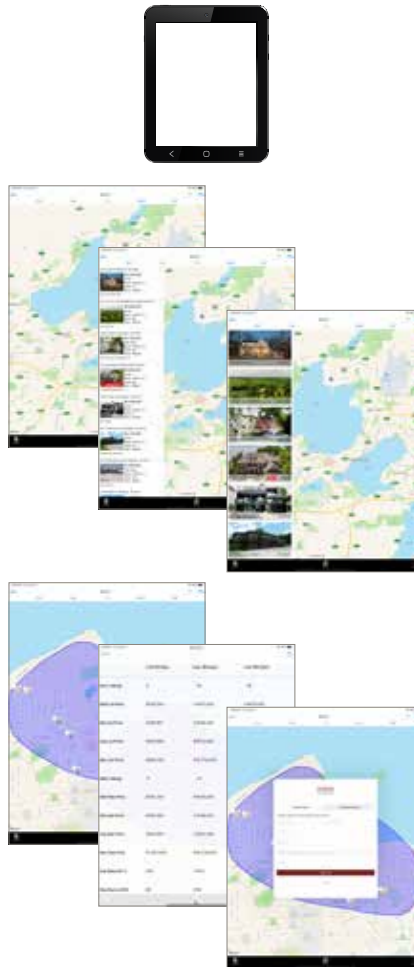
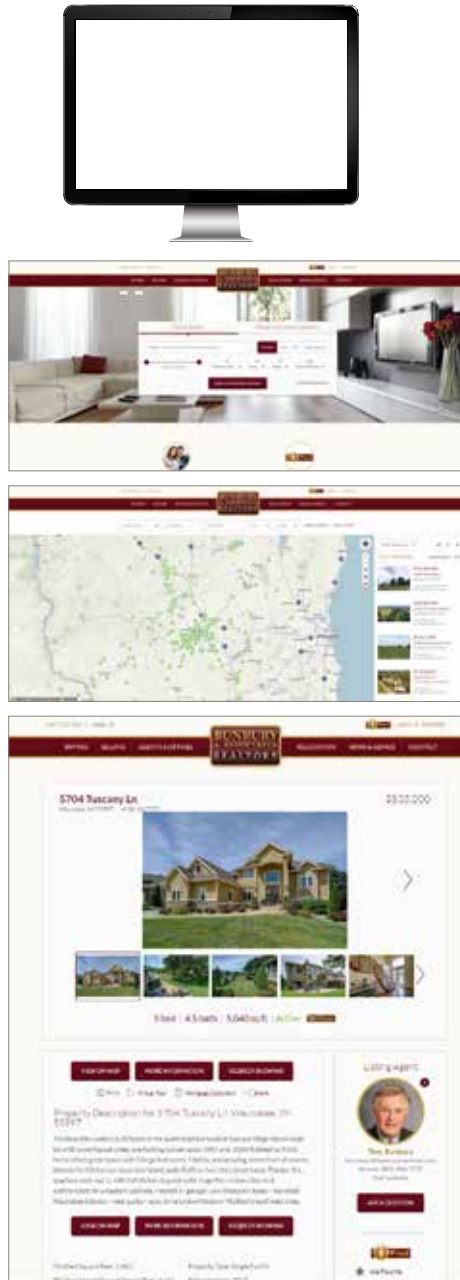
**Tom Bunbury**  
Mobile: 800-400-7777  
Email: tom@bunburyrealtors.com

BunburyRealtors.com



# Bunbury Realtors® Mobile Friendly Website and App

Buyers can easily find your listings.




BunburyRealtors.com





## Auto Email Notifications

Buyers receive up-to-the-minute listing information as new listings hit the market, price changes, or if new information is added.





**BUNBURY & ASSOCIATES  
REALTORS**

[bunburyrealtors.com](http://bunburyrealtors.com)  
360.426.1111



*Just Listed!*




10796 Twining Ln | 360.426.1111 | 360.426.1111 | 360.426.1111









10796 TWINING LN 104,271 3,643 SQ FT 3 BDRM 4 BATH 3 CAR GAR









**Team Bunbury**  
 360.426.1111  
[team@bunburyrealtors.com](mailto:team@bunburyrealtors.com)

Being In Control  




2017 Greater Puget Sound, WA Real Estate Award for Best Real Estate Service Provider









**BUNBURY & ASSOCIATES  
REALTORS**

360.426.1111

Being In Control



## Listing Activity Report

Reported By: **S. Hall**  
 S. Hall | Associate | Keller Williams  
 Tuesday, January 21, 2020



**MLS:** 19-030  
**Open:** 1/20/20  
**Days:** 10  
**Price:** \$225,000

### Web Detail Views

(Reporting Date: 1/21/20)



### Activity

Task	Count
Total Detail Views	6113
Interactions	12
Shared Listings	1
Query Results	0

### Marketing

Messages	0
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### Area Stats

Competition	3
Inventory Total	1
Listing Date to Submit	1

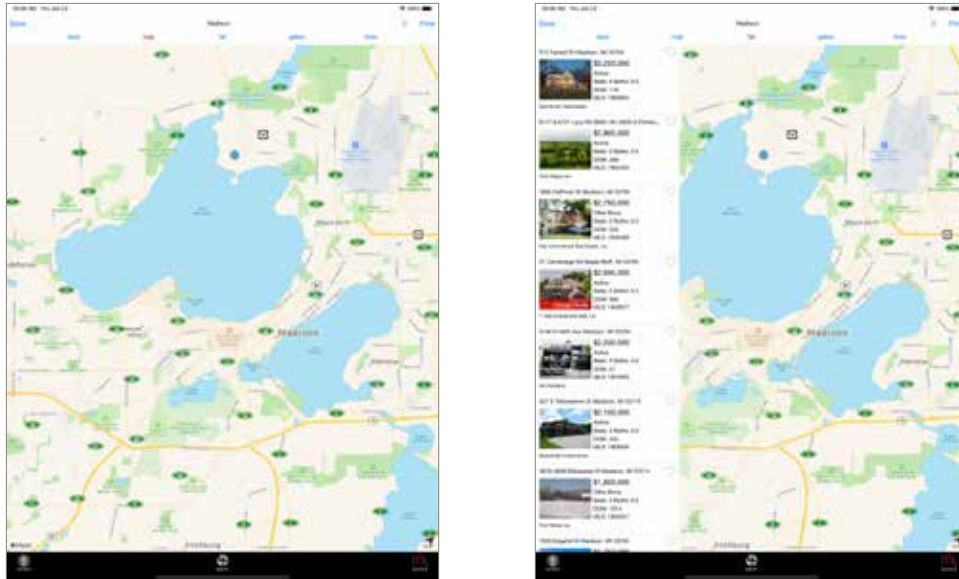
### Weekly Web View Date Range Total Views

10/15/2019 - 10/21/2019	36
10/22/2019 - 10/28/2019	34
10/29/2019 - 11/04/2019	36
11/05/2019 - 11/11/2019	24
11/12/2019 - 11/18/2019	37
11/19/2019 - 11/25/2019	38
11/26/2019 - 12/02/2019	142
12/03/2019 - 12/09/2019	142
12/10/2019 - 12/16/2019	64

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# Bunbury Map Searching

State-of-the-art mapping system that allows users to pinpoint homes for sale in any geographic range throughout South Central Wisconsin. Includes market statistics.



## Listing Activity Report

Comprehensive report generated for sellers showing website hits, marketing summaries and showing feedback.

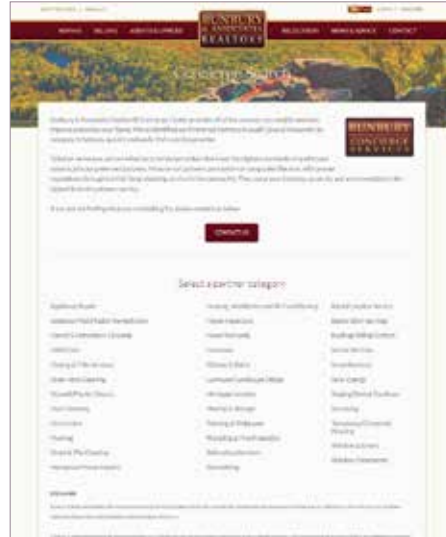


BunburyRealtors.com



# Bunbury Concierge Services

Preferred vendors to assist you in services you need to maintain, improve, and enjoy your home.



# Bunbury Design Center

Our in-house designer can create professional brochures, flyers, postcards, and other marketing materials designed to showcase your home.



BunburyRealtors.com

# i-Find

Bunbury & Associates i-Find is a consumer driven, personalized, property searching tool.



## myMarket

Buyers can save up to 5 individual Markets to track New Listings, Price changes, Open Houses, Sales and Current List Prices and view data such as days on market and market conditions for that particular area.



## Favorites

Buyers can save and rate their favorite properties using a 5 star system. They can also enter comments on any of the listings. The comments can be for their own personal reference or if they are working with you, their Bunbury & Associates Realtor®, the comments can be an on-going dialogue between the two of you.



## Searches

Buyers can set up custom searches specific to their home buying needs and receive email alerts when new properties matching their search criteria come on the market.



## Recommendation

If a buyer is working with a Bunbury & Associates Realtor®, their Realtor® will be able to do property searches and recommend properties they think may be of interest to the buyer.



## Price Tracker

Buyers will be able to set a target price for any of their favorite listings and receive an email notification when the listing price for that property meets or drops below the target price.

As a seller you can create an i-Find account to watch listing activity in your neighborhood. You'll also be able to login and view your listing activity report at your leisure. To create an account, go to [BunburyRealtors.com](http://BunburyRealtors.com) and click the i-Find icon.

[BunburyRealtors.com](http://BunburyRealtors.com)



# How You Can Fine-Tune Your Property to Get it Ready to Show

## Owner's Checklist:

In order to show your home at its best, you will need to frankly assess its appearance and condition. Take the time to look thoroughly at the exterior, the yard, the garage, and every room. Ask yourself if there's anything that can be done to improve the overall look and appeal of the house. Cleaning and straightening up are essential. Also, small amounts of money spent on repairs and improvements can make a big difference. Buyers buy based on emotion. If your home has a great impression, buyers will remember it better than others.

### Exterior:

- ☐ Power wash or paint
- ☐ Repair shutters, exterior trim, gutters and down spouts
- ☐ Paint front door and mailbox
- ☐ Replace or repair torn screens and cracked windows
- ☐ Cut and edge the lawn regularly, trim all bushes, remove noticeable weeds, reseed bare spots
- ☐ Plant colorful flowers, add mulch to your plant beds
- ☐ Remove all debris from yard

### Interior:

- ☐ Paint hallways, rooms that look dingy and touch up areas that have been marked up
- ☐ Steam clean or replace badly stained or worn carpeting
- ☐ Thoroughly clean and remove mold from bath tub and shower areas, replace missing tiles
- ☐ Clean the basement and garage thoroughly
- ☐ Clean all windows—inside and out—of dirt and grime
- ☐ Make sure all lights are working, particularly in basement, closets and outdoors
- ☐ Removing items from kitchen and bathroom counters that you do not use on a regular basis makes counters appear bigger and cleaner
- ☐ Have dishes done and put away, beds made and table surfaces clean
- ☐ Open all drapes and blinds to let in the light and make your home look more spacious
- ☐ Clean the exterior and interior of your kitchen appliances
- ☐ Avoid having people or animals present during showings so buyers can visualize the home as their own
- ☐ Wipe a damp cloth over the furnace and water heater to remove dust, install a new furnace filter and add salt in the water softener
- ☐ Repair or replace any loose knobs, sticking doors, windows, and dripping faucets
- ☐ Put away all personal items and papers

Visit [BunburyRealtors.com](http://BunburyRealtors.com) for a list of preferred vendors.

[BunburyRealtors.com](http://BunburyRealtors.com)



# The Showings Begin

## What to expect

### Appointment To Show

Bunbury & Associates Realtors® and other cooperating brokers will call our offices to request an appointment to show or to preview your property. The office appointment coordinator will contact you of these requests and ask you to approve the appointment. The coordinator will then contact the agent to confirm the appointment.

### Appointment Time Frame

A request for an appointment could be immediate or next week. The amount of time allowed for a showing is generally an hour. While agents attempt to be punctual, circumstances may cause them to be earlier or later than expected. In the event it is necessary for an agent to cancel an appointment, you will be notified as soon as possible.

### Special Instructions

Your Realtor® will see to it that any special instructions you have communicated are noted on your property record and will be communicated to the agent showing your property.

### The Appointment

All licensed agents should identify themselves and leave their business card. If you are not present during the appointment (and we recommend that you leave, whenever possible, for all showings), the agents will gain access by using the lock box on the property.

### If You Plan To Be Away

Please inform your Realtor® if you will not be available to give permission for appointments. If you will be out of town, discuss a plan of action with your associate about how appointments can be made. If possible, you should provide your Realtor® with a number where you can be reached in the event a buyer makes an offer on your property when you are out of town.

### Previewing Properties

Agents who preview your property, without a prospective buyer along, are simply educating themselves on current properties on the market or are attempting to match the needs of a buyer. If your property meets the need of their buyer, they will call and make another appointment to show your property.

### Unexpected Requests

If buyers stop by and ask to see your home without an appointment, ask them to call our office to set up an appointment. Even someone identifying themselves as an agent needs to coordinate all appointments through Bunbury & Associates Realtors®.

# Getting the Offer

## The Offer

The process begins with the “Offer to Purchase Contract,” or Offer as it’s more commonly called. This is a legal document which, if accepted by both you and the buyer, binds the sale and begins the closing process. The “give and take” aspects of the sale of a home must be skillfully negotiated before a transaction is successfully completed. Counter-offers are common. Be prepared to be flexible in price, closing date, items included in the sale and repairs.

## Earnest Money

It is customary for the Buyer to give the Seller earnest money at the time a Offer to Purchase is signed. The earnest money generally is credited to the down payment at closing. Until closing a broker must hold the earnest money in a separate non-bearing interest account.

## Pre-Approval

Pre-approval is the practice by a lender of approving a borrower for a certain loan amount. This allows prospective home buyers to shop with knowledge that the loan will be approved. This information is shared with a Seller and Broker to demonstrate their financial capability, that the loan will be approved.

## Home Inspection

Every house has issues. Some are easy to spot while others are hidden. Some are minor while others are more serious. Most home inspections will cover the following items:

mechanical, electrical, plumbing, basic heating, air conditioning, construction from roof to foundation, exterior to interior. The inspection may also provide the buyer with additional information such as suggested home repairs and maintenance.

Home inspections generally take three to four hours to complete. The buyer typically attends the inspection along with the inspector. You do not need to be present. Your agent will inform you of any issues that the buyer may like to address.

## The Appraisal

As part of a mortgage loan application, the buyer will pay the lender to order an appraisal on your home. Lenders won’t approve or fund a loan until they establish that your home is of sufficient value to secure the loan amount being requested by the buyer. That’s why it’s so important to establish the right price from the beginning. An appraisal is an objective, third-party estimate of the current market value of a property, made by a licensed person with sufficient knowledge and experience to accurately estimate its value. Appraisers study comparable sales and take into consideration the location of the property, the neighborhood and the economy to support their value estimate.

# Title Insurance

- Losses as a result of claims on the ownership of real estate
  - Things that may have happened in the past
  - The sudden appearance of unknown heirs, discovery of forgery, fraud or impersonations
  - Evidence of unfiled or defective legal documents, liens for unpaid taxes or assessments, and liens for unpaid bills
- \* Every lender requires Title Insurance
  - \* The company issuing the Title Insurance policy will research legal records to make sure that you are receiving a clear title, or ownership, to the property
  - \* There are always some exceptions to each title policy, such as easements for utility companies and Deed Restrictions

# Gap Insurance

Gap Insurance protects against any liens filed on the property between the commitment date of the title insurance policy and the date of recording the deed.



# Estimate of Seller's Closing Costs

## Title Insurance

Service Provider and Services	Estimated Charges or Range of Charges					
<b>Essential Title Services LLC</b>  <b>Title and Settlement Services</b>  The Company has an affiliated business relationship with Essential Title Services LLC through common indirect ownership by some of its individual owners.	Charges for closings on and after June 24, 2023 – more information available here: <a href="http://www.essentialtitlewi.com">www.essentialtitlewi.com</a>					
	<b>TITLE INSURANCE – basic OWNERS POLICY (OP) and additional coverage HOMEOWNERS POLICY (HOP):</b>					
	Purchase Price	OP/Discount	HOP/Discount	Purchase Price	OP/Discount	HOP/Discount
	\$100,000	\$823/\$700	\$946/\$804	\$300,000	\$1473/\$1252	\$1694/\$1440
	\$150,000	\$998/\$848	\$1148/\$976	\$400,000	\$1723/\$1465	\$1981/\$1684
	\$200,000	\$1173/\$997	\$1349/\$1147	\$500,000	\$1973/\$1677	\$2269/\$1929
	\$250,000	\$1348/\$1146	\$1550/\$1318	\$600,000	\$2073/\$1762	\$2384/\$2026
	<b>TITLE INSURANCE – LOAN POLICY (RESIDENTIAL PURCHASES ONLY)</b> \$450 – to insure a Loan Policy amount up to the Owners Policy amount  <b>CLOSING FEES</b> \$475 – Buyer's closing fee \$125 - Seller fee to prepare Deed and Transfer Return \$200 - Seller's closing fee for seller side only files (in addition to the \$125 deed drafting fee)					

## Realtor's Commission

- As stated in Listing Agreement

## Transfer Tax

- \$3 per \$1,000 of the sale price

## Tax Proration

- Sellers pay-year-to date taxes based on prior tax bill or based on latest assessment X last known mill rate at time of closing, or as otherwise stated in the Offer to Purchase

## Water/Sewer Proration

- Water/sewer reading generally taken prior to closing and shown as a Seller disbursement on closing statement to prevent lien of future tax bill

## Mortgage Release Fee

- \$30 per page recording fee for each satisfaction of mortgage, if applicable

## Additional Expenses

- Special Assessment letter from the municipality
- Preparation of the deed and transfer return
- Flood certification

There may be other charges that Seller agrees to pay for the Buyer as stated in Offer to Purchase. The above figures are intended as a guide and may vary.

# Estimated Cost to Seller

Prepared For \_\_\_\_\_ Address \_\_\_\_\_

Offer Dated \_\_\_\_\_ Prepared By \_\_\_\_\_

## **PURCHASE PRICE:**

\$ \_\_\_\_\_

Title Insurance \$ \_\_\_\_\_

Gap Insurance \$ \_\_\_\_\_

Attorney's Fees \$ \_\_\_\_\_

Closing Cost Paid for Buyers \$ \_\_\_\_\_

Deed \$ \_\_\_\_\_

Discount Points Paid for Buyer \$ \_\_\_\_\_

Home Warranty \$ \_\_\_\_\_

Mortgage Balance \$ \_\_\_\_\_

Mortgage Prepayment Penalty \$ \_\_\_\_\_

2nd Mortgage Balance \$ \_\_\_\_\_

Mortgage Release - Fee \$ \_\_\_\_\_

Real Estate taxes - Prorated \$ \_\_\_\_\_

Recording Fees \$ \_\_\_\_\_

Rent Prorated \$ \_\_\_\_\_

Repairs \$ \_\_\_\_\_

Sales Commission \$ \_\_\_\_\_

Special Assessments \$ \_\_\_\_\_

Special Assessment Letter \$ \_\_\_\_\_

State Transfer Fee \$ \_\_\_\_\_

Survey \$ \_\_\_\_\_

Flood Certificate \$ \_\_\_\_\_

Miscellaneous (Security Deposits, etc.) \$ \_\_\_\_\_

\$ \_\_\_\_\_

**TOTAL SELLING EXPENSES** \$ \_\_\_\_\_ \$ \_\_\_\_\_

\$ \_\_\_\_\_

This summary has been prepared with the intention of furnishing you with an ESTIMATE of cost at this time.

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# Tips for a Smooth Closing

Here's a quick checklist to make sure everything goes smoothly during the transition from your house to their house. Make sure everything included in the purchase agreement remains on the property and that the property is in the same general condition as it was at the time the offer was written.

## Things to do prior to closing:

- |   |  |
|---|--|
| <input type="checkbox"/> Order final gas and electric bills                                   | <input type="checkbox"/> Turn off lights   |
| <input type="checkbox"/> Cancel cable/internet  | <input type="checkbox"/> Close and lock windows and doors  |
| <input type="checkbox"/> Notify Post Office of address change, cancel or switch subscriptions | <input type="checkbox"/> Broom swept, vacuum, clean and debris free  |
| <input type="checkbox"/> Cancel Paper   | <input type="checkbox"/> Make final inspection to be sure nothing is forgotten. Look through closets, cupboards, dishwasher, dryer, basement, garage, attic, storage buildings, etc. |
| <input type="checkbox"/> Cancel Phone   | <input type="checkbox"/> Leave home only after the moving truck is on its way  |
| <input type="checkbox"/> Organize all manuals for personal property being left behind         |  |

## What to bring:

1. Your personal checkbook to cover any minor last minute adjustments
2. All keys and garage door openers
3. Drivers License/Photo Identification

## What to expect:

A typical closing proceeds without complications and lasts about an hour. It usually takes place at a title company. Once all the documents are signed and closing costs are paid, you will receive a proceed check.



# COMPARATIVE PRICING PRESENTATION





## PRESENT COMPARABLES





## PENDING COMPARABLES







# **SOLD COMPARABLES**

