

**RE/MAX Results**

**RE/MAX<sup>®</sup>**

## The RE/MAX Story: 34 Straight Years of Agent Growth



In 1973, RE/MAX was created by top real estate agents for top real estate agents. The mission was simple: Attract the best in the industry. And that's just what we've done. Year after year. In good markets and bad.

Today RE/MAX has more than 120,000 agents in more than 6,700 offices around the world.

Individually, RE/MAX agents average more experience and more sales than other agents.

What's the secret?

RE/MAX offers unparalleled support and services:

- National TV advertising – the largest Share of Voice in the business.
- remax.com – the most-visited Web site of all real estate brands.
- LeadStreet – generating more than 1.5 million leads to our agents in its first nine months.
- RE/MAX University – Training On Demand, coaching and more through the Web, RE/MAX Satellite Network and live classroom sessions.

And that's just the beginning.

Compare your current company with RE/MAX. When you do, it's obvious why we continue to grow year after year.

Nobody sells more real estate than RE/MAX.

Share the power. Contact RE/MAX today.

remax.com®



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070552



**Dinah Urban, Hall of Fame, 100% Club, Super Real Estate Agent 2007, Ranked in Top**  
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The results are impressive.

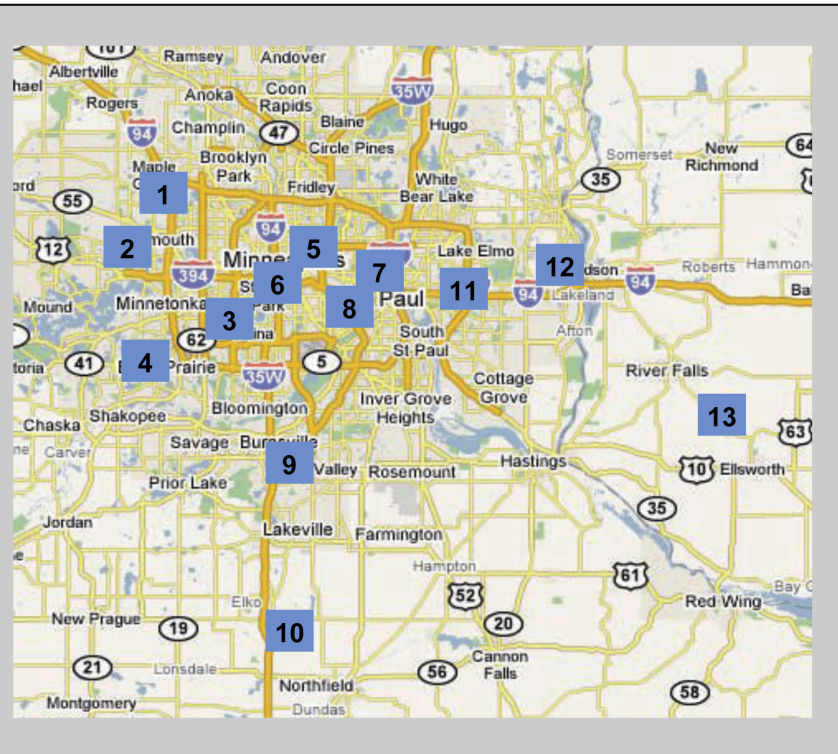
# RE/MAX RESULTS

MinnesotaHomes.com / WestWisconsinHomes.com

*RE/MAX Results, founded in 1986 by Broker/Owners Bill Saunders and John Collopy, was the first RE/MAX office opened in the Twin Cities. By year end 2007, RE/MAX Results sold over 2.5 billion with 430 Sales Executives in 13 office locations. 2007 brought the addition of locations in South Minneapolis and Hudson, Wisconsin.*

*Headquartered in Eden Prairie, RE/MAX Results has offices in the Crocus Hill and Highland Park areas of St. Paul, Edina, Apple Valley, Eden Prairie, two locations in Minneapolis, Northfield, Plymouth, Wayzata, Woodbury, as well as our two Wisconsin locations in Hudson and Ellsworth.*

<b>Plymouth</b> 2605 Campus Drive—Plymouth, MN 55441 Office: 763-591-6000 Fax: 763-591-6030 Email: plymouth@minnesotahomes.com	<b>1</b>
<b>Wayzata</b> 125 Lake Street W—Wayzata, MN 55391 Office: 952-475-8000 Fax: 952-475-8010 Email: wayzata@minnesotahomes.com	<b>2</b>
<b>Edina</b> 5201 Eden Avenue Ste 100—Edina, MN 55436 Office: 952-848-2400 Fax: 952-848-2410 Email: edina@minnesotahomes.com	<b>3</b>
<b>Eden Prairie</b> 11200 W 78th Street - Eden Prairie, MN 55344 Office: 952-829-2900 Fax: 952-829-3828 Email: edenprairie@minnesotahomes.com	<b>4</b>
<b>Minneapolis</b> 125 SE Main Street—Minneapolis, MN 55414 Office: 612-623-4100 Fax: 612-623-4111 Email: minneapolis@minnesotahomes.com	<b>5</b>
<b>Casas-Homes</b> 3105 Bloomington Ave S.—Minneapolis, MN 55407 Office: 612-728-5448 Email: casas-homes@minnesotahomes.com	<b>6</b>
<b>Crocus Hill</b> 1071 Grand Ave. Ste 102—St. Paul, MN 55105 Office: 651-251-4800 Fax: 651-298-0965 Email: crocushill@minnesotahomes.com	<b>7</b>
<b>Highland Park</b> 2100 Ford Pkwy Ste 201—St. Paul, MN 55116 Office: 651-698-8006 Fax: 651-698-7686 Email: highlandpark@minnesotahomes.com	<b>8</b>
<b>Apple Valley</b> 15451 Founders Lane—Apple Valley, MN 55124 Office: 952-431-2400 Fax: 952-431-0420 Email: applevalley@minnesotahomes.com	<b>9</b>
<b>Northfield</b> 315 Division Street S.—Northfield, MN 55057 Office: 507-664-0360 Fax: 507-663-1845 Email: northfield@minnesotahomes.com	<b>10</b>
<b>Woodbury</b> 1920 Donegal Dr. Ste 200—Woodbury, MN 55125 Office: 651-735-1350 Fax: 651-735-88246 Email: woodbury@minnesotahomes.com	<b>11</b>
<b>Hudson</b> 2217 Vine Street—Hudson, WI 54016 Office: 715-381-5700 Fax: 715-381-5720 Email: hudson@westwisconsinhomes.com	<b>12</b>
<b>Ellsworth</b> 315 Main Street—Ellsworth, WI 54011 Office: 715-273-4077 Fax: 715-273-4089 Email: ellsworth@minnesotahomes.com	<b>13</b>



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# NATIONALLY RECOGNIZED!

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***RE/MAX Results is ranked by REALTOR® Magazine as having the Most Productive Associates in the Nation.***

*Source: REALTOR® Magazine, Top 100 Companies, July 2006 edition.*

***RE/MAX Results is ranked by REAL Trends among the Top 10 RE/MAX Affiliates in the Nation.***

Rank	Company	Region	Transaction Sides	Number of Offices
1	RE/MAX Equity Group, Inc.	Portland, OR	20,558	19
2	RE/MAX Allegiance	Woodbridge, VA	19,033	40
3	RE/MAX Greater Atlanta	Atlanta, GA	19,010	12
4	RE/MAX Alliance	Arvada, CO	14,837	21
<b>5</b>	<b>RE/MAX Results</b>	<b>Mpls. / St. Paul, MN</b>	<b>11,113</b>	<b>11</b>
6	RE/MAX Gold Real Estate	Gold River, CA	9,949	24
7	RE/MAX Achievers	Scottsdale, AZ	9,362	11
8	RE/MAX 100	Annapolis, MD	7,835	8
9	RE/MAX Associates Plus	Coon Rapids, MN	6,381	11
10	RE/MAX United	Raleigh, NC	6,291	7

*Source: REAL Trends, May 2006.*

*To learn more about how one of the Nation's best real estate companies can work for you, contact your RE/MAX Results Sales Executive or visit MinnesotaHomes.com.*



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Welcome to MinnesotaHomes.com and WestWisconsinHomes.com

Homepage | About Us

PROPERTY SEARCH | ASSOCIATES & OFFICES | TITLE & MORTGAGE | BUYING & SELLING | RELOCATING | HOMEFILE

**SMARTMAP<sup>SM</sup> SEARCH**  
Click & Drag to Zoom In, Hover Over Property Markers to Browse Listings, Click to View a Home!

**Search for Properties in Minnesota & Wisconsin**  
UPDATED EVERY 30 MINUTES

**77,065**  
PROPERTIES AVAILABLE

[Start Here](#)

**New to Market**

**\$169,900**  
4693 Ridge Cliff Dr  
Eagan, MN 55122  
**Beds: 3 Baths: 2 Square Ft.: 1,495**  
**Year Built: 1981 Style: Townhouse**  
[More Details](#)

**\$849,900**  
23259 Logan Way  
New Market Twp, MN 55044  
**Beds: 3 Baths: 2 Square Ft.: 2,048**  
**Year Built: 1999 Style: Ranch/1-Story**  
[More Details](#)

**Quick Search**  
Enter an address or a Property ID or an MLS#  
House #  Street Name  or Enter Property ID or MLS ID#   
[Go](#) [SmartMap Search](#)

**HomeFile**  
Receive free automated property matches and more.  
[Login](#) [Register](#) [Help](#)

[Click here to learn about our New Developments](#)

[Click here to view upcoming Open Houses](#)

*Our nationally recognized website is a valuable tool in marketing your property. When you list your property with RE/MAX Results, it will be highlighted as part of our rotating 'New to Market' properties on the MinnesotaHomes.com homepage! Additionally, your property will be featured on our website with up to 12 large high-resolution photos, virtual tours, and three high quality printable brochures. You can also use MinnesotaHomes.com to search for your next home. Our website's exclusively designed SmartMap technology allows you to click and drag your mouse to define your searchable map area. Search from over 75,000 listings on the MLS - updated every 30 minutes!*



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# INTERNET LISTING EXPOSURE

MinnesotaHomes.com / WestWisconsinHomes.com

*RE/MAX Results listings appear on multiple real estate dominant websites.  
Here are some of the traffic links that lead potential buyers to your listings...*

[www.minnesotahomes.com](http://www.minnesotahomes.com) & [www.westwisconsinhomes.com](http://www.westwisconsinhomes.com) **RE/MAX Results**

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

<http://twincities.homefinder.com> FIND A HOME

[www.homestore.com](http://www.homestore.com)  **homestore.com™**

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

[www.northstarmls.com](http://www.northstarmls.com) (for Real Estate agents)


**NorthstarMLS**

[www.pioneerplanet.com](http://www.pioneerplanet.com) & [www.pioneerpress.com](http://www.pioneerpress.com)


**PIONEER PRESS**

[www.remax.com](http://www.remax.com) **RE/MAX®**

[www.homestothemax.com](http://www.homestothemax.com) **RE/MAX®**

[www.remax-renownedproperties.com](http://www.remax-renownedproperties.com) 

[www.twincities.com/realestate](http://www.twincities.com/realestate) **TwinCities.com**

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

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

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



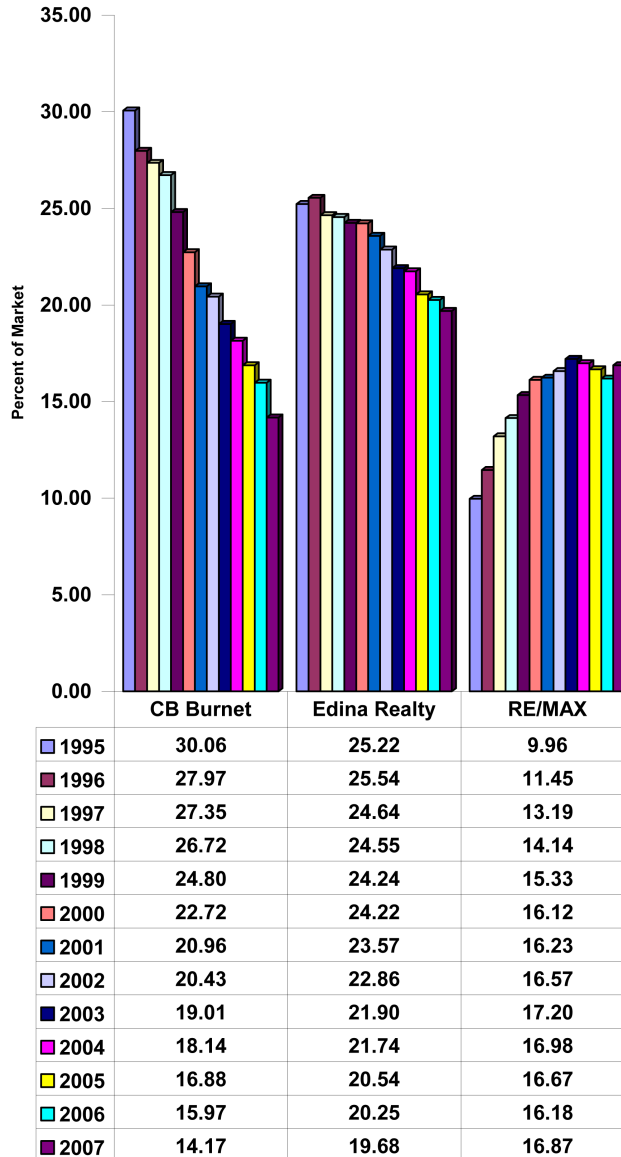
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# TWIN CITIES MARKETSHARE TRENDS

MinnesotaHomes.com / WestWisconsinHomes.com

## Minnesota Regional Multiple Listing Service - Marketshare Trends for Sold Listings in the Twin Cities Area



Based on information from the  
 REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA, INC  
 for the period 1/1/1995 through 12/31/2007



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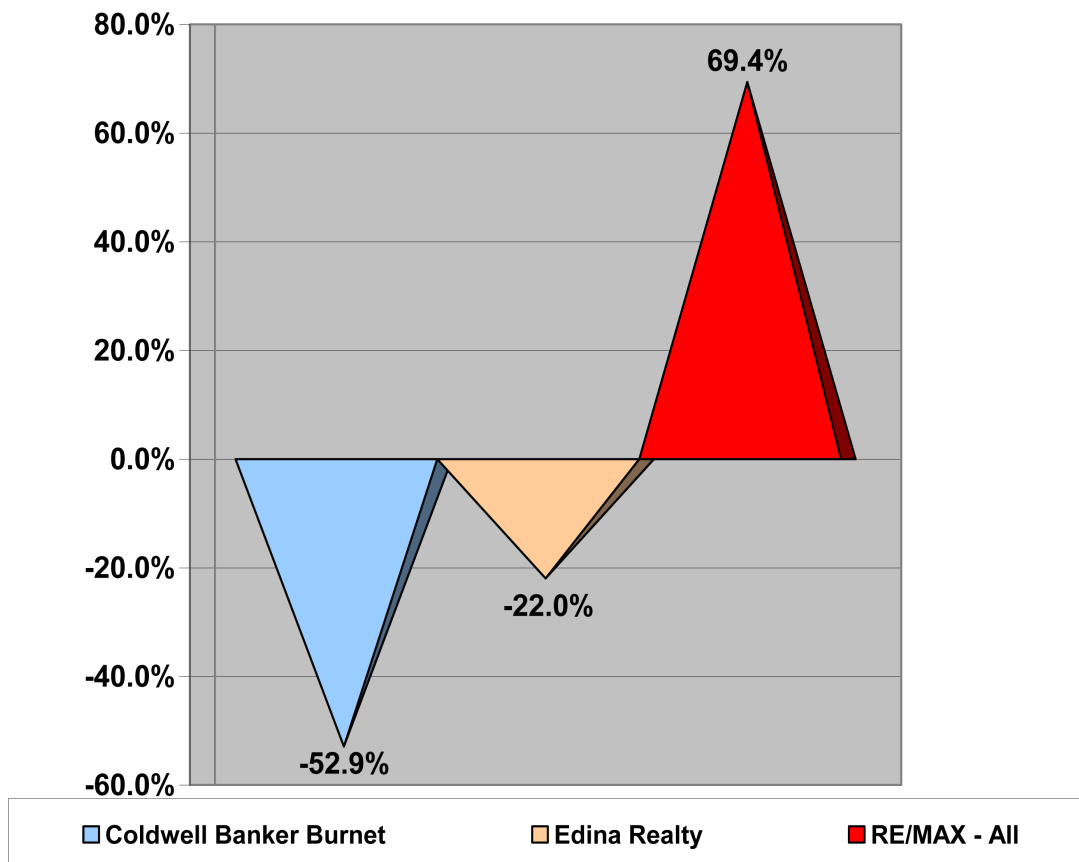


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# WHY USE RE/MAX?

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## Total % of Change in Marketshare from 1/1/95 to 12/31/07 in Listings Sold



Based on information from the  
REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA, INC  
for the period 1/1/1995 through 12/31/2007



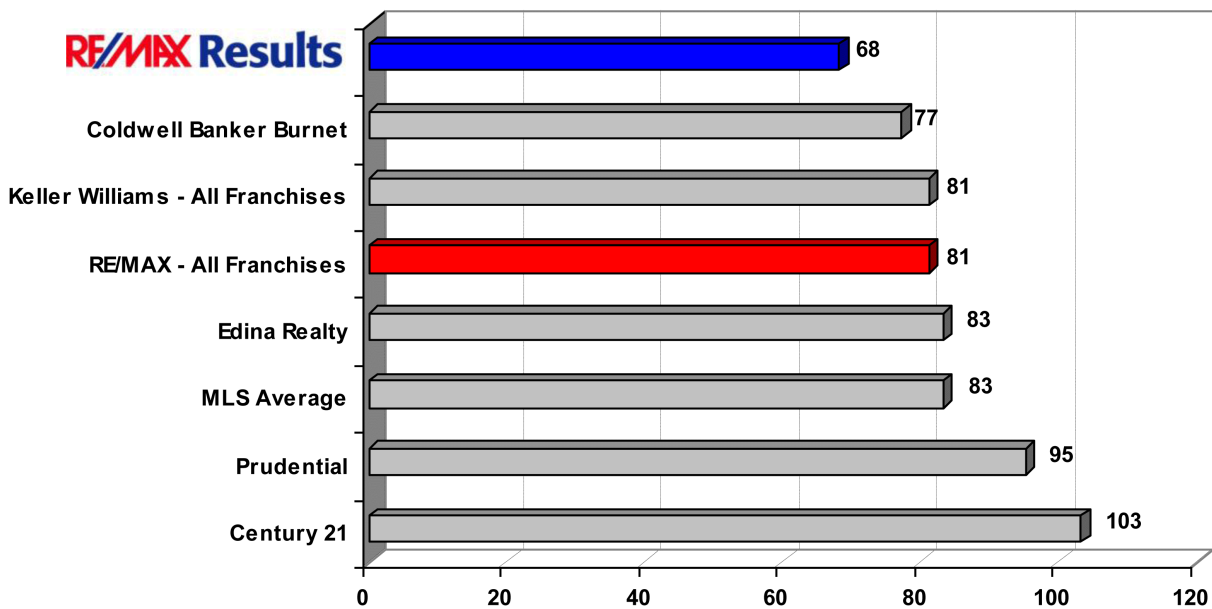
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## *Average Days on Market for Sold Listings 1/1/07-12/31/07 Entire Twin Cities MLS*



*Based on information from the  
REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA, INC  
for the period 1/1/07 through 12/31/07*



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# RE/MAX RESULTS RELOCATION SERVICES

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## *Local Expertise - Worldwide Connections*

*Whether you are moving into the greater Minneapolis/St. Paul/Western Wisconsin area or moving out of state, RE/MAX Results can expertly service your relocation needs. We have highly trained and well experienced Relocation Specialists ready to assist you in every detail.*

*Our goal is to match you with a RE/MAX Results Relocation Specialist and to assess what is most important to you. Perhaps school systems are your priority, or perhaps location is top on your list. Whatever your personal needs may be, our Relocation Specialists are committed to helping you every step of the way.*

*For you, as a relocation home buyer or seller, it may be helpful to know that RE/MAX Sales Executives average over 13 years of experience. Real Estate experience produces local market knowledge which in turn directly benefits your representation as a customer of a professional full service real estate broker.*

*RE/MAX Results Relocation Specialists are also highly productive. According to the National Association of REALTORS®, of the top 100 brokerages nationally, over the past four years RE/MAX Results has consistently won the #1 or #2 position in per Sales Executive productivity. As a result, when you choose to work with a RE/MAX Results Relocation Specialist, you choose to work with one of the industry's most highly motivated individuals.*

*RE/MAX Results Relocation Specialists are part of a worldwide RE/MAX Network that puts them in touch with more than 112,000 real estate associates in more than 57 countries. Additionally, RE/MAX Results is a member of the Employee Relocation Council - a worldwide organization for professionals who support domestic and international employee transfer.*

## ***RE/MAX Results Relocation Services Include:***

*Personalized Relocation Packages  
Home Search & Home Marketing  
Mortgage Pre-Qualification  
Temporary Housing Locator Assistance  
Maps, Local Interest & Detailed Demographics  
Custom Market Analysis & Pricing*

***Visit [www.ResultsRelocationServices.com](http://www.ResultsRelocationServices.com) for more information.***



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# THE DECISION

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*There is really only one basic decision to make... **To sell or not to sell.***

*The question is: What value can you get out of your house?*

*The answer to that question is provided by:*

- ✓ **Market Condition.** *Is there enough activity in your area and price range to indicate the presence of enough buyers?*
- ✓ **Recent Sold Activity** *of comparable homes in your area. This is the strongest indication of the present value of your home.*
- ✓ **Current Inventory** *of homes similar to yours that would compare in the minds of prospective buyers.*
- ✓ **Net Proceeds** *is the difference between a projected sale price and the estimated selling expenses. Net proceeds is dependent on current market conditions, recent sales activity and current inventory.*

*Once you decide to sell your home, then it is important to make decisions.*

- ✓ **Selection of the Listing Agent**
- ✓ **Listing price and terms**
- ✓ **What personal property to include or exclude**

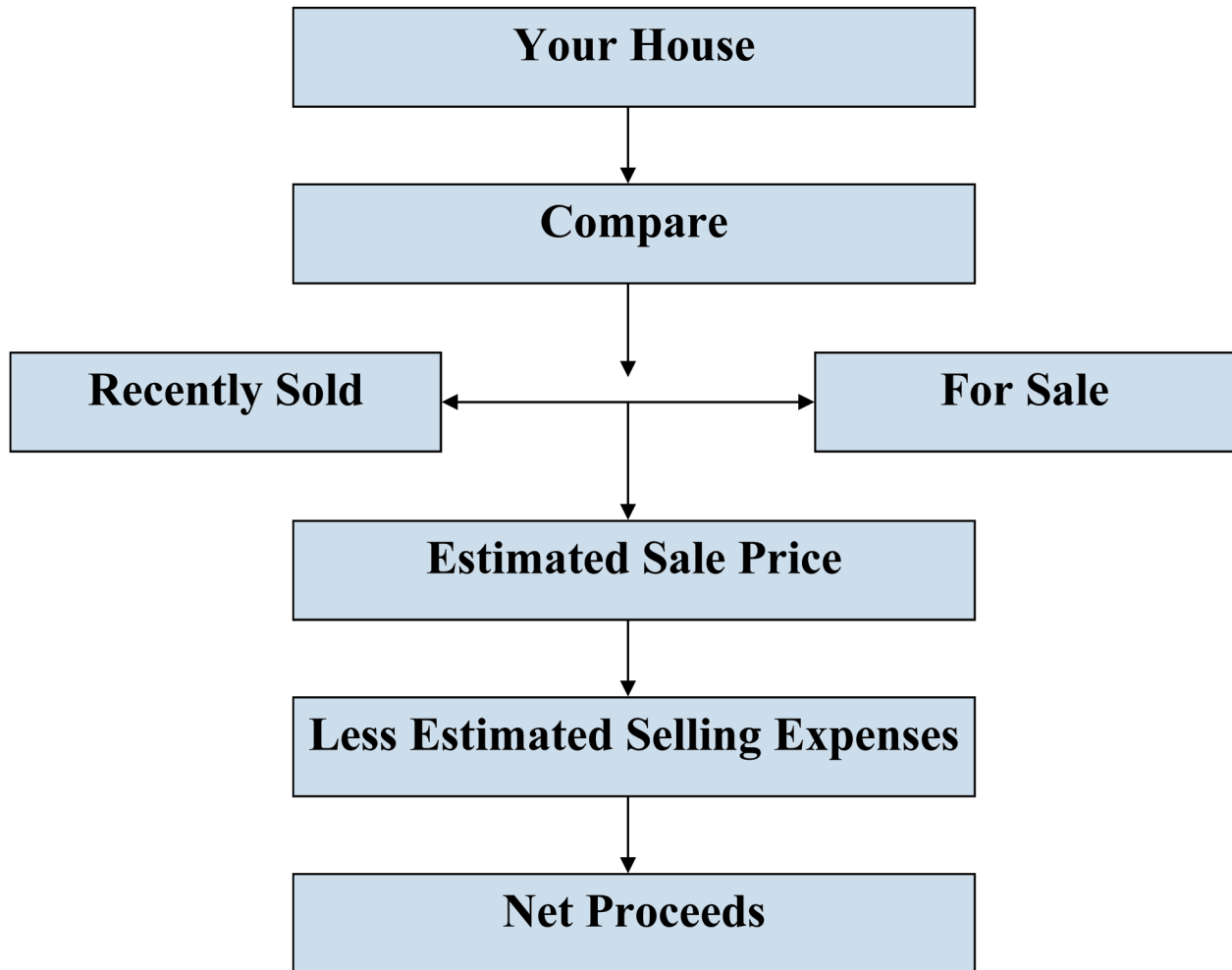


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# THE PROCESS

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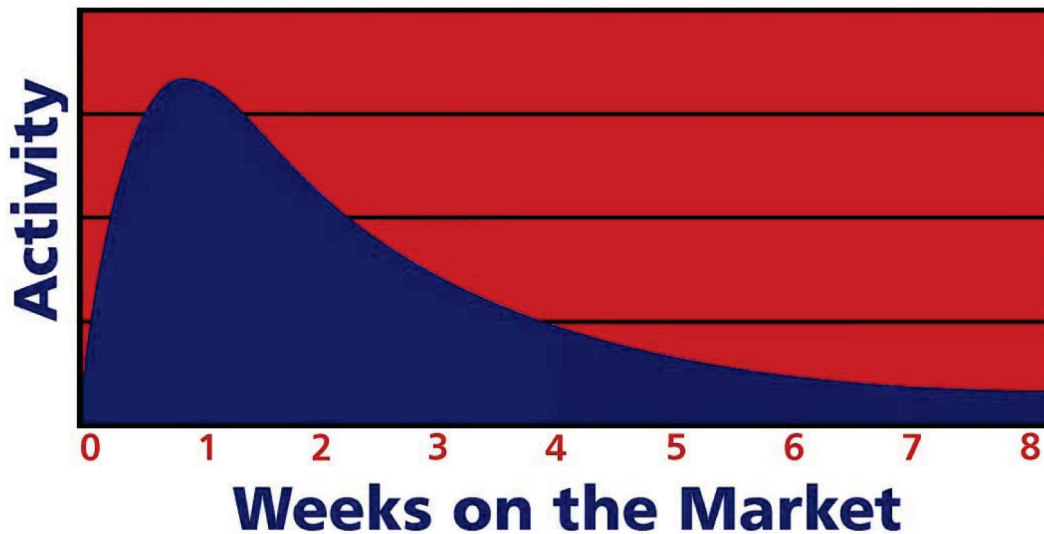
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# ACTIVITY VS. TIMING

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*Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.*



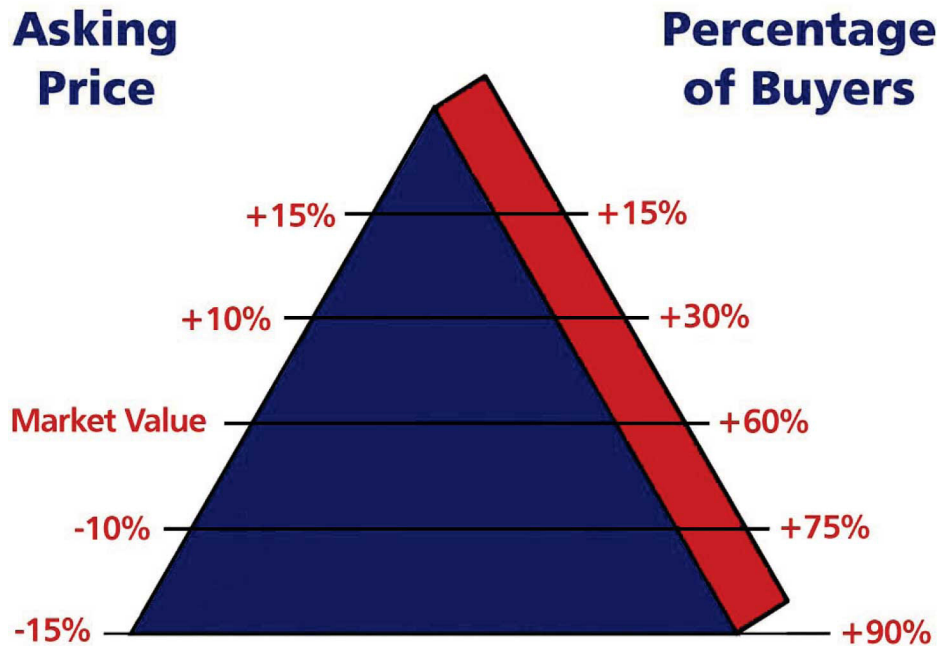
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# THE PRICING PYRAMID

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*Pricing a home too high can be as bad as pricing the home too low. If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't come in, because the buyers who would be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.*



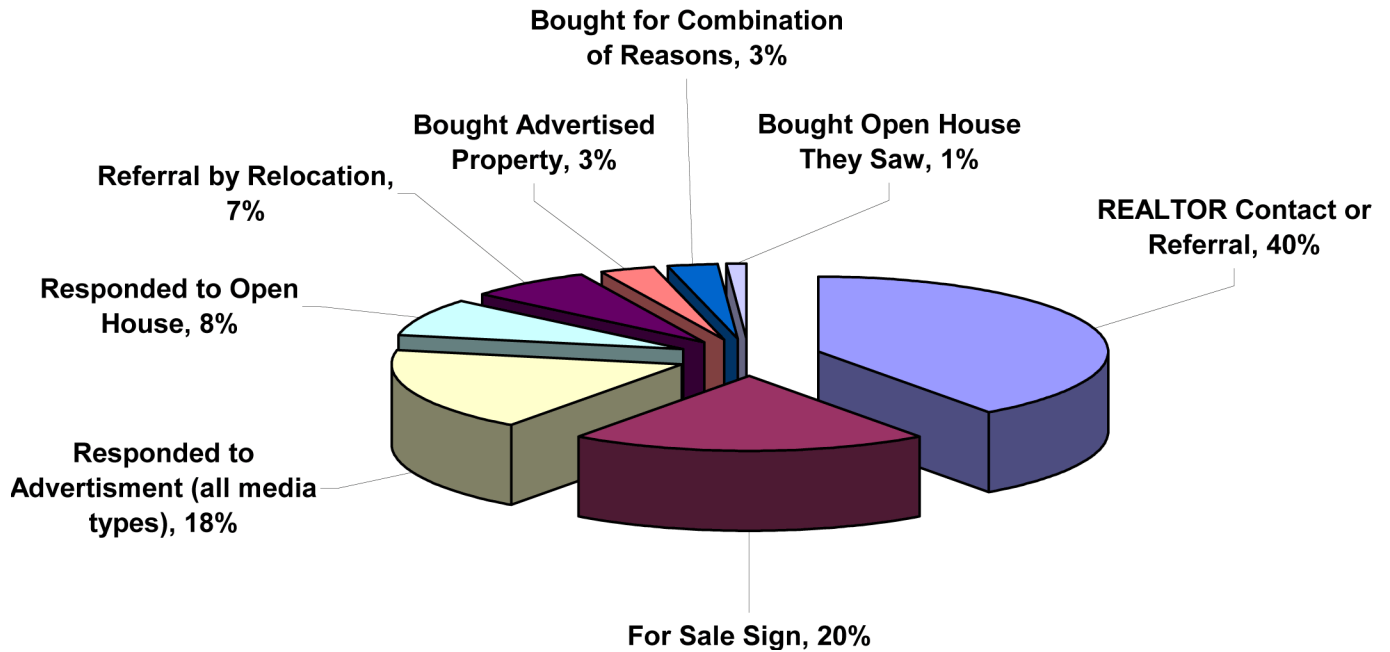
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# WHERE DO BUYERS COME FROM?

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# RESUME

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## Dinah Urban



*Experience:* 1984- Present: Real Estate Agent specializing in single family, multi-family, lakeshore, condominiums, new construction & land.

*Affiliations:* Minneapolis Board of Realtors  
Southern Twin Cities Board of Realtors  
National Association of Realtors  
The Womens Club of Minneapolis

*Education:* BA Education Stephens College Columbia, MO.  
25 Hours of Real Estate Course Work Every Year  
Super Agent 2007  
Ranked in the Top 15% of Realtors in the Twin Cities

*Personal:* When Dinah is not serving her clients, she enjoys spending time with her family, visiting the theatre, listening to music, the Vikings, a good book, and the adventures of traveling.

*Professional:* Dinah Urban has been a professional Real Estate Agent since 1984. During that time she has been recognized as an industry leader for the care and hands on approach she provides to her clients.



# SERVICES YOU WILL RECEIVE

MinnesotaHomes.com / WestWisconsinHomes.com

- We will help you determine the best selling price for your home.
- We will suggest what you can do to get your home in top selling condition.
- We will recommend reputable repair companies if necessary.
- We will develop a strategy to show your home.
- We will enter your home in the Multiple List Service immediately.
- We will develop a comprehensive marketing plan for your home.
- We will meet with you to review progress at least once per month.
- We will promptly advise you of changes in the market climate.
- We will present all offers to you promptly and assist in evaluating them.
- We will monitor progress toward closing when a contract is accepted.
- We will immediately advise you of events that may threaten closing.
- We will coordinate and monitor the settlement process.
- We will monitor the appraisal and buyers' loan approval.
- We will stay in contact with the selling agent to make sure things are proceeding smoothly.
- We will be present at closing to assure a successful conclusion.



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# MARKETING PLAN OF ACTION

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## First Week on the Market

- Stage Home
- Schedule property photos
- Enter listing into MLS system with detailed second brochure, up to 10 photos, virtual tour and disclosure attachments
- Color Photo Brochures
- Fact sheet with financing options.
- Put up "For Sale" sign
- Install lock box.
- Review showing tips.
- See attached for websites home will be advertised in

## Second Week on the Market

- Reverse Prospect on MLS
- Mail Just Listed Postcards to target Market and Surrounding Areas
- Mail Price reduction cards (as needed)
- Email Agents information on home
- Add In Local Paper
- Open House add and Open House Directory

## Third Week on the Market

- Hold Sunday Open House
- Review feedback and Solds since listing

## On-going

- Report weekly
- Show property to prospects.
- Review price based on agent input & market conditions.

## ASAP

- Obtain an acceptable contract on your property!



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# OFFERS & NEGOTIATIONS

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## *Six steps to a smooth closing:*

### **1. Presenting the offer**

- ✓ *I will contact you immediately to arrange a meeting to review the offer.*
- ✓ *It is usually best to meet as soon as possible.*
- ✓ *I may not be aware of the terms of the offer when I call.*
- ✓ *I will have all the details when I present the offer.*

### **2. Three options to consider**

- ✓ *Accept the offer exactly as it is made, and your house is sold.*
- ✓ *Make a counter proposal so that the offer is acceptable to you.*
- ✓ *Reject the offer and wait for another offer.*

### **3. Delivery of the contract**

- ✓ *A copy of the finalized contract will be delivered to you and the buyer.*
- ✓ *All pertinent legal documents can be delivered to your attorney, if you desire.*

### **4. Mortgage processing**

- ✓ *If financing will be provided by a lender, it is the buyer's responsibility to make an application for the mortgage loan.*
- ✓ *The buyer will have a set number of days to procure the loan, as stated in the contract.*
- ✓ *The lending institution will verify the buyer's credit, work records and determine his/her ability to meet the financial obligations of the mortgage.*
- ✓ *The lending institution will order an appraisal to determine the value for mortgage purposes.*
- ✓ *When all of the information is received, the mortgage company will approve or disapprove the loan.*

### **5. Preparing for closing**

- ✓ *When the loan is approved, more legal work will be necessary. Title insurance will be ordered and a survey of the property will be required.*
- ✓ *When all paperwork is in order, the time and place of the closing will be agreed upon by all parties.*
- ✓ *Prior to the time of closing, the buyer will request a physical inspection of the house.*
- ✓ *The buyers may or may not be accompanied by a property inspector, whom they have engaged at their expense.*

### **6. The closing (or settlement)**

- ✓ *At closing, all documents finalizing the sale will be signed by all parties and all funds will be disbursed.*
- ✓ *Most closings take about an hour to complete.*
- ✓ *Keys will be delivered to the buyer at the closing, whenever possession of the property has been agreed upon according to the contract.*



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# THE CLOSING

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## 1. *How long will it take from sales contract to closing (or settlement)?*

- ✓ *You can help speed up the process by making any agreed upon repairs as soon as possible.*
- ✓ *The sales contract can specify how long you are willing to wait.*
- ✓ *The closing date must be realistically based on the time lenders are taking to process loans and get title work and surveys done.*
- ✓ *A typical waiting period can be any time between 30 and 90 days.*
- ✓ *You must usually wait at least as long as it takes the lender to approve the loan. (In an active market, lenders get backlogged quickly.)*
- ✓ *The difference in approval time depends on the type of loan: conventional, government-backed FHA/VA or owner-financed.*
- ✓ *After the mortgage loan has been approved, I will help arrange a closing or settlement date that is suitable for you and the buyers.*
- ✓ *During this loan approval period, you should begin making preparations to move. However, make your final plans only after a settlement date is set.*

## 2. *Getting ready for closing?*

- ✓ *Settlement customs vary widely about who is expected to bring what items to settlement.*
- ✓ *Most legal documents will be sent ahead by the lender or arranged by the settlement attorney or escrow agent.*
- ✓ *You may need to bring only such things as your checkbook, house keys and garage door openers.*



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The results are impressive.

# HOME TITLE & HOME CLOSING SERVICES

MinnesotaHomes.com / WestWisconsinHomes.com

*Home Title and Home Closing Services comprise the largest locally owned Title and Closing companies in the greater Minneapolis, St. Paul, and Western Wisconsin area.*

*Our exceptional products and services are underwritten by Chicago Title Insurance Company, a member of the Fidelity National Financial, Inc. (FNF) family of companies. FNF is a Fortune 300 company and as such is the largest title insurer in the nation.*

*We are committed to providing you with unsurpassed service both through the quality of individuals that we employ as well as in the expedience and efficiency in which we deliver these services. The professionalism and experience of our closing team as well as the upscale design of our closing facilities are truly unmatched in the industry.*

*It is reassuring to our customers to know that all Home Closing Services closers will bring no less than 20 years of experience to their home sale or purchase transaction. Each closer is also fully supported by a personal closing assistant. In addition, it is helpful to know that any concerns that may arise will receive the personal attention of one of the company owners and will be resolved to your complete satisfaction.*

*Our closing facilities are located in the communities of Apple Valley, Eden Prairie, Edina, Highland Park (St. Paul), Plymouth, Wayzata, and Woodbury. We welcome your inquiries regarding how we may assist in your next home sale or purchase. Please feel free to contact any member of our highly skilled closing team. Their telephone numbers and email addresses are listed below.*

<p><i>Apple Valley</i> 15451 Founders Lane Apple Valley, MN 55124 Closer: Vicki Gore Office: 952-223-1051 Fax: 952-223-1055</p>	<p><i>Eden Prairie</i> 11200 West 78th Street Eden Prairie, MN 55344 Closer: Sandy Shute Office: 952-829-3822 Fax: 952-829-3858</p>
<p><i>Edina</i> 5201 Eden Avenue, Suite 100 Edina, MN 55436 Closer: Terri Emry Office: 952-848-2501 Fax: 952-848-2502</p>	<p><i>Highland Park</i> 2100 Ford Parkway, Suite 201 St. Paul, MN 55116 Closer: Tami Carlson Office: 651-696-0860 Fax: 651-696-0867</p>
<p><i>Wayzata</i> 125 Lake Street West Wayzata, MN 55391 Closer: Edie Christiansen Office: 952-249-8064 Fax: 952-249-8061</p>	<p><i>Woodbury</i> 1920 Donegal Drive, Suite 200 Woodbury, MN 55125 Closer: Ann Truhler Office: 651-578-2230 Fax: 651-714-2806</p>
<p><i>Plymouth</i> 2605 Campus Drive Plymouth, MN 55441 Closer: Nancy Cotten Office: 763-694-1053 Fax: 763-694-1054 Closer: Tammy McLeod Office: 763-591-6004 Fax: 763-694-1054</p>	



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# CURB APPEAL

MinnesotaHomes.com / WestWisconsinHomes.com

Are you interested in putting your home on the market, but wonder what repairs and touch ups to do? And then there's bankrolling the work, not to mention sacrificing weekends to get it done.

Slow down. Get a grip. There are some no cost/low cost ways to get your home in showing shape and help you put your best foot, er... house, forward to prospective buyers.

When real estate agents and buyers refer to curb appeal, it means the initial impact the home makes when the buyer first views it. Visualize a buyer driving up to your curb. What would he see? Landscaping in need of work? A fence in need of paint? If the outside of the house is in shambles, a buyer may not be motivated to get out of the car and come inside!

So what things are important to fix-up and replace before you sell? Let's cover them as the buyer sees them, from the outside, in.

Walk across the street from your home and pretend you're a buyer, viewing the home for the first time. From the parking area, glance around the front yard. Note hedges and trees that need to be trimmed. Are they cut back away from the front door, the windows, and the porch area? This is not only for aesthetics but for safety reasons as well (a big priority with buyers today.) A safe home is one that has a clear view of the parking area and walkways, free of obstructions and overgrown foliage.

What about paint trim near the front door and on the eaves? Could it use a new coat? Make sure your front door is in good repair, too - including the screen door, if applicable. Buyers' impressions as they enter the home set the stage for the rest of the showing.

Let's go inside the house. The cardinal rule before putting your home on the market is making sure it's clean. In a competitive sales market, why would an eager buyer waste time viewing a house that needed elbow grease? And a less than spic and span house could also signal that other maintenance in the house hasn't been kept up - like plumbing that leaks and furnace systems in need of cleaning or repair. Don't forget that a house that doesn't show well will often take longer to sell, costing you money in the long run.



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# 20 TIPS FOR SELLING YOUR HOME

MinnesotaHomes.com / WestWisconsinHomes.com

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help your RE/MAX Sales Associate sell your home faster, at the best possible price.

1. **Make the Most of that First Impression** - A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted, or at least freshly scrubbed, front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.
2. **Invest a Few Hours for Future Dividends** - Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh wallpaper adds charm and value to your property. Prospects would rather see how great your home really looks than hear how great it could look, "with a little work."
3. **Check Faucets and Bulbs** - Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.
4. **Don't Shut Out a Sale** - If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.
5. **Think Safety** - Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for uninitiated visitors.
6. **Make Room for Space** - Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.
7. **Consider Your Closets** - The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.
8. **Make Your Bathrooms Sparkle** - Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.
9. **Create Dream Bedrooms** - Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.
10. **Open up in the Daytime** - Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.
11. **Lighten up at Night** - Turn on the excitement by turning on all your lights, both inside and outside, when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.
12. **Avoid Crowd Scenes** - Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.
13. **Watch Your Pets** - Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.
14. **Think Volume** - Rock-and-roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn down the stereo or TV.
15. **Relax** - Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction.
16. **Don't Apologize** - No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Associate handle the situation.
17. **Keep a Low Profile** - Nobody knows your home as well as you do. But RE/MAX Sales Associates know buyers - what they need and what they want. Your RE/MAX Associate will have an easier time articulating the virtues of your home if you stay in the background.
18. **Don't Turn Your Home into a Second-Hand Store** - When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.
19. **Defer to Experience** - When prospects want to talk price, terms, or other real estate matters, let them speak to an expert - your RE/MAX Sales Associate.
20. **Help Your Agent** - Your RE/MAX Associate will have an easier time selling your home if showings are scheduled through his or her office. You'll appreciate the results!



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# IN CONCLUSION

MinnesotaHomes.com / WestWisconsinHomes.com

You should choose **Dinah Urban** because:

- I will provide you with excellent service and support.
- I have made a thorough market analysis of your home.
- I have developed a winning marketing plan.
- I will make every effort to sell your home promptly.
- I have the resources of **RE/MAX Results**.

## Let Me List Your Home Now!



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