



YOUR GUIDE TO

**Sold**

TEAM MVE | 937 - 626 - 4181 | [STREETLIGHTREALTORS.COM](https://www.streetlightrealtors.com)



**TEAM M.V.E**

**REALTORS**

## a little about us...

We are a team of dedicated real estate agents serving the Greater Miami Valley Area. Bringing various skillsets we have all learned from our prior backgrounds we work as a team to better serve our clients. Team MVE was founded by Jonas Helbert and Katie Masters... Jonas comes from a background in mortgage lending and as a realtor. Katie has years of experience in customer service and together they have been in real estate since 2016. Since then Team MVE has helped over 400+ people buy or sell real estate.

## let's connect



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**STREETLIGHT**  
REALTY

# MEET OUR **team**



**Katie Masters**

REALTOR

Hi, I am Katie Masters, a REALTOR at Streetlight Realty. I became a real estate agent to help clients achieve their home goals, and provide a stable life for my family.



**Jonas Helbert**

REALTOR

Hi I am Jonas Helbert, the broker and owner of Streetlight Realty. I became a real estate agent to have a more flexible schedule. I became a broker to help other agents achieve their goals as well!

# HOME SELLER'S **Roadmap**

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!



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# REAL ESTATE **Terms**

## PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

## OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

## CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

## CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

## EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

## TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

## APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

## HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

## DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

## CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



“

REAL ESTATE IS AN  
IMPERISHABLE ASSET, EVER  
INCREASING IN VALUE. IT IS THE  
MOST SOLID SECURITY THAT  
HUMAN INGENUITY HAS DEVISED.  
IT IS THE BASIS OF ALL SECURITY  
AND ABOUT THE ONLY  
INDESTRUCTIBLE SECURITY.



”

RUSSEL SAGE



# 10 STEPS TO **selling a home**

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
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- 05 LISTING
- 06 SHOWINGS
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# Preparing to Sell



# 1

## FIND A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of selling your home.



### **Connect** YOUR HOME WITH PROSPECTIVE BUYERS

Agents often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

### **Get** YOU MORE MONEY

Agents will be able to help you negotiate top dollar for your home.

### **Attention** TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

### **Professional** NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you submit a strong offer and negotiate with the buyer on your behalf.

### **Expert** GUIDE

Realtors are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

# 2

## ESTABLISH A PRICE

### PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers.

Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

### WHAT DETERMINES THE PRICE?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



# PAST SALES

1



3301 Lincoln Rd

This beautiful home/horse farm was sold in Waynesville.

## HOME FEATURES

- 4 bed
- 3 bath
- 3 car garage
- 3,600 sq. ft.



69 DAYS ON MARKET

## SALE PRICE

**\$785,000**

2



449 Shadowlawn Ave

This beautiful home was sold in Shroyer Park in Dayton. It was sold for list price.

## HOME FEATURES

- 3 bed
- 1 bath
- 0 car garage
- 1,050 sq. ft.



12 DAYS ON MARKET

## SALE PRICE

**\$184,900**

3



3345 O'Hara Ct

This beautiful home was sold in Beaverceek. We were determined to get top dollar!

## HOME FEATURES

- 6 bed
- 6 bath
- 3 car garage
- 4,387 sq. ft.



209 DAYS ON MARKET

## SALE PRICE

**\$431,500**

# PAST SALES

1



7644 State Route 28

This beautiful home was sold in Pleasant Plain just west of Cincinnati. This was such a charming home!

## HOME FEATURES

- 3 bed
- 2 bath
- 3 car garage
- 1,218 sq. ft.



71 DAYS ON MARKET

**SALE PRICE**

**\$398,000**

2



1713 Ashworth Dr

This beautiful home was sold in Vandalia. We sold this one for more than the last agent listed it for! .

## HOME FEATURES

- 4 bed
- 3 bath
- 2 car garage
- 2,796 sq. ft.



8 DAYS ON MARKET

**SALE PRICE**

**\$650,000**

3



6991 Taylorsville Rd

This beautiful home was sold in Huber Heights. It featured over 2 acres in the middle of town!

## HOME FEATURES

- 4 bed
- 3 bath
- 4+ car garage
- 2,600 sq. ft.



18 DAYS ON MARKET

**SALE PRICE**

**\$385,000**

# 3

## PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

## Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

# PREPARING Checklist

## EXTERIOR

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



## INTERIOR

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room



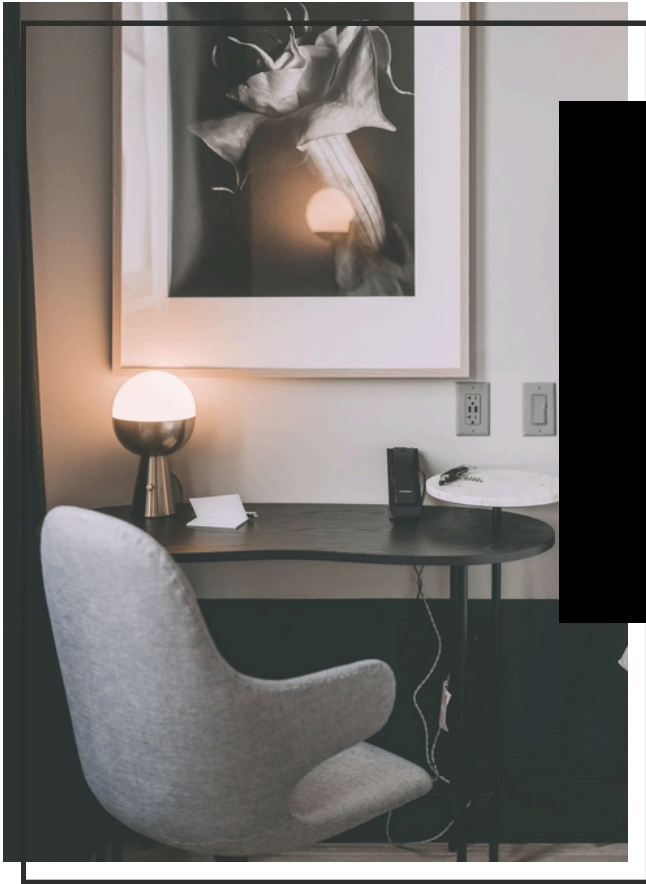
**Finding**

**a**

**Buyer**

# 4

# MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

## Marketing Tips

- Advertise across multiple channels
- Craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.



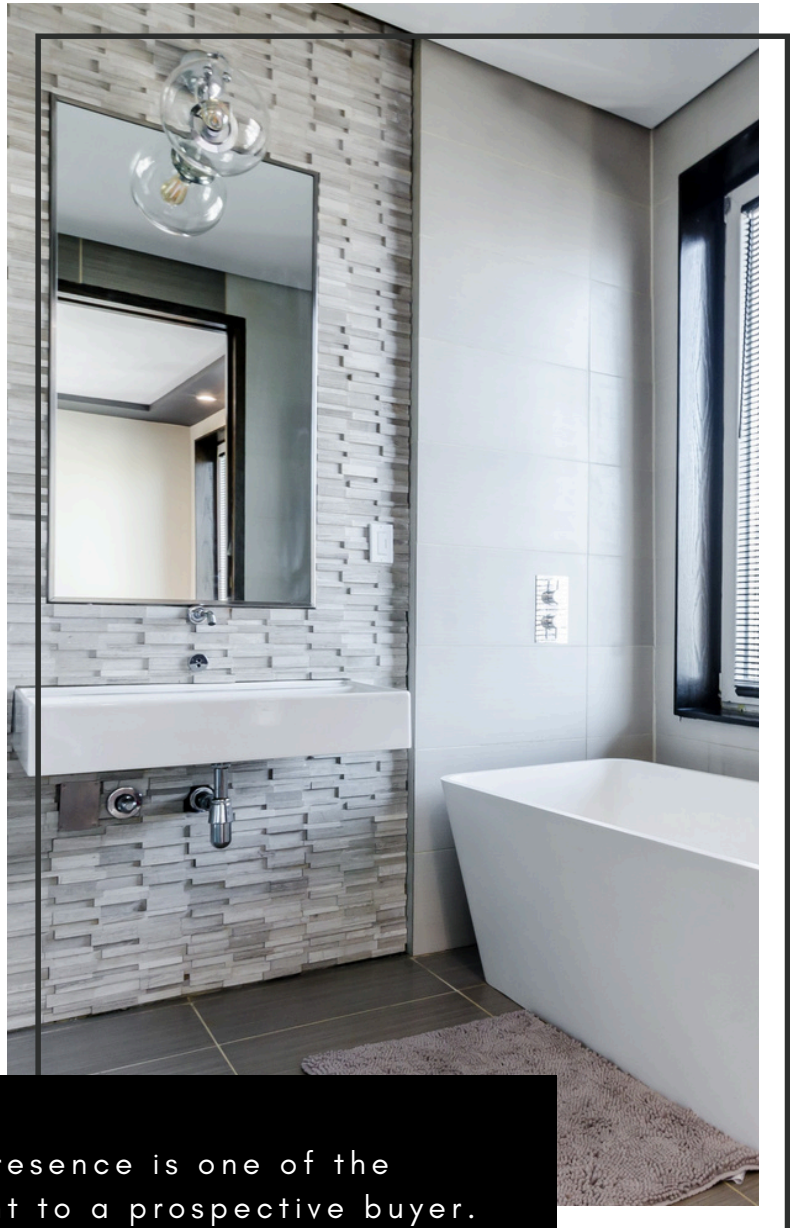
# 5

# LISTING

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed will be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

# 6

# SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

# SHOWING Checklist

## ...if you have ten minutes

- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes in dishwasher
- Put out your nice towels
- Pick up all toys and personal items
- Turn on all lights

## ...if you have an hour

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies



A photograph of a wooden table with a black chair and a potted plant in the background. The text 'Final Steps' is overlaid in a large, bold, pink font.

# Final Steps

# 7

# OFFERS & NEGOTIATIONS



Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

# 8

# UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

# 9

## FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

# 10

## CLOSING

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

# CUSTOMER Testimonials



**STREETLIGHT**  
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Jonas and Katie are it. They are the people you want in your corner when you are buying a house, selling a house and everything in between. Professional, responsive and well versed in everything that is realty. Every single person we have met during this process has done nothing but sing their praises and I completely understand why! I don't think my husband and I could have had a more pleasant experience selling our house through Streetlight Realty, my only regret is that I don't have any more properties to sell!

Tatiana



**STREETLIGHT**  
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I have worked with Jonas and his team for several years and they have always delivered. They are personable and have always made sure that we get to the closing table as smoothly as possible. Jonas and his team are highly recommended.

Nick & Amanda



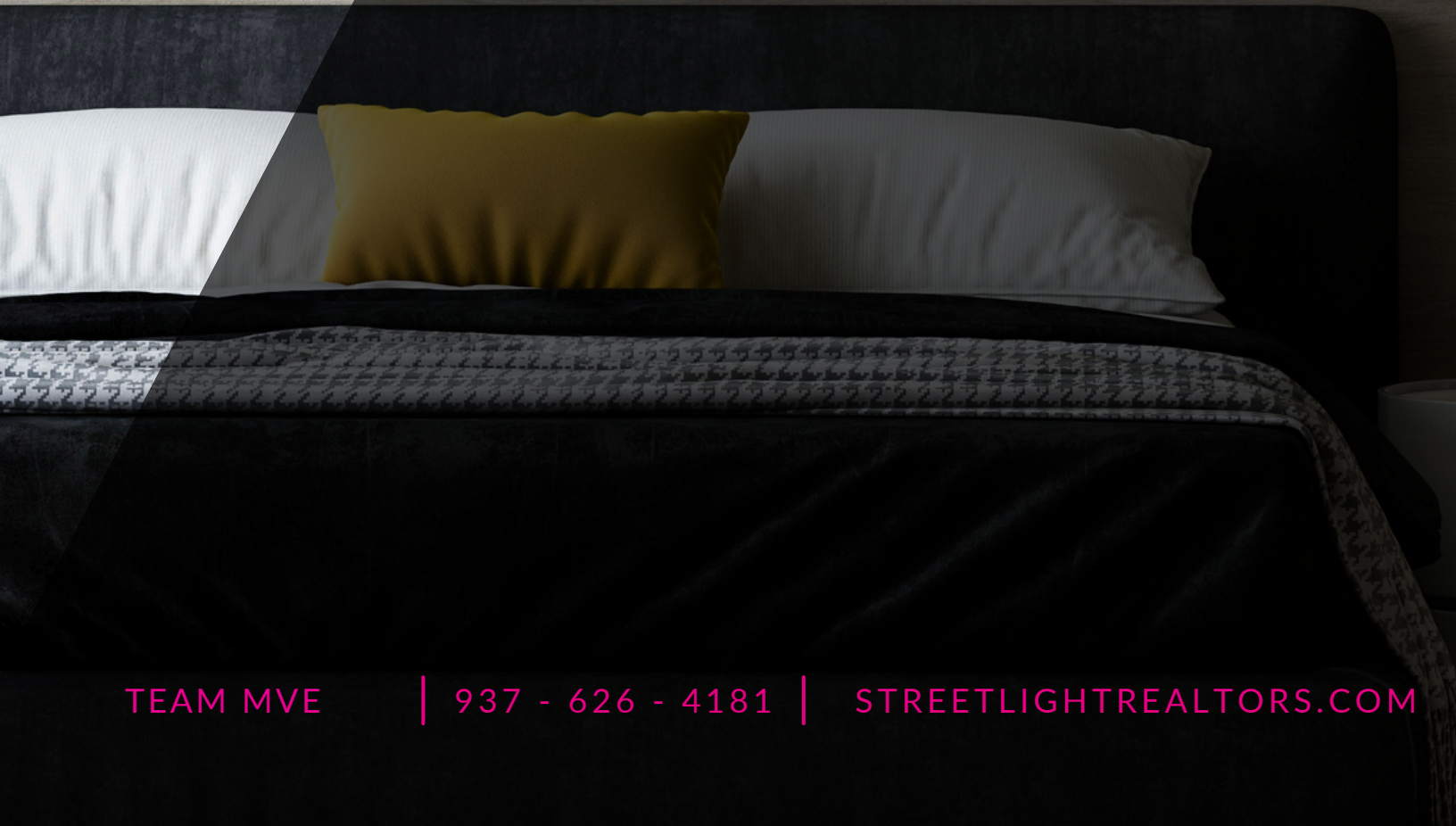
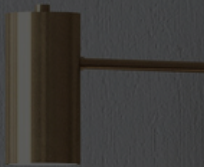
**STREETLIGHT**  
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Jonas did an outstanding job selling our house. He was able to get us \$5,000 over the listing price by getting multiple offers. Thanks Jonas I owe you big!

Greg & Michelle







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