
No Hassles. No Hype.

THE HOME SELLER'S GUIDE TO A SUCCESSFUL SALE

A simpler way to make your real estate transaction easier

RE/MAX RESULTS
Tom Slupske | REALTOR®

MEET TOM SLUPSKE



**Hi, I'm Tom Slupske,
REALTOR with RE/MAX Results**

***Selling a house is more than a sign in the
yard, an open house and waiting for an offer.
It is a lot more!***

As you embark on the home selling journey, you want to understand how I can provide value and how my skills, experience, and expertise can benefit your specific needs and how I can make your home selling experience better.

I want to understand your unique preferences and requirements. Any insights you can share about your knowledge of the real estate market will be greatly appreciated.

Let's talk about how we can work together to make your home selling experience smooth and successful.

My priority for you is clear. To ensure a smooth and successful selling experience while maximizing the sale price and minimizing worries and time.

Understanding the current real estate landscape is crucial, especially considering how rapidly it is evolving. This booklet with Tom's TIP will provide insights into the modern home selling process. In a dynamic market, having access to up-to-date information can help you make informed decisions.

Selling a home can indeed be an emotional journey, filled with various highs and lows. Having accurate information and a knowledgeable and experienced advisor can make all the difference in managing those emotions effectively.

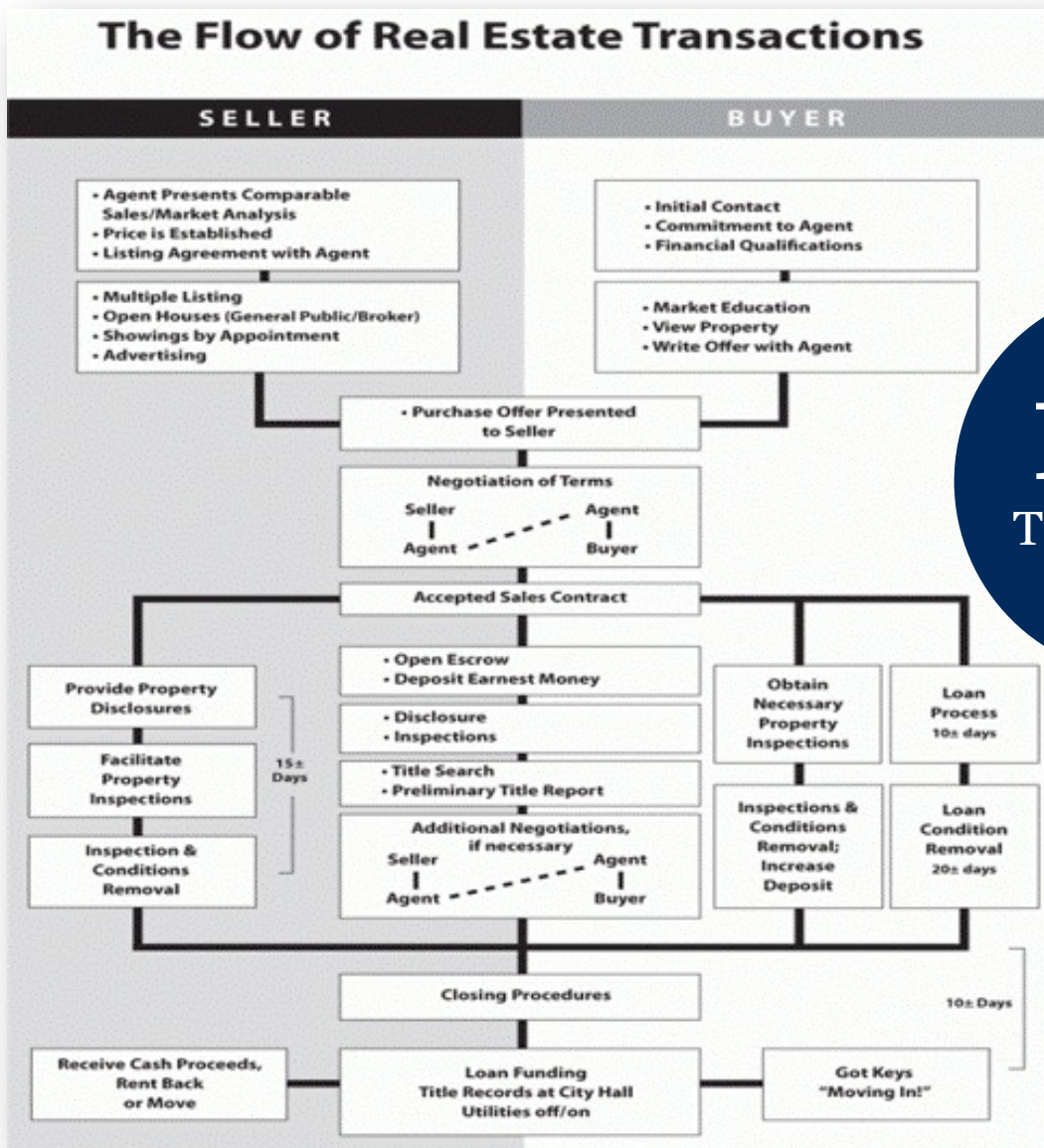
SMALL THINGS MAKE THE DIFFERENCE, BUT MAKING A DIFFERENCE IS NO SMALL THING.

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Real Estate Transactions

How many steps are in the average real estate transaction?



181
Transactions

I WILL BE WITH YOU EVERY STEP OF THE WAY.

You will benefit from having my dedicated team of professionals who can streamline the selling process. Stagers who can enhance your home's visual appeal, photographers to capture your home's best features and title that has a crucial role in ensuring a smooth transfer.

RE/MAX RESULTS

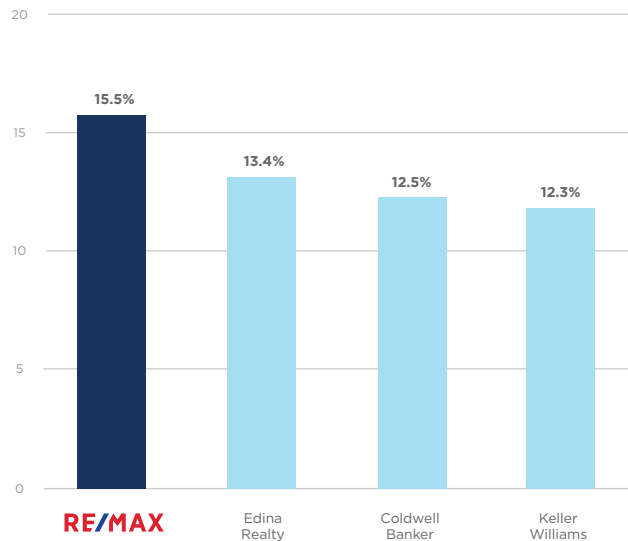
RE/MAX Results is the #1 RE/MAX in the world and
#1 real estate company in listings sold for the Twin Cities
(13 County Metro Area)

MARKETSHARE

TOTAL VOLUME

13 COUNTY METRO AREA

Total Volume for January 2022 - December 2022



Data from BrokerMetrics January 2023, RMLS. All property types in Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Pierce, Ramsey, Scott, Sherburne, St. Croix, Washington & Write counties

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CONVENIENTLY LOCATED OFFICES

With over 45 office locations,
RE/MAX Results is wherever you are.

- ALEXANDRIA
- ANDOVER
- APPLE VALLEY
- AUSTIN
- BAXTER
- BROOKLYN PARK
- CAMBRIDGE
- COLD SPRING
- CROSSLAKE
- DULUTH LONDON ROAD
- DULUTH MILLER HILL
- EAGAN
- EDEN PRAIRIE
- EDINA EAST
- EDINA WEST
- ELK RIVER
- ELLSWORTH
- EYOTA
- GALESVILLE
- HOLMEN
- HUDSON
- HUTCHINSON
- LA CROSSE
- LILYDALE
- LONGVILLE
- MANKATO
- MAPLE GROVE
- MEDICINE LAKE
- MENDOTA HEIGHTS
- MINNEAPOLIS LORING PARK
- MINNEAPOLIS UPTOWN
- NISSWA
- NORTH BRANCH
- ONALASKA
- PLYMOUTH
- PLYMOUTH WEST
- RED WING
- ROCHESTER
- RUSHFORD
- SHOREVIEW
- ST. CLOUD
- ST. PAUL CROCUS HILL
- ST. PAUL HIGHLAND PARK
- STILLWATER
- SUPERIOR WISCONSIN
- WABASHA
- WAYZATA
- WOODBURY

Value of an Agent

Understanding the value of accurate information in the new rules of engagement in a rapidly changing market is important to avoid making uninformed decisions that can lead to costly mistakes.

In an environment where the market can be complex and dynamic, having a dedicated professional to provide insights and navigate the intricacies is highly valuable. Understanding how I stay updated on market trends and how I tailor my advice to each client's unique needs further reinforces the importance of having me as a guide.

Experience is an invaluable asset, particularly in fields as intricate as real estate. Someone who has accumulated years of experience and practical knowledge. It's through this experience that I have gain insights, learn from past scenarios, and develop strategies to navigate various challenges effectively.



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Tom's TIP

THREE PRICING STRATEGIES

If you've ever watched the show "The Price is Right", you know the only way to win the game is to be the one to correctly guess the price of the item up for bid and the importance of pricing correctly.

1

LESS IS MORE

Pricing slightly below market value increases the visibility of your listing and drives more buyers your way. By positioning your property as an appealing opportunity, you create a sense of urgency among buyers, encouraging them to act swiftly.

2

MARKET AVERAGE

No more, no less. Average days on the market at an average price.

3

MORE IS LESS

You probably heard the traditional notion of "You can always come down" and how it may not hold as true in today's digital landscape. The accessibility of information online, along with the algorithms that shape how potential buyers view listings, has indeed changed the dynamics of pricing strategies. The "Wish, Hope & Pray" strategy of overpricing a property and expecting buyers to negotiate down might not be as effective as it once was.

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DEBUNKING

Common Selling Myths

By debunking these myths, can help make an informed decision.

Certainly, debunking common selling myths is essential to helping sellers make informed decisions. Misconceptions can lead to misguided choices that impact the success of a sale. Here are a few common myths you might consider addressing.

MYTH : The Realtor with the highest listing price is the best choice

The notion that listing a property at the highest possible price guarantees the best outcome. An accurately priced property is more likely to attract serious buyers and receive competitive offers.

MYTH : Overpricing Leaves Room for Negotiation

Overpricing can deter potential buyers from even considering the property, leading to fewer offers and prolonged time on the market.

MYTH : Renovations Guarantee a Higher Sale Price

While certain renovations can increase a property's value, not all improvements guarantee a positive return on investment. Which renovations are most likely to enhance value in your market? I can help.

MYTH : Spring is the Only Good Time to Sell

Spring is no longer the sole optimal time to sell. With the Internet, the market can be favorable year-round, and other factors like local demand and personal circumstances matter too.

MYTH : Staging Doesn't Make a Difference

Staging is making a property more appealing and helping buyers envision themselves in the space.

MYTH : Selling Without an Agent Saves Money

An experienced Realtor can help sellers navigate complex processes, negotiate effectively, and often achieve a higher net profit, outweighing the cost of their commission.

MYTH : You Can Base Your Price on Zillow/Zestimate

There are limitations of automated valuation models and the importance of relying on a comprehensive market analysis for accurate pricing.

MYTH : But it sold so quickly, we must have had it underpriced

Today's buyers are just waiting for the right house at the right price.

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Tom's TIP

Remember, the goal is to make your home appeal to a wide range of potential buyers and help them envision themselves living there. My experience in guiding clients through this process is undoubtedly valuable in helping achieve a successful sale.

PREPARING A HOUSE FOR THE MARKET

Preparing a house for the market involves several important steps to ensure it's presented in the best possible light to attract potential buyers. In return that preparation will get you the highest offer. Here's a checklist to consider:

- **Point of Sale Inspection** Does your city require? I can help you find out.
- **Clean and Declutter** Deep clean every room, including carpets, windows, and appliances. Declutter by removing personal items and excess furniture to create a sense of space.
- **Repairs and Maintenance** Address any necessary repairs, from leaky faucets to broken light fixtures. A well-maintained home conveys value to buyers.
- **Curb Appeal** First impressions matter. Enhance your home's curb appeal with landscaping, fresh paint if needed, and a welcoming entryway.
- **Staging** Consider professional staging to showcase the home's potential and help buyers visualize themselves living there.
- **Neutralize and Depersonalize** Paint walls in neutral tones and remove personal items like family photos. This helps buyers imagine making the space their own.
- **Minor Upgrades** Consider small upgrades that can have a big impact, such as updating hardware, faucets, or light fixtures.
- **Address Odors** Eliminate any lingering odors from pets or cooking. A fresh, neutral scent is preferable.
- **Professional Photography** High-quality photos are essential for online listings. I hire a professional photographer to capture your home's best features.
- **Market Your Home** Work with a real estate agent to develop a comprehensive marketing strategy, including online listings, social media promotion, and open houses.
- **Provide Information** Create a folder with information about the home's history, any recent improvements, and details about the neighborhood and nearby amenities.
- **Price Strategically** Work with your Realtor to determine a competitive and accurate listing price based on the current market trends and comparable sales.
- **Be Flexible** Be prepared for showings and open houses, and try to accommodate potential buyers' schedules as much as possible.
- **Legal and Documentation** Ensure you have all necessary legal documents and disclosures ready for potential buyers.
- **Have a Plan** Be ready for the moving process. Determine where you'll be moving to, whether it's another home, an apartment, or temporary housing.

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Tom's TIP

HOME STAGING

It is not about you. When selling a home, it's important to shift the focus from personal preferences to creating an environment that resonates with potential buyers. Home staging is a powerful tool that can significantly impact a buyer's perception of a property.

By depersonalizing and staging a home, you are allowing buyers to visualize themselves living there, which can evoke positive emotions and lead to a stronger connection with the property. This emotional connection often plays a critical role in their decision-making process.

63% of today's buyers will pay more for a move-in ready home. An attractive and Staged home can add 10-15% more than one that isn't staged or vacant.

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Who Should I Choose to Help Sell My Home?

Long ago, when I started in real estate, I learned that I loved serving people this way and 46 years later I still have that enduring passion. Over the years, I have shared my passion with perhaps 1,000 clients to help them achieve their real estate dreams.

I am often asked, what would I want when considering a REALTOR®

TRUST

Trust is a fundamental factor when it comes to making significant financial decisions, such as buying or selling a home. The decision to work with a real estate professional is not just about their knowledge and expertise, but also about the level of trust you have in their guidance.

MOTIVATION AND DEDICATION

Two essential qualities that can greatly impact the quality of service a real estate professional provides to clients.

EXPERIENCE

I have been involved in perhaps 1,000 sales, which has provided me with a deep understanding of the nuances and complexities that can arise during the buying and selling process. I have served as an expert witness for legal actions to advise the court on understanding real estate matters.

COMMITMENT AS A FULL-TIME REALTOR®

There is a great distinction between a full-time REALTOR® and someone that does not have that commitment. Within the real estate industry, a part-timer is referred to as a “weekend hobbyist” which has potential limitations to you.

Tom's TIP

While unwritten or undocumented understandings can certainly cause issues in a purchase agreement, the items that are explicitly written but not followed or adhered to can often lead to even bigger problems.

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What Are My Costs?

All REALTORS® are not alike, all REALTORS® are not created equal.

Determining fair compensation in the context of real estate transactions involves considering various factors that reflect the value provided by the real estate professional.

In most other professions: plumbers, electricians, teachers, lawyers, physicians, labor unions, etc. their value increases with experience and expertise. That should be true of full-time, experienced knowledge, and skilled REALTORS® Should you expect to pay the same for someone just starting out or part-time in real estate, someone who may have only sold 2 or 3 houses in their entire career.

As an experienced Realtor, and a Broker, I bring a deeper understanding of the market, negotiation skills, and a proven ability to navigate complex situations. My expertise can lead to smoother transactions, better outcomes, and potentially higher returns for my clients. This value should be reflected in the compensation.

I offer three valuable levels of service with distinct compensation packages.

SILVER

GOLD

PLATINUM

Which option is right for you?

We choose, depending on your needs and preferences.

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Testimonials

HIGHLY IMPRESSIVE

"Tom's process service made the entire process efficient, highly impressive and fast. I enthusiastically recommend Tom to anyone."

- Greg S. (Medina, MN)

GRACIAS

"Dear Tom, I want to thank you for helping me find the house that I really like. You were very kind. For sure I will recommend you to my friends."

- Amparo M. (Brooklyn Park, MN)

POSITIVE EXPERIENCE

"We received countless mailings and phone calls, etc. We knew we wanted a Professional not an amateur. Something about Tom's poise was different. We did research, read reviews and decided to call Tom. We are thrilled with his service and knowledge. Thanks Tom."

- Mark & Kathy S. (Orlando, FL)

SO SIMPLE

"From start to finish, the process was simple and efficient. It was an emotional time for us so we knew we needed a Professional Realtor vs. an Amateur agent. Any questions we had were quickly and patiently answered. This has been a great experience."

- Anand & Rohini (Plymouth, MN)

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