



## SELLERS GUIDE



Vicki Ferguson  
VickiLFerg@aol.com  
913-488-6683



o.(913) 312 3615 **RE/MAX**  
c.(913) 980 6300 STATE LINE

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

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REAL ESTATE



## M E E T V I C K I

Years ago a girlfriend of mine said, “Let’s get into real estate. It will be fun!”

Well, I learned quickly that this glamorous-looking career is a tough business! You simply can't be successful unless you have a passion for your community, for the industry, and most importantly, you need to have a passion for helping people through a huge life decision that can be more than a little stressful.

Even though I started this journey on a whim, I have found my life’s purpose in helping people with their real estate buying journey.

And about that stress part... that’s not for you. I will be by your side to guide you, advise you, and keep you smiling all the way to closing day!

I am a Kansas City girl through and through. I grew up here, I raised my family here, and I love helping others put down (or expand) their roots right here in our community.





# WHY VICKI?

When you hire me, you'll receive:

+ Aggressive marketing plan

+ Elimination of stress and complexity

When you choose me to list your home, I guarantee maximum exposure for your property, letting everyone know it is on the market. After that, I start screening potential buyers. This approach paves the way for a successful and satisfactory closing! I put in my resources, time, and effort to list your home. I follow a variety of strategies when it comes to marketing and selling your home. Instead, I create a personalized marketing plan highlighting your home's unique features, making it stand out. I aim to sell your home as quickly as possible with the least stress, anxiety, and headache.



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# WHAT PEOPLE ARE SAYING



She has helped buy the perfect home, then sell that house and buy the next perfect home.

Beth Hollars



She did an amazing job finding us a home during COVID.

Cheryl Joordens



Does her homework to find the perfect house.

Lisa Payne



Great work habits and determined to help her clients.

David Broderick

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# HOME SELLING PROCESS



## PREPARE

Prepare home  
Listing Paperwork  
Media



## MARKET

Coming Soon  
Aggressive Marketing Plan  
Showings



## CONTRACT TO CLOSE

Offer and contract  
Contingencies  
Closing Day



# AGGRESSIVE MARKETING PLAN

Aggressive marketing... it works! I craft a marketing plan with strategies and tactics specific to your home, designed to generate maximum exposure. Learn more about what's in my toolbox!

## **Photography:**

- Top-notch real estate photographers will showcase and capture your home to make a great first impression.
- Capturing your home during dusk will showcase it to buyers with perfect lighting and no glare, making it stand out and pop off the screen.
- We will use high-quality photographs for social media, MLS listings, and printed advertisements.

Primary objective: Professional photography will make your property more attractive to potential buyers and increase in scheduling a showing.

## **Videography:**

- A professional videographer will film and showcase your home. They follow the latest social media trends to connect with the right buyers.
- Professional videos of your property will be featured on multiple platforms, including the MLS, Facebook, Instagram, LinkedIn, TikTok, YouTube, and your personal property website.

Primary objective: Having high-quality videography for your home can provide a competitive advantage over other listings and attract the attention of qualified buyers, which can result in a sale. Videography can help potential buyers envision themselves living in your home from a distinct perspective. It is particularly beneficial for those who are not local and have yet to have the chance to visit the property in person.



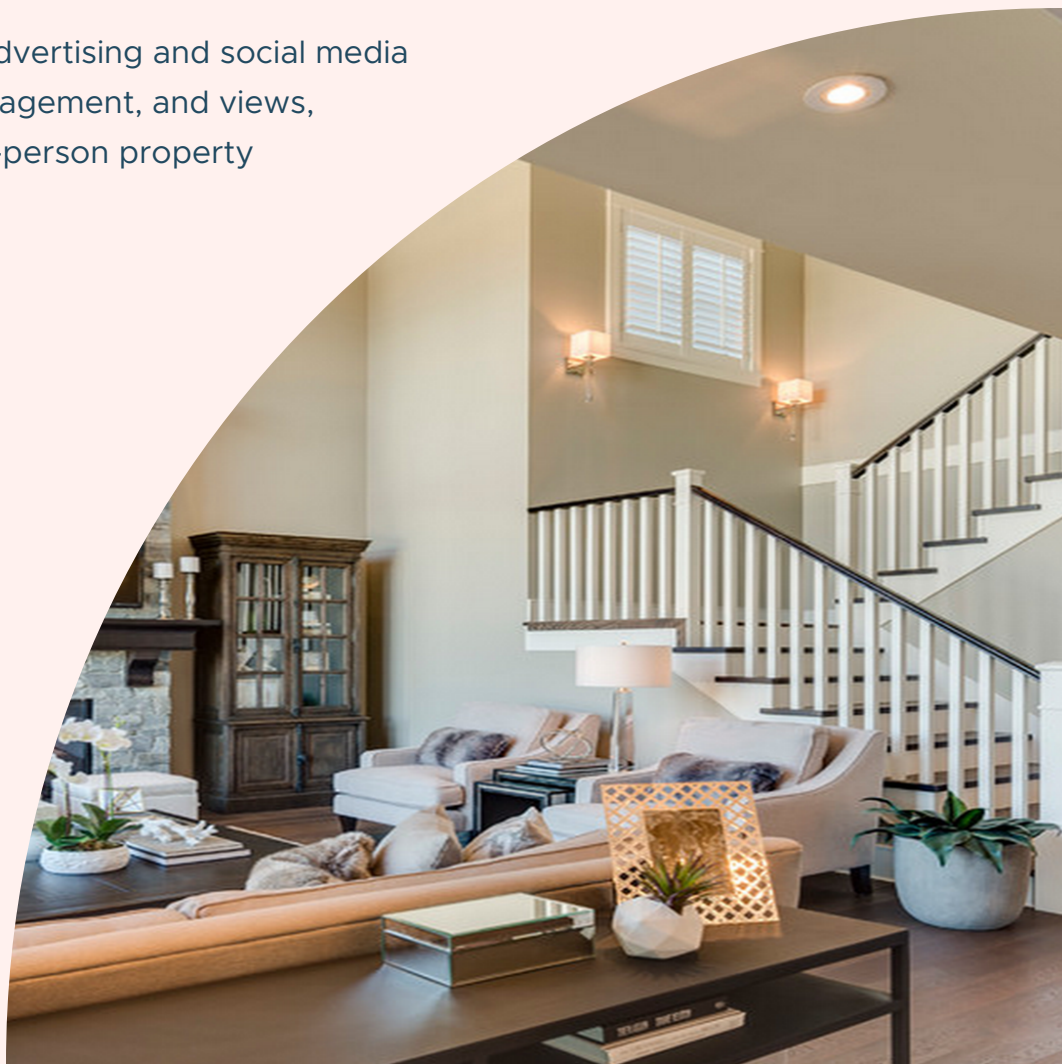
# AGGRESSIVE MARKETING PLAN

## Digital and Social Media Advertising:

Keeping these vital statistics in mind is crucial. Social media is used by 3.6 billion people daily, making up 46% of the world's population. Regarding home buying, the National Association of Realtors reports that 99% of millennials and 89% of baby boomers use the Internet to search for homes. Moreover, 95% of all home buyers use the Internet at some point during their search.

- To guarantee that your home receives the highest possible exposure, I invest my resources in digital marketing, including paid Instagram and Facebook Ads, email campaigns, and creating personalized and professional content.
- “Coming Soon” email blasts and social media posts
- “Just Listed” email blasts and social media posts

Primary objective: Digital advertising and social media receive high exposure, engagement, and views, generating curiosity and in-person property showings.



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# AGGRESSIVE MARKETING PLAN

## Just Listed Mailers:

Transform your home into a stunning masterpiece with our full-color brochure, designed to captivate potential buyers and make your property stand out. I believe your home is the show's star, so your house will be the focus of each part of our marketing plan. Our brochure will showcase multiple photos of your property, highlighting its key features and beauty.

- Print ads will be sent to your neighborhood, target market areas, and sphere of influence, including previous clients

Primary objective: Print advertisements are a powerful tool for generating local interest in your home, attracting qualified buyers, and creating excitement for in-person visits. This strategy casts a wide net and generates massive local exposure.

## Open Houses:

Open houses are an essential way to showcase your home to multiple prospective buyers, allowing them to explore the property's features and imagine themselves living there without pressure and hassle.

- While shopping for a home, 66% of all homebuyers visit an open house
- 30% of all homebuyers visit open houses to buy within the same weekend.

## Staging:

Staging your home can help it sell faster and for more money. Here are essential statistics that support the benefits of home staging.

- On average, buyers spend only 5 minutes in a vacant home but tour a furnished home for 40 minutes.
- 81% of home buyers find it easier to imagine their future home.
- 46% of buyers are more likely to walk through a staged home.

# TENTATIVE LISTING TIMELINE

## Week 1:

- Sign Exclusive Right To Sell Listing Agreement (Designated Agency)
- Consult on any suggested repairs, touch-ups, and staging; schedule any repairs if needed
- Complete all listing paperwork (property condition disclosures, required Parks paperwork)
- Schedule photos and video to be taken during twilight hours

## Week 2:

- Complete repair and touch-up work at the house (if needed)

## Week 3:

- Professional photos taken of your house during twilight hours (24-hour turn-around time to get photos back)
- Execute “Coming Soon” actions under in the Aggressive Marketing Plan
- Professional videography will showcase your property's top features
- Your home will be equipped with my sign and lockbox
- Design and deliver brochure or booklet to be presented at the property

## Week of Officially Listing:

Execute “Aggressive Marketing Plan.”

- Photography (Week 3)
- Videography (Week 3)
- Property Website
- Digital and Social Media Advertising
- Just Listed Mailers
- Open Houses
- Staging (If Needed)



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# SHOWINGS

## Frequently Asked Questions:

Do I have to leave when the house is being shown?

Yes

How much notice in advance will I get before a showing?

As much as possible, but it varies depending on your circumstances. Typically 1-2 hours.

How should I prepare my home for a showing?

- Turn on every indoor and outdoor light
- Open all draperies and blinds
- Store pets and any pet-related items out of sight
- Store valuables and medications out of sight
- Declutter as much as possible
- Vacuum and sweep
- Put away as many personal pictures and items as possible



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# NEGOTIATIONS

## Things to remember:

9/10 times, the first offer from a buyer is usually the best we will receive.

A buyer willing to accept the terms that suit your needs may be better than offering more money.

Determine important terms:

- What is your ideal closing date?
- Do you prefer to negotiate a credit for inspection items or complete repairs?
- Do you want to stay in your home post-closing?

## Know what you're dealing with:

- We dig into the exact details of every offer.
- I call lenders to ensure the buyer is pre-approved or can show proof of funds for a cash offer.
- I have personal conversations with buyers' agents to communicate your needs before they make an offer and during negotiations.

## The Negotiation Process

1. The buyer makes an offer
2. You will either accept or present a counteroffer
3. You and the buyer will agree on terms and mutually sign the contract
4. The date of signature will determine future deadlines (binding agreement date).
5. The buyer will provide earnest money (which will be held in escrow)

# COMMON CONTINGENCIES

Once you and a buyer come to terms and are under contract, there are typically two main contingencies to work through - inspection and appraisal.

## **Inspection:**

The buyer and their agent will coordinate a day and time for the inspection. You will plan to leave the house for the inspection, which typically lasts 3-4 hours.

After the inspection, the buyer will have 1 of 3 options:

1. The buyer will provide you with a list of repairs and agree to purchase if you are willing to negotiate or accept the requested repairs
2. The buyer will be satisfied with the inspection and accept the property in its current condition or “as is.”
3. The buyer may terminate and get a full refund of earnest money.

Quick Tip: I can help negotiate the repair proposal. However, if a minor repair makes the buyer happy and keeps the transaction moving forward, it is usually in your best interest to comply.

## **Appraisal:**

An appraisal is a written estimate of a property’s value by an independent third-party certified appraiser. It is required by the buyer’s lender if the buyer is getting a loan to purchase the home.

## **Appraisal Timeline:**

- Within 14 days, the buyer must request the appraisal and pay for it
- The appraiser will contact us for an appointment to visit the house
- The appraiser compiles a report and submits it to the buyer’s lender
- The buyer’s lender notifies us of the results



# TITLE AND CLOSINGS

## Role of a Title Company: What Services are Provided

- Prepare all closing documents and explain the signing process.
- Collect funds from buyers and wire proceeds: The title company handles the funds transfer for you.
- Order title insurance: Title insurance is required by lenders and ensures that no other party can claim the property you intend to sell.

## What's Required of You Before Closing?:

- Arrange for utilities to be switched out of your name.
- Cut the grass and have the house cleaned.
- Leave all keys and garage door openers for the new homeowners.



# PRICING YOUR HOME

A property should be priced correctly to attract buyers and maximize market position, as it receives the most traffic in the first one to two weeks of being listed. If the asking price is too high, your property will stay on the market for more than two weeks, causing it to miss the optimal traffic window and lose significant money. When it comes to pricing your property, several factors come into play. These factors are crucial and can dramatically impact the final price of your property:

- Location
- Current Market and Economic Conditions
- Property Condition
- Curb Appeal and Overall Presentation





**I would be honored to work for you!  
Thank you for your time and  
consideration. I'm excited about our  
next steps together and giving you  
my all!**

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