



LISTING CONSULTATION



DANI BEYER REAL ESTATE

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Our listing team



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Welcome!

NOTE FROM DANI BEYER, CEO & LEAD LISTING SPECIALIST

Choosing the right agent is important. That's why we assembled this informational guide to showcase the expertise and five-star services we bring to each and every client.

My team is here to answer any questions you may have about the home selling process. Thank you for allowing us the opportunity to earn your trust.



Dani Beyer

CEO & LEAD LISTING SPECIALIST

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Our Promise

From start to finish, the Dani Beyer Real Estate team is here to serve you. Selling your home can be stressful, but you can rest easy knowing our five-star client services has given us a trusted name and reputation. We are here to make selling your home an enjoyable, worry-free process!

MISSION:

To provide a five-star client experience while growing a fun, top producing real estate team.

VISION:

To be the most respected and sought after real estate firm in Kansas City.



What we do for you

- Prepare a price opinion
- Schedule a staging consultation
- Prepare a marketing plan
- Schedule and hold open houses
- Present and review offers promptly
- Counsel as to each offer's strengths and weaknesses
- Evaluate buyers motivation and qualifications
- Call lender as necessary to confirm loan pre-approval status or proof of funds
- Prepare and review new Seller's Net Proceeds estimate documents
- Discuss available negotiating options to obtain the best terms possible for you
- Present all counter-offers to buyer's agent in a timely manner
- Deliver fully-signed contract to you and the buyer's agent
- Submit contract to title company and order Preliminary Title Commitment
- Ensure earnest money is deposited with title company
- Change MLS status to pending or note that showings will continue for back up offers/ contracts
- Alert showing company of any status change and adjust showings as appropriate
- Review buyer's inspection reports and any unacceptable conditions that are found
- Assist in any inspection renegotiations and appraisal follow up
- Recommend contractors for any repairs that must be completed if necessary
- Review Preliminary Title Commitment after receipt to confirm clear title
- Confirm buyer's receipt of final underwriting approval within negotiated time frame
- Provide utility transfer phone numbers for your convenience
- Schedule your closing appointment to sign seller documents with the title company
- Confirm all amendments, addenda, receipts, etc, have been delivered to the title company
- Review estimated Closing Statement prior to closing
- Confirm buyer's successful closing and disbursement of funds
- Confirm your distribution of proceeds
- Remove signs, pointers, lock-box, promotional material from property
- Arrange for transfer of keys to be delivered to the buyer at the time of possession
- Follow-up with you after closing to get your feedback about the service that you received



The Listing Process

We work with a team of professionals who are the best of the best. You will work closely with our listing specialist and our listing manager. They employ the help of stagers, photographers and runners on your behalf!



①

MEET WITH ONE OF OUR LISTING SPECIALISTS

Our listing specialist will tour your home, recommend a sales price estimate proceeds, prepare a marketing plan including open houses if applicable.

②

WORK WITH OUR LISTING MANAGER

Our listing manager will prepare listing agreements and coordinate professional stagers, photographers and sign runners to make sure your home is ready for showings.

③

SELL YOUR HOME

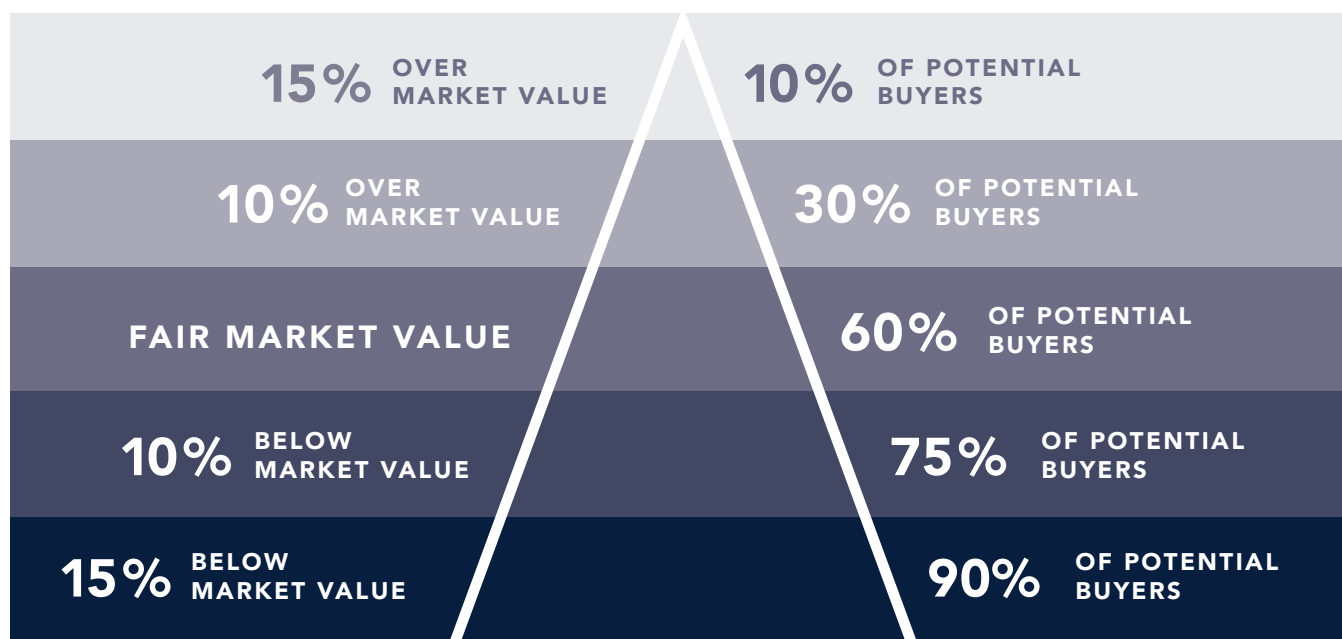
We'll get your home sold! Our priority is to help you get top dollar, the quickest closing date, or whatever **your** priority may be!



Pricing & Visibility

IF THE ASKING PRICE IS:

THE PROPERTY APPEALS TO:



OUR GOAL IS TO NET YOU THE MOST MONEY POSSIBLE

This pricing plan, matched with our marketing plan, will draw agents and buyers to your home and position it as a highly appealing, highly competitive property.

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well priced listings.

THE STRATEGY

We will base your recommended price on:

- A detailed, custom market analysis
- The UNIQUE characteristics of your home and its setting
- Our experience with the current real estate market



Marketing Your Home

WE PUT ALL OF OUR EFFORT INTO MARKETING YOUR HOME.

We'll expose your home to as many potential buyers as possible. In addition to open houses and postcards, we also post your listing on Facebook, Instagram and LinkedIn.

Your listing is added locally on MLS and syndicated nationally to Zillow, Realtor.com, Trulia.com, Homes.com, DaniBeyer.com, etc.

If applicable, we will hold open houses on weekends with paid ads on Facebook and Instagram.

If applicable, strategic "Just Listed" postcards will be sent to the surrounding neighborhood.



PRE-MLS & COMING SOON

Pre-MLS & "Coming Soon" status is a great way to build hype around your listing.

- Add to MLS as "Coming Soon" with a teaser photo
- Post "Coming Soon" on all social media channels

PREPARING FOR YOUR LISTING DATE

Leading up to your listing's live date, we will help prepare your home for showings.

Preparations include:

- Staging consultation
- Professional interior and exterior photography
- Install a yard sign
- Create a QR code + a table top sign linking to important listing documents

DAY 1 - LISTING DATE

- Active on MLS with all photos and additional details
- Post on all social media channels

WITHIN THE FIRST WEEK

- Paid ads on Facebook and Instagram

ONGOING

- Promote on various websites (Including but not limited to Zillow, Realtor and Trulia)



46 WAYS TO HELP YOUR HOME *Sell Faster*

Suggestions and ideas to improve your home's appearance and help you prepare to sell it quickly.

THROUGHOUT THE HOUSE

1. Open the curtains, pull up the shades and let in the sunlight.
2. Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show your home brightly.
3. Remove clutter from each room to visually enlarge them.
4. If you have a fireplace, highlight it in your decorating.
5. Keep your home dusted and vacuumed at all times.
6. Replace the carpet if it does not clean up well.
7. Have a family "game plan" to get the home in order quickly if necessary.
8. Air out your home for one-half hour before showings, if possible.
9. Lightly spray the house with air freshener so that it has a chance to diffuse before the buyer arrives.
10. Put family photos in storage.
11. Improve traffic flow through every room by removing unnecessary furniture.
12. Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
13. Putty over and paint any nail holes or other imperfections in the walls.
14. Paint all interior walls a neutral color to brighten the home and make it look bigger.
15. Clean all light bulbs and light fixtures to brighten the home.
16. Wash all windows inside and out and remove screens.
17. Use plants in transitional areas of your house.
18. Make the most of your attic's potential.
19. Remove and/or hide excess extension cords and exposed wires.
20. Open doors to areas you want potential buyers to see such as walk-in closets, pantries, attics, etc.



THE KITCHEN

21. Remove all smoke and pet odors.
22. Microwave a small dish of vanilla twenty minutes before a showing and place it in an out-of-the-way place.
23. Highlight an eat-in area in your kitchen with a table set for dinner.
24. The kitchen should always be spotlessly clean.
25. Expand your counter space by removing small appliances.

IN THE BEDROOM

26. Create a master suite effect in your decorating.
27. Depersonalize bedrooms and decorate in a neutral scheme.
28. Make sure that the beds are made and the linens are clean.
29. Organize your closets, remove unnecessary items and put them in storage.

IN THE BATHROOMS

30. Do not leave towels around, and wipe down the sinks and shower areas after each use.
31. Re-caulk the tub if the caulk is not sparkling white.
32. Repair or replace broken tiles in the shower/tub.
33. Replace shower curtains and keep them clean.
34. Put out fresh white towels and decorative soaps.

OUTSIDE

35. Keep the yard mowed and raked at all times.
36. Use flowering plants to dress up the yard, walkway, and patio.
37. Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
38. Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition.
39. Paint all entrance doors.
40. Make sure the garage door opens easily. Fix and paint the garage door if necessary.
41. Clean and shine all hardware and accessories indoors and out (door knobs, knockers, lamps, mail box, address numbers, etc.)
42. Trees and shrubs should be trimmed and pruned.
43. Use a new doormat.
44. Be sure the front doorbell is in good working order.
45. Be sure the front door and screen door work perfectly.
46. Clean, clean clean!



PREPPING FOR YOUR HOME'S *Photo Session*

FRONT AND BACKYARDS

Freshly cut lawn, maintain landscaping, take down flags, put hoses and other equipment away, organize patio/deck furniture, pick up pet waste, put away garbage bins, and generally clean up.

PETS

Keep all pets out of the way during the photo session (in the backyard, garage or unfinished basement, for example). Also put away pet supplies, including food/water bowls, crates, toys, cages out of the way, etc.

VEHICLES

Ensure that no vehicles are in the driveway or in front of the home on the street, and that garage doors are closed.

OTHER

Turn ceiling fans off, put all personal items away, remove any religious symbols from view, and generally make the house as clean as possible.

STAGING

If available, place unobtrusive decorative items on counters and tables - examples include fresh flowers, bowls of fresh fruit, pottery, vases, and new candles.

WE PHOTOGRAPH:

- Both front and rear exterior facades
- Patios, decks, balconies, yards, grounds, and landscaped areas
- Views if available and weather is clear
- All interior common areas, including front entry, dining room, living room, family room, kitchen, breakfast nook, and office
- Finished basement
- Master bedroom and bathroom
- Laundry room (if it is finished)
- All bedrooms and finished spaces
- Neighborhood amenities such as pool, gym, playgrounds, signage, etc.
-

WE DON'T PHOTOGRAPH:

- Unfinished areas
- Storage areas
- Utility rooms
- Garage interiors

CLOSING

Information

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, closing is when funds are paid and the buyer receives the deed to your home.

WHAT TO EXPECT

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you. Don't forget to bring your ID.

WHAT ARE YOUR COSTS?

- Each real estate office charges a fee at closing for legal auditing and storage of documents. Our fee is currently set at \$575.

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Pro-rated HOA dues
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

KEEP THE FOLLOWING FOR TAX PURPOSES:

- Copies of all closing documents
- All home improvement receipts on the home you sold



Reviews

“Dani Beyer and team made the sale of our old home and the purchase of our new one so seamless and virtually effortless. Any time we had questions or needed our worries assuaged, Dani and team were only a phone call or text away. If you are looking to buy/sell or both, look no further, you cannot go wrong with this incredible team!”

JEANNETTE BRAXDALE
Past Client

“Such a knowledgeable and friendly staff. They will take great care of you, buying or selling.”

SHELI BLAKEMORE
Past Client



“We have bought and sold twice with Dani Beyer. She will get you the most for your house and help you find the perfect new home!”

ERIN PHILLIPS
Past Client

Thank you for listing your home with
DANI BEYER REAL ESTATE



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