



SELLER'S ESTIMATED COSTS

SALES PRICE OF YOUR HOME

\$ _____ Sales Price

COSTS TO SELLER

\$ _____ Mortgage Balance

\$ _____ 2nd Mortgage Balance

\$ _____ % to Listing Agent

\$ _____ Administrative Fee

\$ _____ Seller Closing Costs
~ \$1,000 to \$1,500

\$ _____ Total

NEGOTIABLE CONCESSIONS TO BUYER

\$ _____ % to Buyer's Agent

\$ _____ Buyer's title costs
~ 0.5 to 1% of sales price

\$ _____ Home warranty
~ \$700 - 850

\$ _____ Buyer lending costs

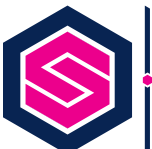
\$ _____ Total

YOUR BOTTOM LINE

\$ _____ Net Proceeds**

**Figure is an estimate for demonstration purposes only. Additional costs may apply and may be prorated, including but not limited to: property tax, school tax, HOA fees and dues.

SELLER'S WORKSHEET



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& ASSOCIATES
REAL ESTATE PROFESSIONALS





FIRST IMPRESSIONS MATTER

SELLER'S CHECKLIST

1. SIGN THE LISTING DOCUMENTS



Your listing agent will send you the Listing Agreement and any additional documents.

2. CUSTOMIZED TIMELINE



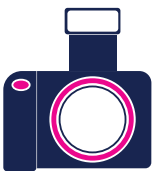
Plan and coordinate your listing date and timing with your agent, and schedule a media appointment. Your media specialist will call you in 24 - 48 hours to discuss your home's photography.

3. COMPLETE RECOMMENDATIONS



Complete the improvements suggested by your agent, such as a simple paint job, hanging curtains, or the addition of a table setting with fresh flowers. This will help maximize appeal and set your house apart from the competition!

4. SAY CHEESE! IT'S MEDIA DAY!



Plan for our marketing staff to spend 2 to 3 hours inside your home to complete their work, which may include virtual tour scanning, photography, aerial photography, and videography.

5. CONGRATS! YOUR HOUSE IS READY FOR THE MARKET!



On the date that you and your agent agreed upon, your listing will automatically become active on the market and syndicated to more than 350 websites.



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RECOMMENDED LIST

1. CURB APPEAL

- Move cars
- Move trashcans
- Mow the grass
- Weed eat
- Powerwash sidewalks, driveway, siding
- Freshen up landscaping
- Remove toys, yard equipment, & sports gear
- Clean windows
- Clear driveway of snow, garbage, & vehicles
- Clean gutters
- Inspect/Remove debris from roof
- Clean windows
- Trim trees

2. INSIDE THE HOME

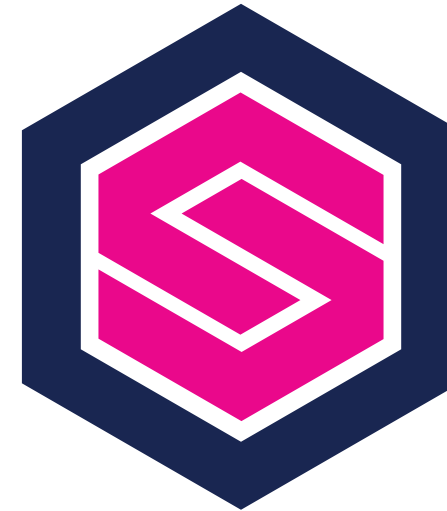
- Replace malfunctioning and mismatched lights
- Turn off fans
- Hide trashcans
- Remove clutter from entrance, floors, shelves, counters, closets, etc.
- Hide animal care items - food dishes, litter boxes, pee pads, crates
- Clear dishes from sink
- Put away laundry
- Make the beds
- Fresh linens
- Clear all counters
- Clean appliance tops
- Clean baseboards & walls
- Dust thoroughly
- Neutralize strong smells
- Deep clean floors
- Clean toilets & leave seats down
- Clean showers & consider replacing curtains

3. BACKYARD

- Trim trees
- Remove animal droppings
- Organize or remove backyard furniture
- Powerwash deck
- Remove parked vehicles
- Clean pool
- Clean exterior features



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STROUD
NAVIGATES
YOU THROUGH YOUR HOME
BUYING & SELLING PROCESS

MAPPING YOUR JOURNEY



SELLWITHSTROUD.COM | (855) 999-9644 | BROKER: (816) 232-4111

BUYING

YOUR HOME

START

Call Stroud and Associates and schedule an appointment with one of our agents.



Call Stroud and Associates and schedule an appointment with one of our agents.



Meet with your buyer agent to discuss your home-buying process and current market trends.

Meet with your listing agent to discuss market trends and pricing your home.



GET PRE-APPROVED
A pre-approval letter will give you and your lender confidence in knowing the home you can afford.

Sign your Buyer's Agency paperwork.



Complete a First Impression Discussion



Schedule an appointment with our professional photographer.

Start home shopping with your buyer agent or showing specialist, and find your dream home.



MAKE AN OFFER!
Your buyer agent will guide you through making the right offer on your dream home.

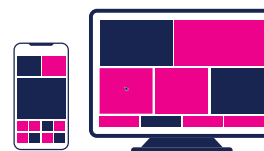


Provide a spare key to our team, and we will install the for sale sign and lock box.

Your home is **ACTIVE** on the market and showings can begin immediately.



Our marketing team will get to work on your custom digital and print marketing pieces.



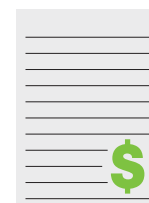
Order an inspection of the home. Your agent will negotiate any necessary repairs.



Your lender will order an appraisal on your behalf.



RECEIVE OFFERS!
Your listing agent will guide you in evaluating & negotiating all offers.



Your loan is approved and you have the Clear to Close from your lender.



CLOSING

DAY

Buyers will order an inspection of the home and any repair requests will be negotiated through your listing agent.



OK!
The Lender will order an appraisal and give Clear to Close once the buyer has met all financing conditions.

SELLING

YOUR HOME



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real



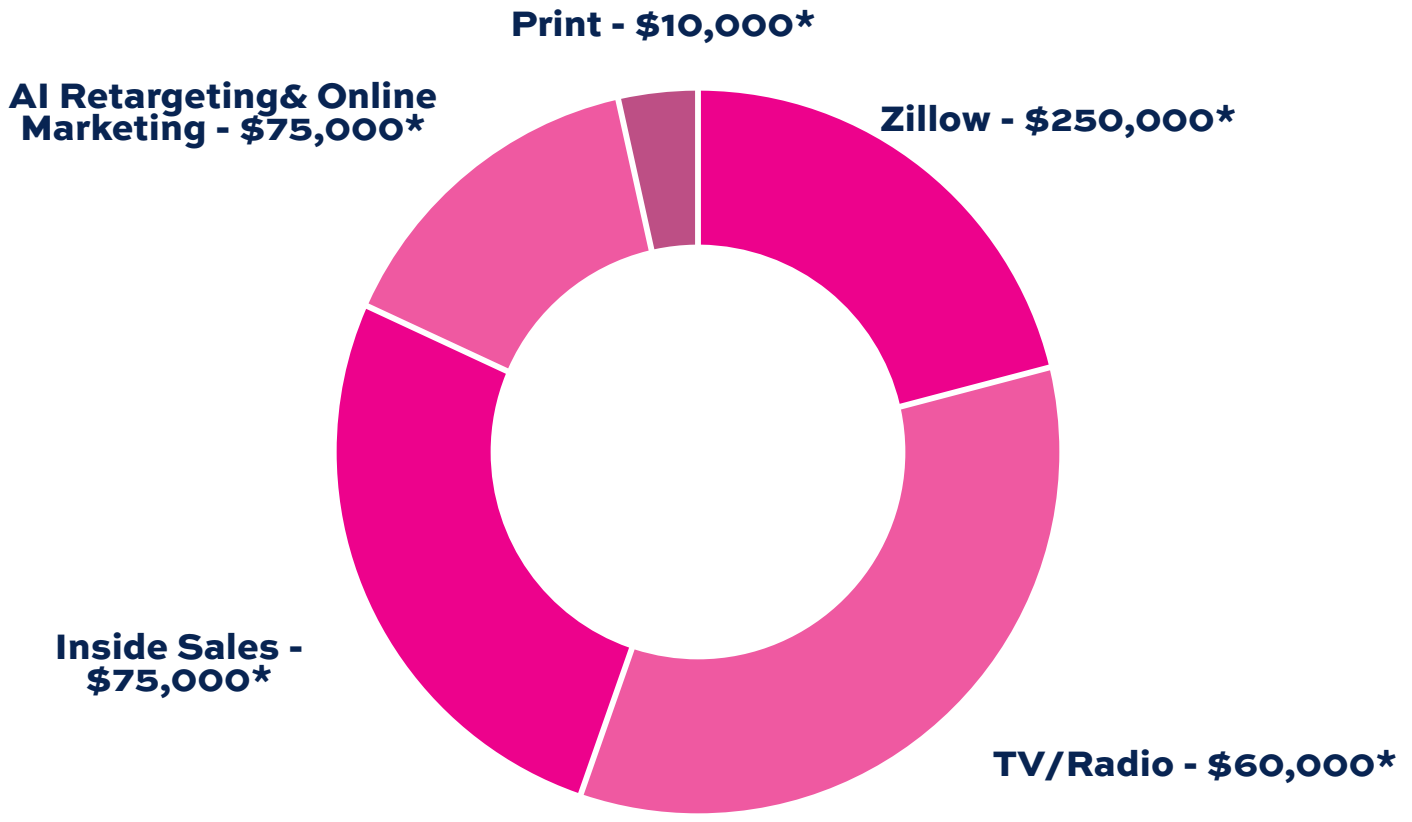
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THE MARKETING ONE

IN 2025 STROUD & ASSOCIATES WILL SPEND OVER \$470,000 TO MARKET SELLERS' HOMES



We Attract Buyers

- | | |
|---------------------------|-------------------|
| Digital Ads / Social | TV/Radio |
| Zillow.com / Trulia.com | Direct & Email |
| Google Search and Display | Postcard Mailings |
| Youtube | Email |
| Facebook/Instagram | |

Our Expertise & Reach Will Sell Your Home

- 100,000+** People hear us on the radio per month!
- 200,000+** People see us on TV per month!
- 110,000** Online users per month!

*LAST YEAR'S APPROXIMATE TOTALS

LISTING WITH TEAM STROUD PUTS YOU IN A WINNING POSITION



At Stroud & Associates, we leverage our best-in-class team and state of the art technology to sell your home fast and help you get the highest value possible.

High Quality Showcase

Pictures, Virtual Tour, Drone

Stroud & Associates has a game-changing approach to rendering a home for sale. We capture a cutting edge three-dimensional scan of your home, high-quality images, panoramas, videos, and drone photography. Most listings qualify for a virtual reality tour at no cost to you.



Extensive Network

Early Notice to our Agents, Top Agents, MLS

We waste no time in getting our homes sold! When Stroud & Associates agrees to sell a home, we immediately notify our high-caliber agents. If our vast database of clients does not yield an offer, Stroud & Associates always provides the best information to area Realtors® to sell the home.



Personalized Marketing

Signs, Open Houses, Realtor Open, Facebook, Syndication, Database, Zillow

Stroud & Associates goes above and beyond to market listings. We provide eye-catching signage to direct potential buyers, host multiple open houses and Realtor® opens weekly. Finally, we have a massive database of qualified buyers looking to buy now, and premiere opportunities to work with home buyers via Zillow.



Communication

Weekly Calls, Feedback, Data-Driven Results

Stroud & Associates prides itself on maintaining consistent communication through the whole selling process with potential buyers and our clients. We reach out to our homeowners weekly to give updates, data-driven analysis, and market conditions. Any time a home gets shown, we ask for feedback and share it with you.

Proactive Game Plan

Prospecting, Full-Time Agents, Team Approach

Stroud & Associates talks to buyers and sellers daily. Our team is filled with full-time Realtors® and employees solely focused on helping our clients make great choices. We run the #1 team in the area because we are committed to delivering a five-star experience every time.



[SellWithStroud.com](https://sellwithstroud.com)

4 OPPORTUNITIES WITH TEAM STROUD

THAT YOU DO NOT GET FROM OTHER AGENTS

Most agents have two options to sell someone's home: sell 'as is' or sell with improvements. Team Stroud is proud to offer four opportunities.

Sell Home 'As Is'

List your home to sell with Team Stroud as is.

Sell Home With Improvements

Utilize Stroud's knowledge base and resources to improve your home before it hits the market.

Instant Offer

Skip the hassle of getting your home market-ready. Team Stroud will offer to buy in 48 hours!

Property Management

Make your home make money with our property management services!



Thank You for Choosing Stroud & Associates

The success of our team only comes from providing extraordinary results through hard work, servant leadership, and accountability. Our hope is that you not only are completely satisfied with the result but you also enjoy the whole process with our amazing team by your side.