



HOME SELLING GUIDE

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Since 2009, the Vesta Team have helped hundreds of clients find their perfect home. As top producing brokers in the Chicago area, their passion is assisting their clients. They are nationally recognized for their work in the real estate field and are constantly pushing the envelope on being the best in the industry. Helping everyone from first time homebuyers to seasoned investors, our clients are referred to with the highest regard.



AWARDS & ACCOMPLISHMENTS

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- **2010** Featured on INC.com TREP entrepreneur series for successfully starting a Real Estate Company
- **2012** National 30 Under 30 REALTOR® awarded to the most accomplished 30 agents in the country under the age of 30
- **2012** President of Chicago Association of REALTORS® Young Professionals Network, winning network of the year at 2012 National REALTOR® Convention
- **2013** Chicago Association of REALTORS® President's Award
- **2013** REALTORS® Community Service Award
- **2013** Chicago's Top Producer Award for total volume and number of transactions
- **2014** Chicago's Top Producer Award for total volume and number of transactions
- **2015** Chicago's Top 1% Producer Award for total volume and number of transactions
- **2013—2015** Five Star Professional Award - Industry leading national customer service award as rated by past customers
- **2013—2015** Board of Directors for the Chicago Association of REALTORS®
- Over \$68,000,000 in closed Real Estate Transactions
- Average List Time For Chicago 61 days; Average Vesta Preferred List Time 18 days
- Average Chicago sale to list price 98.2%; Average Vesta Preferred sale to list price 98.01%
- Incredible Online Reviews and Testimonials



CLIENT REVIEWS

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\$465K, Condo Seller (Closed) 2035 W. Crystal St #1, Chicago, IL [West Town]

Brad has helped me both purchase and sell a home and is by far one of the best agents in Chicagoland. His company was nothing short of amazing in helping me through both transactions. His knowledge of the real estate market in Chicago is unmatched.

\$403K, Condo Seller (Closed) 1733 W. Crystal St Unit B, Chicago, IL [West Town]

I only have outstanding things to say about Brad Robbins. Highly professional, organized, prompt, and knowledgeable. He really made us feel comfortable throughout this stressful process and explained everything. We have referred many people to Brad (they have all been as happy as we are) and we will definitely continue to refer people.

\$208K, Condo Seller (Closed) 1560 N. Sandburg Ter #608, Chicago, IL [Near North Side]

I have been working with Greg for over three years and could not ask for a better experience. Greg is knowledgeable, honest, responsive and reliable. He has all of the qualities that one would dream of in a perfect realtor. I refer all of my friends, family, and co-workers to Greg and everyone would agree that Greg is the best in the business.

\$240K, Condo Seller (Closed) 6101 N Sheridan Rd Unit 24b, Chicago, IL 60660

Greg is great at what he does! He goes above and beyond the call of duty to get things done. This condo was a part of an estate, currently going through probate. Greg even went as far as appearing in court to rescue the sale from the legal quagmire. When movers came, I was out of town, and Greg agreed to supervise the move - the move got done without me even showing up. I will not hesitate to use Greg's services in the future or recommend him to others. Thanks, Greg!



THE SALE PROCESS OF YOUR HOME

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- 1. Learning About Your Wants and Needs**
- 2. Information about the property**
- 3. Factors In Selling Your Home**
 - a. Condition - Initial Walk Through
 - b. Market
 - c. Competition
 - d. Exposure / Marketing
 - e. Price
- 4. Contract / Disclosures / Building Paperwork**
- 5. Once Under Contract: Accepted Buyer**
 - a. Inspection - How to prepare for your inspection
 - b. Attorneys
 - c. Management Contact information and building documents
 - d. Important dates in the contract
 - e. Weekly updates/ What the seller still needs to do
 - f. Final Walk Though
 - i. How to prepare
 - g. Closing
- 6. Expectations as Your Agent**

Learning about Personal Goals, Wants, and Needs

- Why do you want to sell?
- When do you need to sell or ideal timeframe?
- How much are your underlying loans?

Information about the Property

- Type
- Square Feet
- Bed/Bath
- Income (for rental property)
- Length of lease (for rental property)

What other amenities does the property offer?

Additional Building Information

- Are there any liens against the association?
- What are the reserve amounts?
- Are there any special assessment now or planned?
- Do you or the association have a budget?
- Are there any pending lawsuits or judgments against the association?
- Is parking included? Deeded or Assigned
- Is there an additional storage space that comes with the unit?
- What is the total monthly assessment?
- Are unit owners permitted to have pets without any limitations or conditions?
- How often, if ever, does the board meet?
- Does the association require a move in fee or deposit?
- May the unit be rented for investment purposes?
- Is there a rental cap for the building? If so, what is it?
- What is the owner occupancy rate?
- Has the association applied for or been approved for a line of credit?
- Number of units, if any, currently under foreclosure?



FACTORS IN SELLING YOUR HOME

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There are five main factors for a successful home sale.

1. Condition
2. Market
3. Competition
4. Exposure
5. Price

Condition

What does your house look like? How does it show?

Prior to putting your home on the market, it is important that we go through the entire home and pre-inspect your unit. We also suggest hiring a licensed inspector before we hit the market so you are aware of any potential issues. A good practice is putting ourselves in the mindset of a potential buyer and be as critical as possible. Buyers expect a trouble-free home. Buyers, in an effort to protect themselves, will always inflate the actual cost of the repair.

Today's home buyer will seek the services of a licensed home inspector to go through the home once under contract. This step is used to insure they know the quality of the home they are buying and to have any repair items addressed prior to closing. This is why we have created our pre-listing checklist.

It is important to note that this is not a home inspection and should not be considered as an official home inspection, but merely to be used as a reference sheet.



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Market

The market equates to a few factors: 1) Number of buyers in a particular area, and 2) Recent comparables of the price similar units have sold for in the past six to nine months.

Competition

This is something we find most sellers do not adequately account for. Your competition affects your sales price, your days on market, the terms that buyers will expect to be able to get, as well as the condition buyers will demand. Competition changes every single day and as your agents, we will make sure you are always up to date on the new properties that hit the market within your area.

Price

We can determine the price of your home on a few factors, market data and, more importantly, the interpretation of that data. However, at the end of the day, it's your house. You ultimately choose the price. And if the home doesn't sell, you determine when and how much to adjust that price with our guidance and support.

Exposure

Here's where the Vesta Team really comes into play and why you hire us. We will go over our Marketing strategy and tailor it to your specific needs.



VESTA PREFERRED MARKETING STRATEGY

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Step 1: Upgrade / Declutter / Presentation of Unit

Step 2: Order professional pictures and virtual tour of unit

Step 3: In-House pocket listing client campaign and length. Does this make sense for the seller.

Step 4: Get Listing To Open Market, Online Advertising and MLS utilization

Step 5: Reverse Prospecting

Step 6: First Weekend Open House

Step 7: Continuous Weekly Feedback

Step 1: Presentation of Unit

In real estate, buyers buy space. The more space you are able to show, whether it be living or storage space, the more you will be able to sell for. Buyers sometimes see dozens of houses in one day, and your property needs to stand out. Something as simple as decluttering your space goes a long way. If you do nothing else to improve the value of your house from our pre-inspection list, do this.

Staging Your Unit: Staging showcases the best side of a home to create interest and help get you top dollar. You should consider staging your home before selling rather than leaving it empty. From first impressions to possible layouts, home staging provides potential buyers with a visual representation of a home and can help you sell your home quickly and for a competitive price. When potential buyers first enter your home, it is the first impression that will stay with them when considering purchase. By staging, you can show buyers potential without making them use their imagination. If a home is empty and without furniture it can be difficult to see how comfortable the home truly can be. Without furniture, a house may seem uninviting.



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Step 2: Professional Pictures, Virtual Tour Of Unit & Marketing Materials

The photos you post online make a difference, so using a professional photographer to help you sell your home is a must. In an internal case study by the National association of REALTORS®—compared 350 listings using professional photography against 350 similar listings in the same ZIP code without it. Listings with professional photography sold 50% faster and 39% closer to the original listing price than similar homes without professional photos. Your property will have a custom brochure and hometurf report explaining the neighborhood ie schools, restaurants, parks, public transportation, etc.

Step 3: In-House Pocket Listing Client Campaign

How to Get Exposure From Pocket Listings:

1. The Vesta Preferred Team is an exclusive member of the “Top Agent Network” (TAN). Top Agent Network is an online community of verified, top producing agents in local chapters where members exchange Non-MLS real estate information to provide superior service to their clients. Only the top 10% producing brokers in the city have access to this network.
2. Vesta Preferred is unique in that we have created a niche in the market of converting high end renters into first time home buyers. Vesta Preferred has a database of over 10,000 verified luxury downtown renters, in which they get exclusive first look at any new listing within the company.

Step 4: Get Listing To Open Market, Online Advertising and MLS utilization

In addition to the Multiple Listing Service (MLS), Vesta Preferred is a paid “premier agent” on most of the top online real estate platforms; ie Zillow, Trulia, Redfin and Realtor.com, this ensures your property will get the maximum online exposure. Bringing your home to the open market and getting in front of as many qualified buyers as possible will bring you the most traffic and money for your home.



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Steps 5 & 6: Reverse Prospecting / First Weekend Open House

The first week your home is on the open market is a crucial time period and we always suggest doing an open house the first week. The main goal for the first weekend open house is to limit the amount of showings, with the hope of lining up many potential buyers in a short timespan, creating a sense of urgency for buyers that walk through the home.

Creating Traffic for an open house:

- Reverse prospecting through the MLS: As MRED (MLS) members, the Vesta team is able to view every client, through any broker in the city, that your home was sent to. The Vesta team then takes that information and individually tailors emails for each individual agent of that client to make them aware of the open house we will be hosting.
- Online Notification to real estate platforms such as Zillow, Trulia, Realtor.com, etc.
- Sending open house notification through Top Agent Network (TAN)
- Luxury Rental database notification

Step 7: Continuous Feedback

Feedback is crucial for the sale of your home. The Vesta team commits to providing each and every one of our sellers an overall weekly feedback report, as well as individual showing feedback. If we see a trend in how potential buyers and agents perceive our home, it allow us to make any appropriate changes, i.e. staging, cosmetic fixes, price, etc.



PRE-LISTING CHECKLIST

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KITCHEN

___ All appliances in good operating condition

Recommendation:

___ Working exhaust fan

Recommendation:

___ Ground Fault Circuit Interrupter (“GFCI”) protection for electrical outlets within 6 feet of the sink(s)

Recommendation:

___ Floor in cabinet under sink solid, no stains or decay

Recommendation:

___ Water flow in sink adequate

Recommendation:

___ garbage disposal working properly

Recommendation:

___ Cabinets in good condition: doors and drawers operate properly

Recommendation:

LIVING/DINING ROOM:

___ No stains on floors, walls or ceilings

Recommendation:

___ Flooring materials in good condition

Recommendation:

___ No significant cracks in walls or ceilings

Recommendation:

___ Windows and exterior doors operate easily and latch properly, no broken glass, no sashes painted shut, no decay; windows and doors have weather-stripping, “weep holes” installed

Recommendation:

___ Paint, wall covering, and paneling in good condition

Recommendation:

___ Wood trim/Crown Molding: good condition

Recommendation:

___ Lights and switches operate properly

Recommendation



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LIVING/DINING ROOM CONTINUED:

___ Heating/cooling operating properly
Recommendation:

___ Fireplace: no cracking or damaged masonry, no evidence of back-drafting (staining on fireplace façade), damper operates properly, flue has been cleaned, flue is lined
Recommendation:

MASTER BEDROOM:

___ Interior doors operate easily and latch properly, no damage or decay, no broken hardware
Recommendation:

___ No stains on floors, walls or ceilings
Recommendation:

___ Flooring materials in good condition
Recommendation:

___ No significant cracks in walls or ceilings
Recommendation:

___ Windows and exterior doors operate easily and latch properly, no broken glass, no sashes painted shut,

no decay; windows and doors have weather-stripping, “weep holes” installed

Recommendation:

___ Paint, wall covering, and paneling in good condition
Recommendation:

___ Wood trim/Crown Molding: good condition
Recommendation:

___ Lights and switches operate properly
Recommendation:

___ Heating/cooling operating properly
Recommendation:

MASTER BATHROOM:

___ Sink, tub and shower drain properly
Recommendation:

___ Plumbing and cabinet floor under sink in good condition
Recommendation:

___ If sink is metal, check for rust and drainage
Recommendation:



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MASTER BATHROOM CONTINUED:

___ Toilet operates properly

Recommendation:

___ Toilet stable, no rocking, no stains around base

Recommendation:

___ Caulking in good condition inside and outside of the tub and shower area

Recommendation:

___ Tub or shower tiles secure, wall surface solid

Recommendation:

___ No stains or evidence of past leaking around base of bath or shower

SECOND BEDROOM:

___ Interior doors operate easily and latch properly, no damage or decay, no broken hardware

Recommendation:

___ No stains on floors, walls or ceilings

Recommendation:

___ Flooring materials in good condition

Recommendation:

___ No significant cracks in walls or ceilings

Recommendation:

___ Windows and exterior doors operate easily and latch properly, no broken glass, no sashes painted shut, no decay; windows and doors have weather-stripping, "weep holes" installed

Recommendation:

___ Paint, wall covering, and paneling in good condition

Recommendation:

___ Wood trim/Crown Molding: good condition

Recommendation:

___ Lights and switches operate properly

Recommendation

___ Heating/cooling operating properly

Recommendation



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SECOND BATHROOM:

___ Sink, tub and shower drain properly

Recommendation:

___ Plumbing and cabinet floor under sink in good condition

Recommendation:

___ If sink is metal, check for rust and drainage

Recommendation:

___ Toilet operates properly

Recommendation:

___ Toilet stable, no rocking, no stains around base

Recommendation:

___ Caulking in good condition inside and outside of the tub and shower area

Recommendation:

___ Tub or shower tiles secure, wall surface solid

Recommendation:

___ No stains or evidence of past leaking around base of bath or shower

Recommendation:

THIRD BEDROOM:

___ Interior doors operate easily and latch properly, no damage or decay, no broken hardware

Recommendation:

___ No stains on floors, walls or ceilings

Recommendation:

___ Flooring materials in good condition

Recommendation:

___ No significant cracks in walls or ceilings

Recommendation:

___ Windows and exterior doors operate easily and latch properly, no broken glass, no sashes painted shut, no decay; windows and doors have weather-stripping, "weep holes" installed

Recommendation:

___ Paint, wall covering, and paneling in good condition

Recommendation:

___ Wood trim/Crown Molding: good condition

Recommendation:



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THIRD BEDROOM CONTINUED:

___ Lights and switches operate properly

Recommendation:

___ Heating/cooling operating properly

Recommendation:

THIRD BATHROOM:

___ Sink, tub and shower drain properly

Recommendation:

___ Plumbing and cabinet floor under sink in good condition

Recommendation:

___ If sink is metal, check for rust and drainage

Recommendation:

___ Toilet operates properly

Recommendation:

___ Toilet stable, no rocking, no stains around base

Recommendation:

___ Caulking in good condition inside and outside of the tub and shower area

Recommendation:

___ Tub or shower tiles secure, wall surface solid

Recommendation:

___ No stains or evidence of past leaking around base of bath or shower

Recommendation:

BALCONY/OUTDOOR SPACE:

___ Masonry veneers: no cracks in joints, no broken or flaking components

Recommendation:

___ Decking: no broken or flaking components

Recommendation:

OUTSIDE APPEARANCE:

___ No evidence of standing water

Recommendation:

___ Yard, landscaping, trees and walkways in good condition

Recommendation:

___ Exterior structures such as fences, decks, sheds, garages, etc. are in good condition

Recommendation:



ONCE UNDER CONTRACT: ACCEPTED BUYER

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Once we find the right buyer, come to an agreed upon price, get a signed contract back and they submit initial earnest, we will officially be under contract. There are some important dates and parties we will need to get involved at this point. We always recommend that you have specific parties already lined up or at least be in communication with, i.e. an attorney, handyman, current lender, etc.

1. Attorney and Inspection Period

- a. The inspection and Attorney Review Period via most contracts, needs to happen within five days of the executed contract date.
- b. There are a few items that come up in a lot of inspections that we will go over with you to hopefully avoid any pitfalls.
- c. During that time we need to get our attorney the executed contract, all signed disclosures and any building documentation that the association might have; i.e. rules and regulations, meeting minutes (if applicable), budget etc.

2. Important Dates in the Contract

- a. Mortgage Underwriting Date
- b. Mortgage Contingency and Clear to Close
- c. Final Walk Through
- d. Closing



EXPECTATIONS AS YOUR AGENT

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Customer satisfaction is a result of proper expectations. We understand you have the ability to work with any brokerage you would like, and truly thank you for the opportunity to assist you in the successful sale of your home. If you choose Vesta Preferred as your broker, we agree to provide the following for our clients:

Team Environment:

- **Vesta has a full team that is part of your buying process. Team members include:**
 - an appointment setting coordinator, in which, with your approval, we will always be available to get a potential client in to see your property
 - transaction coordinator; ensuring a successful close
 - top producing brokers

Expert Negotiation

- At 98.01% of sale price to listing price ratio, will fight to get you the best and highest value for you home
- Putting together effective negotiation strategies

Communication

- We are readily available and accessible for your needs with quick communication turnaround
- Same day responses for inquiries that come in before 7pm, or you will hear back from us first thing the following morning