



# SELLING *your* HOME

Thank you for considering the Mad City Dream Homes team for the important job of selling your home. We know your home is one of your greatest assets, which is why **we create a customized plan to meet your goals**. With our team approach, we simplify the listing process, provide top-notch marketing services, assist with negotiations, and serve as your guide through closing.





# A TEAM APPROACH

At Mad City Dream Homes, we believe you deserve to work with a group of professionals who are dedicated to their craft. We'll help you achieve your goals by giving you our personal attention, sharing our sound advice, and providing timely and professional service in our ever-changing market. We have the experience & expertise to make your transaction smooth and successful - our team consistently ranks in the top 1% of local agents.

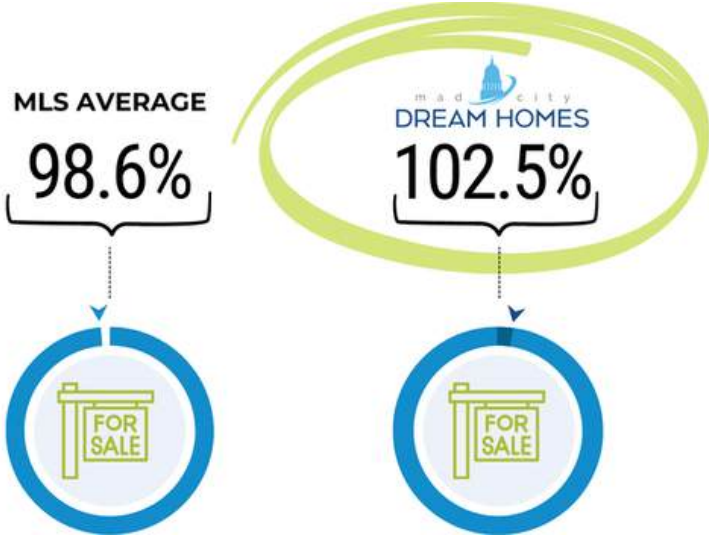


Visit our downtown office at 1619 Monroe Street, Suite 1, Madison

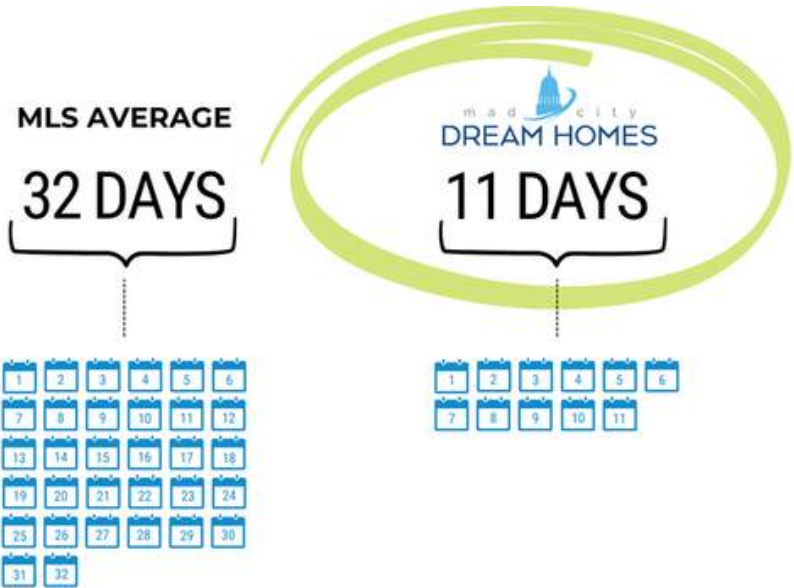
# RESULTS

**Our Dane County home and condo sellers net 3.9% higher sales price** compared to the average MLS seller. That means for a \$500,000 home listing, we add \$19,500 in value to our clients' bottom line.

## Original List Price vs. Sold Price in 2025

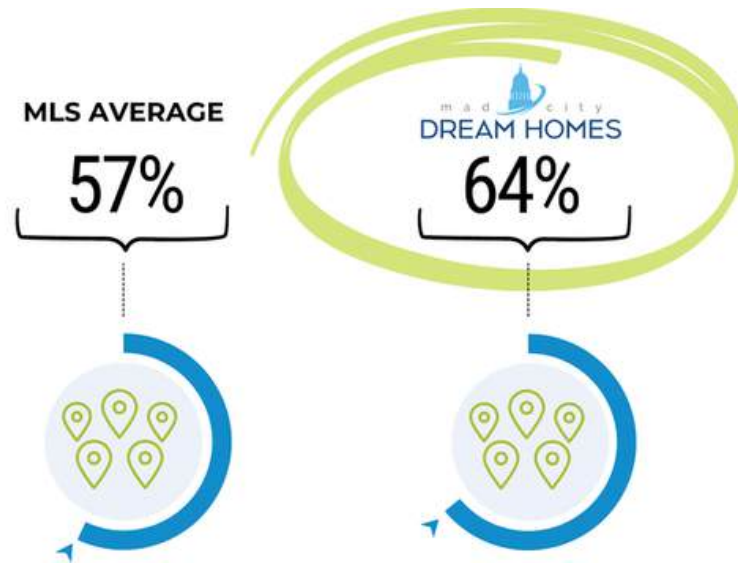


**Our seller clients received an accepted offer three weeks quicker than other homes on the market in 2025.** On average, a Mad City Dream Homes listing found a buyer within 11 days, as compared to the 32 days it took the other homes on the MLS.

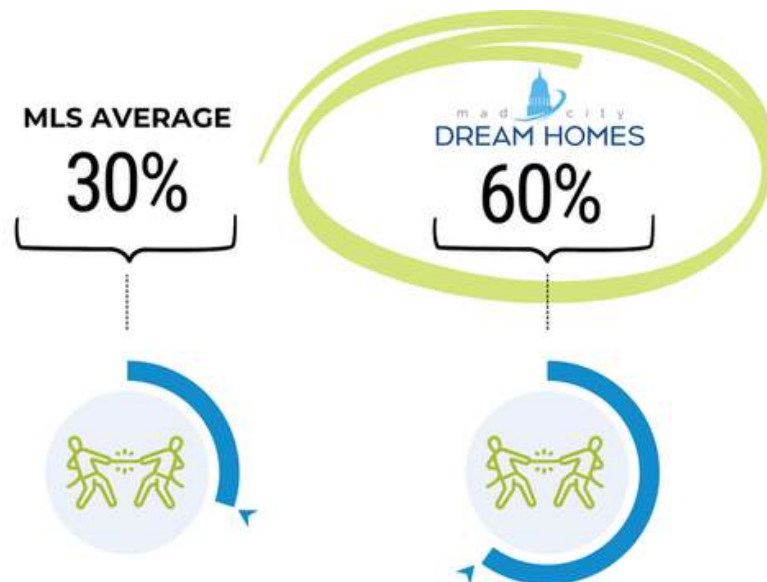


# RESULTS

Our track record for getting our sellers top dollar is not due to outlier statistics, either. **64% percent of our sellers received the listing price or more for their home,** compared to the MLS average of 57%.



Our properties sell for higher prices because we design each listing to attract multiple offers. **60% of our listings received multiple offers in 2025,** compared to the MLS average of 30%.



# LISTING PROCESS OVERVIEW



1

*your customized*

Market Analysis &  
Marketing Plan

2

Preparing your Property  
*(with our help!)*

3

Welcoming Buyers &  
Negotiating for You

4

Working Through the  
Transaction to Closing

# 01

## MARKET ANALYSIS & MARKETING PLAN

Our team will provide you with a customized **market analysis** for your property that will guide us in determining an ideal listing price. We'll be sure to include current & local data to inform our discussion.

Similarly, our **marketing plan** isn't one-size-fits all. We adapt our presentation of each listing to highlight the best features of the home and capture buyer attention, including cosmetic updates that increase market value and reduce the time to sell.



# 02

## PREPARING *your* PROPERTY

### SMALL CHANGES WITH BIG IMPACT

Presenting your home in its best light is an important step in maximizing your sale's potential. We'll help you stage your home so it shines online and in-person. We work closely with professional stagers and their services are included at our expense.

Many simple cosmetic updates can be done both quickly and affordably. The list to the right includes some of the most common suggestions from our stager if you want to get a head start. Or, we'll help you coordinate - and lend a hand - in any staging recommendations.

- Hire a professional cleaner
- Remove dated curtains & drapery hardware
- Replace dated electrical switch plates with newer, white switch plates
- Swap out dated kitchen and bathroom cabinet hardware
- Replace dated bathroom mirrors, towel bars, and towel rings
- Paint dated fireplace trim
- Touch-up stain on fatigued cabinets & trim
- Update paint colors and remove dated wallpaper
- Change ceiling fan to a newer, sleeker fan or an affordable flush mount
- Replace large, fluorescent light fixtures with newer, brighter, modern styles
- Refresh the flooring with new carpet, affordable hard wood, synthetic wood, or LVP

# 02

# PREPARING *your* PROPERTY

## STAGING OPTIONS

A key part of our marketing is the staging plan that we develop for each listing. Staging doesn't have to be intimidating or expensive: we will be there to guide you, and we'll pick up the consultation bill.

*Shelley did an amazing job helping us get our home ready to sell. She and her staging team were phenomenal. It took a lot of pressure off of my wife since we had a newborn and a toddler to juggle while prepping the house.*

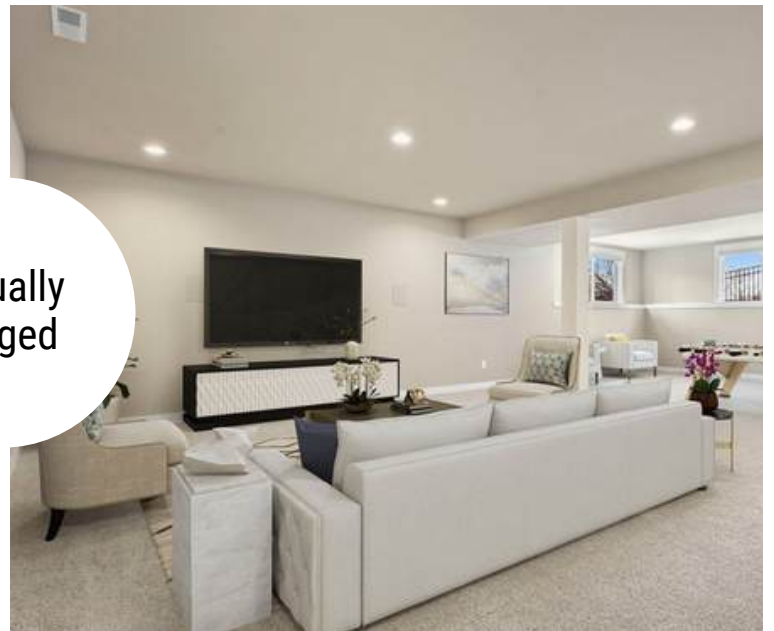
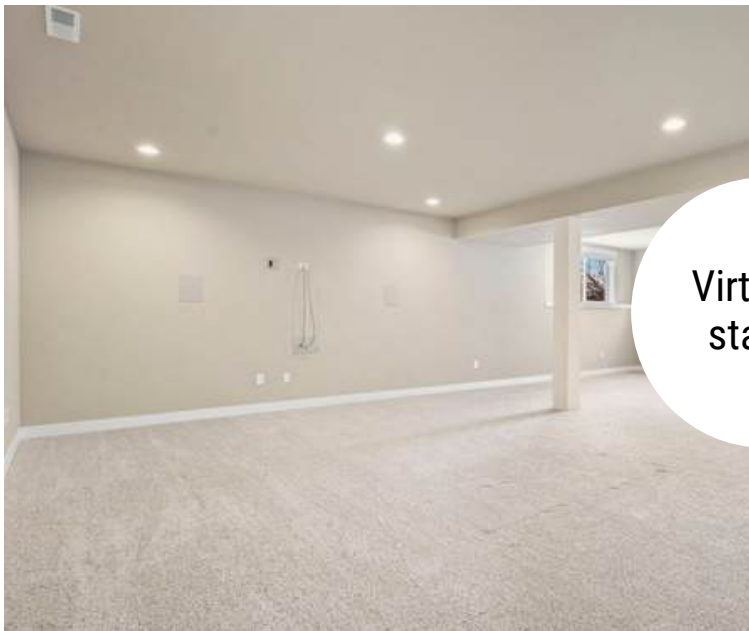


# VIRTUAL STAGING

Sometimes we determine the best strategy for staging a vacant property is to use "virtual staging." In these listing photos all of the furniture and artwork were superimposed on top of the original photo. We can choose from multiple furniture and style options to fit your space. Our "virtually-staged" listing photos - as compared to photos showing only empty rooms - generate more immediate interest and lead to more buyers scheduling showings.



Virtually staged



Virtually staged

# 02

# PREPARING *your* PROPERTY PROFESSIONAL PHOTOGRAPHY

We believe every property deserves beautiful photos. Over 90% of all home buyers start their homebuying process online, and we often say online photos are your “first showing.”





# WELCOMING BUYERS & *negotiating* FOR YOU



Our team ensures your listing receives full exposure to the market, and that all interested parties have the ability to view the home, ask questions, and submit their offer. Our goal is to attract multiple offers and negotiate with multiple buyers.



We are on your side throughout the process of welcoming buyers into your home. We make sure your home is secure and showings work around your schedule.



We take the job of negotiating on your behalf seriously. We will guide you through the contract language & communication with the other party.

# our SERVICES

We know you'll see greater success in your sale when we invest in your listing rather than focus on upfront cost-cutting. At Mad City Dream Homes, we **customize** your listing from the following services:



- ✓ Professional market analysis
  - ✓ Professional staging
- ✓ Professional cosmetics consultation
- ✓ Coordination of trusted contractors
  - ✓ Expert negotiation
  - ✓ Customized marketing plan
- ✓ Marketing materials about home & community
  - ✓ Professional photos
- ✓ Realtor fee is earned only after successful sale
  - ✓ Aerial photos
- ✓ Professional video, including aerial video
  - ✓ Professional floor plan & virtual tour
  - ✓ Coming soon marketing
- ✗ Requires a 12-month listing contract
- ✗ Requires upfront, non-refundable deposit
- ✗ Additional realtor fees due at closing

# 04

## WE'RE *by your side* THROUGH CLOSING

Our team is with you every step in the home sale process through closing day. After you accept an offer, we'll be working to ensure all terms and conditions within your contract are met in a timely manner and that the transaction progresses smoothly. When it's time to sign the closing paperwork, we'll be there to celebrate with you, too!

*"We had a great experience working with [the Mad City Dream Homes team] for selling our home. They were very helpful throughout the process, starting with the initial exploration, staging, and all the way to the closing. I loved the attention to details and the effort that the whole team put in. I would definitely recommend the Mad City Dream Homes team."*



# OUR FUTURE *Together*

*We're here if you need:*

- ★ Reputable contractors
- ★ An out-of-area agent
- ★ Closing paperwork at tax time
- ★ Remodeling advice
- ★ Future real estate advice & services for you or a loved one

Even after closing day, our team at Mad City Dream Homes is still here to help if you need anything. Don't hesitate to reach out if you could use help with home projects, real estate advice, or paperwork related to your transaction. We hope to see you at our client events throughout the year and hear about how you're settling into your next step in life.

[info@madcitydreamhomes.com](mailto:info@madcitydreamhomes.com)



# REVIEWS

Check out what a few of our past clients have to say about working with our team. Read all of our reviews on our business page by typing "Mad City Dream Homes" into Google.



*Dan Miller*

*"Thank you Dan and Mad City Dream Homes for selling my parents' house and working with us from the east coast. From staging to pricing, your marketing strategy brought in a quick offer and closing. I appreciate the time your team takes to include information on the neighborhood and surrounding schools, along with the details of the house. Highly recommend Dan and his team!!"*

*"We worked with Shelley Lazzareschi at Mad City Dream Homes both as first-time buyers and later as first-time sellers. She and her team are outstanding! Shelley is extremely knowledgeable, and provided excellent guidance through both processes. We knew we could go to her with any question or worry, no matter how big or how small. Let's be real - buying or selling a home is stressful business, and you want the best of the best in your corner. You'll find that with Shelley & Mad City!"*



*Shelley Lazzareschi*



*Chris Venden*

*"This is the second time we've worked with Chris Venden and Mad City Dream Homes, and this and past experiences have always been fantastic. This time around, we were selling a home for the first time, so there were many new routes to navigate. Chris was very patient and explained everything thoroughly. She worked with us on our timeline, and was easy to communicate with. She could also tell we were getting stressed with various pressures on our already tight (and self-imposed) timeline, and offered up alternatives to help alleviate that. Her calm, caring, knowledgeable, and transparent approach to the process is something we've come to appreciate with her and the team. We have, and continue to recommend our friends to Chris and Mad City Dream Homes."*

*"We couldn't be more pleased with the recent sale of our home by Shelley & Isabella at Mad City Dream Homes, they deserve more than 5 stars. They guided us along the way, staged the house beautifully, and executed the selling strategy flawlessly, with 5 offers in 4 days! Those behind the scenes also deserve recognition as the photos, video, and brochure were stunning and helped spark the tremendous interest. Thank you Shelley, Isabella, and the team at Mad City Dream Homes!"*



*Isabella Lazzareschi*

# REVIEWS



*"Austin was professional and responsive from start to finish! He handled every request we made promptly and was thorough in every step of the way towards helping us purchase our new home. I highly recommend Austin Kempf if you want a realtor who is pleasant to work with and who cares."*

*Austin Kempf*

*"Lane is a top notch real estate agent. He is always honest and always looks to do whats best for his clients. He'll go out of his way to make sure that no matter if you are buying or selling you will find the right fit in your new stage of life. I would highly recommend Lane if you find yourself needing an agent who will be on your side."*



*Lane Manning*



*"We would give Max Woods more than 5 stars, if the option was available. He is a good listener, skilled and responsive communicator, knowledgeable negotiator, resourceful problem solver and just a lot of fun! He prioritized our satisfaction over making the sale, seeking expert advice on upgrades and issues to help us with the final contract negotiations. All of these characteristics made working with Max a uniquely positive and memorable experience."*

*Max Woods*

*"Jennifer was amazing to work with. She has an awesome ability to connect with her clients and understand their needs. She is also highly responsive and a great negotiator, both of which are absolutely essential, especially in this hot market. I would 110% recommend working with Jennifer!!"*



*Jennifer Hoyt*



*"Amanda came in with energy and excitement and gave us amazing advice on how to get our house ready to sell. Any time I felt overwhelmed Amanda was encouraging, enthusiastic, realistic and honest! We felt so supported through the process and always felt like Amanda wanted what was best for us. I was constantly impressed at how organized and prepared she was for everything. I truly did not think selling a house would be a good experience, but I can honestly say it was because of Amanda. Would highly recommend her in a heartbeat."*

*Amanda Verbrick*



# INVESTING *in your* COMMUNITY



## WITH OUR TIME

Our impact in the community is amplified when we collaborate with other like-minded groups.

That's why Mad City Dream Homes has become a member of the Monroe Street Merchants Association & volunteer at several local nonprofits.



## WITH OUR MONEY

Our team loves to support small businesses in Madison and Dane County. Whenever possible, we use our purchasing power to invest in the local economy. Some of our favorite places to buy gifts include Drumlin Ridge Winery, JustBakery, and Orange Tree Imports.



## WITH OUR RESOURCES

We prioritize promoting the good work of community nonprofits through our newsletters, social media, and events -- especially those that promote the health, safety & wellbeing of our neighbors here in Madison & throughout Dane County. We love spreading the word about nonprofits our clients are involved in, too.