



# SELLING YOUR HOME

Thank you for considering the Mad City Dream Homes team for the important job of selling your home! We will share more information on how we will simplify this process, provide top notch marketing, assist with negotiations, and be your guide through closing.



M A D C I T Y D R E A M H O M E S . C O M

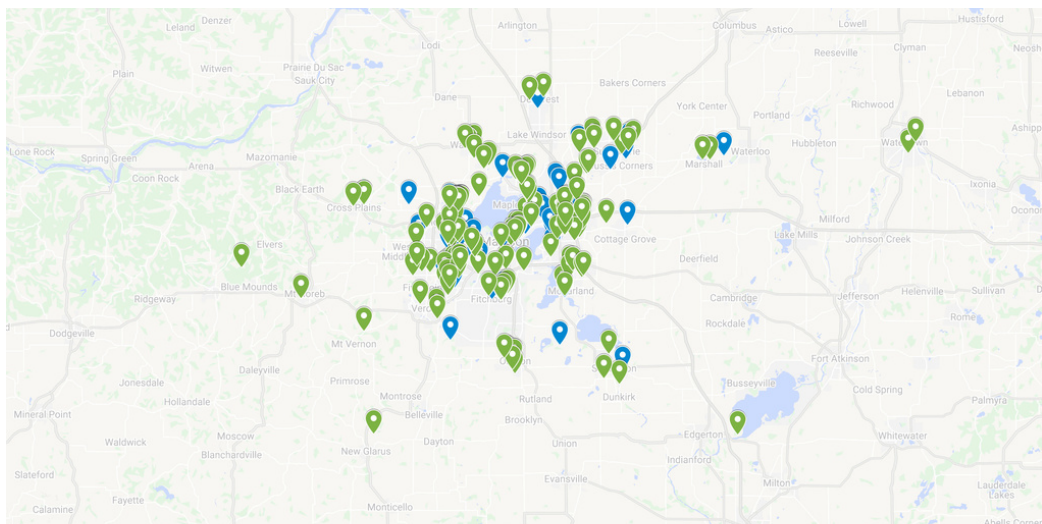




# A TEAM APPROACH

At Mad City Dream Homes, we believe you deserve to work with a group of professionals who are dedicated to their craft and helping you achieve all of your real estate dreams and goals. No matter your goal, we'll help you get there by giving you our personal attention, by sharing our sound advice, and by providing the timely and professional service you need in our always changing market. And all of this comes with the expertise of our full group.

Our team consistently ranks in the top 1% of all agents in our market! We have the experience to get you in your dream home.



# REVIEWS

Our results are important pieces of information to review, and what makes us the most proud are our reviews! Here is a sample of what our clients have said about their experience.



*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."*

# REVIEWS



*Alan Feder*

*"I first used Alan Feder at Mad City Dream Homes to buy a condo in Madison. Six and half years later the time came to sell and I went back to Alan to list and sell the condo. Everything went smoothly. Alan brought the right expertise and effort to both transactions and I would recommend Alan and Mad City Dream Homes."*



*Maureen Moran*

*"Over many years I've bought and sold a number of properties. Among some very good agents Maureen Moran has been the very best. All were professional, knowledgeable and were prepared as required at each step in the sales process. What sets Maureen apart, however, is her integrity, creativity and availability. Her days start early and are impressively long. I have no doubt that the very positive result in the sale of my home would not have occurred without Maureen Moran's advice and assistance."*



*Max Woods*

*"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."*

*"With the in-house support at Mad City, as well as their trusted colleagues from other companies - Debbie, Dan, Grant, April, Patrick, Elizabeth, Katie, and others working behind the scenes - Chris gave wonderful guidance to make condo purchase and sale efforts both go smoothly and seamlessly. There were lots of happy people at the closings, sellers and buyers alike!"*



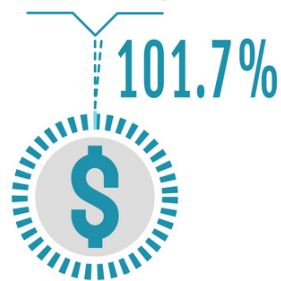
Please check out all of our reviews! Just Google "Mad City Dream Homes."

# RESULTS

Our sellers net a 2.1% higher sales price compared to the average MLS seller. For the average \$400,000 home, we add \$8,200 in value to our clients' bottom line.

## Sold Price vs Original List Price 01/01/2022-12/31/2022

MLS Average



Mad City Dream Homes



Our properties sell for higher prices because we design each listing to attract multiple offers. 61% of our listings received multiple offers in 2022, compared to the MLS average of 43%.

MLS Average



Mad City Dream Homes



The days on market is the number of days that pass from the listing date until the accepted offer date. On average our clients receive an accepted offer in just 10 days compared to the MLS average of 19 days.

MLS Average



Mad City Dream Homes





# INVESTING IN OUR COMMUNITY

At Mad City Dream Homes, we are committed to helping make Dane County a better place to live, work, learn, and recreate. Here are a few ways our team is becoming more intentional with investing our time, talent, and resources in the communities we serve.



## Joining Partner Groups

Our impact in the community is amplified when we collaborate with other like-minded groups. That's why Mad City Dream Homes has become members of local organizations such as the Monroe Street Merchants Association.



## Buying Local

Our team loves to support small businesses in the Madison and Dane County area. 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.



## Supporting Area Nonprofits

Our agents and staff members are engaged with and volunteer for several local nonprofit organizations -- especially those focused on promoting social and racial justice, providing affordable housing, and protecting the environment.

# YOUR SELLING PROCESS IN 3 STEPS



STEP 1

Tell us about your goals for selling your home.



STEP 2

We'll complete your market analysis and customize a marketing plan for you.



STEP 3

Then we'll guide you through your home sale all the way to closing.

# YOUR HOME SELLING PROCESS

- ☒ Initial consultation including a tour of your home.
- ☐ We will develop a market analysis of your property's value, present & discuss optimum value with you, and review strategies to best market your property.
- ☐ Property preparations begin, including cleaning, pre-packing, repairs, and staging.
- ☐ Professional photographs are taken and the marketing materials are prepared. We will direct and execute your customized marketing plan.
- ☐ Listing becomes active and showings will begin. We will review offers, negotiate, and accept the best offer that fits your goals.
- ☐ The Inspection and testing period for buyers is next, and could lead to further negotiations, repairs, or credits.
- ☐ We monitor financing and appraisal contingencies, while you prepare for the closing by packing, cleaning, and move out.
- ☐ You attend the closing and receive proceeds of the sale, then it's time to celebrate! We appreciate and ask for your feedback and referrals.





# MARKETING PLAN

We don't use a one-size-fits-all marketing plan. Instead, we invest a significant amount of planning into the presentation of each new listing, including cosmetic updates that increase market value and reduce the time to sell. Your customized marketing plan will be created next!



# HOME IMPROVEMENTS



You are ready to sell, and you want to get the best price possible. This means showing your home at its best. A professional will help you stage your home so buyers fall in love with it when they first view it online. We work closely with Debbie Lea from Showcase Home Stagers and her services are included at our expense as part of every listing we take on.

We suggest a few simple updates that can be done both quickly and affordably. Take a look at our list of ways to increase your home's market value without breaking the bank and provide a high return on investment.

- Have your home professionally cleaned
- Remove dated curtains
- 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 to fatigued cabinets and 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



# ATTRACTING BUYERS

Get the process started with staging!

At Mad City Dream Homes, we create a customized marketing plan for each home-selling client. A key part of our marketing is the staging plan that we develop for each new listing. We know that staging can sound intimidating and expensive! Don't worry -- we will be there to guide you and we'll pick up the consultation bill!







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. Our "virtually-staged" listing photos generated a ton of immediate interest and led to more buyers scheduling showings.



# PHOTOGRAPHY

We believe every property -- no matter the price point -- deserves beautiful photos. Over 90% of all home buyers start their process online when they search for real estate, so quality photos are a must.







# NEGOTIATING



Ensure your listing receives full exposure to the market. We ensure all interested parties have time to view your home, ask questions, and submit their offer. Our goal is to attract multiple offers and negotiate with multiple buyers.



We like to vet the buyers and learn more about them and their interest in your home. Very often this means we're calling the buyer's lender to verify the buyer is financially solid and well-qualified to purchase your property.



Throughout the negotiation process we prefer to "advocate without being adversarial." We help buyers and buyer agents get all of their questions answered quickly, and we keep the tone of all communications upbeat and positive. Buyers and buyer agents are more willing to negotiate with a kind and helpful listing agent than one who communicates infrequently and plays the role of "tough negotiator."



# HERE UNTIL CLOSING

Accepting an offer is a very exciting step in this process, and the job doesn't stop there! Our team is with you every step along the way. We'll be working to ensure all terms and conditions within your contract are done timely and that the transaction progresses smoothly. Yep -- obstacles can and do come up. Our experienced team is here to help you address all of these challenges and replace feelings of overwhelm with a sense of calm and confidence.



# OUR FUTURE TOGETHER

When your transaction is complete, you might think it is time to ride off into the sunset. Please know that your Mad City Dream Homes team is here. We are here to help at any point in the future. So if you want data on the market -- we are here. If you need your closing paperwork to complete your taxes -- we are here. If you need a contractor recommendation - we are here. And if you need an agent recommendation in Maui -- we are here. If you have real estate questions or questions about what is happening in our community, know that we are here. We look forward to continuing to connect with you and your family!

