

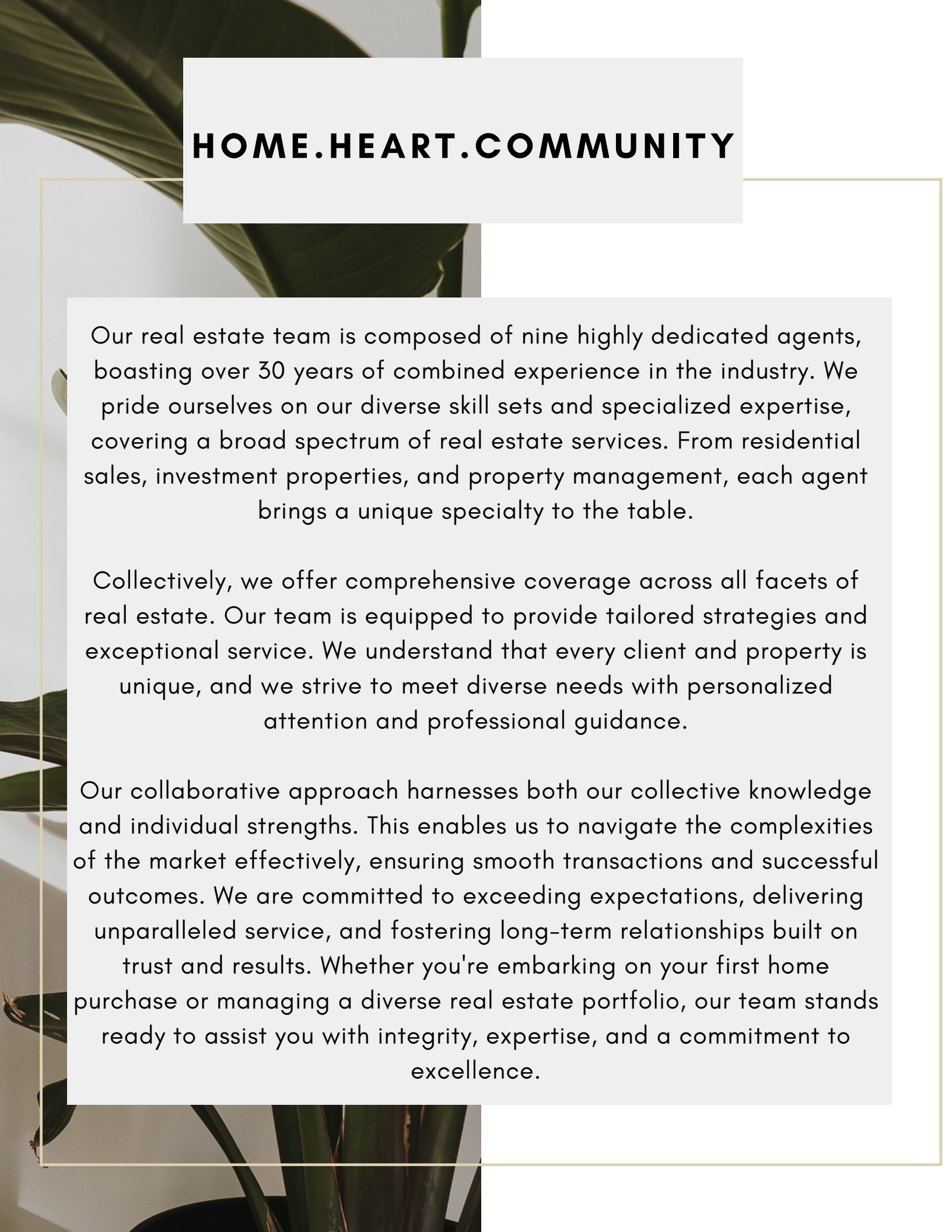
SELLER

guide

FOR SELLING YOUR HOME



HOME.HEART.COMMUNITY
YOUR REAL ESTATE CONNECTION



HOME.HEART.COMMUNITY

Our real estate team is composed of nine highly dedicated agents, boasting over 30 years of combined experience in the industry. We pride ourselves on our diverse skill sets and specialized expertise, covering a broad spectrum of real estate services. From residential sales, investment properties, and property management, each agent brings a unique specialty to the table.

Collectively, we offer comprehensive coverage across all facets of real estate. Our team is equipped to provide tailored strategies and exceptional service. We understand that every client and property is unique, and we strive to meet diverse needs with personalized attention and professional guidance.

Our collaborative approach harnesses both our collective knowledge and individual strengths. This enables us to navigate the complexities of the market effectively, ensuring smooth transactions and successful outcomes. We are committed to exceeding expectations, delivering unparalleled service, and fostering long-term relationships built on trust and results. Whether you're embarking on your first home purchase or managing a diverse real estate portfolio, our team stands ready to assist you with integrity, expertise, and a commitment to excellence.

WORK WITH US , BECOME PART OF OUR FAMILY

At Home Heart Community, real estate is more than transactions, it's about people. We love giving back through free community events that bring our neighbors together. When you work with us, you're not just a client, you're family.

2025 EVENT RECAP



WHAT OUR CLIENTS ARE SAYING...

Emily was absolutely amazing. It was my very first time buying a home and she made the process so easy. She was available at all hours to answer questions and I can safely say I've gained a friend as well as a new home from this process. I just love her !

I had an amazing experience working with Emily. From start to finish, she was professional, knowledgeable, and incredibly patient. She always made time to answer my questions, explained every step clearly, and made what could've been a stressful process feel surprisingly easy. I highly recommend Emily to anyone buying or selling, you'll be in great hands!

We'd never bought a house before, so we were kinda clueless. I found Emily Rubin on Tiktok, and let me tell you, she's super nice and really knows her stuff about houses, resales, inspections, and all that. I felt so at ease with Emily. She was awesome about setting up appointments right away, always got back to us, and her advice was so helpful. We just can't say enough good things about Emily Rubin. We LOVE our home!

Emily is THE BEST! Hands down! After working with an inattentive realtor for a year, Emily was a godsend. Extremely professional and always puts her clients first. She was always available to work with our unconventional work schedules, and was amazingly understanding when we had to bring our energetic 1 year old with us to a showing. She made sure we were educated and comfortable with all the terminology of contracts, as it can be overwhelming at times. Even after we completed the sale, she was always available for any questions we had. Absolutely recommend her to everyone!

We had an incredible experience working with Emily Rubin! From start to finish, she was supportive, responsive, and exceptionally knowledgeable. She guided us through every step of the process with patience and care, helping us find the home of our dreams within our budget and in the exact neighborhood we were hoping for. Emily is a fantastic communicator — not only with us, but also with the sellers' agents, which made a huge difference in making everything go smoothly. She connected us with a great team of professionals, including a home inspector and mortgage lender, all of whom were just as wonderful to work with. On top of everything, she was so kind to our dog — a small detail, but one that really meant a lot to us. We're so grateful for Emily's help and couldn't recommend her more highly!!!

Meet The Team

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Christina Krajcsik

REALTOR

Excels in buying and selling properties. She creates tailored marketing strategies to maximize exposure and achieve optimal results for her clients, providing attentive service throughout the process.



Anthony Krajcsik

REALTOR

Known for his strategic approach and strong negotiation skills, he ensures smooth transactions for clients from first-time homebuyers to seasoned investors.



Meet The Team

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Jenna Wright

**DIRECTOR OF
COMMUNICATIONS**

Dedicated, organized Director of Communications with a passion for real estate and genuine connection. I thrive on running a seamless digital presence and keeping everything—and everyone—aligned.



Emily Rubin

REALTOR

Sweetest soul on the team—a caring, committed Realtor who brings heart to every client interaction. With a calm presence and a true love for helping others, she makes every step of the journey feel like home.



Ian Dixon

REALTOR

A dedicated buyer's agent providing detailed assistance to investors and home buyers.



Miranda Aspell

REALTOR

A dedicated buyer's agent who exceeds at making your home-buying process smooth and seamless.



Michael Olsakowski

REALTOR

A top-tier buyers agent excelling in finding dream homes and smart investments, combining market savvy and sharp negotiation for client success.

The Process

THE REAL ESTATE TRANSACTION IS COMPLEX - AND NAVIGATING YOU THROUGH EVERY STEP OF THE SALE IS MY EXPERTISE.

- | | |
|---|---|
| ☐ INITIAL MEETING, WALK-THROUGH AND NEEDS ANALYSIS | ☐ RECEIVE AND PRESENT OFFERS |
| ☐ SIGN LISTING AGREEMENT | ☐ NEGOTIATE CONTRACT |
| ☐ PREPARE YOUR PROPERTY FOR SALE: STAGING, PHOTOGRAPHY, ETC. | ☐ GO UNDER CONTRACT |
| ☐ LAUNCH "COMING SOON" MARKETING CAMPAIGN | ☐ FACILITATE INSPECTION PROCESS |
| ☐ ESTABLISH A COMPETITIVE PRICE | ☐ NEGOTIATE ANY ISSUES |
| ☐ OFFICIALLY LIST YOUR PROPERTY | ☐ OVERSEE APPRAISAL |
| ☐ LAUNCH "JUST LISTED" MARKETING CAMPAIGN | ☐ COORDINATE AND PREPARE FOR FURTHER INSPECTIONS |
| ☐ START SHOWING YOUR HOUSE AND HOLD OPEN HOUSE | ☐ FINAL WALK-THROUGH |
| | ☐ CLOSE! |

YOUR CUSTOM MARKETING PLAN

PHOTOS

High-quality photos showcase the features, layout, and condition of the home, giving viewers a clear idea of what to expect before they decide to visit in person. Good photos can attract more interest and inquiries, leading to faster sales and potentially higher offers.

MLS LISTING

Once your home is listed for sale by your realtor, it will be entered on the MLS database. This database is accessed constantly by professional real estate agents. This maximizes your potential audience and can only bring you the best results. End goal: Bidding war!

SIGNAGE

An initial First step will include identifying that your house is up for sale by placing the classic FOR SALE sign on the front of the property.

OPEN HOUSES

We offer open houses to allow multiple buyer's tour your home and build up a possible buyer pool. We will also host a broker's open to allow agents to preview the home for their buyer's.

VIDEO TOUR

Buyers can virtually walk through the home, experiencing its layout, flow, and spatial relationships in real-time. Video tours provide a deeper understanding of the property's size, condition, and overall appeal, which can help buyers make more informed decisions without needing to physically visit the property immediately.

SHOWINGS

A very successful approach taken by real estate professionals is having the house empty of its owners at the time of a visit by the potential buyers. This can be accomplished by using a lock box located near the front entrance.



Pre-Listing Checklist

Kitchen

- ☐ REMOVE MAGNETS FROM FRIDGE
- ☐ DECLUTTER COUNTER TOPS
- ☐ DEEP CLEAN ALL APPLIANCES
- ☐ REMOVE TRASH AND PUT IT IN THE GARAGE
- ☐ ENSURE ALL APPLIANCES ARE WORKING
- ☐ WASH ALL CABINET FRONTS
- ☐ DEEP CLEAN REFRIGERATOR AND STOVE

Bathroom

- ☐ CHECK WATER PRESSURE
- ☐ REMOVE ANY SOAP RESIDUE
- ☐ CLEAN TOILET BOWLS
- ☐ CLEAN TILE GROUT
- ☐ CLEAN OR REPLACE SHOWER CURTAIN
- ☐ PLACE FRESH TOWELS AND RUGS
- ☐ REMOVE ANY RUST OR STAINS
- ☐ RE-CAULK SINKS, TUBS AND SHOWERS

Curb Appeal

- ☐ REPAIR BROKEN WINDOWS & SHUTTERS
- ☐ MOW LAWN
- ☐ REMOVE STAINS FROM WALKWAYS
- ☐ CLEAN ALL PATIO FURNITURE
- ☐ REPLACE TORN SCREENS

Garage

- ☐ SEAL OR PAINT FLOORS
- ☐ ORGANIZE TO CREATE FLOOR SPACE
- ☐ ENSURE THE GARAGE DOOR IS WORKING

Bedroom

- ☐ REARRANGE FURNITURE AS NEEDED
- ☐ CLEAN SHEETS AND BED COVERS
- ☐ DUST FURNITURE AND LIGHTING
- ☐ DECLUTTER AND ORGANIZE CLOSETS
- ☐ CLEAN WINDOW COVERS/ SHADES
- ☐ ORGANIZE FURNITURE TO LOOK SPACIOUS

Laundry Room

- ☐ ORGANIZE SHELVES AND CABINETS
- ☐ STORE AWAY ANY REMAINING CLOTHES
- ☐ CLEAN APPLIANCES
- ☐ DECLUTTER AND WIPE SURFACES
- ☐ WIPE DOWN WASHER AND DRYER

Overall Interior

- ☐ REMOVE PERSONAL PHOTOS
- ☐ CLEAN FILTERS AND VENTS
- ☐ ORGANIZE EVERY CLOSET & ROOM
- ☐ RE-PAINT WALLS NEUTRAL TONE
- ☐ CLEAN FLOORS, BASEBOARDS, AND TRIM
- ☐ REPAIR HOLES OR CRACKS IN WALLS

Exterior

- ☐ REMOVE WEEDS & ADD FRESH MULCH
- ☐ REMOVE ANY COBWEBS AND NESTS
- ☐ PRESSURE WASH WALKWAYS
- ☐ REPAINT FRONT DOOR & MAILBOX
- ☐ MOW THE LAWN
- ☐ CLEAN PATIO FURNITURE
- ☐ ADD FRESH PLANTS IN BARE AREAS
- ☐ TRIM ANY TREES AND SHRUBS

Listing price

WHAT IS MY HOUSE WORTH?

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings. A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

Comparative Market Analysis

A Comparative Market Analysis (CMA) is a method used by real estate professionals to determine the market value of a property by comparing it to similar properties that have recently sold in the same area. Here's how it generally works:

- **Property Comparison:** We identify recently sold properties (comps) that are similar to the subject property in terms of location, size, age, condition, and other relevant features.
- **Adjustments:** Adjustments are made to the sale prices of the comparable properties to account for differences between them and the subject property. For example, adjustments might be made for differences in square footage, number of bedrooms/bathrooms, upgrades or renovations, lot size, and so on.
- **Market Value Estimate:** Based on the adjusted sale prices of the comparable properties, a market value range is estimated for the subject property. This helps sellers determine a listing price and assists buyers in making competitive offers.
- **Market Trends:** CMAs also take into account current market trends, such as supply and demand, interest rates, and local economic factors, which can influence property values.

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