



LISTING PACKET PREPARED FOR:

NAME
ADDRESS

*“Committed to empowering our clients by educating, protecting
and advising them, from contract to close and beyond”*

Lisa & Angel

Compliments of:



Lisa Baer - REALTOR®

C (763) 458-0178

O (763) 432-7640

E lisa@livenorthmn.com

W www.livenorthmn.com

Angel Zierden - REALTOR®

C (612) 269-0054

O (763) 432-7640

E Angel@livenorthmn.com

W www.livenorthmn.com

ROOTED IN *COMMUNITY*



As residents of the Brainerd Lakes Area as well as the Northwest Metro, we understand what makes these communities and the people who call it home so special. That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing, but a love and understanding of the community and the people who live here.

Having a REALTOR® who will guide you through any real estate transaction is essential in this fast-paced industry filled with ups and downs, twists and turns. It our goal to make sure that our clients feel totally empowered and at ease during what can sometimes be an overwhelming process. We are committed to educating, advising and protecting our clients. That's just one reason to choose our team to stand by your side – and it's the foundation of everything we do.

A Simple Goal

MORE MONEY

Our goal is for your home to sell for the highest marketable price possible by attracting the maximum amount of qualified and interested buyers.

LESS TIME

By utilizing a sound and strong marketing strategy we will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

We will put our expertise to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

AN INDUSTRY *LEADER*

Realty Group Core Value

“TO REVOLUTIONIZE CLIENT EXPERIENCE BY INSPIRING REAL ESTATE PROFESSIONALS TO BE GREAT.”



- Collaboration
- Integrity
- Growth
- Purpose
- Kindness
- Progressive

Realty Group LLC has over 700 Real Estate Professionals and 45+ support staff. We are also extremely proud of our diverse culture, speaking 25 languages!

REAL Trends recently named our Brokerage “2022 Game Changers” at #3 in America for “Non-Franchised” Brokerages for “fastest growth in the last 5 years”. Other recognitions include RIS Media 2022 Power Broker at #168, Largest Brokerage in America, REAL Trends #1 Largest Independently Owned Brokerage in MN and #63 Largest in America.

As one of the fastest growing real estate companies, we are licensed in Minnesota, Wisconsin, and Florida with current offices in Coon Rapids, Maple Grove, White Bear Lake, Woodbury, Forest Lake, Apple Valley, Brainerd, St. Louis Park, and Fort Myers.

Our national expansion plan also includes Arizona and a few other states in the near future. Our Vision Statement is to be the “Top 5 Brand In All 50 States”.

CLEAR *COMMUNICATION*

Our real estate business is built on the concept of putting your needs first. An important part of that means that when you have a question, a concern or just need support, we will be there.

Real Estate Agents do not keep normal business hours, much of their work is done in the evenings and on weekends. We are available to you anytime you have a need related to the sale of your home.

When you choose to work with us, you can count on open, honest and timely communication – in the frequency and medium (text, email, phone, etc.) you prefer.

LIVE NORTH MN
REAL ESTATE | BRAINERD LAKES | TWIN CITIES

RG | REALTY GROUP
MLS

Here's how you can reach us:

LISA BAER - REALTOR®

Cell Phone: (763) 458-0178 phone calls or text

Email: lisa@livenorthMN.com

Website: www.livenorthMN.com

ANGEL ZIERDEN - REALTOR®

Cell Phone: (612) 269-0054 phone calls or text

Email: angel@livenorthMN.com

Website: www.livenorthMN.com

THE LISTING *PROCESS*

The real estate transaction is complex – and navigating you through every step of the sale is our expertise. Below are the steps that will generally be followed before and during the listing process.



- Initial meeting, walk-through and needs analysis
- Establish a competitive price
- Sign listing agreement and other documents
- Prepare home for sale: staging, photography, etc.
- Launch “coming soon” marketing campaign
- Officially list your property
- Launch “just listed” marketing campaign
- Start showing your house and hold open house
- Receive and present offers to you
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Assist with the closing process
- Final walk-through
- Close!**

THE HOME SELLING PROCESS



PHASE 1

Initial Consultation and Information about Brokerage, Listing Agreement and Seller's Packet

Determine Needs & Goals → Understand Selling Process → Moving Options → Determine Repair/Update Needs

Prepare CMA and Determine Listing Price

Sign Listing Agreement and Prepare Other Listing Documents

Order Professional Photos | Have Yard Signs Installed | Place Lock Box

Home Showings!

Open House and Broker's Open if Applicable

Receive Offers on Home

Offer Accepted or Offer Countered or Offer Rejected

Property Inspection & Other Agreed Upon Testing Scheduled

Order CIC Docs if Necessary

Inspection Period 7-10 Days

Inspection Contingency Removed

PROCEED TO PHASE 2
Seller Refers to Moving Checklist

PHASE 2

Mostly For the Buyers

Orders Appraisal | Mortgage Company | Send Loan to Underwriting

Loan Approval

Order Survey | Title Company | Title Search

Buyer to Arrange for Transfer of Utilities

Lender Delivers Final Loan Documents to Title Company

Title Company Prepares Closing Disclosure

Final Walk-through of property

Closing Day!

Next Chapter!



Refer Your Family and Friends to
Live North Real Estate | Brainerd Lakes | TwinCities
www.livenorthMN.com

Closing costs for the seller are generally around 1-3% of the sale

WHAT TO EXPECT *AT SIGNING*

Listed below are the disclosures and contracts you can expect to receive for reviewal and signature(s). These are the documents that are required in order for your property to be officially listed and visible on the MLS (Multiple Listing Service). Some forms are considered contractual, and others are disclosures. By signing a disclosure you are simply acknowledging that this form/information was presented to you. During the course of the listing, there may be other documents that could be added.

Agency Relationships in Real Estate Transactions

Disclosure Must be presented at first meeting

Listing Contract / Exclusive Right to Sell

Contract

Affiliated Business Arrangement Disclosure

Disclosure

Arbitration Disclosure

Disclosure

Showing instructions Worksheet

Worksheet / Filled out by Agent

MLS Listing input Form

Worksheet / Filled out by Agent, signed by Seller

Seller's Estimate of Proceeds/Net Sheet

Worksheet / Filled out by Agent, signed by Seller

Seller's Disclosure Statement

Worksheet / Filled out and signed by seller

Certificate to Withhold or Coming Soon

If applicable

Lead Paint Addendum (pre-1978)

If applicable

Well and/or Septic Disclosure

If applicable

PRICING IS *EVERYTHING*

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 is 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.

Through our competitive market analysis, we'll help you find the pricing sweet spot for your home.

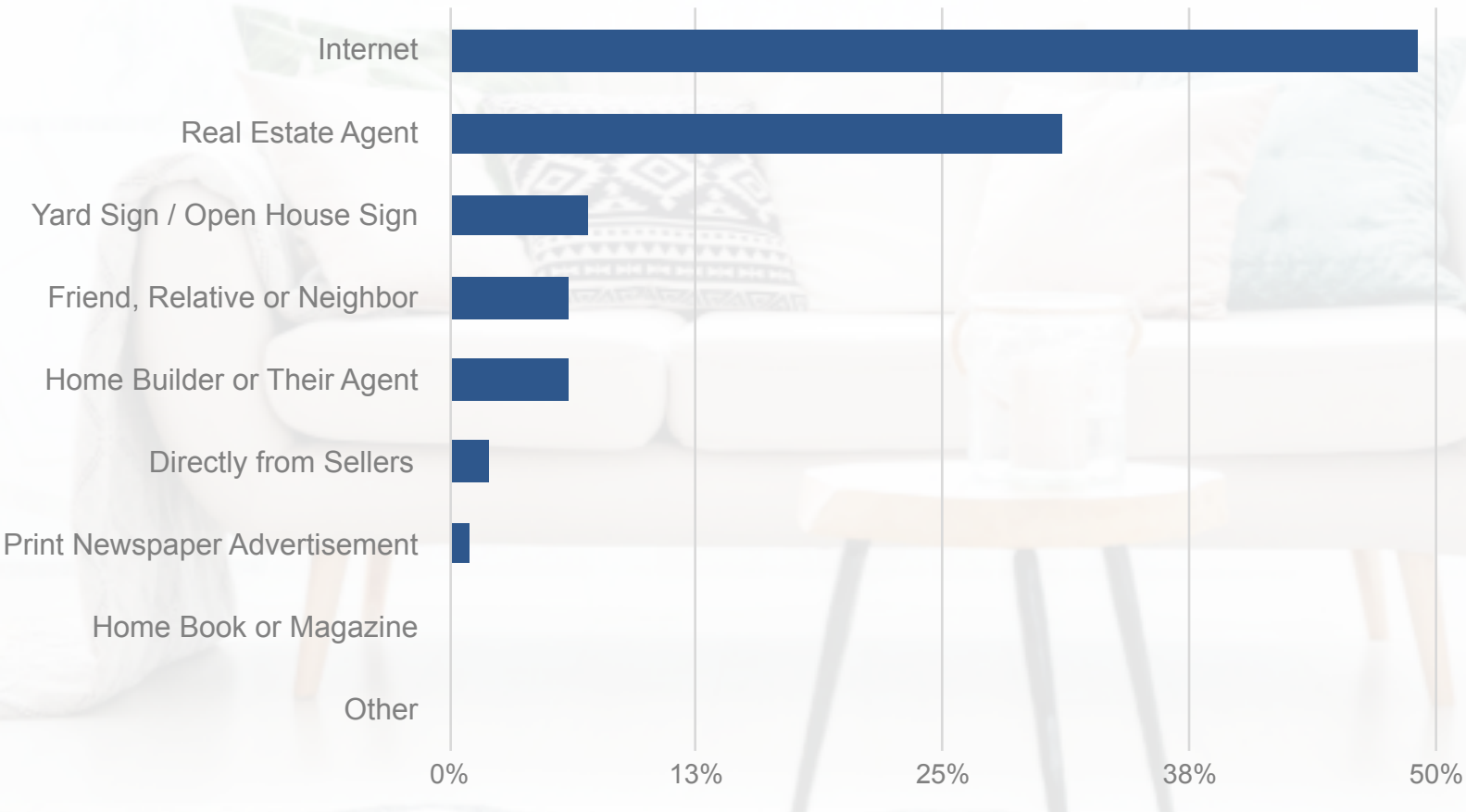
- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.
- By pricing the home right from the start, the listing will most likely sell for the most money possible which will equate to a higher net proceeds amount for the seller.



FINDING YOUR *BUYER*

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we work diligently to find your buyer as fast and efficiently as possible.

HOW BUYERS FIND THEIR HOME National Association of REALTORS® Profile of Home Buyers and Sellers



OUR VALUE PROPOSITION

How we earn our pay

LIVE NORTH MN

REAL ESTATE | BRAINERD LAKES | TWIN CITIES

1. Twelve point custom market plan (to be presented at time of contract signing).
2. Thoroughly present and explain the listing process as well as listing documents.
3. Guidance on how to best stage and prepare your home for listing & showings.
4. Professional interior & exterior photographs as well as aerial shots if applicable.
5. Professional signage, full color property detail booklet & other print material.
6. Hold public and/or Broker open houses - If desired and applicable.
7. Receive, present, explain and offer guidance related to all offers.
8. Handle all legal & ethical aspects of a highly regulated transaction.
9. Swiftly and effectively work through any issues that may arise related to the sale.
10. Negotiate contracts, inspections or appraisals, always to your best interest.
11. Recommend service providers repair technicians, lenders, title companies etc.
12. Available by phone, text, e-mail or in person 7 days a week.
13. Educate, advise, protect and be your trusted ally from contract to close.

WHAT PAST CLIENTS *ARE SAYING*



Lisa helped my husband and I not only buy a new home but also sell our townhome!

She is easy to get along with, very responsive, and was knowledgeable about the market in the area. She helped us get an AMAZING deal on our home in Elk River and I will be forever grateful for all her hard work!

Katie G from Saint Michael, Minnesota



Lisa made the process of selling our house seamless and was incredibly attentive to all our questions and needs. She is highly knowledgeable and has great insights of the local market. Much of our work had to be done remotely but Lisa managed the entire process with incredible white gloves Service. We would highly recommend Lisa.

Jen A from Maple Grove, Minnesota



Lisa was an excellent real estate agent who helped my wife and I sell our townhome, and buy our forever home. She put in the extra effort by creating an appraisal booklet which helped to sell our home at the top of the market.

Matt G from Saint Michael, Minnesota



OUR PROMISE *TO YOU*

- ~To serve the community as a leader in the real estate industry as a friend, neighbor and business owner.
- ~To always do the right thing, even if it isn't what is easiest.
- ~To take care of your needs at the highest level, through unparalleled professionalism and attention to detail.
- ~To serve as a trusted local expert and adviser by your side.
- ~To consistently and clearly communicate with you in the manner and frequency that you prefer.
- ~To treat you and your family with straightforwardness, integrity, and respect at all times.
- ~To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from contract to close and beyond.





THE FINAL *WORD*

Real Estate can be complicated.

Once you've made the decision to sell your home - the next most important step is to hire a Realtor® who is resourceful, thorough, reliable, organized, ethical and ready to hit the ground running.

That's where we come in.

While not all bumps on the road to closing can be predicted or avoided, our goal is for you to feel that the experience of selling your home exceeded all your expectations. So throughout all of our interactions – from listing to closing – we will work hard to achieve that goal.

When you choose to work with us, you are not just getting a trusted, respected team of Realtors® – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started...