

CHAR**KLISARES**
REAL ESTATE
REMAX Concepts

WHAT TO EXPECT
Seller Guide

You've signed your contract, now what?

THANK YOU

for choosing us

Thank you for choosing the Char Klisares Real Estate Team to sell your home. We appreciate the trust you've placed in us during this important journey. Our team is committed to:

- Providing transparent communication
- Leveraging our market expertise
- Working tirelessly to find a qualified buyer
- Treating your property with the utmost care & respect

We understand selling a home can be stressful, and we're dedicated to making this process as smooth and successful as possible for you.



Our unique one-agent team model ensures you'll work exclusively with Char while benefiting from a dedicated support team. This structure allows Char to focus entirely on selling homes for maximum value in record time.

Behind the scenes, our specialized team members will handle:

- Frequent communication
- Paperwork management
- Vendor scheduling
- Other essential tasks

As your sale progresses, you'll become acquainted with most of our team members, each contributing their expertise to ensure a smooth transaction.

This approach offers several advantages:

1. Proactive client protection
2. Constant communication throughout the selling process
3. Leveraging our extensive local network

By combining Char's expertise with our team's comprehensive support, we consistently achieve exceptional results & high client satisfaction. Our model balances personalized service with the efficiency of a well-structured team, ensuring you receive the best of both worlds during your home-selling journey.



Our Mission: Client-Centered Service

We believe in empowering our clients through education, which enables them to make informed decisions with confidence.

We are not here to simply sell, but to serve. Our success is measured by the trust and satisfaction of those we help.

WHO WE ARE

Meet the Team



Mindy Cory

Director of Operations

✉ info@charklisares.com

Mindy oversees onboarding new clients, filing listing paperwork, business operations, human resources, system management, marketing & advertising, community outreach, and client experience. She ensures we are providing the best service during a transaction and for years after.



Glynn Bogle

Transaction Coordinator

✉ transactions@tcconnectsinc.com

Glynn steps in after an offer has been accepted. She files all the necessary paperwork & required legal documentation for a home's transaction. Glynn makes sure every legal requirement has been met, numbers are correct and that you have a smooth closing.



Donna Nicodemus

Social Media & Database Assistant

Donna has been around since the beginning of Char's business and does millions of little tasks for us. We call her our Team Mom because she loves to take care of us and is always willing to help out in any way she can. If you ever receive a handwritten note or a gift at your front door- chances are, Donna had a hand in it.

WHO WE ARE

Meet the Team



Sophie Curtis

Gift Delivery

Sophie has the honor of managing all of our gift deliveries around the metro. If you come home to a gift at your front door or a silly video on your Ring doorbell, Sophie was probably the culprit!



Buyer Call Board

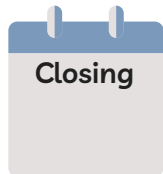
A Unique Benefit to working with Char

We have dedicated phone line that assists with our buyer leads that come in from your yard sign, advertising, social media marketing and phone calls. Their job is to work to convert a lead into a buyer, freeing up Char to stay focused on you and providing the best service possible.

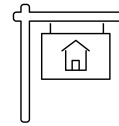


The Char Klisares Real Estate Team

TIMELINE TO YOUR *Home Sale*



Sign an agreement



Sign planted



Showings
& Feedback



Listing
Goes Live



Photography



Negotiate
Offers



Accept an
Offer



Inspection



Closing



Final
Walkthrough



Appraisal



Keys

COUNTDOWN TO *Your Home Going Live*



6. Staging

By working with Char, she can provide tips and tricks for staging your home to photograph and show in the best light. She will give you cost effective ideas on what to do.



5. Photography

We will reach out to you to set up an appointment with our photographer. We usually take our photographs and videos on a Tuesday, or Wednesday if needed.



4. Lockbox Placed

If Char hasn't already attached a lockbox to your door, she will stop by the week of listing to do this. Please make sure you have an extra set of keys available to put in it for showings. Char will also place your for sale sign in the yard at this time.



3. For Sale Sign Placed

Believe it or not, there are strategic reasons for how we place our signs. We also have upgraded our system to include solar lights, so they are easy to spot and read at nighttime- gaining you maximum exposure from the road.



2. Prep for the MLS

We will create proactive, SEO filled remarks for the MLS, edit photos if necessary, create your listing landing page, social media graphics, and finalize paperwork before going active.



1. Your home is LIVE!

Once your home is live on the MLS, we will notify you right away and provide the link as well as social media graphics you can use to share on your own personal pages. You will also begin to receive information on Showingtime.

YOUR PROFESSIONAL

Photography with



MOSAICS MEDIA
TOURFACTORY

Meet our Photo Team

Meet Mosaics Media- your premier real estate photography and media company. They specialize in providing top-notch photos, video, and drone services to help your listing stand out from the crowd.

Our photographers shoot with a high-resolution lens which is equivalent to the naked eye. This means dust, dirt, and clutter will be seen. A deep cleaning will do wonders for the way your home shows prior to picture day!

In some cases, our photographer will create either a 3-D video tour or drone footage where prospective buyers can literally view your property online like a virtual open house.

Quick Tips to Prepare Your Home

- Make your hardwood floors glisten
- Shampoo and/or vacuum carpeting
- Wipe down and clean window blinds
- Remove excess and oversized furniture out of the rooms
- Remove family photos, personal collections and medications
- Clear and wipe down all countertops



PREPARING YOUR HOME FOR *Showings*

You've received your first showing request- great! Now it is time to prepare your home for buyers to walk through. We suggest you are not present for showings as buyers like to envision themselves in the home. There will be a licensed agent with them during this time.



The first & most important rule is to clean, declutter & depersonalize!

How to Ensure a Successful Showing

- Tuck away any personal items you would not like a stranger to see including personal photographs, papers, mail, calendars or medications.
- Invest in air fresheners! Buyers love the smell of a fresh home.
- Place any dirty dishes in the dishwasher and take out the trash
- Turn on all lights
- Seclude any animals in the home or take them with you.
- Make all beds in the home and fluff any pillows
- If you have children, they would have signed a children's listing agreement- so include them in the fun! Remind them to pick up their room and toys/books from around the house.
- Open all curtains and blinds



YOUR HOME IS SECURE WITH

Supra

The lock box placed on your home is called a Supra eKEY. Supra provides a cutting edge electronic lockbox system to the real estate industry through an authorized access code system. Your industry specialists will have this exclusive code but will never use it without your prior knowledge. Showing agents may also use this code to show your home to prospective buyers- but only if you've approved the showing time (more info soon).

Supra is a leading global provider of key management solutions. Supra released its first lockbox system in 1955 for the real estate industry. In 2002 new technology was developed that allowed Bluetooth® to communicate between the lockboxes and an agent's smartphone with no other hardware needed.

The Supra logo, featuring the word "Supra" in a bold, black, sans-serif font, with a blue circular swoosh element to the left of the letter 'S'.

HOW YOUR HOME IS DOING

Showings & Feedback

ShowingTime is an appointment request system, which allows Real Estate professionals to schedule showings for properties in real time.

We use this system in order to get all showings of your home scheduled quickly, and to personalize showing requests to each of our client's needs. As soon as your home is active on the MLS, agents will be able to schedule showings through this system. It is completely up to you to determine how these appointments are scheduled.



HOW IT WORKS

- If your property is vacant, it is common to set showings to "Go and Show"- meaning, agents can schedule a showing right away without having to coordinate a time with you.
- When a showing is scheduled, you will receive an email/text/phone call to stay aware of when your property is being accessed. All agents are licensed through the State of Iowa before being given your code.

- After every appt, the agent is emailed by our team to fill out a feedback form on behalf of their buyers
- We have an aggressive plan for following up with that agent daily in order to obtain it for you **Usually we receive feedback within 24-48 hours- please be patient!**
- This is what we ask every buyer's agent after they show your home:
 - Is your client interested in the property?
 - What do YOU think of the price of the home?
 - Is the current price holding you/your client back from placing an offer?
 - If not in the top 3 favorite homes, which of the following would sway your client?
 - Comments/Recommendations

HOW WE MARKET A HOME

Your Personal Listing Plan

Every Home Deserves a Plan

Drawing upon our decades of combined experience, we create a plan that is most likely to draw in potential buyers for your home. Of course, fluctuating markets, industry changes, and interest rates all play their part in making each home sale unique. Also, each price point, neighborhood, HOA, or unique feature is factored into this tailored approach. What works for one house may not work for your home. But you have a dedicated team that meets weekly to make these adjustments as necessary.

What if my home doesn't sell right away?

This, of course, is our number one question from sellers- and OUR number one priority. Rest assured, our team meets weekly to assess the current market, compare home sales in your neighborhood, and other factors that may be influencing buyer's decisions. We also have additional marketing strategies we implement after each major time marker: 30 days, 45 days, 60 days, etc.



Your personalized plan may include...

- Promotion on the Multiple Listing Service (MLS)
- Syndication to 500+ sites
- Personal Listing Landing Page
- Custom Social Media Graphics
- Exposure to our large network of contacts
- Professional photos & 3D video tour with website
- 24/7 virtual open house
- Professional marketing fliers
- Solar Powered For Sale Sign for maximum exposure
- Feedback follow-up system from buyer's agents
- Allow Char to make simple recommendations for improvements that can increase your home's appeal and "show-ability"
- and more!

OUR TIME-TESTED *Pricing Strategy Formula*

When we have:
10 showing with no offers
OR
2 weeks with no showings
WE HAVE OPTIONS...



SOLUTION- LOWER PRICE

The market is rejecting the property based on price.



SOLUTION- INCREASE CONDITION

Something about the home is turning off buyers.



SOLUTION- COMMISSION BOOST

The home is showing well but not selling, a third option is to improve the buyer agent pool.



*formula per the recommendation of the National Association of Realtors.
Any of these options can be undone.

WHAT TO EXPECT

When Receiving an Offer

Congratulations! You have received an offer on your home- now what? Depending on the activity of your property your agent may suggest handling the offer in a few different ways:

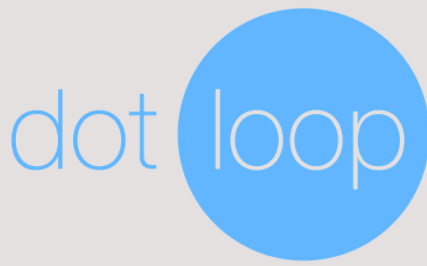
HIGHEST & BEST SITUATION

Our listings are placed live on the MLS on a Thursday- initially, with the requirement being all best offers must be received by Monday at 6:00 pm. This ensures that Char has ample time to review all offers, compare information, and still be able to communicate with you about the strength of each offer. At times, a buyer may decide they no longer want to compete with other buyers and withdraw. If we do not receive best offers by Monday evening, we will keep your home listed for another week and consider adding additional marketing tactics to your home's plan.

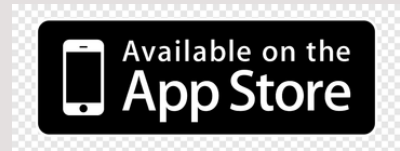
ACCEPT/COUNTER/REJECT

When you receive an offer, you have the ability to accept, counter or reject. If the offer meets all aspects of your wishes you may accept the offer as is. If Char suggests you counter the offer, we can do so verbally until an agreement is met. Finally, if an offer is not attractive to you, you have the option to verbally reject it without a counter. We always suggest, however, providing at least some sort of counter offer as a buyer's situation can always change.

When you are preparing to sign an offer, be sure you have excluded any/all items that you would not like to include in the sale. Items such as window treatments, light fixtures, mirrors, tv mounts or anything else bolted to the wall would be examples of this. If we flipped your house upside down and shook it, anything that stays affixed is expected to be included in the sale. Additionally, if you have any assessments, judgements or liens on your property, we must negotiate them prior to accepting an offer so please let us know if that is the case.



**And Why
We Use It**



Dotloop was created to provide a solution in Real Estate that allows everyone involved in a transaction to work better and faster together to complete, sign and share documents online.



Always Secure

All of your personal information and documents are private and protected through Dotloop.



Easy

Dotloop's simple design allows the ability to navigate easily when buying or selling a home. Just review, sign, and your document will be shared.



Mobile Access

Today you manage most of your life while on the go and need to use technology with the option to be mobile. Dotloop's app and mobile optimized platform enables you to do just that.

downloading the app is not required- you may access Dotloop from your computer

Logging into your account:

1. You will receive an email notification. Click View Document.
2. Review and eSign the documents you received, then press confirm signing
3. You will be prompted to create a password to create an account

OUR WHY

behind Real Estate



CKRET Foundation was born out of Char's own personal story of domestic chaos. Its aim is to bridge the gaps inherent in the current justice system and to help prevent the cycle of violence from repeating. Through the Foundation, Char shares both what the system can and cannot do. It highlights what a victim can do for themselves and helps them along the way.

CKRET can help make sense of that chaos and guide victims to a series of steps that will really help through education, implementation of safe havens, advocacy, and aftercare.

For more information please visit
www.ckretfoundation.com



Single Parent Provision is a non-profit organization that offers programs and services to help single parent families strengthen and thrive. All of their events are backed by volunteers who are willing to serve single parents.

The majority of SPP's staff and board are made up of current or former single parents or those raised in a single parent home. This dynamic helps put them in a strong position to hit the mark when making decisions about valuable programs, services, and events for single parent families.

To find out more about their programs & services, or for how you can help, visit
www.singleparentprovision.org

Char Klisares Real Estate Team

When choosing the Char Klisares Team, you're hiring a professionally trained agent with over a decade of experience, as well as tapping into our extensive network of contacts and a service-oriented team.

We don't just list properties. We help you make informed decisions that maximize your investment and minimize stress. Whether buying or selling, you'll have a dedicated professional fighting for your best interests.



One small but mighty team

- Sold over \$110 Million in volume
- Consistently found speaking at mastermind groups or podcasts
- Highlighted in December 2022 Des Moines' by Top Producer Magazine
- Over 35+ combined real estate experience

Recent Awards

- 2025 Re/Max Platinum Club
- 2024 Re/Max Platinum Club
- 2023 Re/Max Platinum Club
- 2022 Homesnap Top Agent Award
- 2021 DMAAR Circle of Excellence
- 2020 RE/Max Hall of Fame
- 2021 RE/MAX Platinum Club
- 2020 RE/Max Platinum Club

We know you have plenty of options when choosing a real estate agent in Iowa, and it can feel difficult to differentiate between the different choices. The Char Klisares Real Estate Team is so grateful that you're taking the time to meet with us.



Follow us on
Facebook

