

# SELLING YOUR HOME



[WWW.RESTAINOHOMES.COM](http://WWW.RESTAINOHOMES.COM)

**RESTAINO  
& ASSOCIATES  
REALTORS®**



# WHO WE ARE

## WORKING WITH RESTAINO & ASSOCIATES ERA POWERED

At Restaino & Associates ERA Powered, we strive to build a culture, service, and experience that goes well beyond standard. As an industry innovator, we are at the forefront of real estate.

## WE ARE WELL EQUIPPED TO TAKE ON THE EVER-CHANGING WORLD OF REAL ESTATE.

### OUR CORE VALUES

We aspire to be the market leader. We look to embrace innovation and always provide the highest level of service to the clients who entrust us with their business. Integrity, professionalism, service, community, and diversity are the pillars of our success. We rely on these core values to guide us forward.

#### - INTEGRITY

We strive to treat people with respect and dignity, to be accountable for our actions, and to operate transparently and honestly.

#### - PROFESSIONALISM

Our agents are carefully selected and highly trained to best represent the interests of our clients—a key ingredient to our company's long track record of success.

#### - SERVICE

Service is rooted in the heart of everything we do, and is a core value that continues to guide us forward every day.

#### - COMMUNITY

We support local charities because positive change in the community starts with us. Our goal is to help families realize their dreams of homeownership while also strengthening the communities in which we live, work, and play. We are proud to support numerous local charities that share our vision.

#### - DIVERSITY

We celebrate our differences and promote diversity within our communities. Talent, inclusion, and individuality make up the foundation of our competitive advantage.



Ronald T. Restaino  
Broker/Owner



# WHAT DOES IT MEAN TO BE ERA POWERED?

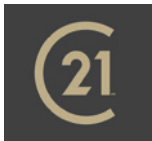
## NATIONAL AND INTERNATIONAL PRESENCE

Restaino & Associates joined ERA Real Estate under the ERA Powered® Program. This affiliation positions Restaino & Associates ERA Powered as the first hybrid brokerage of its kind in Wisconsin. Our vision blends the power and reach of international branding, with the localization and community ties of an independent brokerage.

The offerings of the ERA global brand allow us to drive our reach even further.

As an ERA Powered® company, we retain our close relationships with the communities we operate in, while providing our agents with the opportunity for significant professional growth. Our relocation division, powerful technology and amazing training programs are just some of the tools that help us serve our community at a higher level.

# POWER OF Anywhere<sup>SM</sup>



Anywhere Real Estate Inc. (NYSE: HOUS) is the leading and most integrated provider of residential real estate services that is focused on empowering independent sales agents to best serve today's consumers. Anywhere delivers its services through its well known industry brands. Anywhere's fully integrated business model includes brokerage, franchising, relocation, mortgage and, title/settlement services.

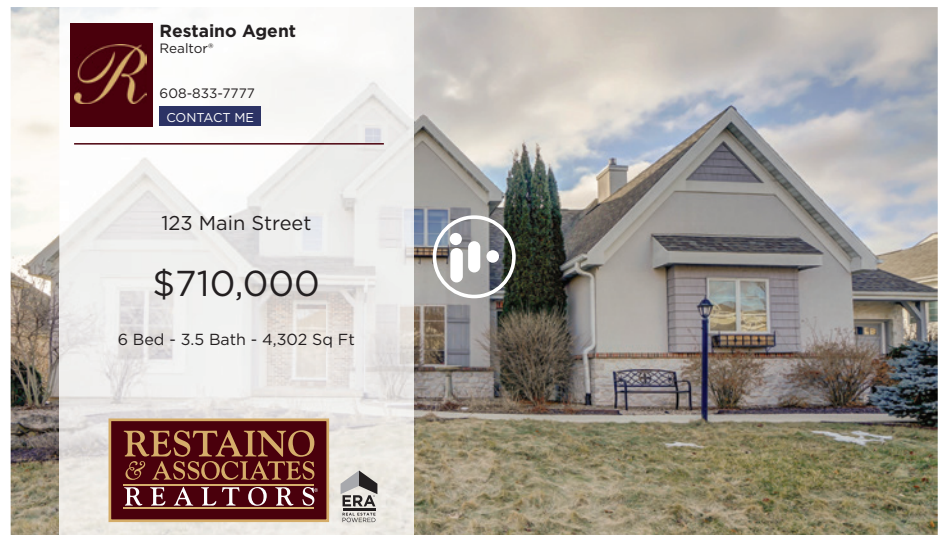
Anywhere provides independent sales agents access to leading technology, best-in-class marketing and learning programs, and support services to help them become more productive and build stronger businesses. Anywhere's affiliated brokerages operate around the world with approximately 192,000 independent sales agents in the United States, and approximately 97,000 independent sales agents in more than 115 other countries and territories.

Most importantly, the Powered By platform allows ERA brokers access to national tools and services. This allows us to maintain our independence and the corporate culture our agents, employees and clients have come to love.

# MARKETING YOUR LISTING

## PROPERTY LANDING PAGE

A search engine-optimized property landing page is generated automatically for each qualifying listing, creating a unique viewing experience for the home seeker, and a unique marketing asset for the home Seller. These microsites make it easy to promote listing videos via website, social network or client communication.



- Customizable content capabilities
- A complete video listing library
- Mobile-friendly format allows home Buyer to view video on any device
- Social share links
- Direct link to Google mapping
- Click-to-call puts clients in direct contact with the listing agent
- Automatic online syndication

## YOUR HOME ON THE INTERNET

### RESTAINOHOMES.COM AND ERA.COM

We distribute your listing information to a wide array of premier consumer websites, making sure that we maximize every opportunity to attract qualified buyers to the table.



**...AND HUNDREDS MORE!**

- Online requests are routed immediately via cell phone and e-mail
- Creates an opportunity for immediate follow-up
- Tracks the source of all property leads

### ERA MOBILE APP

- Search for a house, or see what homes are selling for in your neighborhood
- The ERA® Mobile App works on both standard cell phones and smartphones
- The ERA Mobile App gives Home Buyers the power to search anywhere and at any time
- Home Buyers are directly connected with a Restaino agent throughout the home search
- The ERA Mobile App is available free at the App or Play Store Search for ERA - Real Estate

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# TEXT RESTAINO

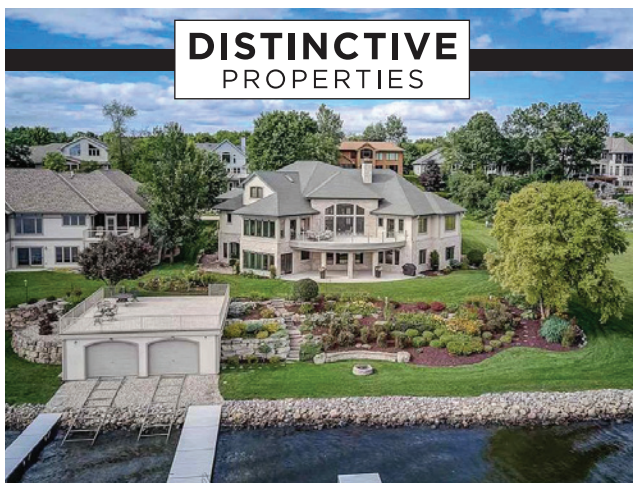
## MOBILE MARKETING

As you might imagine, buyers today want all the information about your home, and they want it immediately. If they can't get what they want, they move on to another house - and quickly.

Text RESTAINO allows a buyer to simply text a number provided on your yard sign, and they will receive information on your home directly back to their phone. Text RESTAINO also sends your listing agent an email with their contact information, allowing them to capture a potential buyer for your home—right from the curb!



## DISTINCTIVE PROPERTIES



## OUR LUXURY DIVISION

Going Beyond Luxury to include Style, Location and lifestyle

### Global Listing Distribution

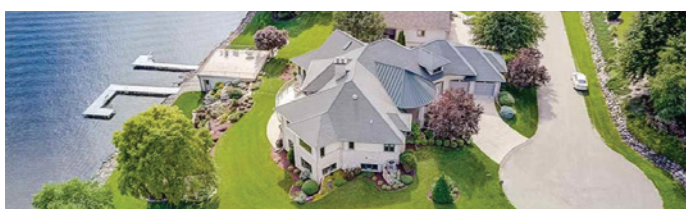
- 55+ Countries and Over 100 International Websites
- Millions of Prospective Client Impressions
- Language and Currency Conversion
- Elite Partnerships

### Exclusive Marketing

- Unique Luxury Website
- Custom Property Landing Page
- Modern, Sophisticated Marketing Materials

## PROFESSIONAL PHOTOGRAPHY

We partner with market leaders in property photography, 3-D virtual Tours, and aerial video and photography. **Presentation** is everything when trying to sell your home, and having the best photos available will help your home stand out among the competition.





# PREPARING YOUR HOME TO SELL

## SHOW YOUR HOME AT ITS BEST!



### DRESS YOUR HOME - EXTERIOR

#### SEASONAL SET-UP

- ☐ **SUMMER**  
Keep lawn properly hydrated
- ☐ **SPRING**  
Plant some colorful flowers
- ☐ **FALL**  
Rake the leaves and debris
- ☐ **WINTER**  
Keep home well lit in the evenings

#### CURB APPEAL

- ☐ Paint Front Door and Garage Doors
- ☐ Repair Leaks in Roof and Carport
- ☐ Remove stains from driveway
- ☐ Paint walls where necessary
- ☐ Clean gutters and sweep roof
- ☐ Repair/ Repaint the fence

#### YARDWORK

- ☐ Cut the grass and pull the weeds
- ☐ Plant a flowerbed - optional
- ☐ Pick up toys & equipment
- ☐ Trim the bushes and trees
- ☐ Remove dead plants
- ☐ Refresh Bark

### DRESS YOUR HOME - INTERIOR

#### GENERAL DÉCOR

- ☐ Paint and repair walls where necessary
- ☐ Deep clean carpets
- ☐ Prevent daily clutter from piling up
- ☐ Rearrange furniture to open space

#### KITCHEN AND BATHROOM

- ☐ Deep clean all sinks, toilets, & showers
- ☐ Repair leaky faucets and unclog drains
- ☐ Clean tile around the tub & toilet
- ☐ Replace the shower curtain
- ☐ Scrub and/or replace tile grout
- ☐ Place matching towels

#### ELIMINATE ALL ODORS

- ☐ Prevent laundry from piling
- ☐ Dishes properly put away
- ☐ Keep pets well groomed
- ☐ Keep beds well made
- ☐ Spray Airwick, etc.

#### DURING SHOWING

- ☐ Step out of home
- ☐ Hide all jewelry and valuables
- ☐ Play soft background music
- ☐ Have a plan for your pets

# SHOWINGTIME

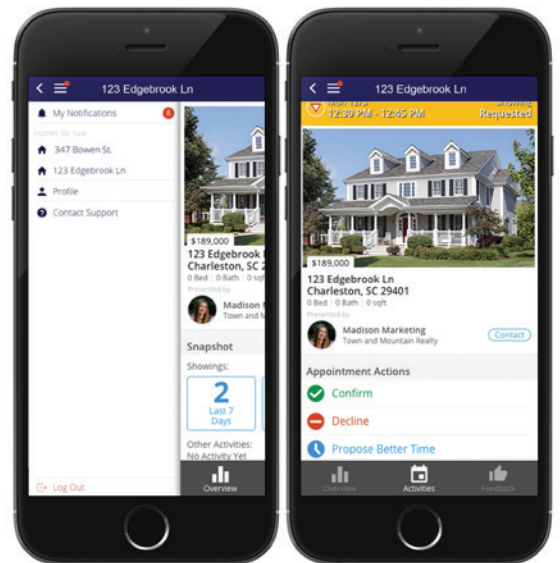
## STAY INFORMED ON SHOWINGS AND FEEDBACK

Sellers love ShowingTime because it's a simple way to stay informed and confirm appointments. Sellers can automatically receive notifications about showings, see feedback from potential buyers and view all activity on their home(s) during the sales process.

Communicate through text, email or our mobile app. Electronic notifications allow you to easily confirm, decline or reschedule showings based on preferences that work best for you.

Never miss a notification with the **My Home by ShowingTime** app for sellers. The notification center is your inbox for all showing and feedback alerts.

Conveniently communicate with your listing agent and keep a record of it in your messaging center.



### WHO IS SHOWINGTIME? —————

*ShowingTime is the leading showing management and feedback service provider in the real estate industry. With 24/7 availability, agents and sellers can receive optimal service any time of the year.*

## SHOWING FEEDBACK UPDATES

When your agent receives new feedback remarks from a recent showing, that feedback can also be shared with you. This helps give you an up-to-date overview on what buyers and showings agents think about your home!

Simply login in to your ShowingTime account in My Home app or at myhome.show on a desktop and click on the "Feedback" icon at the bottom menu. Here, you can compare feedback from agents and buyers to understand the way others view your home.

## LISTING ACTIVITY REPORT

Keep track of all the showings on your listing(s). Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report.

Here you can see all activity for your home including a list of all the showings, scheduled and completed. Your feedback is listed with the showings and can be broken down to show trends to help you identify those items to address to sell your home faster.

# STEPS IN THE SELLING PROCESS

This step-by-step guide will help keep you informed on each step of the home selling process.



**Congratulations!**  
You've decided to sell your home.



**Sign Listing Documents**



**Photo Shoot & Preparation of Marketing Materials**



**Input Listing into SCWMLS & Launch. Websites Populate**



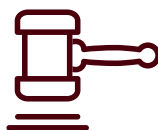
**Buyer Finds Listing & Contacts Agent**



**Buyer Tours Property**



**Buyer Writes Offer**



**Seller Responds to Offer**



**Offer is Accepted, Contingencies Begin, Inspections are Scheduled**



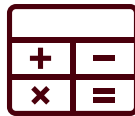
**Earnest Money is Deposited, Inspections Occur, Buyer Makes Formal Loan Application**



**Preliminary Title Report is Delivered**



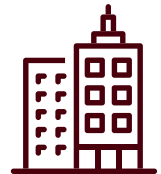
**Inspection Repairs are Negotiated**



**Appraisal is Ordered**



**Appraiser inspects Property**



**Appraisal is submitted to lender**



**Loan Underwriter Meets Conditions, Buyer Submits Additional Lender-Required Documents**



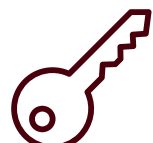
**Closing Documents are Prepared by Title Company**



**Buyer Signs Closing Documents, Seller Signs Closing Documents**



**Closing Occurs**



**Seller Delivers Possession of the Property**

## Your Home is Sold!

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# TIPS FOR A SMOOTH CLOSING

Here's a quick checklist to make sure everything goes smoothly during the transition from "your house" to "their house." Make sure everything included in purchase agreement remains on the property and that the property is in the same general condition as it was at the time the offer was written.

## THINGS TO DO PRIOR TO CLOSING

- Order final gas and electric bills.
- Cancel Cable.
- Notify post office of address change, cancel or switch subscriptions.
- Organize all manuals for personal property being left behind.
- Make final inspection to be sure nothing is forgotten. Look through closets, cupboards, basement, garage, attic, storage buildings, etc.
- Turn off lights. Close and lock windows and doors.
- Leave home only after the moving truck is on its way.
- Forward mail. You can do this online at [www.moversguide.usps.com](http://www.moversguide.usps.com).

## WHAT TO BRING

- All keys and garage door openers.
- Drivers License or other photo ID for notarizing paperwork.

## WHAT TO EXPECT

A typical closing lasts about an hour. It usually takes place at a title company. You'll sign documents, such as the closing statement, transfer tax return and the new deed giving title to the buyer. You'll give the keys and garage door openers to the new owners of your home, and take your check to the bank!

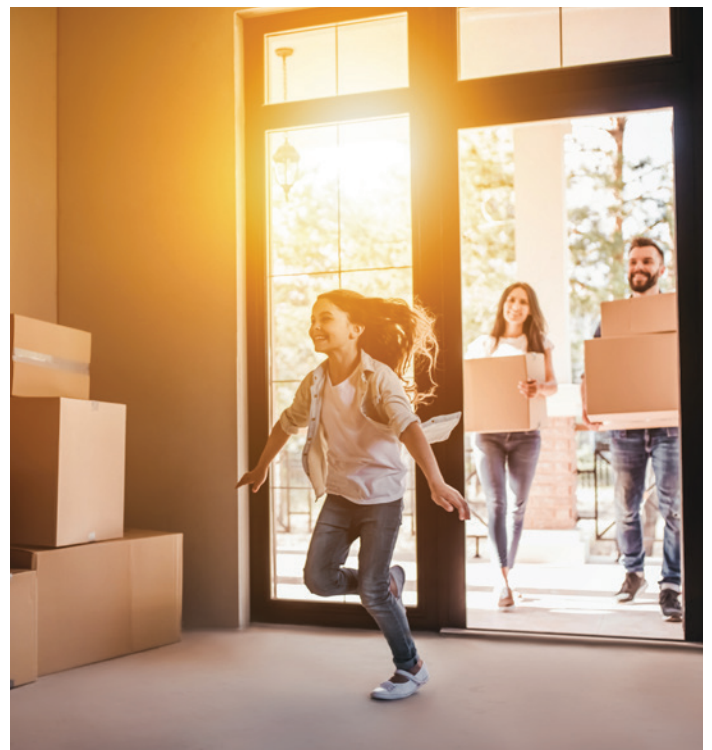
## THINGS TO DO AFTER CLOSING

During the first week after moving:

- Mail that has been forwarded from your old address will have a yellow address label on it. Notify the sender of your new address.
- Register to vote. Call your local board of elections for specific registration information. Ask them how to notify your previous voting district of your change of address.
- Call the Department of Sanitation in your new town to find out which day is trash collection. Also ask whether your new community has recycling programs.

Call your Chamber of Commerce for helpful information on:

- Schools
- Cultural events and community activities
- Libraries and parks



## RESTAINO RELOCATION DIVISION

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RELOCATION DIVISION

### ASSISTING CANDIDATES, TRANSFEREES AND FAMILIES MOVING IN AND OUT OF THE AREA

For over 25 years, our dedicated relocation team has prided itself on providing relocation assistance customized to the needs of individuals and corporations moving in and out of the Madison region, within the United States and Globally. Our team brings both expertise and a commitment to service excellence to the relocation experience and our work results in a steady stream of qualified and motivated out-of-town Buyers looking to purchase in our Market. We want to be your trusted resource to help you navigate through the entire process.

We conduct business with a network of trusted brokers and relocation suppliers in every market, giving you the security of knowing you are working with the very best in every location. Our Relocation Division is proud to be considered a Preferred Broker for many Relocation Partners and Networks and these affiliations also provide us with many Buyers and Sellers in our Market.

Restaino & Associates was also selected as a Preferred Broker for the Cartus Broker Network, the largest Relocation Management Company in the world! For more than 60 years, Cartus has been a trusted industry leader, guiding clients through thousands of moves. They do it through an unwavering focus on listening and delivering services, solutions and expertise that respond to the needs of their clients.

Are you moving out of the area? Finding the perfect real estate agent has never been easier. Our partnership with the Cartus Broker and Other Networks allow Restaino & Associates ERA Powered to have the most qualified relocation experts available around the globe. Homebuyers will work with trained relocation experts and we can help you with making that selection.



[www.MadisonRelocation.com](http://www.MadisonRelocation.com) | [Info@RestainoHomes.com](mailto:Info@RestainoHomes.com) | 1-800-637-1178 | 608-395-3103

## RESTAINO CONCIERGE SERVICE

### NEED HELP WITH ANY HOME IMPROVEMENT PROJECTS?

When buying or selling a home, it is likely that you will want or need to make some tweaks, updates or even complete remodels. We understand how hard it may be to find a professional to work with and trust.

Our Concierge Service program provides listings by categories found at [www.restainohomes.com](http://www.restainohomes.com). Our goal is to help make buying, selling or maintaining your home as easy as possible.



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# RESTAINO & ASSOCIATES ERA POWERED

An award winning brokerage with consistently proven results.

## 2023 AVERAGE SALE PRICE

### ALL CATEGORIES, ENTIRE MLS

As reported by SCWMLS 1/11/24

TOP 8 FIRMS	AVE. SALES PRICE	\$300,000	\$325K	\$350K	\$375K	\$400K	\$425,000
RESTAINO & ASSOCIATES ...	\$430,966						
STARK COMPANY .....	\$422,578						
REALTY EXECUTIVES-COOPER SPRANSY..	\$391,889						
KELLER WILLIAMS .....	\$377,009						
RE/MAX PREFERRED .....	\$365,295						
FIRST WEBER.....	\$365,242						
EXP REALTY.....	\$327,908						
CENTURY 21 AFFILIATED .....	\$285,171						

## 2023 AVERAGE SALE PRICE

### SINGLE FAMILY, ENTIRE SCWMLS

As reported by SCWMLS 1/11/24

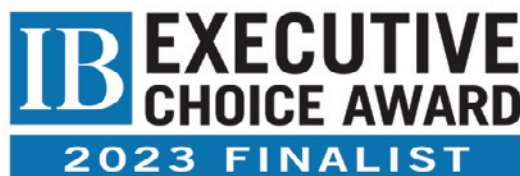
TOP 8 FIRMS	AVE. SALES PRICE	\$325,000	\$350K	\$375K	\$400K	\$425K	\$450,000
RESTAINO & ASSOCIATES ...	\$468,093						
STARK COMPANY .....	\$447,562						
REALTY EXECUTIVES-COOPER SPRANSY ..	\$424,979						
RE/MAX PREFERRED .....	\$419,407						
FIRST WEBER.....	\$417,965						
KELLER WILLIAMS.....	\$412,236						
EXP REALTY.....	\$345,624						
CENTURY 21 AFFILIATED .....	\$305,775						

## 2023 AVERAGE SALE PRICE

### CONDO, ENTIRE SCWMLS

As reported by SCWMLS 1/11/24

TOP 7 FIRMS	AVE. SALES PRICE
RESTAINO & ASSOCIATES .....	\$401,802
FIRST WEBER.....	\$341,419
STARK COMPANY .....	\$328,947
RE/MAX PREFERRED .....	\$320,783
EXP REALTY.....	\$308,353
KELLER WILLIAMS.....	\$304,028
CENTURY 21 AFFILIATED .....	\$250,922



Restaino & Associates was Voted a  
Finalist by InBusiness Magazine  
for their Executive Choice Award!

**Restaino has been voted #1  
in 9 of the last 10 years!**





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