



SOLD.

417 PROPERTY PROS

FROM START TO SOLD. ALL
THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL
YOUR HOME.



417 PROPERTY PROS

RESIDENTIAL COMMERCIAL INVESTMENT



Hello, at 417 Property Pros we believe in home!

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Amy & Carrie



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ABOUT US

AMY KOPPITZ

Realtor

I have a strong background in business banking, business development, and mortgage lending, and I've been passionately working as a real estate agent since 2010. With over 50 sales per year, I've built a reputation for delivering results and helping my clients achieve their real estate goals.

As an experienced investor, I've ventured into multifamily properties, short-term rentals, and home flipping, which has given me a well-rounded perspective on the real estate market. My experience allows me to offer valuable insights to clients looking for investment opportunities or buying and selling homes.

Outside of work, I'm a wife and mother of two, as well as a proud dog mom. I'm also an avid outdoors person who loves spending time in nature. My commitment to my family and passion for the outdoors fuel my dedication to helping others find the perfect property that aligns with their lifestyle and goals.



CARRIE TENNIS

Realtor

With over 20 years in commercial real estate, I've built a successful career in leasing, sales, business brokerage, and investment strategies. My deep understanding of market dynamics and strong negotiation skills have made me a trusted advisor, consistently delivering exceptional results for my clients.

I've facilitated high-profile transactions, from complex leasing agreements to multimillion-dollar property acquisitions, always with a focus on achieving the best outcomes. Known for my professionalism, integrity, and client-centered approach, I've developed lasting industry relationships and have stayed adaptable in a constantly changing market.

I'm passionate about commercial and residential real estate and committed to shaping successful ventures for my clients while staying at the forefront of industry trends.

In my free time, I love spending time with family including my new grandbaby, coaching gymnastics and serving on several non-profit boards.



KRISTI GAFFERY

Realtor - Office Manager

I've been a licensed Realtor® since 2017, and I truly love helping people find the home of their dreams. Whether it's a first home, forever home, or anything in between, I'm here to make the process smooth, organized, and as stress-free as possible.

I'm a wife, mom, and proud Gigi—and I bring that same care and dedication to my clients. I also help keep our team running like a well-oiled machine, making sure everything stays on track behind the scenes.

Outside of real estate, I'm happiest in the great outdoors—biking, kayaking, camping, and heading to the chuck wagon races whenever I can. I believe home is where life happens, and I'd be honored to help you find yours.



WHY HIRE US

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.



SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agents, we will ask you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

We will also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

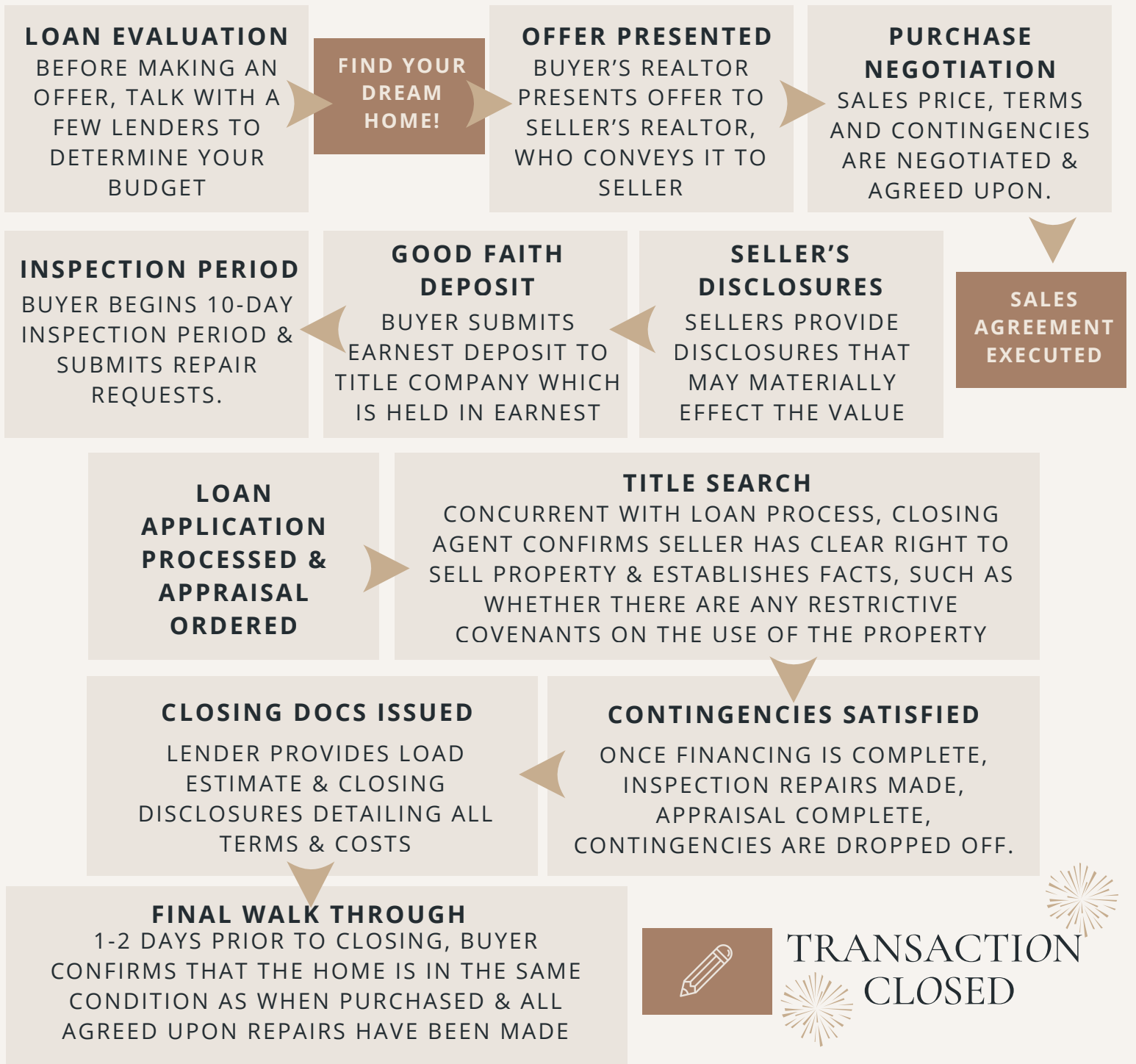
What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Amy & Carrie

HOW DOES A REAL ESTATE TRANSACTION WORK?





SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

Compensation is negotiated in the process of listing your home and can vary based upon the level of assistance you need to sell your home. New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that sellers offer a cooperative compensation to a buyer's agent, here's why:



- **It makes your listing more appealing.** When every other listing is offering a buyer's co-broke agents are motivated to get their clients into yours.
- **It creates a smoother transaction.** A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

You are not required to offer cooperative compensation, however, when you allow the buyer to roll their agent's commission into the purchase price of the home it greatly reduces the amount of cash they are required to bring to the table. A buyer's agency commission has always been a pre-negotiated seller concession, but now the choice is yours in how you choose to handle their compensation.



DO YOU NEED TO PAY A BUYER'S AGENT?

THE SHORT ANSWER IS NO...

You've never been 'required' to pay a buyer's agent BUT it does offer you a competitive advantage which is why it has almost always been done this way. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a co-broke to the buyer's agent, the number of buyers that can now afford the home skyrockets.

Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers a co-broke.

CORE SERVICES

Our Core Services are included in all Listing Packages.

- Team approach to getting your home sold
- Seller's Education
- Proactive Buyer Prospecting
- Extensive Marketing Services
- Local Real Estate Market Review
- Loan Program Review (VA, FHA, USDA)
- Weekly Market Review of your Neighborhood
- MLS Syndication
- Syndication to 3rd Parties (Zillow, Homes.com, Realtor.com)
- Professional Signage
- Electronic Key Access for Security
- Showing Feedback
- Professional Marketing Remarks
- Nationwide Marketing
- Negotiation Management
- Contract to Close Management
- Exposure on Social Media Platforms
- Access to Vast Network of Service and Repair Professionals
- Prepare, Review, and Present All Offers, Counter-Offer and Inspection Responses



Listing Packages

These packages are for the listing agency only. Buyers agency not included.



GOLD

- All Core Services
- Comprehensive Seller's Guide
- Basic Professional Photo Package (up to 25 Photos)
- Comparative Market Analysis
- Comprehensive Pricing Strategy
- No Additional Transaction or Marketing Fee
- Coordinate all showings and inspections

2.5%

MOST POPULAR



PLATINUM

- All Core and Gold Level Services
- Enhanced Professional Photo Package (up to 50 Photos)
- Virtual Staging of Vacant Home (up to 2 Rooms)
- Pre-MLS Marketing 24 Hours Prior to Live Listing
- Preliminary Title Work
- Introductory Live Facebook Video
- Boosted Social Media Posts
- Comprehensive Open House Strategy

3%



DIAMOND

- All Core, Gold and Platinum Level Services
- VIP Level Professional Photo Package
- Virtual Staging of Vacant Home (up to 5 Rooms)
- Floor Plan
- Aerial Drone Video and Images
- Professional Marketing Video and Virtual Tour
- Paid Facebook Ads
- Professional Cleaning (up to 3 Hours)
- Downsizing/Decluttering Consultation
- Luxury Signage
- Pre-Inspection of Major Systems (Roof, HVAC, Foundation)

4%

Ask how to upgrade to the next level TODAY!



PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

01 *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06 *Front Entry*

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07 *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint

08 *Final Clean*

Prior to photos and videos we recommend you have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

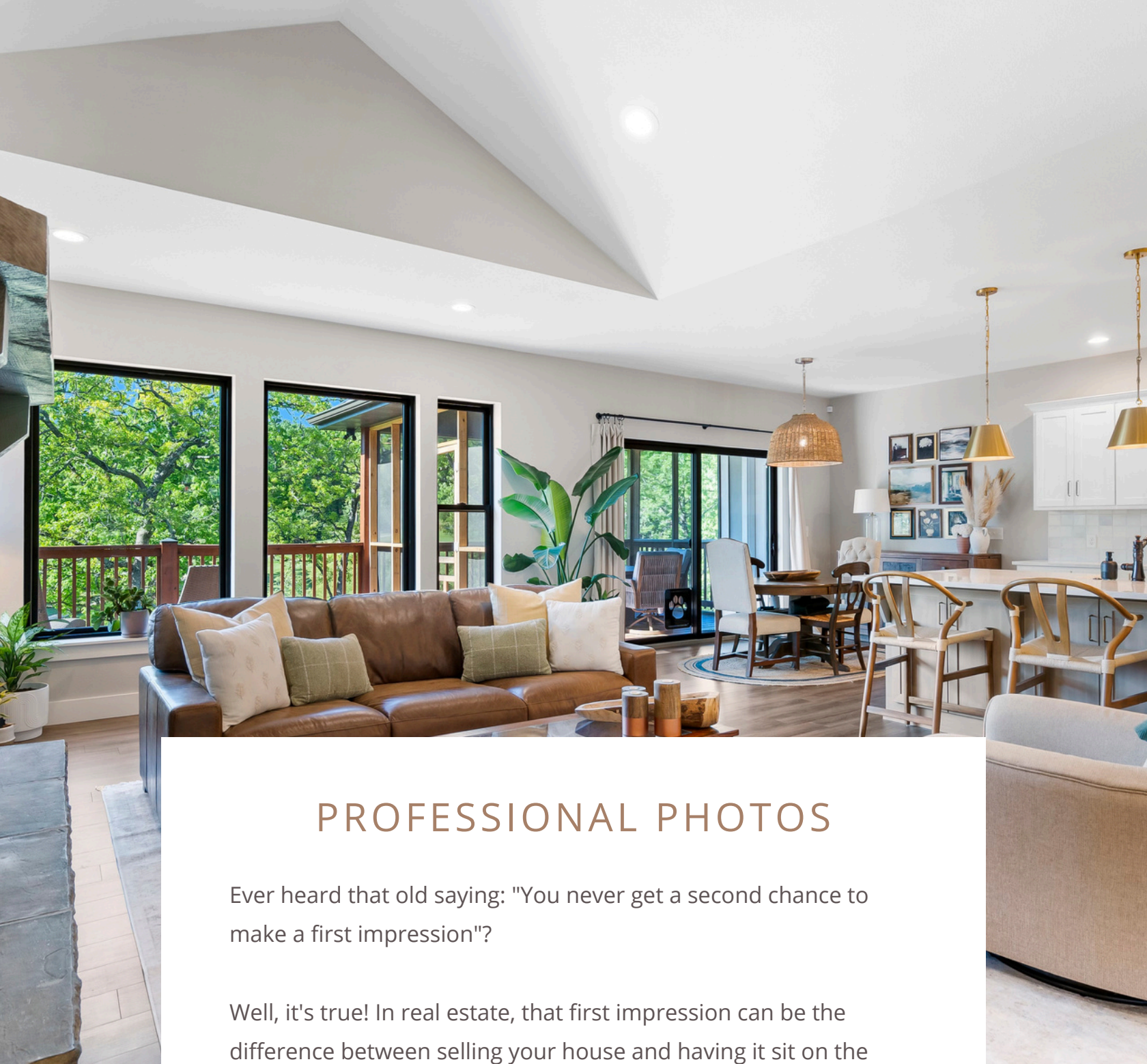
BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

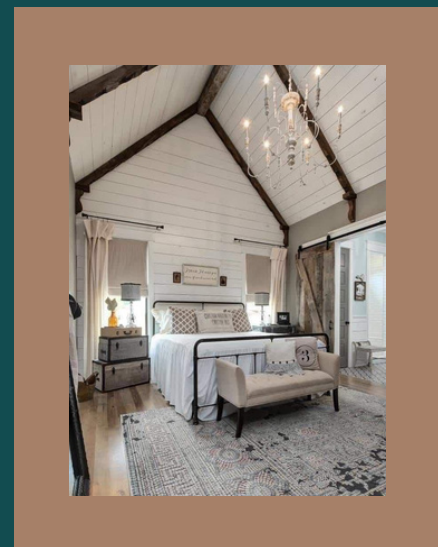
GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

Prior to photo and video day, we'll walk through the home and identify areas for staging and cleaning. Photo and video day is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home only website
- Neighborhood specific pieces
- Social media posts & ads
- Open house materials



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

SOCIAL

02

OPEN
HOUSE

03

MAILERS

THE DETAILS...

01

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

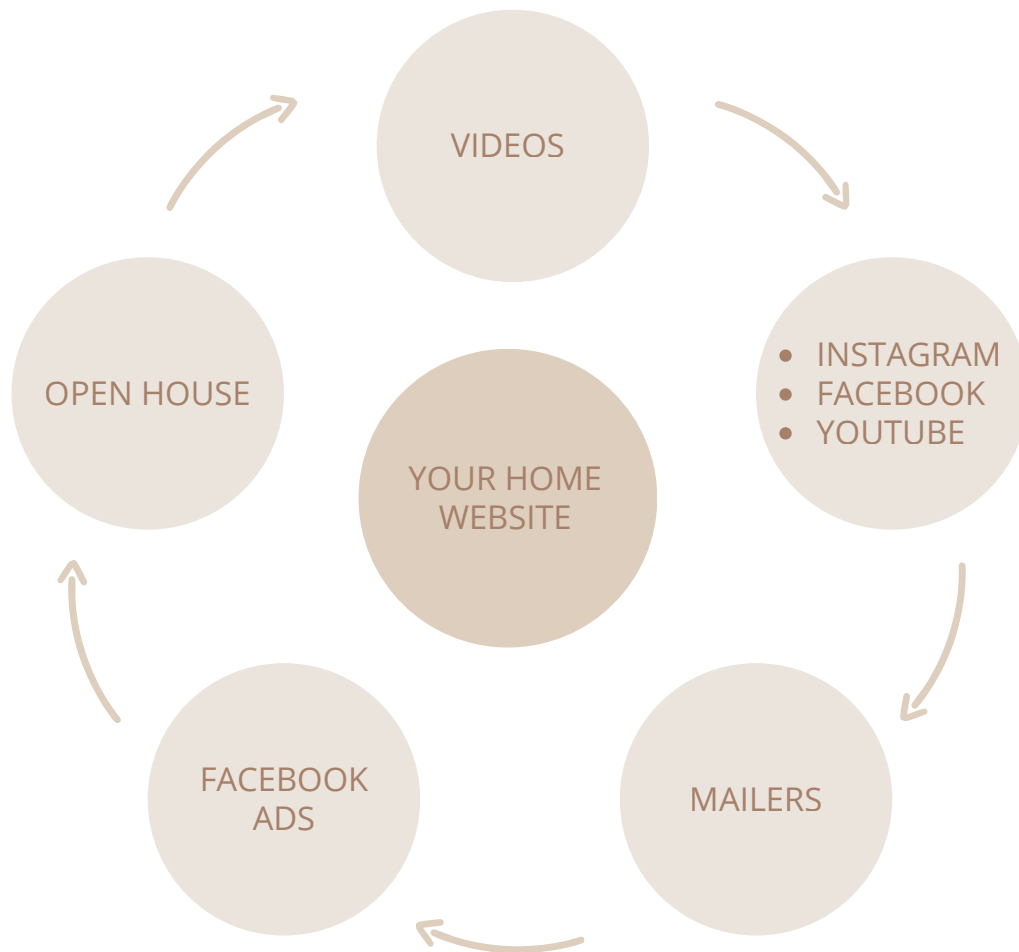
02

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

03

MAILERS: Most agents will tell you these are a waste of time and money, but our data tells us otherwise. This is where we let all the neighbors know about your home. These may be distributed via mail or hand delivery.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday & Sunday

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

ADDITIONAL CAMPAIGNS

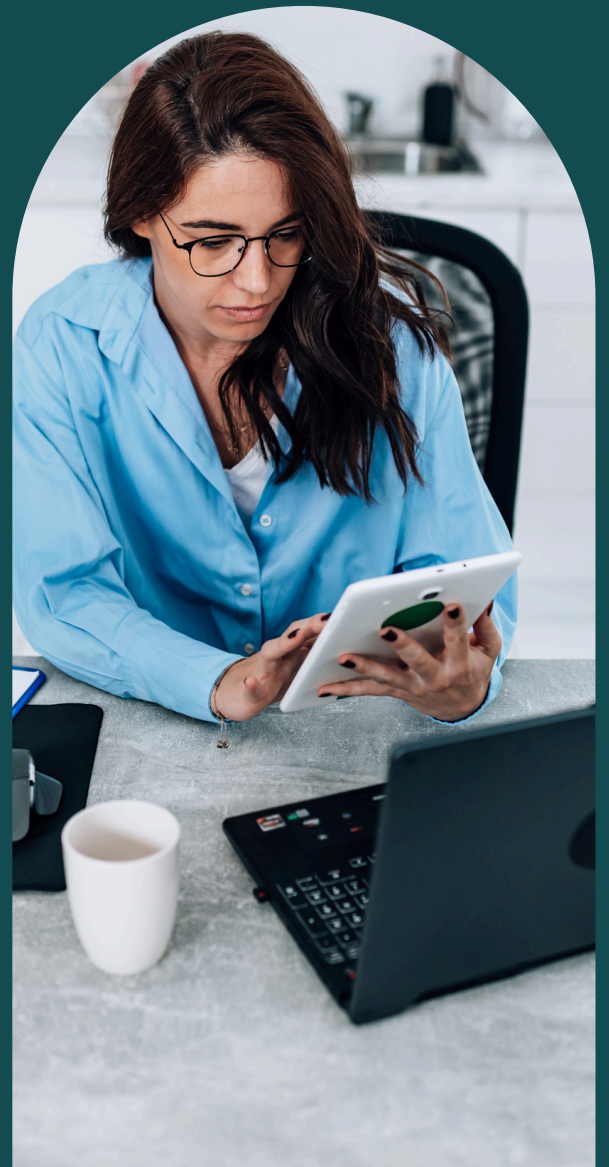
FOR PLATINUM LISTINGS:

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*We give your home as much
visibility as possible using a variety
of tools to ensure your home is seen
by thousands of potential buyers*

Of course, we don't forget the basics: we publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, Homes.com and Realtor.com, and claim those listings to follow statistics.



OPEN HOUSE

Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with us and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

Inspection 01 *Contingency*

Every contract has an inspection contingency which generally last 10-15 days. This is where the buyer is able to do their due-diligence on the property with a _____ professional inspection. _____

Financing 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

Appraisal 03 *Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! We've done this dozens of times and we promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hours after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



An aerial photograph of a golf course during the golden hour of sunset. The sun is low on the horizon, casting a warm, golden glow over the entire scene. The golf course features several green fairways, a winding path, and a small pond. The surrounding landscape is lush with green trees and rolling hills. The overall atmosphere is serene and peaceful.

What you **CAN EXPECT**

We know this is about more than selling high and buying low and we can promise you that while there will be some bumps in the process, we'll be doing our best to help you avoid any delays or roadblocks. You can expect weekly phone calls with our trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Amy & Carrie

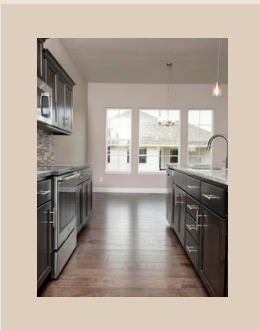
what others ARE SAYING



★★★★★

HOLLY & GEOFF

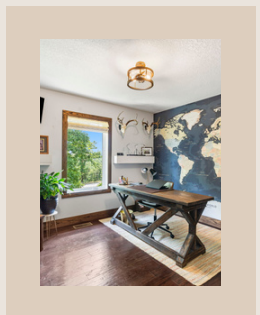
Carrie and Amy helped guide us through our first home buying experience. They worked so well in tandem to help keep our best interest at the forefront of all decisions and negotiations. They also helped to put worries at ease and calm any anxiety we had. They were honest about things they noticed in the home and never pressured us into a home we didn't love. They truly have a passion for what they do!! We were beyond blessed and grateful to have them as our buyers agents and would highly recommend them for whatever your realty needs are!!



★★★★★

TIM & SUSAN

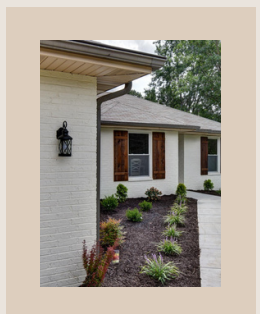
Amy and her team were excellent to work with! My wife and I moved from out-of-state so we knew very little of the Springfield area. They took time to listen so that our limited time searching would be profitable. We found a home that we LOVE! I can't recommend them highly enough!



★★★★★

LACY

It was a pleasure working with Amy & Carrie! They made the process easy and stress free. From professional cleaners and photographers, no detail was left undone. Our experience was so great, we recommended her to family who used her within a few weeks.



★★★★★

CARLEE & JOHN

We LOVE Amy! She helped us find our 1st home when we got married and our current home. Her expertise and guidance are unmatched.



OUR PROMISE

your PROMISE

When you choose to work with us, you're not just hiring real estate agents—you're gaining trusted partners who are committed to guiding you through one of the most important financial and personal decisions of your life.

We *PROMISE* to listen carefully to what matters most to you, communicate with honesty and clarity, and keep you informed so there are never surprises.

The process of selling a home can come with challenges—sometimes even unexpected ones. That's why we're here. Our role is to navigate every step, overcome obstacles, and ensure you always feel supported, protected, and confident in your decisions.

You can count on us to:

- Negotiate in your best interest
- Handle the details, big and small
- Provide market knowledge and expertise
- Deliver a proactive, professional, and seamless experience

At the heart of our *PROMISE* is trust. Our goal is not only to help you achieve your real estate goals today but also to build a relationship that lasts for years to come.

And when we have delivered the most amazing and incredible service—when we have truly earned your trust—we will ask you to *PROMISE* us you will do just two things:

1. Refer us to anyone in your world—family, friends, coworkers, and neighbors—who may need a trusted real estate professional, whether buying, selling, or investing.
2. Share your experience with a 5-star review, so others can feel confident in choosing us as their agents too.

We *PROMISE* to guide you every step of the way—through the challenges and the celebrations—until you reach your goals.



READY TO LIST?

Call or email us today



417 PROPERTY PROS

RESIDENTIAL COMMERCIAL INVESTMENT



GET IN CONTACT

417 PROPERTY PROS

POWERED BY KELLER WILLIAMS -
GREATER SPRINGFIELD

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- 📞 417-883-4900
- @ @417PropertyPros
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