



SOLD.

VILAS POINT REAL ESTATE

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





WELCOME

Hi, I'm Stacy and I 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.

Stacy Baumgartner

About Me + Team

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

Marketing

Online Debut

Contingency Period

Closing Day

STREET TEEN CON



ABOUT ME

STACY BAUMGARTNER

Realtor®
& Team Leader

 @vilaspointrealestate

 @stacy.baumgartner

STACY BAUMGARTNER

 608.516.7253

 Stacy@VilasPointRealEstate.com

 www.VilasPointRealEstate.com



ABOUT ME

Stacy Baumgartner is a dedicated Real Estate Agent at Vilas Point Real Estate RE/MAX Preferred. With her extensive knowledge of the local real estate market, Stacy has helped countless clients find their dream home. Her passion for real estate began when she purchased her first home on Madison's Eastside at just 20 years old. Since then, she has owned, built and renovated multiple homes, developing a deep appreciation for the renovation and design process and the transformation of a house into a home.

Today, Stacy works closely with her business partner, Landon Mrowiec, as a trusted team at Vilas Point Real Estate. Together, they provide clients with a seamless experience, blending their strengths to handle every detail with care. Their collaborative approach ensures that buyers and sellers alike feel supported, informed, and confident throughout the process.

Whether you're buying or selling in Dane County, Stacy and Landon are the perfect team to guide you every step of the way.

ABOUT ME

LANDON MROWIEC

Realtor®

 @vilaspointrealestate

 @london_mrowiec

L A N D O N M R O W I E C

 608.422.1602

 Landon@VilasPointRealEstate.com

 www.VilasPointRealEstate.com



ABOUT ME

Landon Mrowiec is a dedicated Realtor with Vilas Point Real Estate, RE/MAX Preferred, who brings energy, experience, and a true passion for helping people achieve their real estate goals. Growing up surrounded by the industry, Landon was immersed in the world of flipping, building, buying, and selling from a young age. This early exposure gave him a hands-on understanding of how real estate works from the ground up and shaped his commitment to making the process smooth and successful for his clients.

As part of the Vilas Point team, Landon benefits from the knowledge and expertise of seasoned agents while offering his own fresh perspective and drive. He believes real estate is not just about transactions—it's about building lasting relationships, understanding clients' needs, and creating solutions that fit their lifestyle and future goals. Whether working with first-time homebuyers, seasoned investors, or families looking to sell, Landon prioritizes open communication, personalized guidance, and results-driven strategies.

If you're ready to buy or sell a home, Landon's combination of passion, experience, and strong team support makes him a trusted partner in turning your real estate goals into reality.

WHY HIRE A TEAM?

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.

SAY HELLO TO MY TEAM...



STACY



LANDON

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 agent, I'm going to be asking 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.

I'll 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!

-Stacy

HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

**BUYER'S
REALTOR**

**SELLER'S
REALTOR**

SELLER

LOAN EVALUATION

BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**FIND YOUR
DREAM
HOME!**

OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

PURCHASE NEGOTIATION

SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON.

INSPECTION PERIOD

BUYER BEGINS INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

GOOD FAITH DEPOSIT

BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

SELLER'S DISCLOSURES

SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY EFFECT THE VALUE

**SALES
AGREEMENT
EXECUTED**

LOAN APPLICATION PROCESSED & APPRAISAL ORDERED

TITLE SEARCH

CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

CLOSING DOCS ISSUED

LENDER PROVIDES LOAD ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

CONTINGENCIES SATISFIED

ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF.

FINAL WALK THROUGH

1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE



**TRANSACTION
CLOSED**





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.

Typically (what we have seen over the years), sellers offer 3% of the purchase price to their agent and 3% to the buyer's agent. New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that sellers offer a co-broke 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 a buyer's co-broke, 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 co-broke has always been a pre-negotiated seller concession, but now the choice is yours in how you choose to handle their compensation. Talk with your lender and other trusted financial advisors.



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.

PREPPING THE HOME

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

Kitchen

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

Family Room

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

Bedrooms

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

Bathrooms

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

Backyard

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

Front Entry

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

Throughout

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

Final Clean

Prior to photos and videos we'll 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.

On photo day, we'll do staging and cleaning prior to photo and video. This 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 direct mail 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.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

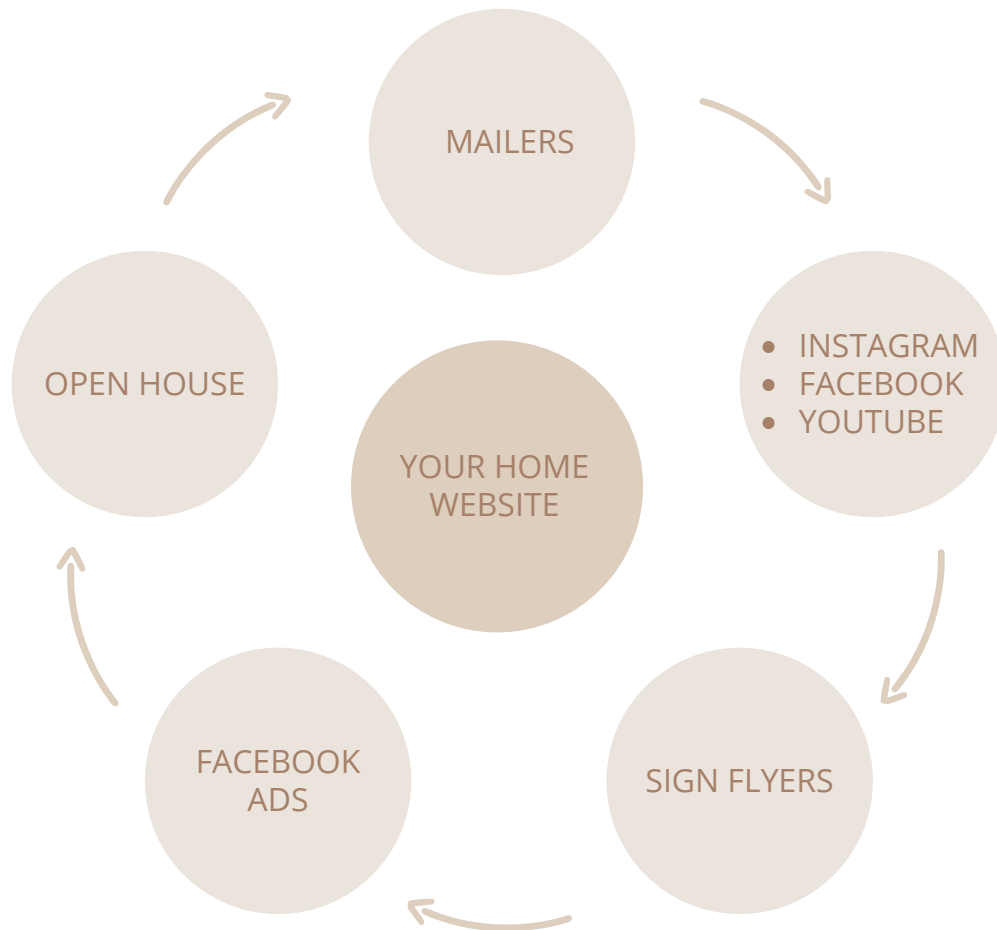
02

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.

03

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.

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

POSTCARD CAMPAIGN

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

PHOTO & VIDEO

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

SOCIAL DEPLOYED

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

CUSTOM WEBSITE BUILT

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

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Thursday, Saturday and/or Sunday

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.



*I 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, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Homes.com (exclusive members), Zillow, Trulia, 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 me 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

01 Inspection Contingency

This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02 Financing 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.

03 Appraisal 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.

04 Home Sale 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

Here we are—the big day! I've been through this process many times, and I can assure you, we'll get through it smoothly. You'll be signing a fair amount of paperwork today—most of it a bit dry, but all of it important. The good news is that we've already gone over everything. Once you've signed everything, the deal will be officially closed after the following steps:

The deed becomes a legal document only once it's recorded by the county recorder's office. After both parties have signed, the title company will take care of submitting it for recording.



What you **CAN EXPECT**

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

Stacy

what others **ARE SAYING**



MICHELLE J.

"Stacy really knows the Madison area housing market, and I wouldn't have been confident enough to buy my first home without her advice. She is easy to talk to, quick to respond, and, best of all, she knows what to look for in a house and a neighborhood and does an incredible job explaining the house buying process. Her knowledge and approachability are second to none."



MATTHEW S.

"Working with Landon at Vilas Point Real Estate was such a pleasure! He's knowledgeable, patient, and he was able to help get me my first home. I appreciate his time and attention to detail so much!"

what others **ARE SAYING**



SARAH N.

“You know a realtor is good when you don’t even have a move on your radar and then it’s proposed, and you couldn’t be happier with the outcome! Stacy knew the professional needs of my office & came upon a location that was ideal in every way. I’m so grateful for her lateral thinking and pro action; my new office has been an upgrade in location, efficiency & design, and I have her to thank! I highly recommend Stacy Baumgartner with Vilas Point Real Estate.”



MATT & LEIGH ANN L.

“We are so happy that we picked Stacy to sell our home of 18 years and to help find us a new home for the next chapter of our lives. She understood that she wasn’t helping us to sell a house. She was selling a home. A home where memories were made and children were raised. She understood that she wasn’t helping us buy a house. She was helping us to buy a home. A home where memories will be made and grandchildren will flourish and be loved. She treated the entire process with respect and care. She provided guidance and support, but always empowered us to make our own decisions. Thank you Stacy!”

VILAS POINT REAL ESTATE

STACY BAUMGARTNER

☎ 608.516.7253

✉ Stacy@VilasPointRealEstate.com

🌐 www.VilasPointRealEstate.com

LANDON MROWIEC

☎ 608.4221602

✉ Landon@VilasPointRealEstate.com

🌐 www.VilasPointRealEstate.com



GET IN CONTACT



RE/MAX Preferred

READY
TO
LIST?

Set your appointment here:

