



SELLER'S GUIDE



MERIDIAN x MAIN



MxM was formed out of a necessity to better serve our community. In order to be the best, we must enlist the best help and systems the real estate industry has available. With 30+ years of combined experience in real estate sales, education and marketing, we have positioned our team to best serve your needs. Our intention is not to be the biggest, our intention is to be the best! This intent is balanced by love, knowledge, innovation and service. Our promise is that the partnership between MxM, Berkshire Hathaway HomeServices and our clients will be evaluated regularly to ensure the highest level of success for all of our partners. Our culture of abundance challenges us to constantly develop our craft and strengthen our abilities. It would be our honor to partner with you for your real estate needs. Please let us know how we can serve you.

BERKSHIRE HATHAWAY | INDIANA
HOMESERVICES REALTY

*Chase, Christy, Jenny &
Shai*

MEET *the* TEAM



CHASE DEISLER

REALTOR ®

Chase has an Olympian style mindset, so adapting to challenges and his relentless pursuit of success have created many wonderful experiences for his clients over the past 16 years. He absolutely loves the real estate business. And his true passion is helping others navigate difficult situations successfully. From marketing to negotiating to problem solving, real estate has become the perfect vehicle to help him best serve his community. Outside of his career, he is passionate about pouring into his 4 children, travel, music and keeping his mind, body and spirit in peak condition.



CHRISTY KALAVSKY

REALTOR ®

Christy's mission is simple: Enthusiastically connect people + homes so that you can create the perfect setting for your story. Having relocated to Indiana 15+ years ago, I learned this city organically and fell deeply in love with everything Indy has to offer. As a transplant, a homeowner, AirBnB host and landlord, I have done it all in this business! Real estate is truly my passion - when you love what you do, you never work a day in your life. Outside of real estate I'm an amateur chef, wannabe yogi, bookworm, and wife/mom/dog mom to my incredible people and pup. Whether you are new to town or a lifelong Hoosier, I would love to help you achieve all of your real estate dreams!



JENNY MELIND

REALTOR ®

Jenny is a proud Indianapolis native, raised just outside downtown, and a Marian University graduate with a B.A. in Political Science. After years in the service industry, she developed a strong foundation in customer care, communication, and staying calm under pressure—skills that translate seamlessly into real estate. She began working with out-of-state investors, gaining deep knowledge of Indy's neighborhoods. Since 2017, she has focused on residential clients while still leveraging her investment background—always driven by exceptional service and meaningful relationships.



SHAI FULLER

ADMINISTRATIVE PARTNER | REALTOR ®

Shai is a devoted administrative partner with 8+ years of experience. Whether it's assisting with administrative tasks or lending a helping hand, Shai thrives on making a difference in people's lives. Outside of work, her passion is living a healthy lifestyle through fitness and food! Shai's mission is to contribute to the success and well-being of those around her.

MERIDIAN x MAIN

MXM

REALTY PARTNERS

TEAM STATS

MERIDIAN x MAIN

MXM
REALTY PARTNERS

TOP #30 IN THE
METROPOLITAN
INDIANAPOLIS BOARD
OF REALTORS

SOLD OVER
\$30 MILLION
OF REAL
ESTATE IN
2025

TOP 1%
BERKSHIRE HATHAWAY
**BH
HS**
HOMESERVICES
OF THE NETWORK

TOP .4% IN
THE STATE

LOCAL AGENT AVG
DAYS ON MARKET:
45 DAYS
**MXM AVG DAYS
ON MARKET:
36 DAYS**

NO. 1 ADVICE

Consulting a local real estate professional is the single most important step in the home selling process.

PATH TO SOLD



SELLER + MXM
MEETING NO. 1



STAGING CONSULT +
HOUSE PREP



PROFESSIONAL
PHOTOGRAPHY



PRELISTING
MARKETING



LOCKBOX +
SIGN INSTALL



SELLER + MXM
MEETING NO. 2



LISTING GOES LIVE +
SHOWINGS BEGIN



LIVE LISTING
MARKETING



OFFERS RECEIVED,
REVIEWED,
ACCEPTED



EARNEST MONEY IS
DELIVERED BY
BUYER



BUYER'S
LENDER
ORDERS
APPRAISAL



BUYER ORDERS
HOME INSPECTION &
WE'LL NEGOTIATE
FINDINGS



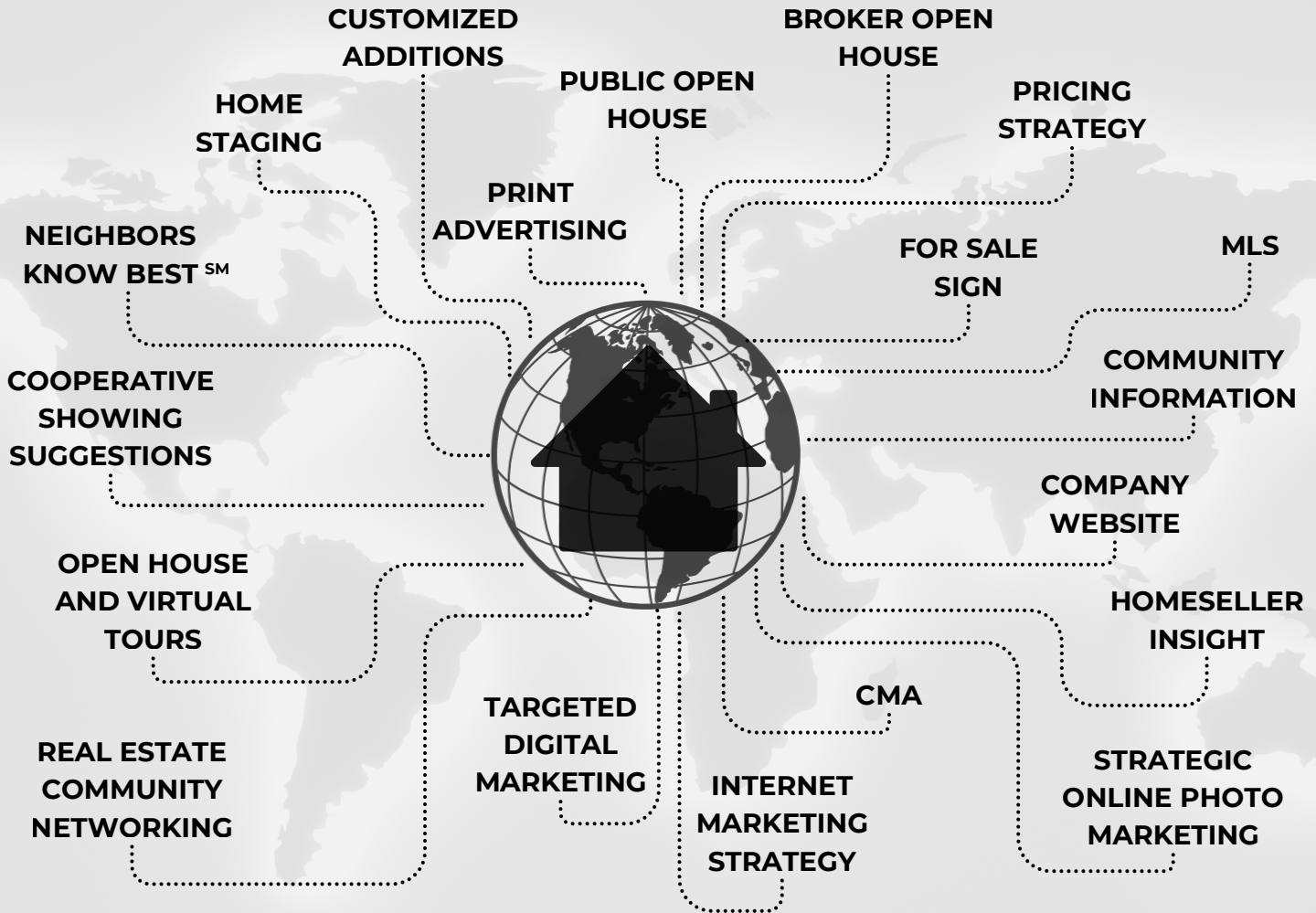
ARRANGE
UTILITIES
TRANSFER



REVIEW CLOSING
DOCUMENTS



SIGN CLOSING
DOCUMENTS &
PROVIDE WIRE
INSTRUCTIONS FOR
PROCEEDS!



POWERFUL DIGITAL MARKETING BEHIND YOUR BRAND

WE PROMOTE YOUR HOME ON THE MOST POPULAR SITES TO ATTRACT QUALIFIED BUYERS.

Berkshire Hathaway HomeServices Automated Listing Program identifies potential buyers through a combination of their past online viewing habits (mortgage calculators, home listings, and others) and other data scoring criteria.

Your property is placed where homebuyers shop - on select online sites and mobile applications.

Automated Listing Program is powered by Chalk Digital and provides regular reporting on digital advertisement placements.



GLOBAL LISTING SYNDICATION

WHEN SELLING YOUR HOME, WE DELIVER MAXIMUM EXPOSURE TO THE RIGHT AUDIENCE.

We reach a global audience through our relationship with News Corp which includes The Wall Street Journal, Barron's, PENTA, MarketWatch, MansionGlobal.com, and the Mansion Global WeChat Channel.

We also present our network properties to more than two million Chinese consumers on Juwai.com, China's largest international property portal. Complementing The Wall Street Journal and Juwai, our strategy includes promoting our network listings on Financial Times propertylistings.ft.com. A UK publication that attracts an affluent audience from Europe and the Middle East. In addition, our syndication includes the fastest growing luxury property sites in Asia, PropGoLuxury.com and Nikkei.com real estate sections.

Our global syndication strategy is founded upon consumer preferences and search patterns to keep Berkshire Hathaway HomeServices network listings in front of real estate buyers around the world.

MERIDIAN X MAIN

Benefits

30+ years of combined
experience in real estate sales

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Weekly team strategy meetings to
ensure that every property we
represent receives the
personalized attention it deserves.

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Monthly mastermind meetings
with other top agents. By
pooling our collective
expertise, we're able to craft
tailored strategies that
maximize value and minimize
hassle for our clients.

.....

Our commitment to
communication and
collaboration sets us apart,
ensuring that we're always one
step ahead in the dynamic real
estate market.



MY COMMUNICATION COMMITMENT

I am dedicated to being in contact during every step during and after the transaction. I commit to you the following minimum communication plan and would welcome discussion about additional expectations or preferences you may have from me as your agent:

PREPARATION

The work that goes into getting your home prepared for the market is some of the most important to ensure maximum exposure and value.

WEEKLY ACTIVITY CHECK-INS

We will touch base at a minimum weekly to discuss the following:

- Showing activity on your home and other homes in your competitive market
- Feedback from showings and any adjustments to condition/price that may be valuable as a result
- New area listings
- New area sales
- Open house activity and feedback
- Other activities and promotion for your home that week

MONTHLY PROGRESS MEETINGS

- Discuss the months showing activity, exposure, and feedback together
- Revisit your goals and motivation for the sale of your home to determine any changes necessary to meet those goals
- Discuss competition in the marketplace
- Discuss possible changes to price or condition based on repetitive feedback shared

DURING NEGOTIATIONS

- Present any and all offers
- Discuss pros and cons of all offers – price is just one factor
- Discuss estimated net proceeds from any offer presented
- Check into and brief you on the pros and cons of the stability of a buyer's financing
- Constant updates on any new developments during negotiations to acceptance

AFTER ACCEPTING AN OFFER

- Work with you and the buyer representative to establish a convenient date/time for closing
- Inform you on important upcoming dates and how to prepare for closing
- Assist you during the inspection and appraisal process- recommend potential contractors if needed
- Collaborate with partners in the transaction to establish free title, potential warranties, documentation needed, and more

AFTER THE SALE

- I believe in continuing my relationship with clients beyond the transaction
- Yearly value updates on your home and any other real estate investments
- Provide regular valuable information about resources and the market to keep you informed
- Client appreciation program



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INDIANA HOME TITLE

Your Trusted Partner in Real Estate Transactions

Established in 2016, Indiana Home Title has rapidly grown to become a leading full-service title insurance agency serving Central and Southern Indiana. Our experienced team expertly handles closings for a wide range of transactions. Some of our advantages include:

- Residential and Commercial Purchases and Sales
- Refinance Transactions
- New Construction Closings
- Knowledgeable Real Estate Attorney on Staff
- Title issues identified and measures taken to clear before closing
- Secure management of money wires and existing loan payoffs

We offer title insurance policies backed by some of the nation's most trusted underwriters, primarily First American Title. This ensures your investment is protected with a comprehensive title insurance policy. Indiana Home Title simplifies the closing process for our clients. With eight convenient locations across Indiana, we are readily available to meet your title insurance and settlement needs. Our experienced professionals guide you through every step of the closing process, ensuring a smooth and efficient transaction.

At Indiana Home Title, we are committed to providing exceptional customer service. We understand the complexities involved in real estate transactions, and our team is dedicated to exceeding your expectations. We prioritize clear communication, timely order processing, and meticulous attention to detail, ensuring your investment is secure and your experience is positive.

Contact Indiana Home Title today and let us help you close your next transaction with confidence.

Contact Us: iht@indianahometitle.com



Advantage Title

Fast. Friendly. Reliable. That's the advantage.

SELLER MEETING NO. 1

We will tour & evaluate your home.
The selling process will be explained
in great detail.

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A personalized marketing plan will
be created. Any home updates or
special features will be noted.

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All of your questions
will be answered.

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Your *Free* staging consult
appointment will be scheduled.

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REALTY PARTNERS

Staging Consult

We offer a free staging consult to our sellers.



We will go over the report together to narrow down what you would like to tackle and how much time you will need.



Our professional staging team can be hired for a fee to enhance a vacant home.



Consultant will tour your home and create a report of suggestions to get your home market-ready. Design on a Dime inspired!

PROFESSIONAL *Photography*

Once your home is market ready,
we will schedule professional
photographs. Free to you!

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Our top-of-the-line real estate
professional photographers will
take photos of the exterior and
interior of the home.

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Drone/Aerial and dusk photos
may be taken per marketing
plan.

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We will all receive the
professional photographs and
share them with you!



SELLER MEETING NO. 2

List price information will be reviewed and you will determine the list price.

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Together we will determine the day your home will hit the market.

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The home showing process will be discussed.

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Any additional questions will be answered.



LIST PRICE



Your home's market value is based on location, condition, features, updates, & market sales.



Comparable homes and pricing estimates will be provided at seller meeting no. 2.



We can suggest updates that may increase your list price.



List price is ultimately your choice. We are here to guide you through the process.

Marketing

- ✓ Your home will be shared with all our Berkshire Hathaway agents prior to listing to gain interest or find a potential buyer.
- ✓ A substantial, eye-catching For Sale sign will be installed in your front yard.
- ✓ All listings will be featured on our social media platforms as "coming soon" and "new".
- ✓ A custom ad campaign will be created for your listing via Chalk Digital and shared on multiple sites, targeting individuals searching real estate in the area. You will receive a report showing the extensive audience reach.
- ✓ If desired, an Open House will be held to ensure all potential buyers have seen the home.



Showing YOUR HOME

- ✓ We can adjust your home's availability for showings based on your needs.
- ✓ You will be notified of showing requests and have the ability to accept or decline via text or email.
- ✓ Only licensed real estate professionals, appraisers & home inspectors will have access to the electronic lockbox to show your home.
- ✓ We will have a log of each and every agent who accesses the property.
- ✓ Agent feedback is always requested and will be provided to you if submitted to us.

M E R I D I A N x M A I N

MXM

R E A L T Y P A R T N E R S





Offer RECEIVED

SHARED

You will be immediately given every offer received.

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TERMS

All offer terms will be reviewed and negotiated prior to accepting an offer - such as: price, inspection, appraisal gap, closing and possession date.

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FINANCING

Buyer financing will be fully vetted to ensure a well-qualified buyer.

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APPRAISAL

An appraisal is required any time a buyer gets a loan. In the event the home does not appraise, the buyer and seller may renegotiate or cancel the contract.

INSPECTION

01. SCHEDULE

The buyer will schedule an inspection and present you with their requests within the first 10-15 days of an accepted offer based on contract terms. You should not be present for the home inspection.

02. COST

Home Inspection cost is paid for by the buyer. Optional add-ons they may purchase - termite, radon, septic, etc.

03. FURTHER REVIEW

Licensed contractors may be recommended by our team for further examination of requests.

04. RESPONSE

Together, we will determine which inspection repair requests should be addressed per the purchase agreement. Please refer to the inspection section of the purchase agreement.

05. REPAIRS

Repairs will need to be completed prior to closing. Receipts for work completed should be saved. We will provide receipts to buyer.

APPRAISAL

APPRAISED VALUE

The appraisal is ordered and required by the buyer's lender. It determines the appraised value of the home.

You will see a showing request for the appraisal.

It is best if you are not present.

→ This is an upfront cost requested by the lender, paid for by the buyer.

VS

AT / ABOVE PURCHASE PRICE

If the appraisal comes in at or above purchase price amount - the transaction proceeds forward.

BELOW PURCHASE PRICE

If the appraisal value comes in below purchase price amount - the transaction pauses as we negotiate with the buyer.

Communication



Consistent communication will be given throughout the entire process.



Weekly updates will be given, obtained from buyer, lender, and title company.



We are available to answer any questions along the way.

Final items

A final walk-through showing will be scheduled by the buyer. You should try not to be present.

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You will contact all of your utility companies 1 week prior to closing to notify change of service as of the buyer's possession date in the purchase agreement contract.

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Provide us with all of your utility information that we may pass on to the buyer.

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Leave the home in the condition you would hope to enter yourself as a buyer. At a minimum, the purchase agreement states that home must be "broom swept clean."



CLOSING

CLOSING DATE

The closing date will be determined and negotiated in the purchase agreement.

CLOSING STATEMENT

You will be provided with a closing statement 1-3 days prior to closing to review figures & net proceeds.

CLOSING REQUIREMENTS

You must bring your valid driver's license to closing day.

CLOSING PROCEEDS

Your closing proceeds can be given in the form of a check or sent as a wire transfer to your bank. You will need to bring your account information for a wire transfer.

Referral

VIP PROGRAM

Did you know *100%* of our real estate business comes from our friends, family, & client referrals?!

We need *you* to help spread the word about our team and connect us with your friends and family that may need a real estate connection.

If your friends or family need any real estate advice or service, send them our way! You will be automatically added to our referral program! It's a fancy way of saying we will show you *Love* all year!

We want to be your Realtor for *Life* ♥

A photograph of three people standing in a modern office setting. On the left is a man with short dark hair, wearing a black short-sleeved polo shirt and black trousers, with his hands in his pockets. In the center is a woman with long brown hair and bangs, wearing a white dress. On the right is a woman with long brown hair, wearing a black blazer over a dark top and light-colored trousers. They are all smiling. The background shows a white wall with a wooden shelf holding a plant and a whiteboard.

it's not goodbye...

You are officially part of the MxM family and we love to stay in touch throughout the year. Keep an eye out for client events, valuable updates on the market and the community, and maybe a few gifts from us along the way!

xo. MxM

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Scan Here

TO READ OUR REVIEWS





M E R I D I A N x M A I N

MIXM

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