MYREALTORMARI.COM

Home Seller

The Insider's Guide To

SELLING YOUR HOME

SELL WITH CLARITY, STRATEGY, AND CONFIDENCE

Mari Van Meter

NW SUBURBAN CHICAGO REALTOR®

A Modern Guide to Selling Your NW Suburban Home with Confidence

Learn more at: **MyRealtorMari.com**

I'm so glad you're here.

Selling your home is a big step, and it can bring up more than just questions about price. There may be timing decisions, financial considerations, family conversations, and emotions attached to the move.

You don't have to figure it all out alone.

This guide is here to help you understand what comes next, what choices matter most, and how to move forward with a clear plan.

BY THE TIME YOU FINISH, YOU'LL KNOW:

- How to approach today's market with clarity and confidence
- Which choices can impact your timeline, terms, and net proceeds
- How to prepare your home strategically before listing
- What to expect from pricing to closing
- How the right guidance can help you make stronger decisions along the way

Cheering you on, always-
Mari

Nice To Meet You!

SO YOU'RE THINKING ABOUT SELLING YOUR HOME?

Hi, I'm Mari, and I believe selling your home should feel clear, supported, and well-organized.

Over the years, I've seen how overwhelming this process can feel, especially when you're balancing big decisions, a meaningful transition, and a timeline that may not feel simple.

My approach is built around clarity, care, and thoughtful strategy. I'll help you understand your options, prepare your home with intention, price it strategically, and move through each step with steady communication.

My goal is to help you feel informed, prepared, and confident from our first conversation to closing and beyond.

Let's make this move feel more manageable, more intentional, and maybe even a little enjoyable.

Ready to get started?

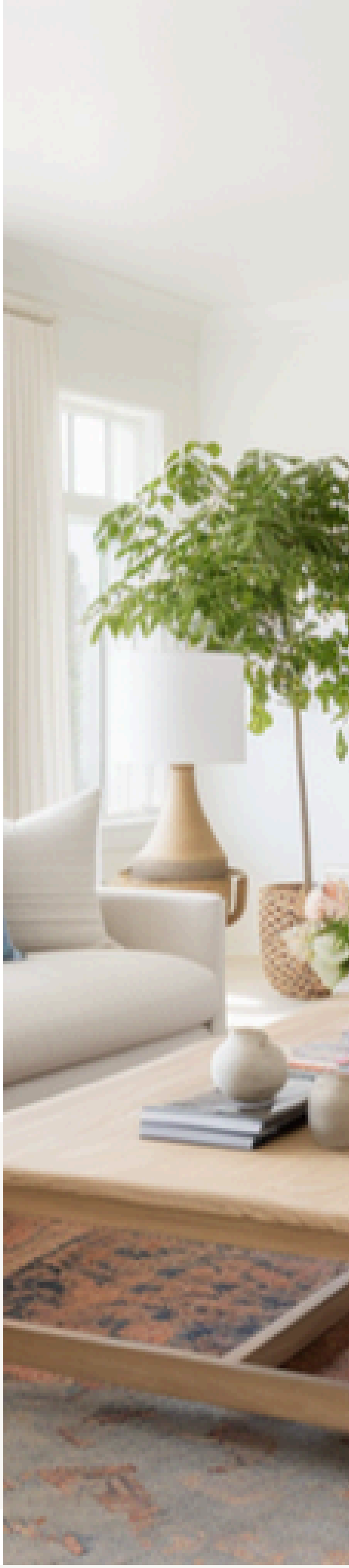
Who You Partner With Matters

Selling a home takes more than putting it on the market. It takes thoughtful pricing, smart preparation, strong marketing, and steady communication from start to finish.

With my NW suburban market knowledge, sales and marketing background, and trusted local network, I help you make confident decisions at every step.

This means:

- Clear pricing guidance based on data, competition, and buyer behavior
- Honest recommendations on prep, repairs, and presentation
- Thoughtful marketing that highlights your home's strengths
- Trusted local professionals when you need extra support
- Clear communication so you always know what comes next



CONNECTED AND IN-THE-KNOW

A smooth sale often depends on the right people at the right time.

I can connect you with trusted local professionals when needed and help keep the moving pieces organized from preparation to closing.

Common Questions Sellers Have

THE MOVING PIECES THAT ARE EASIER WITH A CLEAR PLAN

- [ ] *Pricing Strategy*

  How do we choose a price that attracts buyers without leaving money on the table?

- [ ] *Market Timing*

  When is the right time to list based on your goals, the local market, and your next move?

- [ ] *Home Preparation*

  What updates, repairs, or staging choices are actually worth doing before listing?

- [ ] *Marketing Exposure*

  How do we make sure your home stands out to serious buyers?

- [ ] *Showings and Feedback*

  How do we manage showings, open houses, and buyer feedback without disrupting your life?

- [ ] *Offer Review*

  How do we compare offers beyond price, including terms, financing, timing, and risk?

- [ ] *Inspection Concerns*

  What happens if the inspection brings up repairs, credits, or renegotiation?

- [ ] *Closing Details*

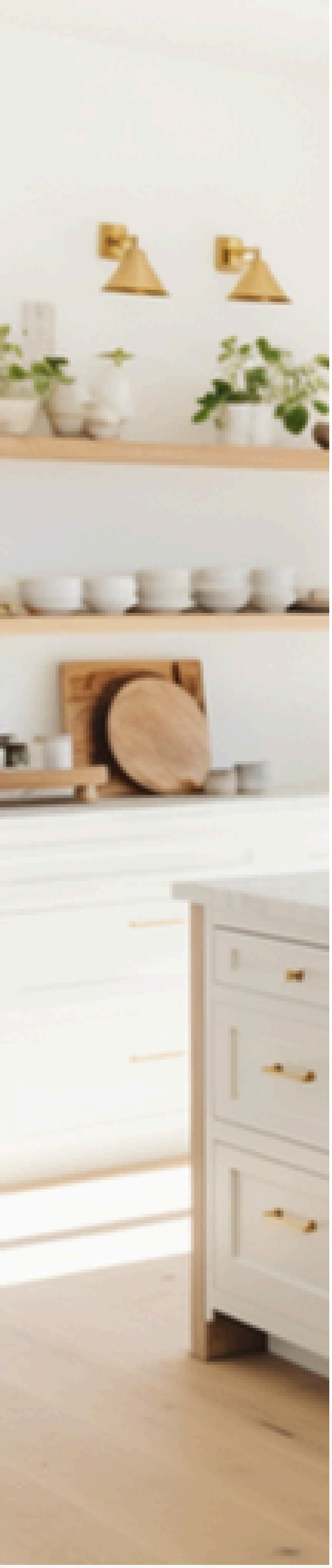
  How do we keep attorney review, appraisal, financing, title, and closing deadlines on track?

- [ ] *Emotional Decisions*

  How do you stay grounded when selling a home filled with memories?

- [ ] *Your Next Chapter*

  How do we make decisions that support where you're going next?



What Can Happen Without a Clear Plan?

POTENTIAL IMPACTS ON YOUR HOME SELLING JOURNEY

- [ ] ### *1. Pricing Confusion*

Without a clear pricing strategy, it can be harder to attract the right level of buyer interest.

- [ ] ### *2. Longer Market Time*

If preparation, pricing, or marketing miss the mark, your home may take longer to sell.

- [ ] ### *3. Unnecessary Stress*

When sellers don't know what to expect, the process can feel more overwhelming than it needs to be.

- [ ] ### *4. Costly Decisions*

Spending money on the wrong updates, repairs, or concessions can affect your net proceeds.

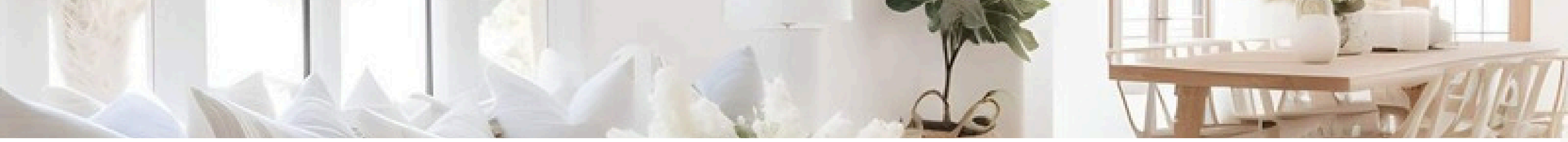
- [ ] ### *5. Weaker Negotiating Position*

A lack of strategy can make it harder to evaluate offers, respond to inspection requests, or protect your goals.

- [ ] ### *6. Unclear Next Steps*

Without steady communication, it's easy to feel unsure about what happens next.

The good news:
With the right plan, you can move through the process with more clarity, stronger decisions, and less second-guessing.



But There's Good News

A CLEAR PLAN MAKES THE PROCESS EASIER

I've developed a proven system for selling homes efficiently, effectively, and with minimal stress for my clients. It's designed to guide you through each step of the home selling journey with ease and confidence.

CLEAR PROCESS	I’ll guide you through each step so you always know what’s happening, what decisions need to be made, and what comes next.
STRATEGIC POSITIONING	We’ll use pricing, preparation, and marketing to position your home thoughtfully in the current market.
HANDS-ON SUPPORT	From listing prep to negotiation to closing, I’ll help coordinate the details and keep communication clear.
MORE CONFIDENT EXPERIENCE	Selling can be emotional, but it can also feel organized, supported, and even exciting when you have the right plan.

Your Roadmap to Sold

A CLEAR 10-STEP PLAN FROM PREPARATION TO CLOSING

Selling a home has a lot of moving pieces, but you don't have to figure them out alone.

My process is designed to help you prepare thoughtfully, price strategically, market with intention, review offers carefully, and move toward closing with clarity and support.

Here's the game plan:

Step 1:
Initial Consultation

Step 2:
Home Valuation & Pricing Strategy

Step 3:
Prepare for Showings

Step 4:
Marketing Launch

Step 5:
Showings & Open Houses

Step 6:
Review & Negotiate Offers

Step 7:
Inspection, Appraisal, & Due Diligence

Step 8:
Closing Preparation

Step 9:
After-Sale Support

Step 10:
Celebrate Your Next Chapter!

I Simplify the Sale. You Move Forward with Confidence.

BREAKING DOWN MY 10 STEP APPROACH

My goal is to help you pursue the strongest possible result based on your goals, timeline, and current market conditions.

Step 1: Initial Consultation

We'll talk through your goals, timeline, concerns, and what you need from the sale.

I'll explain the process, review your options, and walk you through the seller-agent agreement so representation and compensation are clear from the start.

You'll leave with a clear understanding of the process and your next steps.

Step 2: Home Valuation & Pricing Strategy

I'll review comparable sales, active competition, market trends, condition, location, buyer demand, and your home's unique features.

We'll discuss a supported value range and how different pricing strategies may affect showings, offers, timing, and net proceeds.

Together, we'll choose a list price that supports your goals and positions your home thoughtfully.

Step 3: Prepare for Showings

We'll walk through your home together and identify the preparation steps that matter most.

I'll provide guidance on decluttering, staging, repairs, cleaning, and presentation so your home is ready for photos and showings.

Your home will be prepared thoughtfully so buyers can focus on its best features.

Step 4: Marketing Launch

Your home will be launched with professional photography, strong listing copy, MLS exposure, online marketing, social media promotion, and targeted outreach.

The goal is to present your home clearly, attract serious buyers, and create strong market visibility.

You'll know where your home is being marketed and how buyers are responding.

Step 5: Showings and Open Houses

I'll help coordinate showings and open house opportunities in a way that balances buyer access with your schedule and comfort level.

You'll receive feedback and updates so we can monitor activity and adjust if needed.

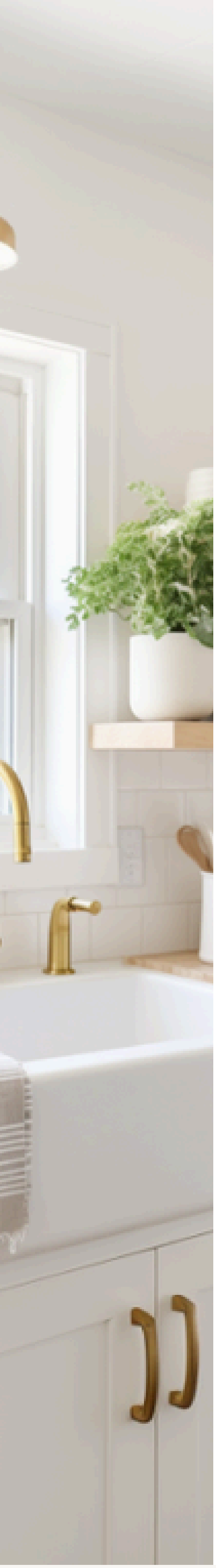
The goal is to make your home easy to see while keeping the process as manageable as possible.

Step 6: Review and Negotiate Offers

When offers come in, I'll help you compare more than just price.

We'll review terms, financing, contingencies, closing timeline, buyer strength, and risk so you can make an informed decision.

Together, we'll negotiate toward the offer that best supports your goals.



Step 7: Inspection, Appraisal & Due Diligence

I'll help you navigate inspection, appraisal, attorney review, buyer requests, and any issues that come up along the way.

We'll review options together, respond strategically, and keep the transaction moving with clear communication.

You'll understand what's happening, what choices you have, and how each decision may affect your sale.

Step 8: Closing Preparation

As we move toward closing, I'll help keep track of deadlines, communication, paperwork, and final details.

I'll coordinate with the buyer's agent, attorney, lender, title company, and other parties so you know what needs to happen next.

The goal is to help you feel prepared, informed, and ready for closing day.

Step 9: After-Sale Support

My support does not end at closing.

I'll remain available for questions, referrals, local resources, and anything you may need as you settle into your next chapter.

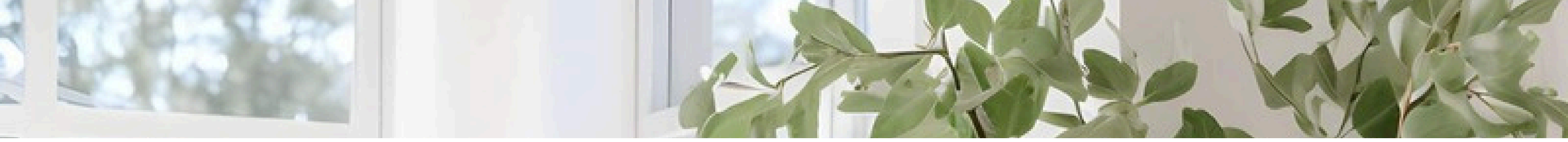
You'll have a real estate resource long after the keys change hands.

Step 10: Celebrate Your Next Chapter!

Selling a home is a major milestone.

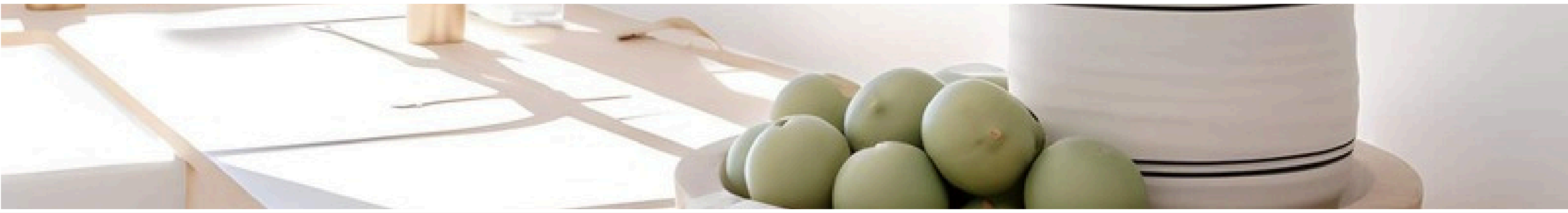
Once closing is complete, we'll take a moment to celebrate what you accomplished and the next chapter ahead.

You can move forward knowing you had a plan, made thoughtful decisions, and were supported through the process.



Understanding Seller Compensation Options

WHAT SELLERS NEED TO KNOW



Recent industry changes have made it even more important for sellers to understand how compensation may be handled in a transaction.

As a seller, you are not required to offer compensation to a buyer's broker as a condition of listing your home in the MLS. You do have options, and those options should be part of your pricing, marketing, and negotiation strategy.

Compensation is negotiable.

Seller-paid compensation, concessions, and other terms can be discussed before listing and reviewed when offers are received.

Buyer costs still matter.

Some buyers may ask for seller assistance with closing costs, compensation, or other concessions.

Strategy matters.

Your approach can affect buyer affordability, offer structure, negotiation, and your net proceeds.

You have choices.

We'll review your options together so you can make an informed decision based on your goals.

Should Sellers Consider Buyer-Broker Compensation?

IT DEPENDS ON YOUR GOALS, MARKET, AND STRATEGY.

As a seller, you have choices when it comes to compensation, concessions, and offer terms.

Some sellers may choose to offer buyer-broker compensation as part of their listing strategy. Others may choose to review requests for compensation or concessions as part of the offer negotiation.

There is no one-size-fits-all answer.

The right approach depends on your home, your local market, buyer demand, your pricing strategy, and your net proceeds goals.

Key Things to Consider

Buyer affordability

Some buyers may have limited cash available for closing costs, down payment, and professional representation.

Offer structure

A buyer may ask for compensation, closing cost assistance, or other concessions as part of their offer.

Net proceeds

The most important number is not just the offer price. It is what you walk away with after terms, credits, fees, and costs.

Market strategy

Your compensation approach should be reviewed as part of your overall pricing, marketing, and negotiation plan.

Buyer-Broker Compensation Options

THREE COMMON WAYS SELLERS MAY APPROACH COMPENSATION

Option 1: Offer Compensation Upfront

Some sellers choose to offer buyer-broker compensation as part of their listing strategy.

This may help some buyers understand their costs earlier in the process, but it should be considered alongside pricing, market conditions, and your net proceeds goals.

Best when:
You want to make compensation clear upfront and include it as part of your overall marketing and negotiation strategy.

Option 2: Consider Requests Within the Offer

Some sellers prefer to wait and review compensation, closing cost assistance, or other concessions as part of each offer.

This allows you to evaluate the full offer package, including price, terms, financing, timing, contingencies, and requested credits.

Best when:
You want flexibility and prefer to compare the complete financial picture before making a decision.

Option 3: Do Not Offer Compensation

Some sellers choose not to offer buyer-broker compensation upfront and may decline requests for it during negotiation.

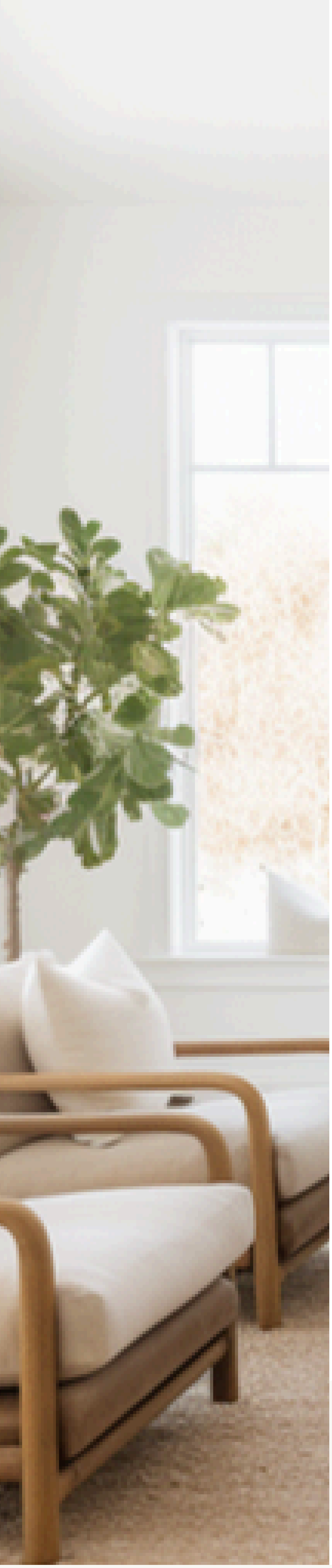
This approach should still be reviewed carefully, because buyer costs, affordability, and offer structure may affect buyer interest or terms.

Best when:
You want to keep compensation separate and evaluate only the terms you are comfortable accepting.

★★★★★

"As a first-time seller, I was overwhelmed, but Mari guided me through each step, making it easier than I imagined."

HOLLY, FIRST-TIME HOME SELLER



Proof in Action

REAL SUCCESS RESULTS FOR REAL CLIENTS

Casey and Zhi A. (Relocating for Work)

Challenge: Needed to sell quickly due to job transfer, worried about timing.

Solution:
- Launched an aggressive multi-channel marketing campaign
- Leveraged my extensive network of agents and investors for off-market interest
- Negotiated a rent-back agreement to provide flexibility with the buyers

Result: Sold at 4% over list in 4 days with a close in less than 30 days.

Elena T. (First-Time Seller)

Challenge: Anxious about the selling process and unsure about pricing their home.

Solution:
- Conducted a detailed comparative market analysis to determine optimal pricing
- Implemented a data-driven pricing strategy, slightly under market value to generate multiple offers
- Created a visually stunning listing with professional photography and 3D virtual tour

Result: Multiple offers received, sold for 6% over asking price

Peggy A. (Downsizing Retiree)

Challenge: Selling a beloved family home of 30 years, emotional process

Solution:
- Took time to understand Peggy’s emotional attachment and concerns, providing patient support throughout
- Arranged for a professional organizer to assist with decluttering and packing
- Targeted marketing to emphasize the property's potential for young families

Result: Sold at list price to a first-time buyer who loved the home and is looking forward to adding his own personalization.

Alan and Karen D. (Multigenerational Living)

Challenge: Selling their family home during nearby road construction while purchasing a larger home with separate living spaces for a multigenerational household. When the sale began to fall through at the last minute, their ability to close on the new home was at risk.

Solution:
- Identified the financing issue threatening the transaction
- Helped connect the buyer with a new lender who could quickly review the file
- Coordinated communication between parties to keep the sale moving forward
- Protected the timing of Alan and Karen’s purchase as much as possible

Result: The sale stayed together, allowing Alan and Karen to close on their family home and move forward with the purchase of a larger home that better fit their next chapter.

"When we needed to relocate quickly, Mari came through for us. Her aggressive marketing and negotiation skills got our house sold fast and for over asking price"
- Casey and Zhi A.

Ready to Talk Through Your Next Move?

Selling your home starts with a conversation.
We'll talk through your goals, timeline, questions, and next steps so you can move forward with more clarity.

1. **Seller Consultation:** A no-pressure conversation about your home, your goals, and your options.

2. **Custom Selling Strategy:** A personalized plan for pricing, preparation, marketing, showings, and timing.

3. A **Clear Path to Sold:** Thoughtful positioning, careful offer review, and steady guidance through closing.

Let's Talk!

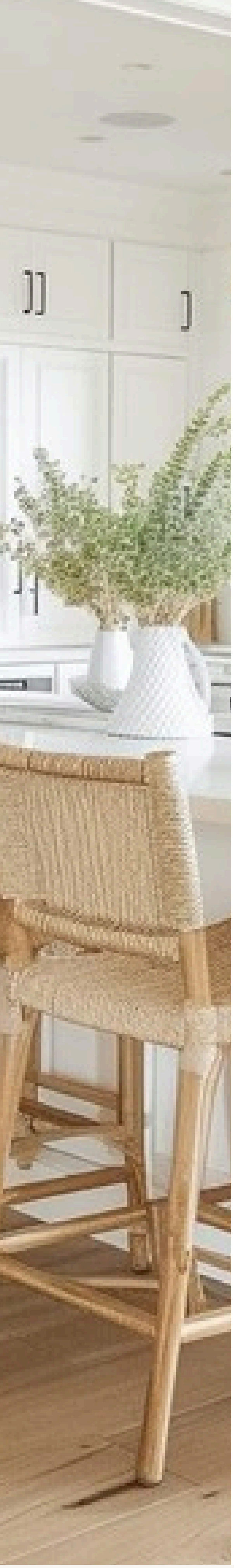
Ways to Get in Touch

Call/Text:
630-267-1808

Email:
Mari@MyRealtorMari.com

Schedule a Discovery Chat:
https://tinyurl.com/Talk2Mari

Downloads and More:
Linktr.ee/MariVanMeter



Frequently Asked Questions

YOU MAY BE WONDERING ABOUT SOME THINGS

- [ ] ***How do we determine the right list price?***

We'll review comparable sales, active competition, market trends, condition, location, buyer demand, and your home's unique features to choose a thoughtful pricing strategy.

- [ ] ***Should I make repairs or updates before listing?***

We'll identify which repairs, updates, or presentation changes are worth considering and which may not be necessary.

- [ ] ***How long will it take to sell my house?***

Timing depends on price, condition, location, competition, and current buyer demand. We'll review local data before you list.

- [ ] ***What costs should I expect when selling?***

Seller costs may include brokerage compensation, attorney fees, title fees, transfer taxes, repairs, credits, staging, and other closing expenses.

- [ ] ***Will I owe taxes when I sell?***

It depends on your personal situation. A qualified tax professional can help you understand any potential tax impact.

- [ ] ***How will you market my home?***

Your home will be marketed with professional photography, strong listing copy, MLS exposure, online visibility, social media promotion, and targeted outreach.

The goal is to present your home clearly, highlight its strengths, and reach serious buyers.

Should I be home during showings?

In most cases, it's best for sellers to step out during showings so buyers can take their time and speak freely.

We'll create a showing plan that balances buyer access with your schedule and comfort level.

What happens if the appraisal comes in low?

If an appraisal issue comes up, we'll review the options together. That may include renegotiating, providing supporting market data, adjusting terms, or deciding whether the deal still makes sense.

What if I receive multiple offers?

We'll compare more than just price. We'll look at financing, contingencies, closing timeline, buyer strength, requested credits, and overall risk.

The strongest offer is not always the highest offer.

What happens after the home inspection?

The buyer may accept the home as-is, ask for repairs, request credits, or try to renegotiate.

We'll review the requests carefully and decide how to respond based on your contract, goals, and the overall strength of the deal.

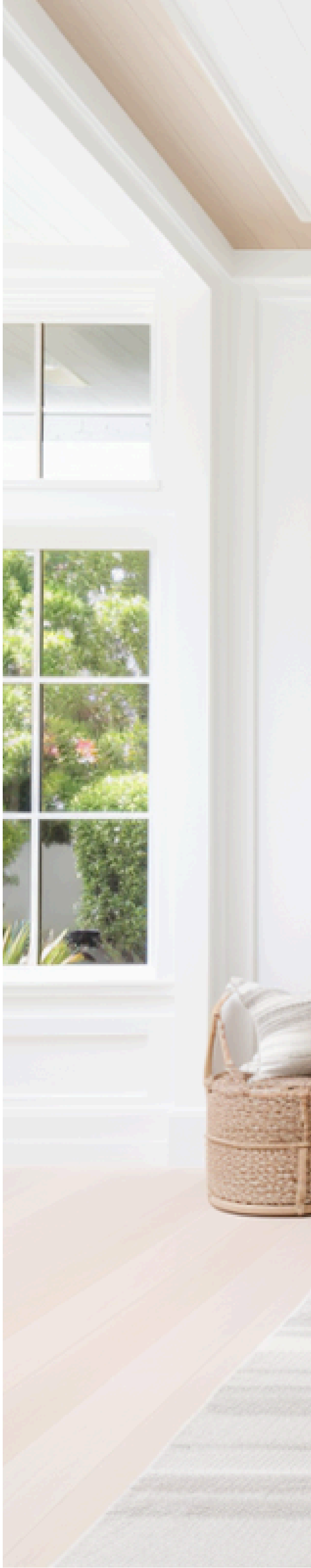
How long does closing usually take?

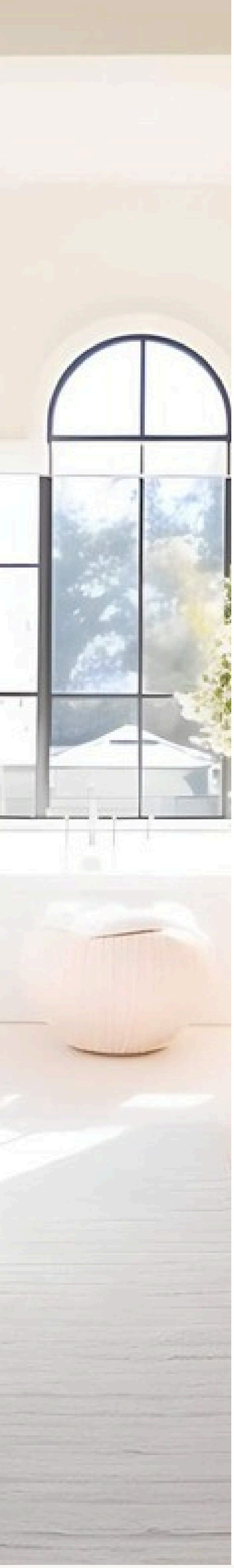
Many closings take around 30 to 45 days, but timing depends on financing, inspection, appraisal, attorney review, title work, and the terms of the contract.

We'll review the expected timeline once an offer is accepted.

What documents will I need?

Documents may include mortgage, HOA, tax, permit, warranty, utility, and disclosure information. I'll help you gather what's needed as we go.





Helpful Resources for Homesellers

HELPFUL TOOLS AND INFORMATION SOURCES

- [ ] ***Home Value Estimators***
  - Zillow's Zestimate
  - Redfin's Estimate

- [ ] ***Home Improvement ROI Guides:***
  - Remodeling Magazine's Cost vs. Value Report
  - HomeAdvisor's True Cost Guide

- [ ] ***Real Estate Market Trends:***
  - National Association of Realtors Market Data
  - Realtor.com Local Market Trends

- [ ] ***Home Sale Proceeds Calculators:***
  - Zillow's Sale Proceeds Calculator
  - SmartAsset's Home Sale Proceeds Calculator

- [ ] ***Mortgage Payoff Calculators:***
  - Bankrate's Mortgage Payoff Calculator
  - NerdWallet's Mortgage Payoff Calculator

- [ ] ***Capital Gains Tax Information:***
  - IRS Publication 523 (Selling Your Home)
  - TurboTax's Guide to Capital Gains on Real Estate

- [ ] ***Decluttering and Organization Tips:***
  - Marie Kondo's KonMari Method
  - Good Housekeeping's Decluttering Tips

Selling a Home Is More Than a Transaction

YOUR NEXT CHAPTER DESERVES A THOUGHTFUL PLAN.

As we wrap up this guide, remember:

Your home, your goals, and your timing are unique.

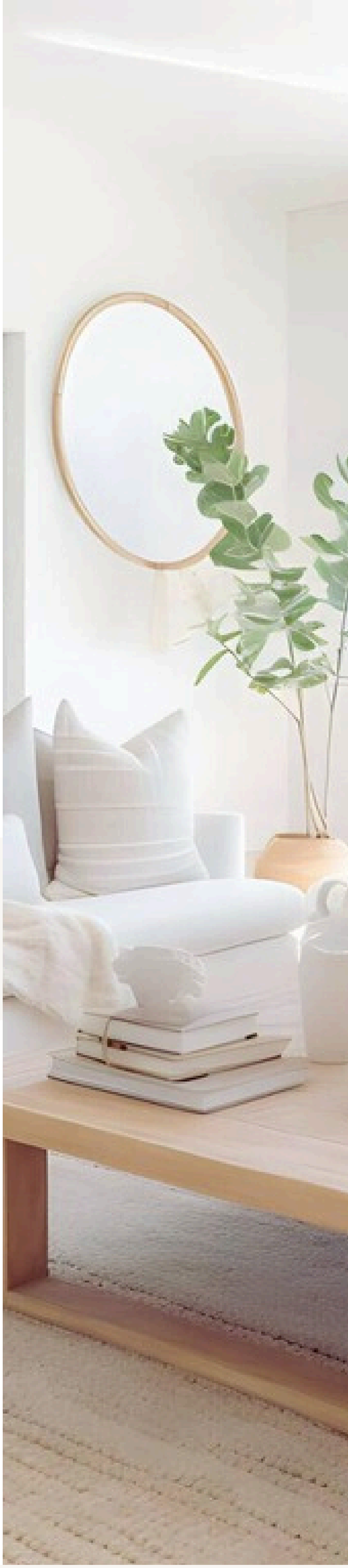
The right strategy can help you make clearer decisions, avoid unnecessary stress, and move forward with more confidence.

My commitment is to guide you with honest advice, thoughtful preparation, strong marketing, and steady communication from our first conversation through closing and beyond.

You don't have to navigate the selling process alone.

When you're ready, I'd be honored to help you take the next step.

All the best,
Mari



Let's Stay Connected

Scan the QR code for ways to connect, helpful downloads, local resources, and seller tips.

Selling your home is a big decision, and you don't have to figure it out all at once.

Whether you're planning to sell soon or just starting to explore your options, I'm here to help you think through your timing, preparation, pricing, and next steps.

Connect with me online for local market updates, home-selling tips, NW suburban community guides, and resources to help you move forward with more clarity.

Mari Van Meter

NW SUBURBAN CHICAGO REALTOR®

Serving the NW Suburbs
and the Surrounding Area

follow me on

More Info

Scan the QR code for ways to connect and for valuable free downloads!

READY WHEN YOU ARE

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Whether you are ready to list soon or just beginning to explore your options, I'm here to help you think through your timing, preparation, pricing, and next steps.

Mari Van Meter

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EQUAL HOUSING OPPORTUNITY

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