

TAKING YOUR HOME FROM LISTED TO

SOLED

MARIA McCAW

URBAN ACRES[®]
real estate





Let's get started.

If you want the best home-selling experience, you need a real estate agent who is not only a professional in the field, but who is a superb marketer, shrewd negotiator, and excellent communicator. When you hire me, you can take a deep breath knowing that your home is in the hands of an expert with a proven track record and who is trusted within the community.

Begin with the **best** to feel your **best** about your home.

WHO IS MARIA?



- Licensed Realtor since 2008
 - Known for savvy negotiations, cutting-edge marketing techniques, and uncompromising integrity
 - Positive outlook and honest approach
 - Strong ties to the area and extensive professional networking
- Guides clients through every step of the home buying and selling process
 - Deeply involved in the community, serving on:
 - Johnson County I-Club Executive Board
 - Iowa City Area Association of Realtors
 - Urban Acres Social Committee

ADDITIONAL TEAM MEMBERS TO EXECUTE YOUR LISTING:

- Urban Acres Staff
- Professional Property Photography
- Social Media Video
- Marketing and Social Media Coordinator



FUN FACT!

Maria's favorite local volunteering spot is The Ronald McDonald House in Iowa City.

WHY URBAN ACRES?

Welcome to Urban Acres, the area's first member-owned real estate firm. **Our team of 52 agents, including 38 owners, averages 15 years of industry experience.** We offer **full-service buying and selling** for residential, commercial, and investment properties. Our expertise covers downtown, acreage, waterfront, and **everything in between.**

Our shared ownership model and **commitment to integrity** benefit clients through comprehensive support and resources. We're deeply rooted in our communities, **actively volunteering and supporting local initiatives.** Urban Acres is redefining real estate - learn more at urbanacres.com.



OUR CRITICAL ROLE IN THE REAL ESTATE TRANSACTION

As real estate agents, we play a vital role in guiding clients through the entire transaction, offering a comprehensive range of services and expertise to ensure a smooth and successful process.

Pre-Listing Activities:

- Schedule a listing presentation with the seller
- Research comparables, trends, and average days on market
- Prepare a CMA to determine fair market value
- Gather information, including ownership, deed type, zoning, etc.

Listing Appointment Presentation:

- Measure property and discuss pricing strategy, marketing plan, and MLS benefits
- Explain agency relationships and discuss the Listing Agreement
- Obtain necessary documents, such as the Seller's Disclosure form and keys for the lockbox

Once Property is Under Listing Agreement:

- Review title information, verify mortgage loan details, and prepare showing instructions
- Research utility information, HOA fees, and property amenities
- Assess property condition and provide improvement suggestions
- Enter property information into MLS database and upload photos and documents

Marketing the Listing:

- Create print/digital ads, blast on social media using video, and upload to real estate websites
- Coordinate showings and prepare feature sheets and brochures
- Regularly update seller on market conditions and showing feedback



The Offer and Contract:

- Review offers, negotiate, and set deadlines
- Deliver signed contracts and deposit earnest money if needed
- Change MLS status to "Contingent" and coordinate necessary inspections

Tracking the Loan Process:

- Follow up with the lender and buyers agent to ensure the loan processing stays on track
- Relay final loan approval to the seller

Closing Preparations and Duties:

- Coordinate closing process, confirm details, and assist in resolving title issues
- Research tax pro-rations, request final closing figures, and review documents for errors
- Attend closing and present seller with net proceeds check, if applicable

Follow-Up After Closing:

- Resolve post-closing conflicts, provide additional info, and email HUD statement (for tax purposes)
- Ensure utilities are switched out of sellers
- Update MLS listing status to "Sold"

UNDERSTANDING AGENCY AND OFFERING



The Benefits of Offering Buyer Agent Compensation

Offering compensation to buyer's agents is a smart strategy that can significantly impact the success of your property sale:

EXPANDED VISIBILITY

By offering a commission, your listing becomes more appealing to real estate agents, leading to increased showings and a higher likelihood of receiving offers.

SMOOTH TRANSACTIONS

Compensating buyer's agents fosters cooperation and collaboration, resulting in smoother negotiations and a more efficient sale process.

POSITIVE SALE OUTCOMES

Properties that offer agent compensation often sell faster and at better prices due to increased exposure and agent motivation.

PROFESSIONAL APPROACH

Offering compensation demonstrates your commitment to a fair and efficient selling process, setting a positive tone for the entire transaction.

As your real estate agent, I will provide the guidance and expertise to help you achieve your goals. We'll navigate the process with transparency and professionalism, focused on your success.

FIDUCIARY DUTIES

OBEDIENCE:

I am obligated to obey promptly and efficiently all lawful instructions of the buyer.

LOYALTY:

Your interest comes before anyone or anything else.

DISCLOSURE:

All material facts that I am aware of, I will make known to you.

CONFIDENTIALITY:

Information of a personal nature will be kept confidential unless you instruct me otherwise.

ACCOUNTABILITY:

I will account to you for all funds/documents put in my control, I am required to provide professional services to you that meet the standards of the industry.

REASONABLE CARE AND DUE DILIGENCE?

I will conform to a standard of care that is equal to the care I would be expected to give if the transaction was for me.

UNDERSTANDING OUR FORMS AND DOCUMENTS

Essential Forms & Documents required for Your Real Estate Transaction

- **Urban Acres Agency Policy** establishes the relationship between the agent and their REALTOR® and discloses fees that will be charged to you by the agency.
- **Seller Disclosure Statement** provides details about a property's state of condition and how it impacts the value of the home.
- **Lead-Based Paint Disclosure** reports any available information about the use of lead-based paint for homes built prior to 1978.
- **Ground Water Hazard Checklist** reports any known or potential hazards related to a property's groundwater supply, such as contamination issues and previous water quality test results.
- **Listing Agreement** is a contract between the listing office and seller stating the price, listing time-frame, commission, reserved items, and more.
- **Release Authorization** allows Urban Acres to obtain mortgage payoffs, title objections, lien releases, etc. on your behalf prior to closing.



SELLING FACTORS

The formula for a successful home sale

When selling your home, three critical factors contribute to a successful sale: preparation, presentation, and price. By focusing on these key elements, you can maximize your home's appeal to potential buyers, generate more interest, and ultimately achieve a faster sale at a higher price. Let's explore each of these factors in more detail:

PREPARATION

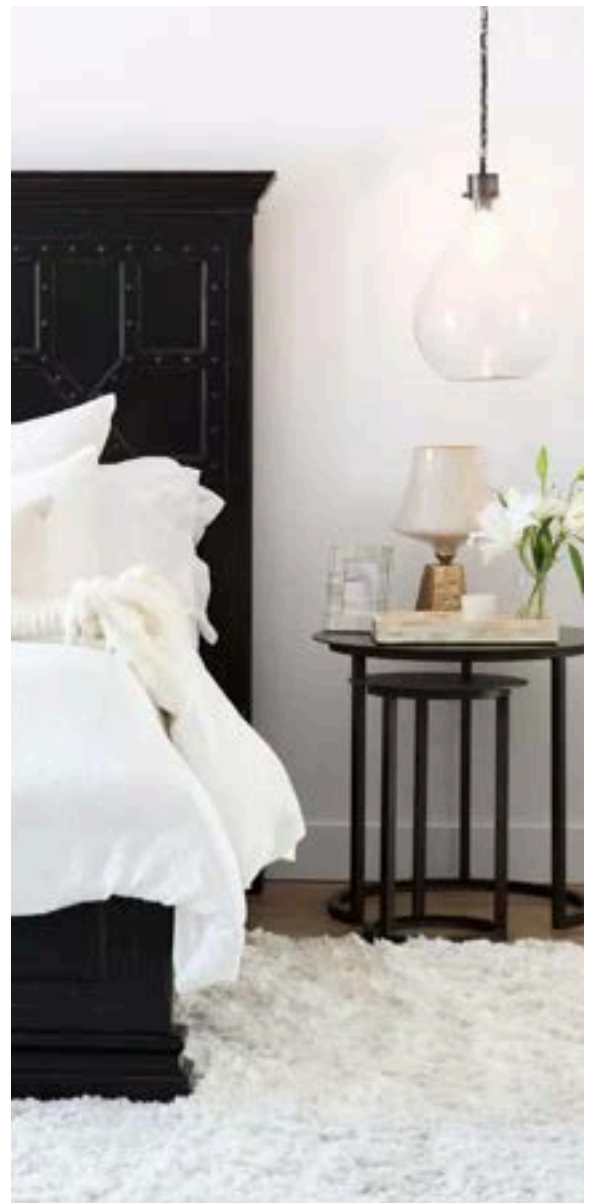
- Complete repairs, declutter, remove personal items, and ensure the home is clean and inviting
- Implement a Property Prep Strategy, including painting, deep cleaning, replacing carpets, updating countertops and fixtures, landscaping, staging solutions, virtual staging, professional photography, video tours, pre-inspection, and repairs

PRESENTATION

- Enhance exposure through digital marketing, such as social media and public portals
- Utilize targeted networking, open houses within 2 weeks on market
- Employ effective presentation strategies, such as video, social, online, etc., to sell your home faster and for more money

PRICE

- Set a competitive price to attract the maximum number of potential buyers
- Avoid overpricing, which may lead to a longer time on the market and ultimately a price drop to compete with newer, well-priced listings
- Price at market value to attract the most potential buyers and generate the most activity from buyers and agents



SELLING FACTORS

Preparation

When preparing your home for sale, there's several key steps we'll take to help make your property more attractive to potential buyers and help you achieve the best possible price.

- **Declutter and depersonalize:** Remove personal items to help buyers envision themselves in the space. Declutter for a more spacious, organized appearance.
- **Deep clean:** Thoroughly clean carpets, windows, and all surfaces for a great first impression.
- **Make necessary repairs:** Fix visible issues like leaky faucets or cracked tiles to show your home is well-maintained.
- **Neutral paint:** Repaint bold walls in neutral tones to appeal to more buyers.
- **Update lighting:** Ensure adequate, warm lighting in all rooms. Replace old fixtures and add lamps.
- **Enhance curb appeal:** Mow the lawn, trim hedges, and add colorful plants for an inviting entrance.
- **Stage your home:** Arrange furniture to showcase the best features of each room and create a comfortable flow.



Presentation

Presenting your home in the best possible light is crucial for a successful sale and work hard to make sure your home reaches potential buyers quickly and effectively.



- **Professional photos and videos:** High-quality visuals are crucial for online listings. I'll hire a professional photographer to capture your home's best features and create a video tour to attract more potential buyers.
- **Digital Marketing:** Engaging content, including high-quality photos and virtual tours on social media, showcasing your home on platforms like Facebook, Instagram, and LinkedIn.
- **Urban Acres Realtors:** Your listing is showcased internally with our team of 50+ Realtors.
- **Public Websites:** Featuring your property on our website, as well as major real estate websites such as Zillow, Realtor.com, and Trulia.

SELLING FACTORS

"Make sure to price correctly so that the market is chasing you...instead of you chasing the market."

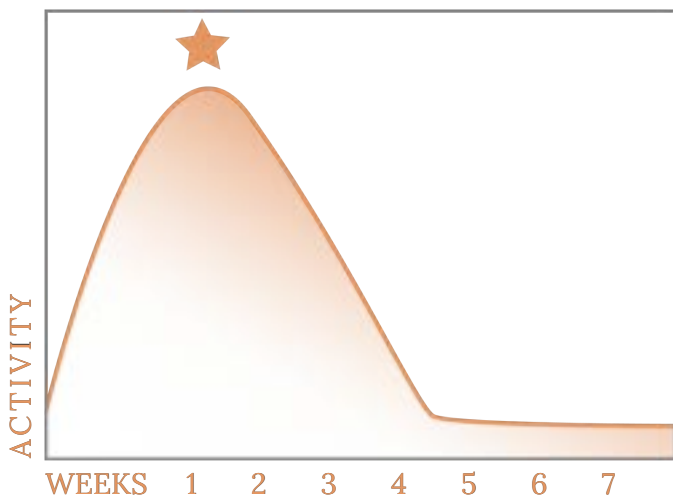
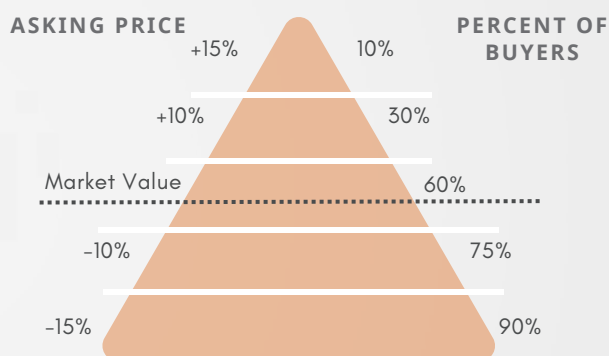
Pricing

When it comes to pricing your home, we will work together to establish a fair market value for your home and make sure that you feel confident in the price that we list your home at.

Our goal is to get your home sold quick and at a high price. To do that, we must list it correctly from the beginning. This attracts a high amount of the right qualified buyers in your price range, and helps to avoid receiving low offers.

Properties that are priced right from the beginning typically sell for more in the end. Overpricing leads to longer market time and fewer showings.

The centerline represents market value. Moving above market value attracts far fewer buyers, reducing sale chances. Moving below market value attracts a much larger buyer pool.



The first 4 weeks a home is on the market, known as the **MAGIC MONTH**, is when it receives the most activity and is most likely to sell for the highest price.

NAR statistics show that low showings indicate a price 10% too high, while showings without offers suggest a price 5% too high, on average.

PROS & CONS OF PRICING

AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches

BELOW MARKET VALUE

- + Home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price

OVER MARKET VALUE

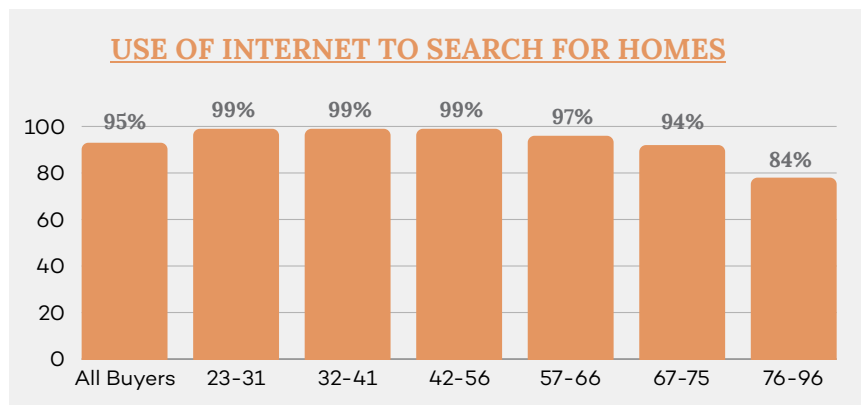
- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!

HOME BUYERS ARE SHOPPING ONLINE

In today's digital age, the vast majority of homeowners begin their search for a new home online.

According to recent studies, **an astonishing 96% of homeowners begin their search for a new home online.** The convenience and accessibility of the internet have revolutionized the way people approach the home-buying process,

and narrow down their options from the comfort of their own homes. With just a few clicks, potential buyers can access a wealth of data, including property details, photos, virtual tours, neighborhood information, and even school district ratings.



MARKETING PLAN

We'll develop a marketing strategy designed exclusively for you and your property, with the aim of achieving maximum visibility to your target audience. Our primary objective is to sell your home for the highest possible price and in the shortest amount of time.

Let's collaborate to determine the optimal value for your property. We'll analyze comparable listings in your neighborhood and examine recent sales data to establish a competitive and market-driven listing price that accurately reflects your home's value.



- ✓ Property Website
- ✓ Property Flyers
- ✓ Property Brochures
- ✓ Facebook Marketing
- ✓ Other Social Platform Marketing
(Instagram, LinkedIn, YouTube, etc.)
- ✓ Listing Your Home on Zillow
- ✓ Listing Your Home on Realtor.com
- ✓ Showcased On MLS
- ✓ Property specific online ad (weekly reports)
- ✓ Showcased on 80+ real estate websites
- ✓ Property Videos/Shorts for Social Sites
- ✓ Open House within 2 weeks on market with online marketing
- ✓ Email Blasts To Local Buyers
- ✓ + More Unique Marketing Techniques!

CONTINGENCIES AND NEGOTIATIONS

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

- **APPRAISAL CONTINGENCY.** Typically, the lender requests an appraisal is done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **HOME SALE CONTINGENCY.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.
- **FINANCING CONTINGENCY.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **INSPECTION CONTINGENCY.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.



UPON COMPLETION:

HOME INSPECTION TIME FRAME

TYPICALLY 7-10 DAYS AFTER SIGNING CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, OR RADON

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

FINAL CHECKLIST



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

CLIENT LOVE



Maria was referred to us and we couldn't be happier to have used her for our purchase. She's prompt, reliable, and helped us close quickly and electronically as we were out of state. Highly recommend.

- *Leister B.*

Maria is the best!! She listened to all of my initial ideas and requests, helped me figure out what was most important, and acted immediately to make sure I found a house that fit all my needs. Maria made the entire process painless, stress-free, and fun, and has continued to assist me even after the sale. I couldn't have asked for more from a realtor, and I would unequivocally recommend Maria to anyone looking to buy or sell a home!

- *Spencer T.*

Maria is absolutely outstanding!!! She truly is and was the best in helping us buy our country home. She was an absolute joy to work with! She was there for us through the entire process and made it as stress-free as possible. You can tell she cares about her clients and her passion shows through her work! Always available whenever we needed her or had a question. We highly recommend her!

- *Sasha G.*

We have now purchased two homes and sold one with Maria. I won't call anyone else. She is professional and on top of her game. I appreciated her answering all my questions and how she looks out for her clients. When buying/selling a house, you want Maria in your corner.

- *Tyler D.*

NUMBERS SPEAK FOR THEMSELVES

98.94%

MARIA'S AVERAGE LIST TO SELL OVER THE LAST 10 YEARS

"Average list to sell" is the average ratio of a property's final selling price to its original listing price. This metric indicates the state of the real estate market and the effectiveness of pricing strategies. It is calculated by averaging all the individual list-to-sell ratios for properties sold within a specific timeframe.

96%-98%

IOWA CITY AREA ASSOCIATION OF REALTORS AVERAGE SALES PRICE

The average sale price is simply the middle ground of all the sale prices for properties sold in a specific area or time frame. To calculate it, we just add up all the sale prices and divide by the number of properties sold.

Just keep in mind that super high or low prices can throw off the average a bit. That's why some real estate pros also look at the median sale price, which is the middle value when you line up all the prices from lowest to highest.

SUGGESTED LIST PRICE RANGE:

CURRENT DOM (DAYS ON MARKET) IN ABOVE PRICE RANGE

*When listing price is determined, projected Seller Net Sheet is available upon request.



THANK YOU!



Representing you in this process would be an honor and a privilege. Being the professional that you can trust and rely on is my goal as we work together.

I'm here to make this experience not just successful, but also rewarding and enjoyable for you.

Please know when the property transaction is complete, my commitment continues. If you are ever in need of any further help, connections or advice...I'll be here to help.

Thank you for considering me as your realtor. I am grateful for this opportunity and hope that your real estate journey is successful.

*Best,
Maria*

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Licensed to sell real estate in the state of Iowa.