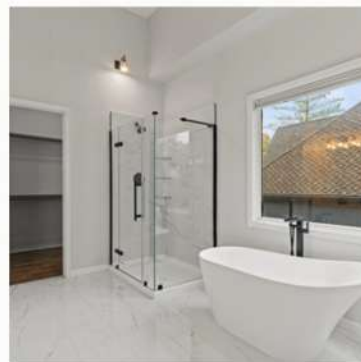




what you need to know about

---

# SELLING YOUR HOME



**LONG**  
real estate team



---

# CONTENTS

---

**01**

Taking the  
Long Way Home

**02**

About Our Team

**03**

During Your Listing

**04**

Prep, Pricing,  
& Presentation

**05**

Exclusive  
Marketing Tools

**06**

Going Under  
Contract

**07**

Heading to the  
Closing Table

**08**

After Your Sale





## what it means to take the **LONG** way home

We know that your home is one of your most prized possessions and greatest assets, and we also know that you have an endless number of real estate agents to choose from.

At Long Real Estate, our #1 concern is that our clients have an enjoyable experience that creates lasting memories of the purchase or sale of a home. Creating a successful experience means making sure that all aspects of the transaction are handled with extreme care. During the sale, we promise to always give the advice we would give to our own family and look over every aspect of each transaction with the utmost attention to detail.

From straight forward preparation to skilled negotiating and ending with expert and careful attention through the close, our experienced team will cover every aspect of the sale or purchase. Our business is 100% referral-based, which means our time is never spent cold-calling, knocking on doors or advertising. It's spent on you!

We prefer to invest our time and resources back into the lives of our clients. We are committed to staying in touch and making sure that you have the resources you need to be a happy homeowner.

When you take the long way home, you're not just a client - you're family. We're excited to be on this journey with you!

Let the adventure begin,

*Tony and Team*







*When you take the long way home,  
you're not just a client -  
you're family.*

the **PROOF** is in the numbers

Long Real Estate Team  
consistently ranks in the  
top 1% of real estate agents  
in the KC Metro Area.

In the real estate industry, it is common knowledge that 80% of the business is done by only 20% of licensed agents. That means agents in that 20% work harder and have more experience, more knowledge of the market, more skill working with clients, and more connections to help you achieve your goals - and that's where you'll find us.







**HUNDREDS**  
of homes sold

**THOUSANDS**  
of homes shown

**MILLIONS**  
in volume sold

**99%**  
of local agents  
can't compete  
with our numbers

believers in the **LONG** way



"Tony is the best realtor in KC. He works so hard for his clients and always puts your interest first. No matter what the issue is, he is always calm and collected and finds a way to solve the problem."

“

**BRIAN G.**

**LISA D.**

”

"Long Real Estate always does a great job! They are friendly and know their customers well."

"Excellent team who is always there with a smile and stress-free home selling and buying experience every step of the way! Highly recommend!"

“

**CARRIE B.**

**SCOTT L.**

”

"Long Real Estate goes above and beyond. Their attention to detail on everything from the overall market and how your home fits in is top notch. They explain everything on what it will take to get top dollar for your home and then create a marketing plan that presents it in its best light."





#SOLDBYLONG



@SOLDBYLONG

## about **LONG** real estate team

We pride ourselves on having extensive, up-to-date knowledge of the Kansas City real estate market, and our experience has taught us that there are three things vital to a successful sale:



### 1 PREPARATION



### 2 PRICING



### 3 PRESENTATION

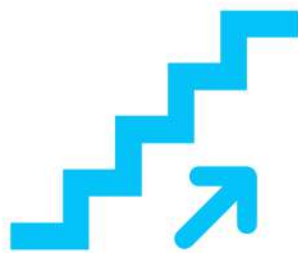
We will guide you throughout each of these steps to ensure a successful sale.

If you are also purchasing a new home, our expert negotiating skills come in handy for creating a timeline that results in a smooth and low-stress transition for you and your family.



during your **LISTING**

While your home is on the market, communication between you and your agent is critical. We will have a minimum of one weekly phone call to assess the current stage of your transaction and discuss next steps.



We will also provide you with regular updates on movement and change in your micro market, showing activity reports for your home, buyer feedback, and any other necessary pieces. We want you to always feel confident and informed about what is happening with your home and the progress of your sale.



## BUYER FEEDBACK

Is your client interested?

Question type: radio

- ☐ Yes
- ☐ Maybe
- ☐ No

How do you feel about the price?

Question type: radio

- ☐ High
- ☐ Good
- ☐ Low

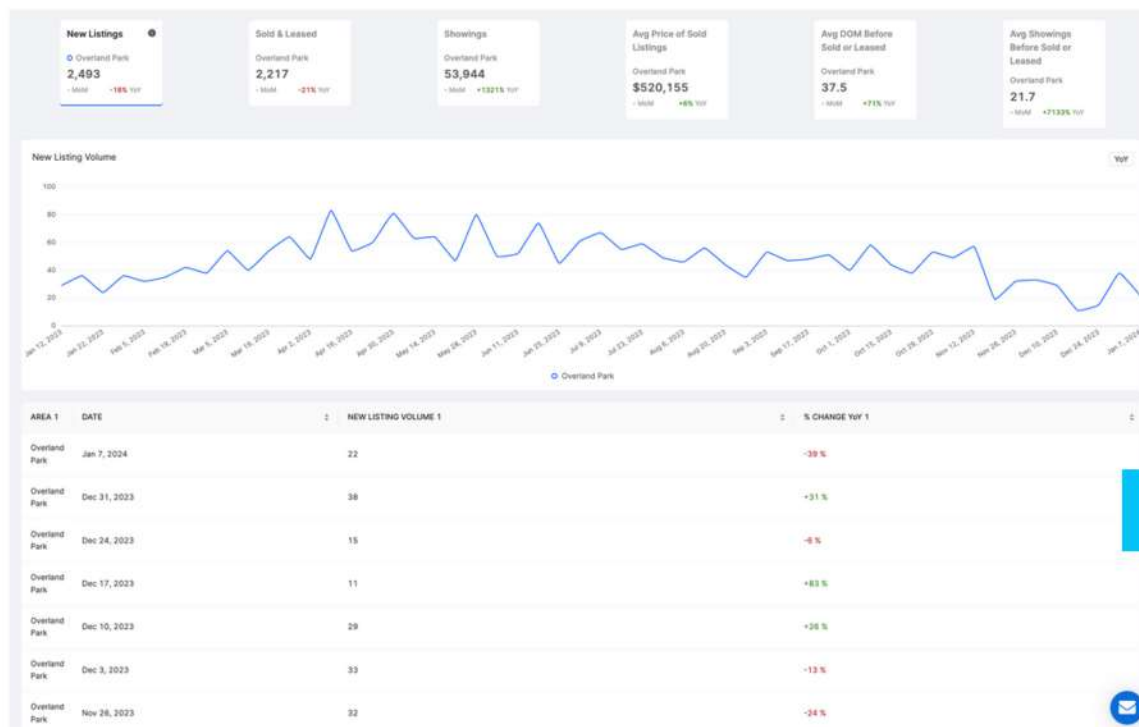
Are you bringing an offer?

Question type: radio

- ☐ Yes
- ☐ Maybe
- ☐ No

Additional Comments:

Question type: text



## MARKET REPORTS

# preparing your **HOME**

When you first begin thinking of putting your home on the market, we will complete a walk-through of your home with you and provide some essential items to help you prepare.

- 1 A list of recommendations for minor repairs and improvements to help you reach your home's highest pricing potential.
- 2 A list of home improvement service providers that we know and trust and feel confident recommending to our clients.
- 3 Staging suggestions to ensure that your home makes the best possible first impression on buyers (also essential to getting great offers!).

If you are considering making major improvements or remodeling areas of your home before selling, we will go over the cost vs. value of these items.

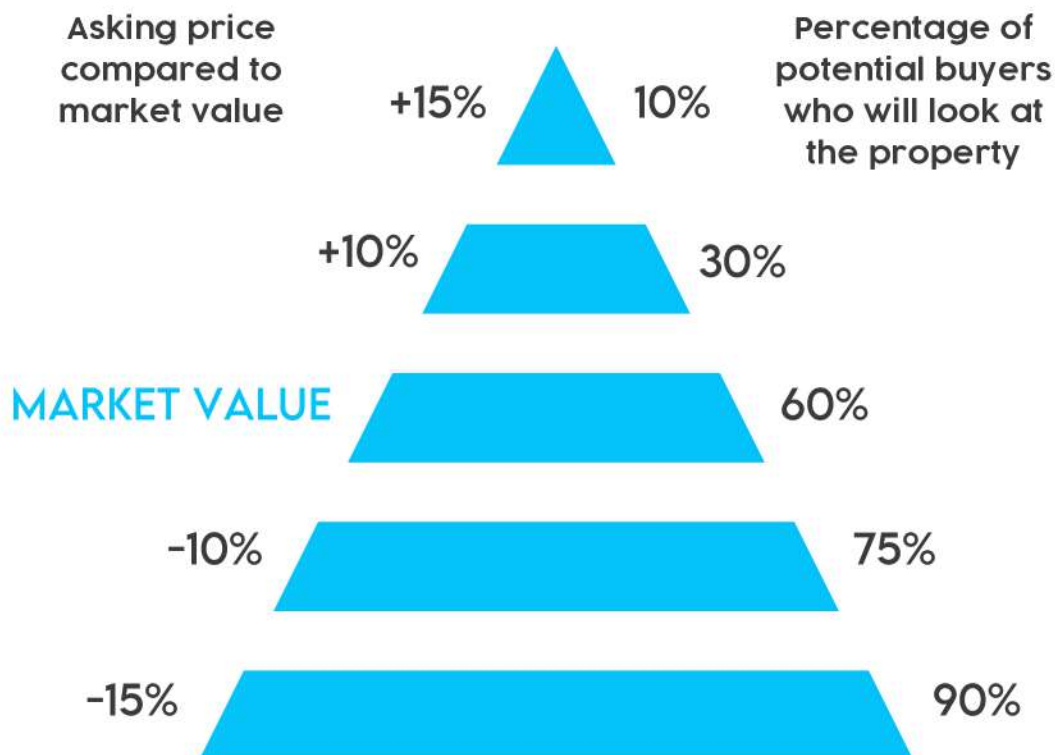
Then you can decide if it is best to proceed with those plans or forego those items and compensate in the pricing of your home.



# PRICING your home

In today's market, it is crucial to be fully prepared in every aspect before your home hits the market. Your greatest exposure to buyers comes from the first couple of weeks on the market. Pricing your home correctly in the beginning will ensure the greatest percentage of interest and maximize your chance to sell quickly.

Depending on your situation and timeline, it is important to consider what percentage of the market you are reaching.



Pricing your home at a greater amount than necessary (just to see what happens) can reduce your exposure to only 10-30%.

That is why it is so important to prioritize your timeline and price and have an in-depth discussion with your agent to make sure you are on track with your goals.



# PRESENTING your home

When it comes to the presentation of your home, we realize that a picture is worth a thousand words and we only have one chance to make a first impression. That's why we invest in professional photography to capture your home using HDR (high dynamic range) technology after we have gone through to make sure every room is arranged and everything is in place.



After we receive your professional photos, our Marketing Coordinator will create a full presentation of your home that includes:



- A full MLS listing and virtual tour



- A custom website just for your home that potential buyers can access online or via text message



- A unique text code to go on your yard sign that will provide potential buyers with important info

- Thoughtfully placed directional signs to guide potential buyers to your home

We take great care to complete your entire marketing presentation and listing the day before your home hits the market to ensure that when people receive your home in their email search, nothing is missing and your property is ready for showings.

Your agent will also have a discussion with you about whether an Open House would be beneficial in your circumstances, and if so we will arrange for one and market it to the surrounding area.

## 17703 Grey Hawke Ridge, Smithville, MO 64089

**Listing** [Rooms](#) [Tax](#) [Photos](#) [History](#) [Units](#) [Parcel Map](#) [Flood Map](#) [Foreclosure](#)

**17703 Grey Hawke Ridge, Smithville, MO 64089**

L Price: **\$575,000**

MLS#: **2466390**

Status:

**Pre MLS**

County: **Clay**

**Residential**

Area: **110 - N=Clinton Co Ln;S=291;E=I-35;W=Clay Co Ln**



1 / 27



Sub: **Greyhawke**

Bed: **4**

Full Bath: **3**

Type: **SINGLE**

Half Bth: **0**

CDOM: **0**

DOM: **0**

Above Grade Fin: **1,500**

Source:

**Agent**

Total SF: **2,500**

Below Grade Fin: **1,000**

Source:

**Agent**

Source:

Lsz: **10,019 - Square Feet**

Yr Blt: **2018**

Age: **3-5 Years**

Lgl: **GREYHAWKE AT THE LAKE 2ND PLAT LT 114**

FP: **Yes**

RP: **No**

CA: **Yes**

Gar: **Yes**

Brk ID: **RBLL**

Maint Provided: **No**

Attached: **No**

Bsmt: **Yes**

Agt ID: **TONYLONG**

Direction Faces:



[BrokerBay](#)



[Property History](#)

[View Property On Map](#)



[Realist Property Full Detail](#)

[Realist Neighborhood](#)

Remarks & Directions

We have one word for you: POOL! This like-new, open, bright, and beautiful reverse 1.5 story home has literally everything you can want, plus the most incredible private pool you could dream up! Neutral, modern finishes with a rustic flair create an inviting environment you'll never want to leave, and the open floor plan is delightful for entertaining company. With a spacious primary suite, laundry room, and everything you need for daily life all on the main level you can't beat the convenience of this home, and there is still plenty of room for additional family members or guests in the fully finished, walkout lower level with two additional bedrooms, a full bath, and a second living area. You'll enjoy the colder months cozied up inside with a fire crackling in the great room while you watch wintery movies, or warm up by breaking a sweat in the exercise room in the finished lower level. But the moment temperatures start to rise, you will not be able to resist opening up that gorgeous pool and inviting over everyone you know! Truly the piece de resistance, the sprawling pool is surrounded by a large concrete patio and complete with a granite-topped bar and adjacent covered patio and deck for when you need a break from the water or sun. Truly your own private oasis! Welcome home.

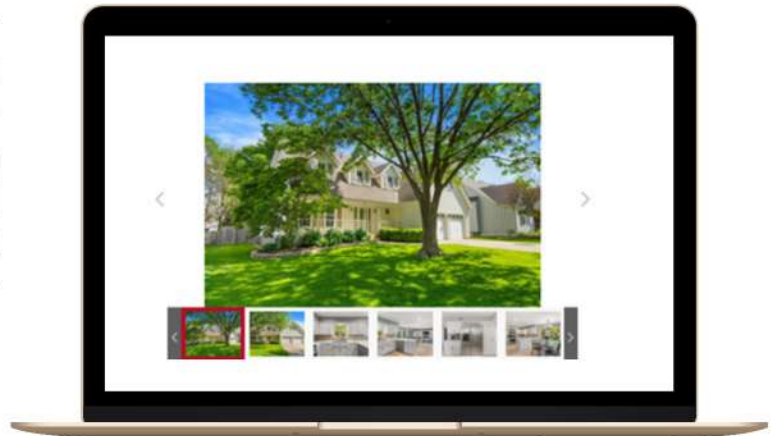




## property **WEBSITE**

This unique website will allow your listing to be shared online via social media.

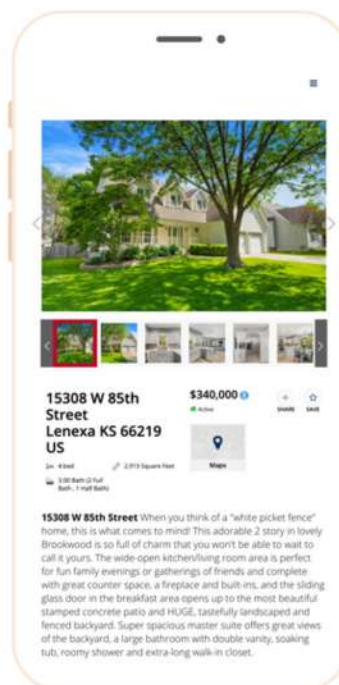
This site is specifically about your home and contains all of the information from your MLS listing so that we can easily share it with potential buyers, post it on social media, and widely market it throughout Kansas City.



## **MOBILE** marketing

Curbside, you will have a main yard sign with a custom text rider. This text number will send interested parties a link to your property website where they will be able to see all of the listing information and all photos on their smart phone.

When this number is sent, your agent will also be notified so we can follow up with any interested parties.





## going under **CONTRACT**

Once an offer has been accepted on your home, we provide complete transaction management. Our full-time transaction coordinator will manage all of the details of your sale and help keep our entire team on schedule and on track as we head to the closing table. These details vary with each transaction based on your unique situation, but here is a general timeline of what you can expect:

- Once a contract is accepted, the buyer will arrange for their inspections. The inspection period is typically 10 days, but can be negotiated to a different amount in the initial contract. Once the inspections are completed, the buyer will send us a report and ask for repairs or allowances they want.
- The five-day resolution period begins after the inspection report has been provided. We then have five days to negotiate repairs and/or a new price.
- Once a new resolution has been reached, the buyer will have the time in between now and the closing date for their loan approval and the appraisal.

## **CLOSING** timeline

Now that we're through inspections, you can focus on preparing to move and your buyer will work on getting the clear to close for their loan if financing was used for their purchase.

- Before closing, the title company will reach out to you to make arrangements for your mortgage payoff.
- Just before closing, the buyer will walk through the home to confirm that the agreed-upon repairs have been completed and the home is in acceptable condition.
- Closing and transfer of funds.

## AFTER your sale

One of the most important pieces of our philosophy is that our service to you doesn't end at the closing table. We have made a commitment to be there for our clients long after the sale is completed.

We pour our resources each year into producing newsletters and helpful information to guide you in your home ownership journey, designing awesome swag for you to enjoy, and making sure you are aware of what is going on in your local housing market.

## THE LONG & SHORT OF IT

updates from Long Real Estate Team



### GREATER KANSAS CITY MARKET UPDATE



CLOSED SALES	4,359
AVERAGE PRICE	\$308K
DAYS ON MARKET	18
OLP VS. SP	101.4%
MONTHS SUPPLY	1.1

ALL HEARTLAND MLS

## RELATIONSHIPS are everything

One of our absolute favorite ways to reinvest our resources in our clients is hosting annual events for you and your friends and family. This is such a fun way for us to catch up with so many of our favorite people and do something enjoyable for you after everything you've done for us!



TRASH BASH



PUMPKIN CARVING CONTEST



KENTUCKY DERBY PARTY



## client **RESOURCES**

We spend a lot of time developing relationships with quality service providers and real estate industry vendors in the Kansas City area. If you are ever in need of an electrician, plumber, handyman, landscaper or other home maintenance service, don't hesitate to contact us! We would love to introduce you to someone who has the same high-quality service and strong values that we do.



## staying **IN TOUCH**

Visit us online, follow us on social media, or subscribe to our newsletter - we want to stay in touch!

Here are all the places you can find us hanging out on the interwebs:



@soldbylong



@soldbylong



Long Real Estate Team



[soldbylong.com](http://soldbylong.com)



[tony@soldbylong.com](mailto:tony@soldbylong.com)

