



Charlie Wills Team  
Real Estate Partners

# SELLER GUIDE

Everything you need to know to sell a home.



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## WHAT YOU SHOULD KNOW

- Examine Property & the Market before setting listing price
- Make recommendations for improvements &
- Home listed on MLS, zillow, realtor.com, homes.com, etc & 25+ other real estate sites
- 20+ years of experience in madison area
- Team of professionals to support you through process
- Professional staging by Elle Maven-Staging improves selling price by 4%!  
(Avg sale price \$545,000×4%=\$21,800)
- professional photos, floor plans, Video & 3D tours (VR Capable) by whirligig hd
- Use latest mediums to market your property
- Negotiation and strategy for the best offer and terms
- Platinum partners to help prepare your home-a Curated list of contractors
- Weekly updates and activity reports about your sale
- Property Showing feedback-via the app
- Successfully assisted 900+ clients and counting



# WHY WORK WITH US?

## Our Mission

People Before Property!

## Our Vision

Create significance and impact in real estate through developing life long relationships.

## Our Advantage

Your home is a significant investment, and safeguarding it is important. At the Charlie Wills Team, our full-service team is dedicated to providing exceptional service and guiding you through every stage of the process. Our comprehensive services are designed to maximize your long-term financial gains.

## Core Values

- Great attitude
- Grateful hearts
- Extreme leadership
- Be Fearless
- Loyal
- Competitive nature
- High character

The average real estate agent in Dane County closes  
\$3,500,000 per year...

**We average \$2,100,000 in closings each month!**

# MEET THE TEAM

That's right, you get a whole team.



Charlie Wills  
Owner | Broker  
charlie@charliewills.team  
608-220-3282



Kalynn Vosberg  
Executive Assistant  
kalynn@charliewills.team  
608-400-9075



April Jerome  
Transaction Coordinator  
cs@charliewills.team  
920-210-5820



Jennifer Fenster  
Buyers Agent  
jen@charliewills.team  
608-215-3712



Caitlyn Mowatt  
Marketing  
caitlyn@charliewills.team  
608-399-4177



Crystal Wills  
Marketing | Events  
Coordinator  
marketing@charliewills.team  
608-220-8186

Check out our reviews:



ZILLOW PREMIER AGENT  
INFO



GOOGLE REVIEWS



FIRST WEBER





# SELLER SERVICE DIRECTORY

- We will place “For Sale” sign in the yard including text code for mobile access to information
- Internet advertising on local MLS, Zillow, Realtor.com and over 25 other 3rd party real estate websites
- Professional MLS listing with in-depth description
- Paid advertising & marketing via First Weber, Facebook & Instagram
- Professional staging typically increases sale price by 4%. Additional cost to the seller.
- Professional photography including edits & enhancements
- 3D dollhouse photography
- Pre listing Inspection. This increases likelihood of sale by 400% and saves \$2,500 on negotiations.
- Just listed & sold social media posts.
- Secure lockbox by supra providing safe access & logged entry.
- Full time listing coordinator providing feedback & support for you, all buyers & agents.
- Experienced pricing strategy - Listing agent has successfully priced 900+ homes, condos, new builds & investments.
- Expert negotiations - Listing agent has successfully negotiated 900+ contracts.
- Reverse prospecting: we proactively prospect buyers looking for buyers.



# Pre-Listing Inspections

Before you officially list your home for sale, a professional home inspector examines your property to identify any potential problems or repairs that need to be made.

**Our preferred partner:**



## Why do I need an inspection?

Getting a listing inspection will...

- Make buyers **4 times** less likely to back out.
- Incline buyers to skip doing their own inspection **50% of the time**
- Strengthen your negotiating position and save you **an average of \$2,500.**
- Reduce repair and concession requests
- Speed up the closing process



# LISTING SERVICES

Our guide to help you feel more knowledgeable and confident about selling your home with our team.

## 01| Initial Consultation



- An agent will meet you at your home.
- We will review every aspect of your home and assess features
- Discuss potential items to update so your home can look its best
- Review market conditions and how they can affect your sale.

## 02| Market Report

- Prepare a detailed report outlining the relevant sales & market conditions in today's market
- Includes relevant sales of other homes in the area to compare it to the market
- Maximize your market value—by reviewing the trends we can see how best to get you the best terms
- Leverage the sale of your home
- Compile a net sheet
  - Estimate proceeds based on estimated value
  - Visualize what your investment allows you to do moving forward

## 03| Commitment

- We will walk you through all of the contracts to make sure you are ready for the market.
- When all contracts are signed we will get the ball in motion to help you and your home be ready to sell.

## 04| Staging and Going Live

- Staging is key to selling any home. Homes that don't invest in staging get on average **4% less** for their home than those that do make the investment.
- We partner with Elle Maven
- Quality images peak buyer interest, 99% of buyers start online to search

# 05| Marketing Plan

- We hire trusted photographers & videographers to showcase your beautiful home
- We utilize a virtual home tour. Video is 83x more likely to be watched than photos (according to Google statistics).
- 3D tours allow the home to be seen from anywhere in the world through self guided tour.

MEDIA: PROFESSIONAL PHOTOS, VIDEO AND 3D IMAGING BY WHIRLIGIG HD



3D INTERACTIVE FLOOR PLANS



PRINTABLE FLOOR PLANS



FULL HD PHOTOS AND VIDEO

Our online presence is very strong! We will use our platform to alert potential clients about your homes showings and updates.

## HOW WE SELL:

- Point out key features and show items to which buyers might object
- Note features and important marketing notes
- Detailed review of property updates, timeline, etc.
- Suggest repairs & updates to maximize pricing

### OPEN HOUSE

PROPERTY FEATURES

- Gorgeous front entry with a feature wall of nickel pop wall boards
- Spacious living room with window treatments and a gas fireplace
- Butler pantry including prep sink, built in storage, microwave
- Gorgeous wall paper with transition window above entry to dining room
- Spacious living room with window treatments and a gas fireplace
- 0.25 acre lot with nearby walking trail and lake creek and pond around the corner

2/10/2024  
12-2 PM

(608) 215-3712

JEN@CHARLIEWILLS.TEAM



# FIRST IMPRESSIONS SELL HOMES



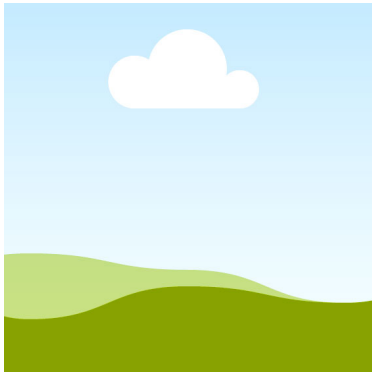
Most Agents Take Their  
Own Photos



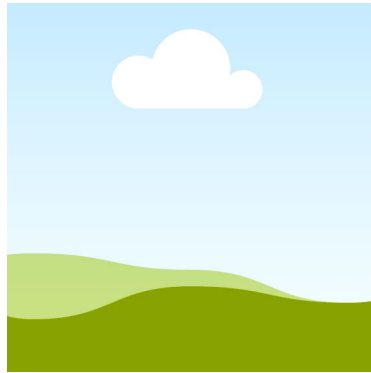
We Use A Highly Skilled  
Professional To Do Our  
Photography

THE GOAL IS TO PRESENT YOUR HOME IN  
THE BEST POSSIBLE LIGHT

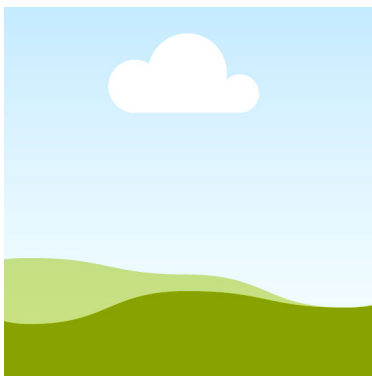
# THE IMPORTANCE OF STAGING



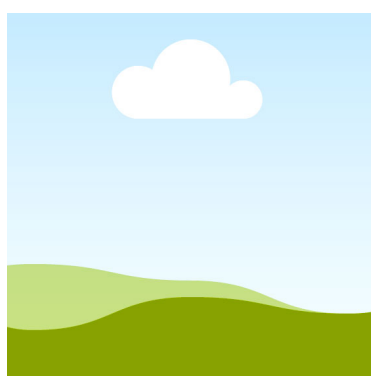
Before



After



Before



After

- Staged homes sell 80% quicker and for up to 4% more money than non-staged properties.
- First impressions and curb appeal lead to emotional feelings that help buyers select certain homes. A staged home can boost that emotion and lead the buyer to envision themselves in that home.
- Zero net cost! Sellers who spent \$1,000 on staging their home recovered almost 200% of the staging cost from the increased sale price on their home.

## COMPREHENSIVE PROPERTY BOOK

We supply every buyer that previews your home with a booklet featuring professional photography, a utility breakdown, property features, school district and neighborhood information.

**This Home Could Be Yours**



**CHARLIE WILLS TEAM  
REAL ESTATE PARTNERS**  
www.charliewillsteam.com  
CALL, TEXT, OR EMAIL US TODAY!  
CHARLIE WILLS (908) 220-3282  
CHARLIE WILLS (908) 220-3282



**Listing Agent**  
Charlie Wills -  
Owner | Broker  
5609 Medical  
Madison, WI 53719  
(608) 220-3282

**Floor Plans**



Upper Level

**NOTEABLE FEATURES**

- Inviting front porch with
- Expansive open concept
- Surround Sound system
- Screens, chandeliers and
- Prime location at Pine Hill

**MAIN LEVEL**

- Cozy living and dining ro
- Spacious 4-season room
- Carpeted staircase lead
- Cherry hardwood floors t
- Separate mudroom with
- Updated half-bath with u
- Gas fireplace surrounde

**SECOND LEVEL**

- Master bedroom with gr
- Master bathroom with h
- Three additional spacio
- Full bathroom with wind
- Spacious laundry room

**LOWER LEVEL**

- Rec room with carpet th
- Dedicated storage spac
- Unfinished area, primed

**KITCHEN**

- Two-toned cabinets with
- Cabinet/drawer organiz
- Stainless steel appliance
- Ground wood beams run
- Island with breakfast bo

9419 Old Orchard Trail  
Verona, WI 53593  
**Listing Price \$ 599,900**



**Property Details and Highlights**

Stunning 2 story home nestled in the Pine Hill Farms neighborhood! Step into the expansive open-concept gathering space w/ a generously-sized kitchen, dining area, & living room. Beautiful hardwood flooring throughout, quartz countertops and a gas fireplace surrounded by custom light fixtures. Bright main floor flooded with natural light and a mudroom located at the garage entrance. The upper level presents 4 spacious bedrooms, 2 bathrooms, and a cozy sitting/reading area. Convenient 2nd floor laundry adds to the practicality of this lovely home. Master suite featuring a spacious shower, bathtub, & generous walk-in closet. 5 season porch nestled among the pine trees. Lower level boasts high ceilings and is primed for customization.







**Listing Agent**  
Charlie Wills - Charlie Wills Team, First Weber  
Owner | Broker  
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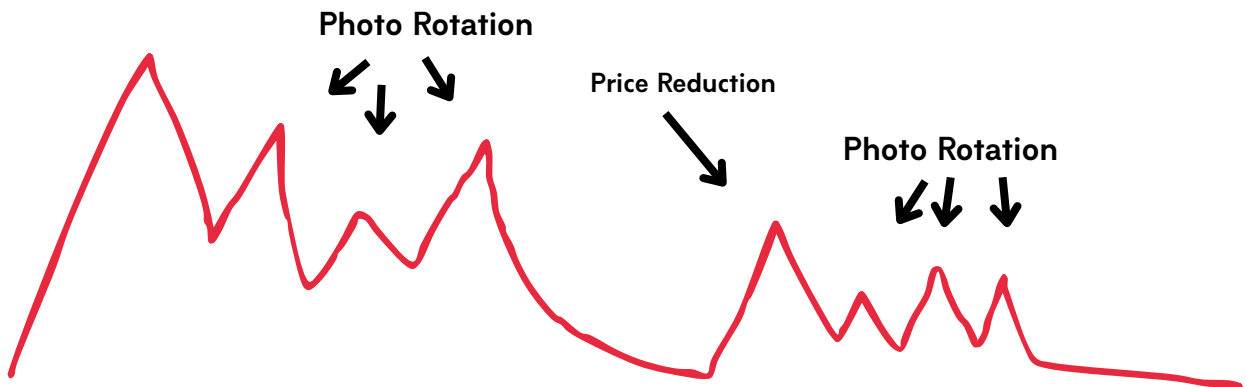


# YOUR HOME'S HEARTBEAT

Heartbeat "Activity" of homes listed by Average Realtor



Heartbeat "Activity" of homes listed by our Team



ONLY 1% OF HOMES SELL AT OPEN HOUSES

\*BASED ON NATIONAL ASSOCIATION OF REALTOR STATISTICS



## 06| Offer Accepted

- We will send you a full breakdown of what is next for you and the offer.
  - This will include closing deadline and contingencies.
- Our team will work with the title company and will confirm a closing date.
- The status of your home will update to “offer-show”.
- We will inform you once we receive earnest money.

To prepare for closing:

- Set up or disconnect:
  - Gas/oil
  - Water/sewer
  - Internet
- Notify of address changes:
  - Post office
  - Credit Cards
  - Banks

## 07| Closing and Moving



- We will set the closing date so it works for all parties.
- The title company will provide you with a Closing Statement
  - Itemizes credits and debits to be added or subtracted from the balance to be paid by the buyer or charged to the seller.

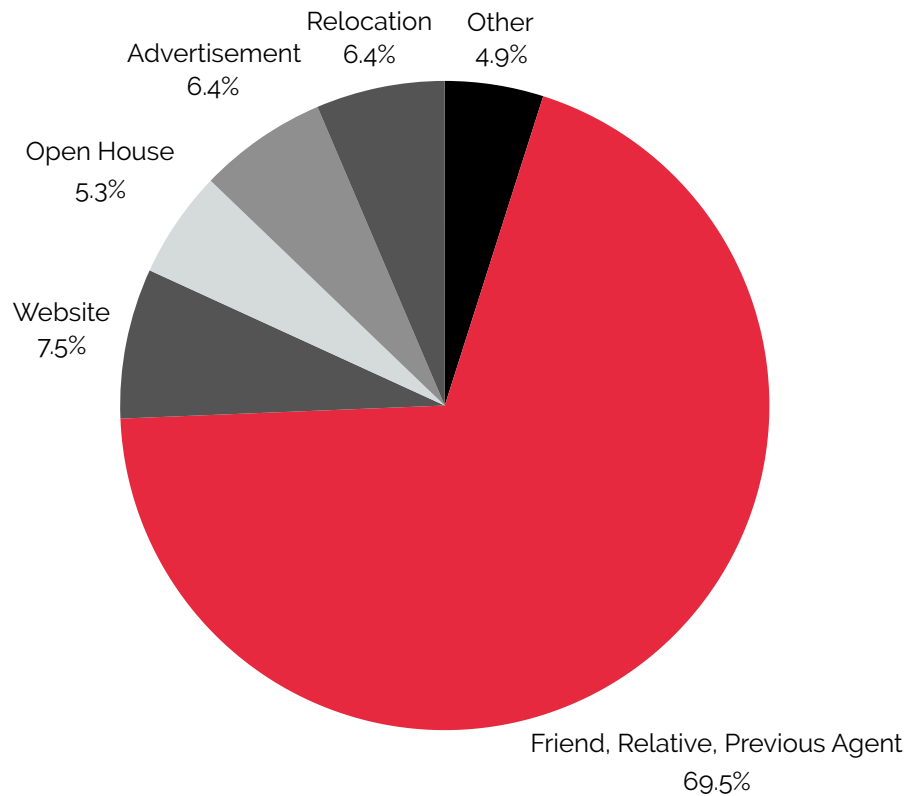


# National Buyer Statistics

Where do buyers come from?

**First-time** buyers made up **32%** of all home buyers in 2023

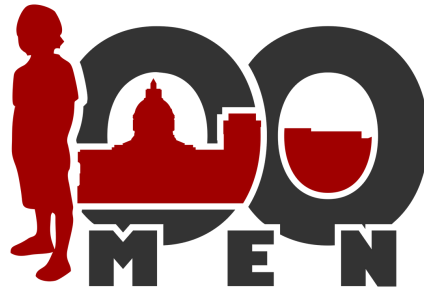
**Roughly 70%** of home buyers are referred by **Friends, relatives, or previous agents** to use us in their home buying process



Although many seller believe the majority of real estate sales comes from advertising, our service evaluations and market research findings indicate the majority of buyers who purchase real estate from us are referred by a friend, rekatve, previous agent, or found us on the internet.

36 years is the average age of  
**1st time home buyers**

# How We Give Back



The 100 Men of Dane County Foundation is driven by a single goal; making the world a better place for the children of Dane County

**Over \$2.1 million**

in Charitable Contributions to organizations in Dane County that help the youth overcome adversity and reach their full potential.



The First Weber Foundation supports our local Wisconsin communities

**Over \$4.1 million**

in Charitable Contributions since inception benefiting over 1000 eligible non-profit organizations including:

- Easter Seals of WI
- Second Harvest Food Bank
- American Cancer Society
- Keep Wisconsin Warm
- Big Brothers & Big Sisters
- Milwaukee Rescue Mission
- ALS Association
- Northwoods Veterans Homestead
- Ronald McDonald Houses
- Juvenile Diabetes Research
- Habitat for Humanity
- Boys & Girls Clubs
- Clean Lakes Alliance
- National Multiple Sclerosis

# Charlie Wills Team

Real Estate Partners

## OUR PLATINUM PARTNERS

### **Appliance and Service**

**Grand Appliances -Rick Simler**  
rick.simler@grandappliance.com  
(608) 729-8063

**Appliance Service Unlimited**  
cody.b@applianceserviceunltd.com  
(608) 251-9190

### **Carpet/Rug Cleaning**

**R & R Carpet Cleaning**  
info@rrcarpetcleaning.com  
(608) 215-8820

**Premier Rug Washing**  
premierrugwashing@gmail.com  
(608) 467-8001

### **Concrete**

**Capital R Concrete and Coating**  
Nick Brecht  
(608) 225-0174

**Olsen Concrete**  
(608) 501-7805

**Wells Asphalt Paving**  
louie@wellsasphaltpaving.com  
(800) 773-2324

### **Design/ Staging**

**Elle Maven Homes** Stephanie Kujak  
interiors@ellemavenhomes.com  
(608) 434-0074

**Amy Radspinner Design**  
amy@amyradspinner.com  
(608) 217-9698

### **Drywall**

**Drywall On Call** William Goll  
www.drywalloncall.com  
(608) 333-1513

### **Electric/Smart Home**

**J&K Security**  
(608) 255-5799

**Madison Area Smart Home** Kort Frank  
kort@madisonareasmarthome.com  
(608) 212-7265

### **Exteriors/Windows/Siding/ Roofing**

**Performance Exteriors & Contracting**  
Pchad@performanceext.com  
(608) 320-7007

**Avondale Roofing Experts**  
ryan@avondaleroofing.com  
(608) 416-1805

### **Flooring**

**Nelson Hardwood Flooring**  
Robert Nelson  
Nelsonflooring@gmail.com  
(608) 444-1028

### **Financing/ Lenders**

**Guild Mortgage** Dave Grauwels  
dgrauwels@guildmortgage.com  
(608) 234-5117

### **Gutters**

**Southgate Gutter Service**  
southgategutters@gmail.com  
(920) 563-3873

### **Handyman**

**Allen's Handyman Service**  
(608) 843-0238

**Pleasant Springs Services** Ed Larsen  
pleasantspringsss@gmail.com  
(608) 347-3655

### **Inspection/Appraisal**

**Steel Appraisal Services**  
Brady & Christina Steel  
steelappraisal@gmail.com  
(608) 347-7364

### **Lighthouse Inspections**

**Justin Cowen**  
lightinspections@gmail.com  
608-571-7395

### **Insulation Services**

**Rockweiler Insulation Inc.**  
info@rockinsul.com  
(608) 999-4270

### **TNT Insulation**

tntinsulationllc@gmail.com  
(608) 445-8970

### **Insurance**

**Ace Insurance Group**  
Jason Guttenberg  
Jason@aceinsurancegroup.com  
(608) 467-5604

### **Landscaping**

**Pinnacle Landscaping Inc**  
Shane Ziegler  
sz.pinnland@gmail.com  
(608) 850-5445

### **Kittleson Landscaping**

(608) 437-8845

### **Movers**

**United Van Lines** Shane Prichard  
wiscomoving@gmail.com  
(608) 800-2626

### **Organizing & Downsizing**

**Renewal by Kate** Katie Wagner  
klhauch@gmail.com  
(608) 556-8918

### **Painting Interior/Exterior**

**360 Painting**  
d(920) 282-9889

**Royal Painting , LLC** Jose Sibaja  
royalpainting.madison@gmail.com  
(608) 575-8532

### **Plumbing/HVAC**

**Dave Jones, Inc** Dave Jones  
(608) 222-8490

### **Professional Cleaning**

Leticia Tamayo  
(608) 695-6576

### **Professional Photography/Videography**

**Whirligig HD** Pat Laemmrich  
virtualwi@gmail.com  
(608) 279-8702

### **Radon**

**Zander Solutions** Joe Maier  
jmaier@zandersolutions.com

### **Title Company**

**Preferred Title** Kim Rupar  
cs@ptitle.com  
(608) 271-2020

**First American Title** Ben Smaglick  
bsmaglick@firstam.com  
(608) 345-3902

### **Well/Septic**

**Eckmayer Inc.**  
eckmayer@frontier.com  
(608) 837-5297



thank  
you!

Thank you!

## Thank You

We know that you have many options to choose from. Thank you for taking the time to consider The Charlie Wills Team for your real estate needs.

Thank you!



Thank  
you!

thank  
you!



# CHARLIE WILLS TEAM REAL ESTATE PARTNERS

WWW.CHARLIEWILLSTEAM.FIRSTWEBER.COM

CALL, TEXT, OR EMAIL US ANY TIME.

CHARLIE@CHARIEWILLS.TEAM

608-220-3282

BOOK A TIME HERE:



## BUSINESS HOURS

MONDAY-FRIDAY: 8:30AM-6:00PM

SATURDAY: BY APPOINTMENT

SUNDAY: MEET US AT AN OPEN HOUSE!

5609 MEICAL CIR, SUITE 202  
MADISON, WI 53719



Charlie Wills Team  
Real Estate Partners



FIRST WEBER  
REALTORS®



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