

*Selling  
Your Home*

RESTAINO  
& ASSOCIATES  
REALTORS<sup>®</sup>

WWW.RESTAINOHOMES.COM

# *Welcome To Restaino & Associates Realtors®*



We are delighted that you have chosen Restaino & Associates Realtors® to be your partner, in helping you sell your home. We know selling your home can seem like an overwhelming task given the legal complexities and the myriad of details that are part of the process. We are here to help you through the entire process—from marketing your home and finding a buyer, to the final steps of closing. We are committed to making the experience as smooth and stress-free as possible, always striving to get you the best price for your property. It's really simple. You're important to us and we hope you feel that—every step of the way.

We thank you for the opportunity!

Ronald T. Restaino  
*Broker/Owner*

# WE WANT TO BECOME YOUR TRUSTED RESOURCE IN REAL ESTATE



## *How Restaino & Associates Works for You!*

### **Preparation**

- We begin by completing a Market Analysis of your property to find out what homes in your neighborhood are selling for and the asking price of homes currently on the market. With this information we can help you determine an appropriate pricing strategy for your home.
- We will conduct a thorough walk through of your property to make recommendations on how to best prepare for sale.
- We will design a marketing campaign for your property. Since every property is unique, we will work to create a plan that shows your property in its best light.

### **Marketing**

- When you choose Restaino & Associates Realtors, you get the Restaino Edge™. The Restaino Edge is a comprehensive program comprised of no less than 12 different marketing tools designed to get you the most exposure now. Want to know more about the Restaino Edge? Simply click on the Restaino Edge Logo to the right.

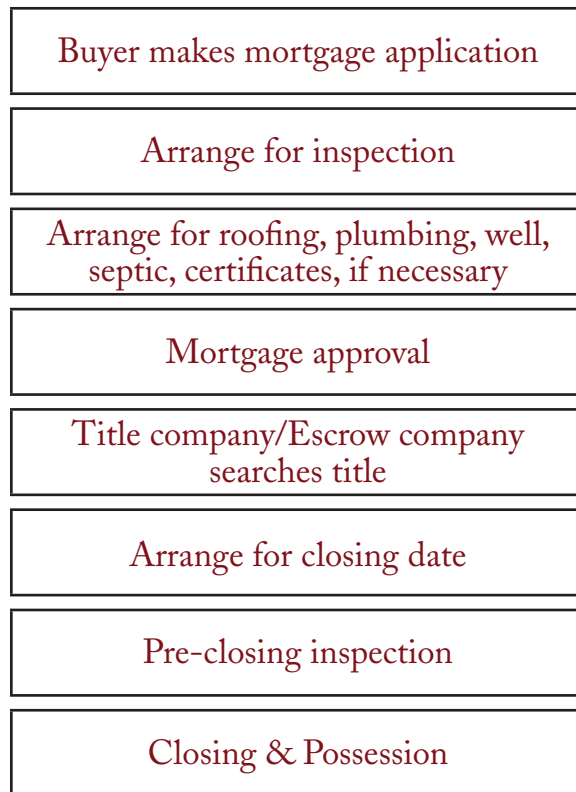
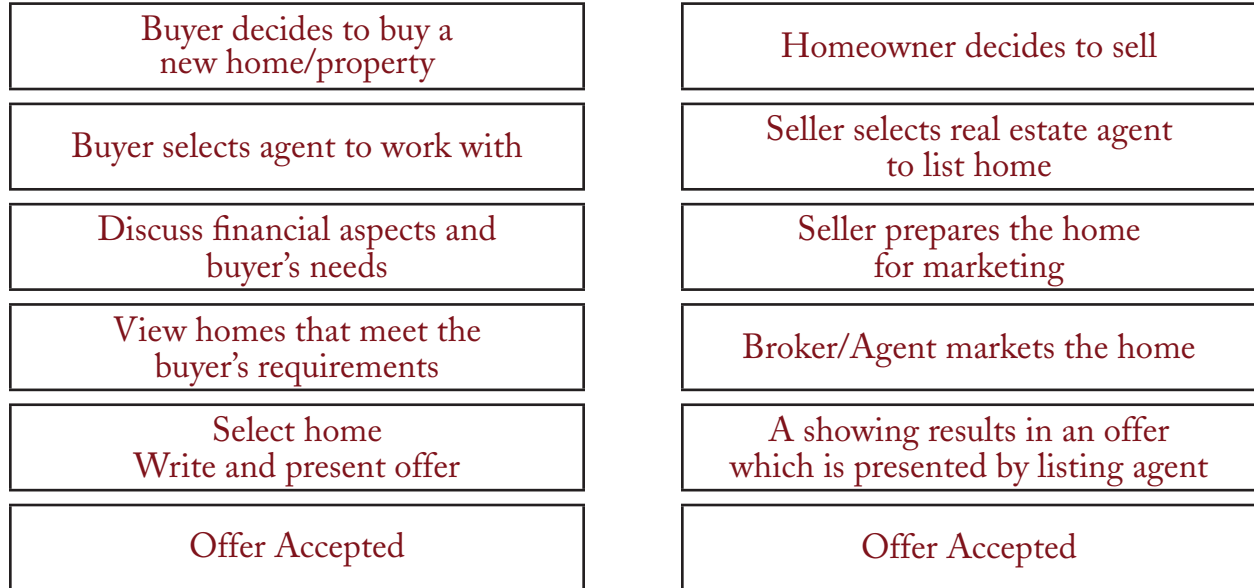


### **Closing the Sale**

- Once we've located a Buyer, our agents will complete the Offer to Purchase contract
- We negotiate for you to help you sell your home quickly and profitably
- We'll assist the Buyer in securing financing and satisfying all contingencies
- We maintain constant communication between all agents, the lender, buyers and you
- We'll arrange inspections, appraisals, order title insurance and document preparation
- We also schedule, prepare for and attend your closing to insure a smooth transaction

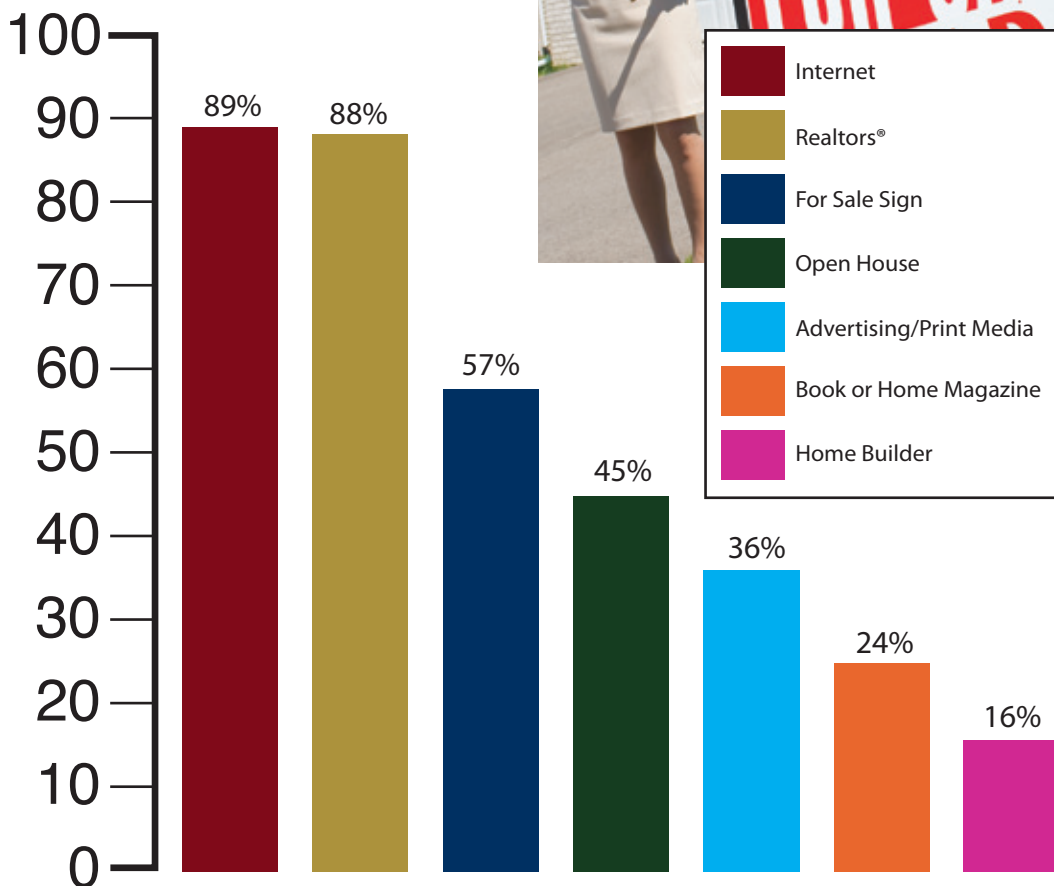
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# STEPS IN THE BUYING/SELLING PROCESS



# WHERE BUYERS COME FROM

Home Buyers may use many information sources in their search process. By a wide margin, the internet and real estate agents are the information sources used by the greatest percentage of home buyers. That is why hiring a firm and an agent with an extensive network and a cutting edge technology package is so important. In the real estate business, word-of-mouth advertising, referrals, and The Restaino Edge **RESTAINOEDGE** really help sell a property. Advertising and signs are not enough anymore.



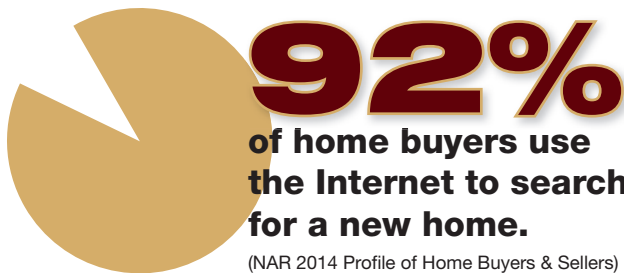
Source: National Association of Realtors Research® Division. Information sources used in home search. Buyers may use more than one source in finding a home, leading to percentages not adding up to 100%.

WE'VE JOINED THE  
**NATION'S #1 NETWORK**  
 FOR LISTING DISTRIBUTION!

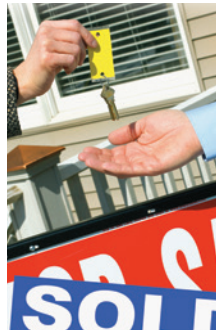


Our real estate company has an aggressive strategy for attracting home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites, we make sure that we maximize every opportunity to attract qualified buyers to the table.

**DID YOU KNOW...**



**Real estate agents  
 and the Internet  
 continue to be the  
 most important  
 resources in the  
 home search process.**



**43%**  
 found the home they  
 actually purchased online.  
 (NAR 2014 Profile of Home Buyers & Sellers)



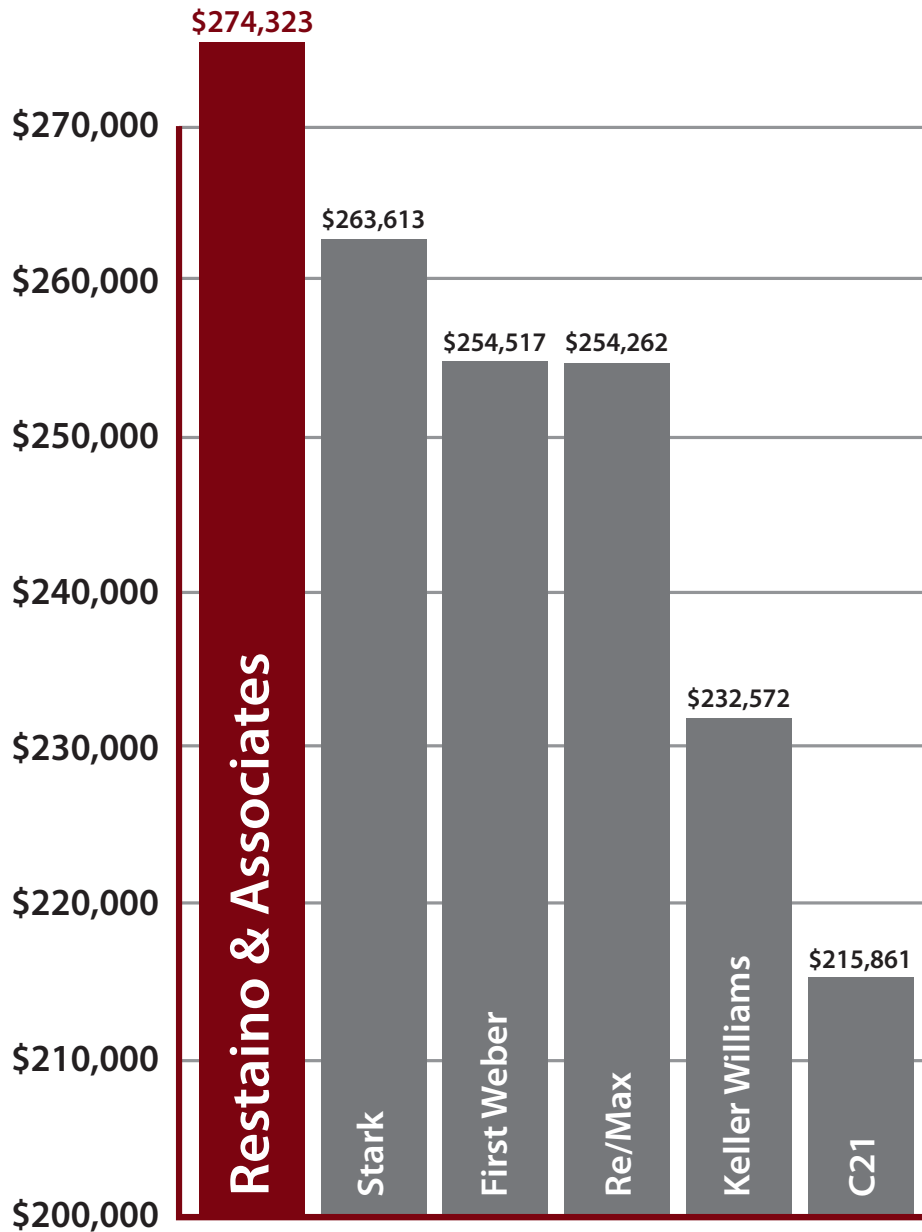
- |                   |                        |
|-------------------|------------------------|
| Chase My New Home | LandWatch              |
| CirclePix         | LearnMoreNow.com       |
| eLookyLoo         | LotNetwork.com         |
| eppraisal         | New Home Source        |
| FreedomSoft       | RealEstateCentral      |
| Homes By Lender   | RealQuest Express      |
| Homes&Land        | RealtyStore            |
| HomeTourConnect   | RealtyTrac             |
| HomeWinks         | RentRange              |
| HouseHunt.com     | Showing Suite          |
| HUD Seeker        | The Real Estate Book   |
| Juwai             | USAGolfHome            |
| LakeHomesUSA      | USALifestyleRealEstate |
| LandAndFarm       | USHUD.com              |
| Lands of America  | Vast                   |

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# 2014 AVERAGE SALE PRICE SINGLE FAMILY & CONDO, DANE COUNTY

(Top 6 Companies in Sales Volume)

as reported by SCWMLS 1/15/15



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# GETTING YOUR PROPERTY READY TO SHOW

In order to show your home at its best, you will need to frankly assess its appearance and condition. Take the time to look thoroughly at every room, as well as the exterior, the yard and the garage. Ask yourself if there's anything that can be done to improve the overall look and appeal of the house. Cleaning and straightening up are essential. Also, small amounts of money spent on repairs and improvements can make a big difference. Buyers buy on emotion. If your home gives a great first impression, buyers will remember it better than others they see. If your home needs help with repairs, visit our [Concierge](#) page to find qualified, approved service contractors.

## Things To Consider...

### Exterior

- Power wash or paint.
- Repair shutters, exterior trim, gutters and down spouts.
- Paint front door and mailbox.
- Replace or repair torn screens and cracked windows.
- Cut and edge the lawn regularly, trim all bushes, remove noticeable weeds, reseed bare spots. Remove snow and ice.
- Plant colorful flowers, add mulch to your plant beds.
- Remove all debris from yard.
- Clean all cobwebs from door, corners and porch area.

### Interior

- Paint hallways, rooms that look dingy and touch up any areas that have been marked up.
- Steam clean or replace badly stained or worn carpeting.
- Thoroughly clean and remove mildew from bath tub and shower areas. Replace any missing tiles.
- Clean the basement and garage thoroughly.
- Clean all windows of dirt and grime, inside & out.
- Make sure all lights are working - particularly in basement, closets and outdoors.
- Removing items from kitchen and bathroom counters that you do not use on a regular basis make counters appear bigger and cleaner.
- Have dishes done and put away, beds made and table surfaces clean.
- Open all drapes and blinds. This will let in light and make your home look more spacious.
- Clean the exterior and interior of your kitchen appliances.
- Avoid having people or animals present during showings so buyers can visualize the home as their own.
- Wipe a damp cloth over the furnace and water heater to remove dust.
- Repair or replace any loose knobs, sticking doors and windows and dripping faucets.
- Remove as many personal photos, trophies, etc. to allow buyers to "place" their belongings in their mind.





# TIPS FOR A SMOOTH CLOSING

Here's a quick checklist to make sure everything goes smoothly during the transition from "your house" to "their house". Make sure everything included in purchase agreement remains on the property and that the property is in the same general condition as it was at the time the offer was written.

## Things to Do Prior to Closing

- Order final gas and electric bills.
- Cancel Cable.
- Notify post office of address change, cancel or switch subscriptions.
- Organize all manuals for personal property being left behind.
- Make final inspection to be sure nothing is forgotten. Look through closets, cupboards, basement, garage, attic, storage buildings, etc.
- Turn off lights. Close and lock windows and doors.
- Leave home only after the moving truck is on its way.
- Forward mail. You can do this online at [www.moversguide.usps.com](http://www.moversguide.usps.com).

## What to Bring

- All keys and garage door openers.
- Drivers License or other photo ID for notarizing paperwork.

## What to Expect

A typical closing lasts about an hour. It usually takes place at a title company. You'll sign documents, such as the closing statement, transfer tax return and the new deed giving title to the buyer. You'll give the keys and garage door openers to the new owners of your home, and take your check to the bank!

## Things to Do After Closing

During the first week after moving:

- Mail that has been forwarded from your old address will have a yellow address label on it. Notify the sender of your new address.
- Register to vote. Call your local board of elections for specific registration information. Ask them how to notify your previous voting district of your change of address.
- Call the Department of Sanitation in your new town to find out which day is trash collection. Also ask whether your new community has recycling programs.

Call your Chamber of Commerce for helpful information on:

- Schools
- Cultural events and community activities
- Libraries and parks



# RESTAINO CONCIERGE SERVICES

*“Who do you know who can help me with...”*

## **Where to Turn**

Sometimes finding a good service provider can really be a game of chance. You can search online and hope for the best or ask a friend, but if you are new to the area or need a specialized service it may just come down to a gamble. Knowing where to turn in these circumstances is essential to finding a reliable and trusted resource.

## **Making it Simple**

We've taken the stress out of service selection so you can concentrate on what needs to be done. Our Concierge Staff selects qualified vendors in a wide variety of categories from air conditioning services to landscapers, movers to insurance agents. If you need the service, we have a complete list of recommended providers. We want to make working with Restaino & Associates as efficient and productive for you as possible. There is absolutely no cost to you to receive this service. Even better, as a Restaino & Associates customer or client, these services are available to you before, during and after your current transaction. There is no time limit on this offer. We are always happy to be of service to you.

## **For Sellers...**

As a seller, we can help you locate service providers to assist you in getting your home ready for sale. If you need repair work or want to replace flooring, paint a room, upgrade the electrical or plant a tree, we can give you the names of reliable people who will get the job done and done the right way. All you have to do is let your agent know, call us directly with what you need, or go to [www.restainohomes.com/concierge\\_service.php](http://www.restainohomes.com/concierge_service.php) to fill out a request form. We use your feedback to further qualify our Masters List. That way, every time we recommend a vendor, we can track their satisfaction ratings to assure that our recommended vendors are tops in their fields.

## **For Buyers...**

As a buyer, you may find things you want to do right away or several years later. With Restaino & Associates, you are always welcome to use our Concierge Service. It doesn't make any difference if you bought your home last week, last year or twenty years ago. Your Restaino & Associates relationship is ongoing, and we are always willing to help you find a reliable service provider.

## **For Family and Friends...**

As a courtesy to you, we'll even extend this service to your family, friends and neighbors in our service area. Have them contact us by phone or email and a friendly Restaino & Associates concierge member will get them the information they need. It's as easy as that.

*Call (608) 395-3104 or email [concierge@RestainoHomes.com](mailto:concierge@RestainoHomes.com) today for your service referrals.*

**RESTAINO  
& ASSOCIATES  
REALTORS®**

**MADISON WEST**

26 Schroeder Court, Madison  
608.833.7777

**MADISON EAST**

4114 E. Washington Ave., Madison  
608.310.7777

**MONROE STREET**

2945 Monroe Street, Madison  
608.232.7777

**DOWNTOWN**

137 E. Wilson Street Suite 102, Madison  
608.294.7777

**NEW GLARUS**

28 6th Avenue, New Glarus  
608.527.7777

**RELOCATION**

26 Schroeder Court, Madison  
800.637.1178

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