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kw CITYWIDE
KELLERWILLIAMS

SOLD



Pre-listing Guide

COMPLIMENTS OF THE EXPERTS AT THE
ED HUCK TEAM | KELLER WILLIAMS

REAL ESTATE EXPERTISE

MEET YOUR AGENT

JENNY STRASSER

A full-time professional Realtor, Jenny has 30+ years of experience in award-winning client service since graduating from college at SUNY Plattsburgh, 13 of those years consisting of real estate-specific experience. She loves to work with both buyers and sellers equally. She especially likes to help educate her clients about the conditions of their target market. She is an expert in preparing tailored strategies for each client, taking into account their specific needs and motivations all while factoring in the current market conditions.

WHAT CLIENTS ARE SAYING

"Jenny Strasser and the entire Ed Huck team did an exceptional job guiding me through the entire home-selling process. Every step of the process is clearly communicated and followed through by everyone on the team. Everyone on the team is professional, prompt, and pleasant. Jenny is incredibly knowledgeable and an absolute delight to work with. I wholly and highly recommend Jenny Strasser and the Ed Huck team!"

WHAT MAKES US GREAT

Bi-weekly Training

Ed Huck Team agents must attend 4 hours of training, accountability, and coaching each week.

Negotiation Expertise

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

Full Time Agents

Our agents are full-time professionals. Many agents dabble in real estate. The cost is too high to risk your time and money with someone who does not practice real estate for a living.



AT A GLANCE

JOINED EHT 2015

- 13 Years of Experience
- Over 240 Sales
- More than \$66M

STRENGTHS

- Strategy
- Communication
- Transparency
- Patience
- Thoughtfulness



JENNY STRASSER

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Ed Huck Team | Keller Williams

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OUR LISTINGS SELL FOR MORE MONEY, FASTER

LAST YEAR OUR TEAM SOLD MORE THAN 130 LISTINGS.

	LIST PRICE VS. SALES PRICE	DAYS ON THE MARKET
MLS	99%	36
ED HUCK TEAM	103%	11

99%
of listings
SOLD

4%
MORE
money

26
days
FASTER

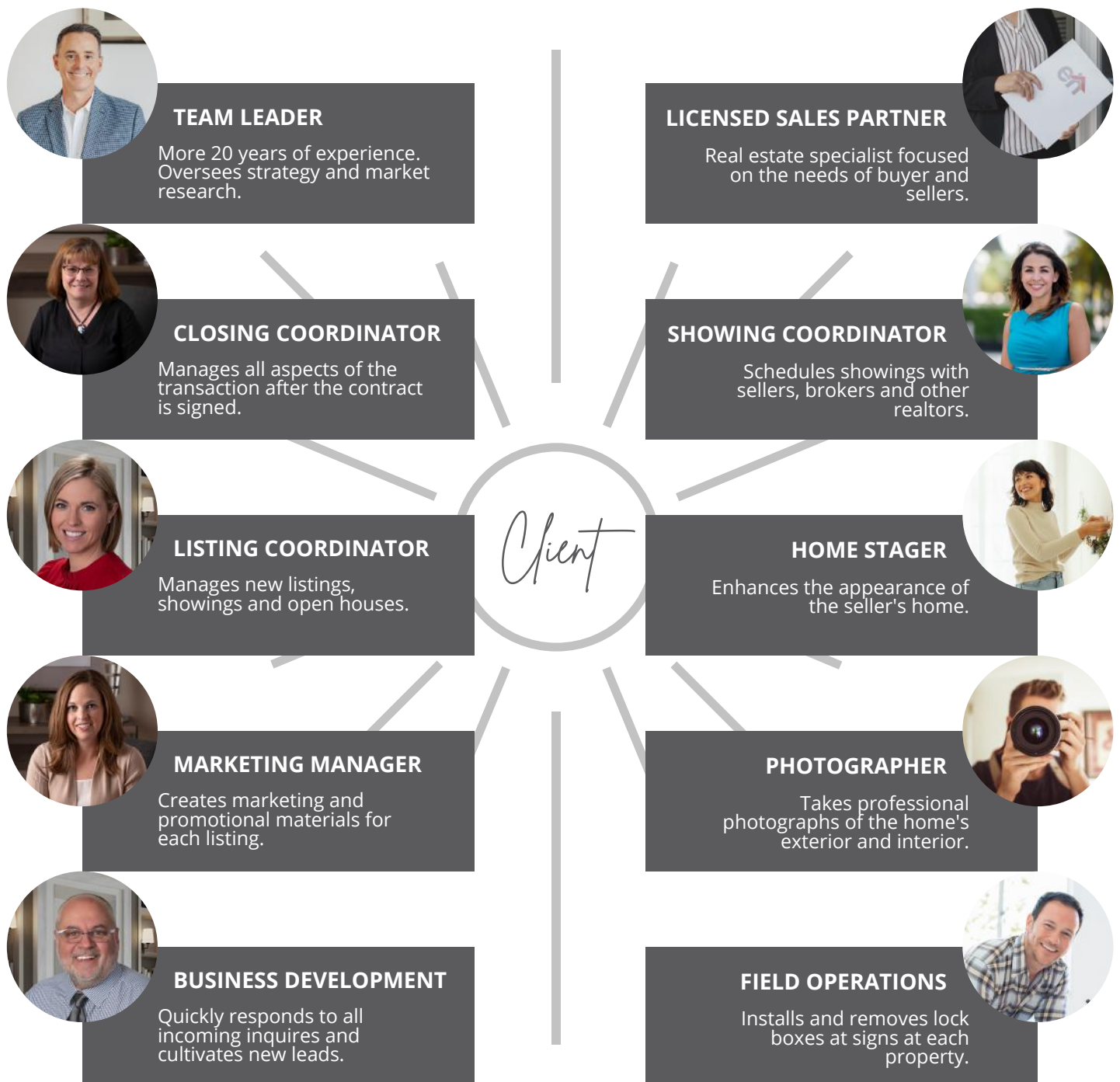
☒ **CHOOSE THE ED HUCK TEAM AND POTENTIALLY NET
AN EXTRA \$12,000 (ON THE SALE OF \$300,000 HOME)**

*Based on 2024 team home sales compared to the MLS Average.

A TEAM OF EXPERTS

OUR CLIENT FOCUSED APPROACH

Assembling a team of experts in their respective fields allows the entire selling process to be focused on the client's individual needs and exceed their expectations. Because our sales partners have the support they need, they can spend more time with you.



A BETTER CLIENT EXPERIENCE

CHANGING THE WAY REAL ESTATE IS SOLD IN NEO

Our Mission

To change the way real estate is sold in Northeast Ohio by improving the customer experience through unparalleled personal service, strategic marketing, expert negotiation skills and an unmatched knowledge of the real estate market. To help each client achieve their real estate goals whether buying or selling a home.

- ✓ **TOP 5 TEAM IN OHIO**
- ✓ **TOP 1% IN THE U.S.**
- ✓ **300+ TRANSACTIONS PER YEAR**

Customer Service

Close to 70% of our business comes from past customers or from a trusted referral. There is no higher compliment than knowing a past client is so happy with your service that they recommend you to someone they know.

650+

FIVE-STAR REVIEWS ON GOOGLE



CUSTOMER EXPERIENCE



LOCAL EXPERTISE



RESPONSIVENESS



CLIENT SATISFACTION

DARE TO COMPARE

CONSIDER THESE QUESTIONS WHEN CHOOSING THE RIGHT REALTOR TO REPRESENT YOU



Does the agent consistently secure sales prices that are 4% higher than average? (On a \$300,000 home, that's an additional \$12,000 in your pocket.)

☐ ☒

Do their listings sell 24 days faster than the MLS average?

☐ ☒

Is the agent recognized among the top 1% of realtors internationally, and ranked #4 in Ohio for closed sales?

☐ ☒

Does their team assist 300+ families each year in successfully buying or selling their homes?

☐ ☒

Will you have a dedicated team of specialists managing every detail of your transaction?

☐ ☒

Is the agent a full-time real estate professional, or is this a part-time endeavor?

☐ ☒

Do they leverage innovative digital marketing strategies to ensure your home attracts qualified buyers?

☐ ☒

Will they provide a professional home staging consultation, at no additional cost, to maximize your home's appeal and value?

☐ ☒

Do they offer high-quality professional photography, including drone imagery and detailed floor plans, to showcase your home at its best?

☐ ☒

Are state-of-the-art virtual tours included as part of their marketing plan?

☐ ☒

Has the agent earned 600+ Five Star Google Reviews, along with top honors from Angi and Zillow for outstanding service?

☐ ☒

Are there hundreds of verified online reviews from satisfied clients attesting to their exceptional service?

☐ ☒

Is the agent affiliated with the largest real estate franchise in the world and the #1 training organization across all industries?

☐ ☒

Are they learning-based, consistently engaging in advanced industry training, and participating in bi-weekly coaching to stay at the forefront of the market?

☐ ☒

Will they represent you exclusively as a seller's agent, even if they bring the buyer—avoiding any conflict of interest through dual agency?

☐ ☒

Do they offer an Easy Exit Listing Agreement, providing you with flexibility and peace of mind?

☐ ☒



Client Testimonials...

The Ed Huck Team KW is amazing! We bought our house and they made the transition and process of home buying so smooth and painless! They are a blessing and great at what they do. I have not one regret or bad thing I could say about our home buying experience!" - Michelle Smith

"Profitable, smooth, easy to work with, sold the house within days..." - Kenneth Combs

"We sold our house and then purchased our retirement home with the help of the Ed Huck Team. They were very professional and worked tirelessly to assist us with our goals..." - Tim Shreve

"We had an unparalleled experience with the Ed Huck Team. Yes, they had ready-to-go vendors for every piece of prep needed to get sale-ready. Yes, they delivered on their promise to get our asking price (and quickly)..." - Anthony Mahramus

"Five stars does not begin to explain this team. Would have no reservations referring anyone to this team..." - Derrek Tew

"Ed and his team were exceptional to work with every step of the way. They made the process smooth and enjoyable, always going the extra mile. It is with the highest praise that I recommend the Ed Huck Team! - Victoria Norton

"Great communication, hard-working, honest, and always had my best interests in mind during our sale..." - Shawn Blankenship

"This team is truly the best, most thorough, and very market savvy! The team was incredibly helpful and made the process of selling my home so easy..." - Dana Leidich

PREPARING YOUR HOME

A well-presented, meticulously maintained home typically sells faster and commands a higher price than a similar property that appears neglected. Below are key areas you may want to focus on to maximize your home's appeal and value.

THE EXTERIOR

The outside of your home is the first thing buyers see. Make a good first impression. Step back and take an objective look at the exterior of your home. Review these suggestions:

- Keep the lawn cut and the shrubs trimmed.
- Remove dead tree limbs and other yard debris.
- Freshen up your landscape with plants or flowers.
- Arrange outdoor items neatly; put lawn equipment away.
- Check siding, trim and doors for direct and peeling paint; wash or touch up where needed.
- Inspect the condition of your fence and repair if needed.
- Repair or replace loose or damaged roof shingles or flashing.
- Clean and repair broken windows or screens.
- Clean gutters and downspouts.
- Wash the driveway and sidewalk; patch holes.
- Clean and neatly arrange the garage or shed.
- Make sure the gas grill is ready for use, especially in season.
- Make sure that the entry light and doorbell work.

THE INTERIOR

Take a look inside your home. Make every room look as spacious, organized, bright, warm, and homey as possible. The following suggestions may help:

- Wash walls, ceiling, and trim; if possible paint with neutral colors.
- Repair cracks in plaster.
- Tighten loose doorknobs, drawer/cabinet pulls, towelracks, switch plates.
- Fix sticking doors and windows, squeaking doors and loose stair banisters.
- Repair and clean caulking around tubs and sinks.
- Fix leaky faucets; remove water stains.
- Organize the basement and attic so that they appear spacious and as neat as possible. Discard anything you are not taking with you.
- Organize closets, remove clutter.
- Organize kitchen cabinet contents and remove clutter from kitchen countertops.
- Launder draperies and curtains. Clean blinds.
- Shampoo carpets and wax floors.
- Spray for bugs if needed.
- Arrange furniture so that the room appears as spacious as possible.
- Remove items you are planning to take with you. (Chandeliers, drapes, mirrors, etc.)

NEXT STEPS

NEEDS ANALYSIS APPOINTMENT

Our Home Seller Needs Assessment Meeting is a personalized consultation designed to help you navigate the home-selling process with confidence. During this meeting, we'll take the time to understand your unique goals, timeline, and expectations. We'll discuss market trends, pricing strategies, home preparation tips, and marketing plans to ensure your property stands out to potential buyers.

PLEASE HAVE THE FOLLOWING ITEMS READY:

- ☒ EXTRA KEY FOR YOUR HOME
- ☒ SELLER DISCLOSURES COMPLETED
- ☒ ED HUCK TEAM FEATURES SHEET FILLED OUT - OUTLINING ALL THE ITEMS YOU WOULD LIKE TO HAVE FEATURED IN YOUR HOME'S MARKETING BROCHURE
- ☒ ANY SURVEYS OR IMPORTANT LOCATION CERTIFICATES SHOWING THE DIMENSIONS OF YOUR PROPERTY
- ☒ HOA DOCUMENTS OR REGULATIONS IF APPLICABLE





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