



edhuckteam  
kw CITYWIDE  
KELLERWILLIAMS

SOLD



# Pre-listing Guide

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



# REAL ESTATE EXPERTISE

## MEET YOUR AGENT

### ED HUCK

Ed was born and raised in the western suburbs of Cleveland and returned to his hometown after serving in the U.S. Air Force to pursue a career in real estate. Growing up in a family of successful Realtors—his mother and stepfather—Ed has been immersed in the industry for most of his life. He has successfully applied the discipline, leadership, and commitment to excellence he gained in the military to build a thriving and respected real estate business.

"Life is what you make of it. I learned early on the importance of maintaining a positive mindset and staying focused in order to achieve your goals." Ed lives by these values both personally and professionally. He began his real estate career in 1991 as an individual agent, later advancing to manage an office for the largest regional brokerage. Ultimately, his passion for helping clients led him back to sales, where he founded and built the highly successful Ed Huck Team at Keller Williams.

Ed lives in Westlake with his wife, Julie. And has four sons. Outside of his real estate career, he enjoys spending time with his family, boating, and skiing. A lifelong learner, Ed stays current with industry trends and best practices by regularly reading trade publications, ensuring he brings the most up-to-date knowledge and strategies to his clients.

### 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

#### BROKER/TEAM LEAD

30+ Years of Experience

#### STRENGTHS

- Communication
- Negotiation
- Pricing
- Analysis
- Industry Knowledge



### ED HUCK

Broker/Licensed Sales Agent  
Ed Huck Team | Keller Williams

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## THE ED HUCK TEAM ADVANTAGE

# OUR LISTINGS SELL FOR MORE MONEY, FASTER

COMPARED TO THE MLS AVERAGE

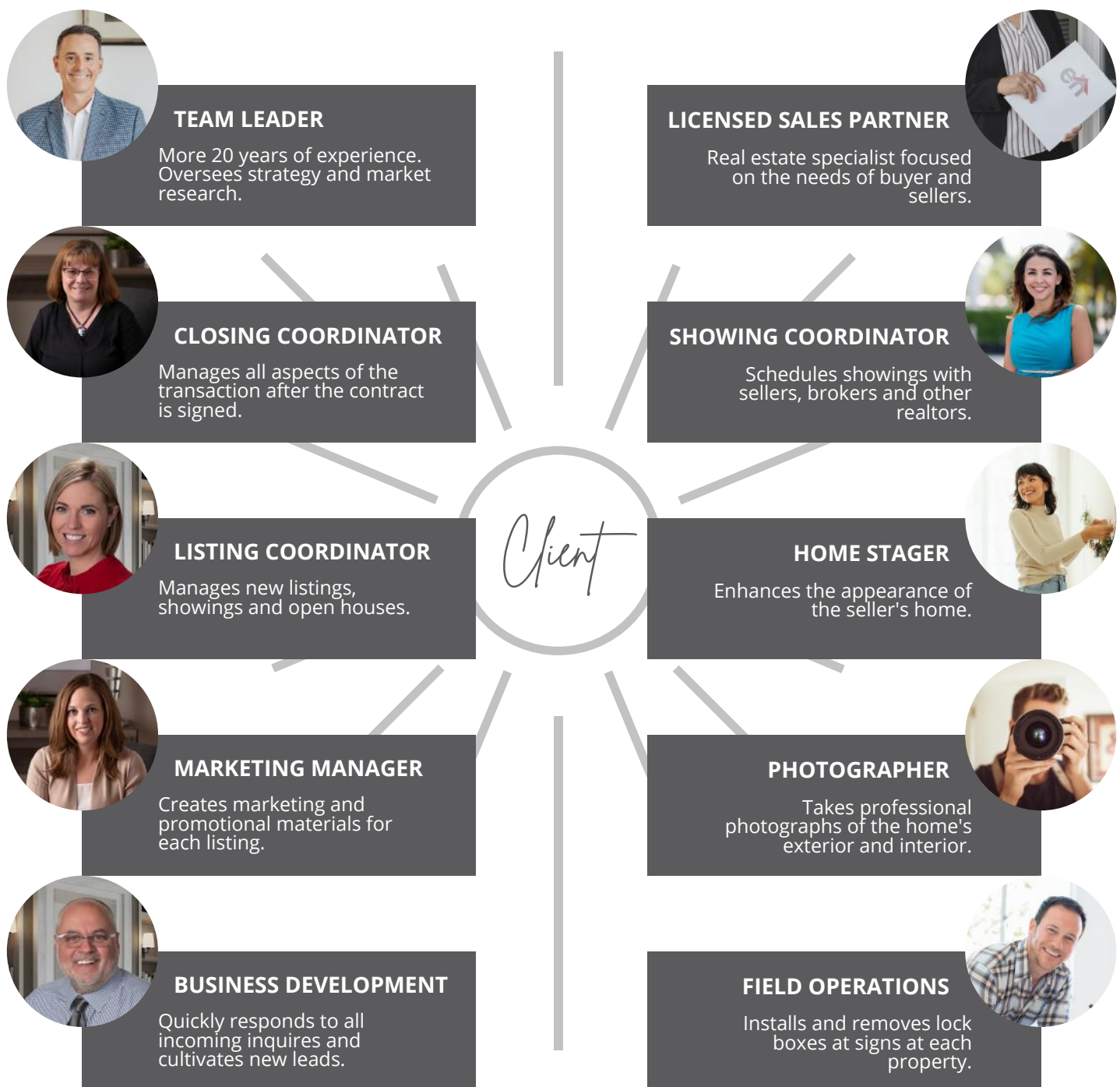
	LIST PRICE VS. SALE PRICE	DAYS ON THE MARKET
MLS	99%	36
<b>ED HUCK TEAM</b>	<b>103%</b>	<b>11</b>
<b>99%</b> OF LISTINGS SOLD	<b>4%</b> MORE MONEY	<b>26</b> DAYS FASTER



# 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

# 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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