



Home Seller's Guide

ED HUCK TEAM | KELLER WILLIAMS

TEAM INTRODUCTION

We want you to know that our team of full-time professional agents has your best interests at heart.

For over two decades, the Ed Huck Team has been helping homeowners sell and buy in Northeast Ohio. Our agents are some of the best and most thoroughly trained in the industry - and they have built successful careers and relationships doing whatever it takes to find the right buyers and secure the best deal for their clients. Our agents are hardworking strategists prepared to raise the demand for your property - regardless of price, type, and location.

We look forward to being your partner in real estate!



edhuckteam
kw CITYWIDE
KELLER WILLIAMS



Selling Your Home

THREE FACTORS THAT IMPACT A SALE

#1

PRICE

You set the price. We provide guidance and advice.

Priced Right = Offers

After 10-12 showings with no offers, the list price is off by 3-5%.

Low interest in showings usually means the listing price is 5-10% off.

#2

CONDITION

You make the decisions. We provide suggestions and recommendations.

Online presence; photos and descriptions.

In-person showings.

#3

MARKETING

We provide comprehensive, industry-leading marketing strategies.

We use the most up-to-date and relevant tools to expose your home to as many potential buyers as possible.

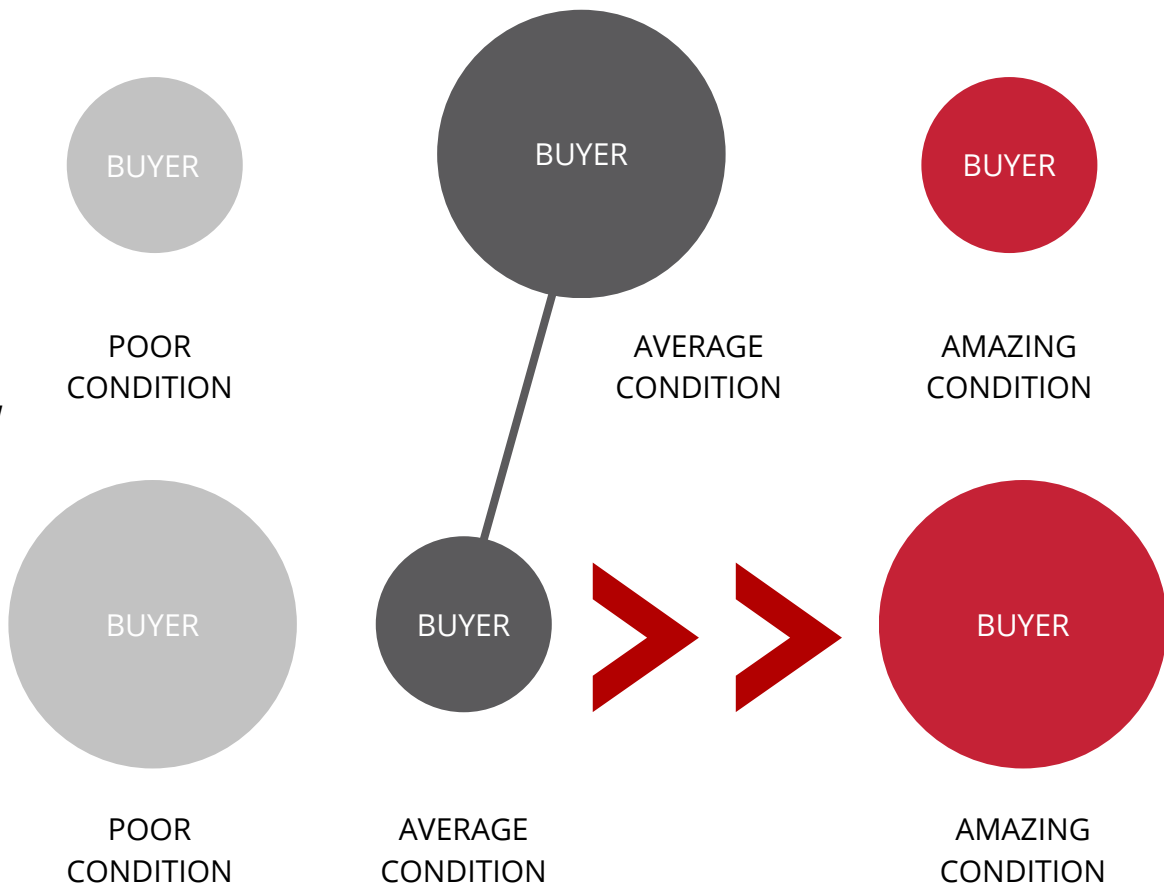


POOLS OF BUYERS THAT IMPACT PRICE

LOW \$ —————> HIGH \$\$\$

2003

NOW



**THE ED HUCK TEAM HAS THE STRATEGIES TO GET
YOU THE MOST MONEY FOR YOUR HOME.**

Twenty years ago, the largest pool of buyers wanted a home in average condition. There was less interest in homes in need of remodelling. Today, thanks to home renovation trends along with investors, the narrative has changed. More buyers are looking for projects that allow them to build sweat equity.



OPTIONS FOR SELLING YOUR HOME

INSTANT OFFER

Our team offers a purchase proposal after viewing the home. This approach is commonly used by real estate investors.

Pros: Quick sale with minimal hassle for sellers.

- No need for repairs or showings.
- Flexibility to choose your closing date.

Cons: The final sale price may be below market value.

SELL AS-IS

Our team lists the home as is with minimum updates or changes.

Pros: Reduced risk of overspending on renovations.

Cons: May not maximize equity and could take longer to sell.

PRICE WITH IMPROVEMENTS

Our team identifies key improvements to maximize your home's sale price and connects you with trusted vendors for efficient, budget-friendly completion.

Pros: Maximizes home equity, resulting in a higher sales price, and often a quicker sale.

Cons: Updates and renovations take time to complete

STRATEGIES FOR MOVING

INSTANT OFFER

Quick sale, but the offer maybe below market value.

CONCURRENCY OFFER

Before listing your home, you make an offer on a new one, which the seller can accept or decline. Both homes are on the market simultaneously, and the seller may accept another offer first. If your home doesn't sell, you're not obligated to buy the new one.

CONTINGENCY OFFER

You offer on a home, contingent on selling your current one within a set time. You buy only if it sells.

DELAYED CLOSING

You list your home, and your agent negotiates the best price while adjusting closing to give you time to buy and move.

PURCHASE WITHOUT SELLING

After the sale and closing of your home you find a temporary rental property.

STAY AND RENT BACK

You sell your home with terms allowing you to stay post-closing, paying rent until you move.

SELL AND RENT

If you qualify, purchase your new home and then list your current home. The transactions are not dependent on one another.



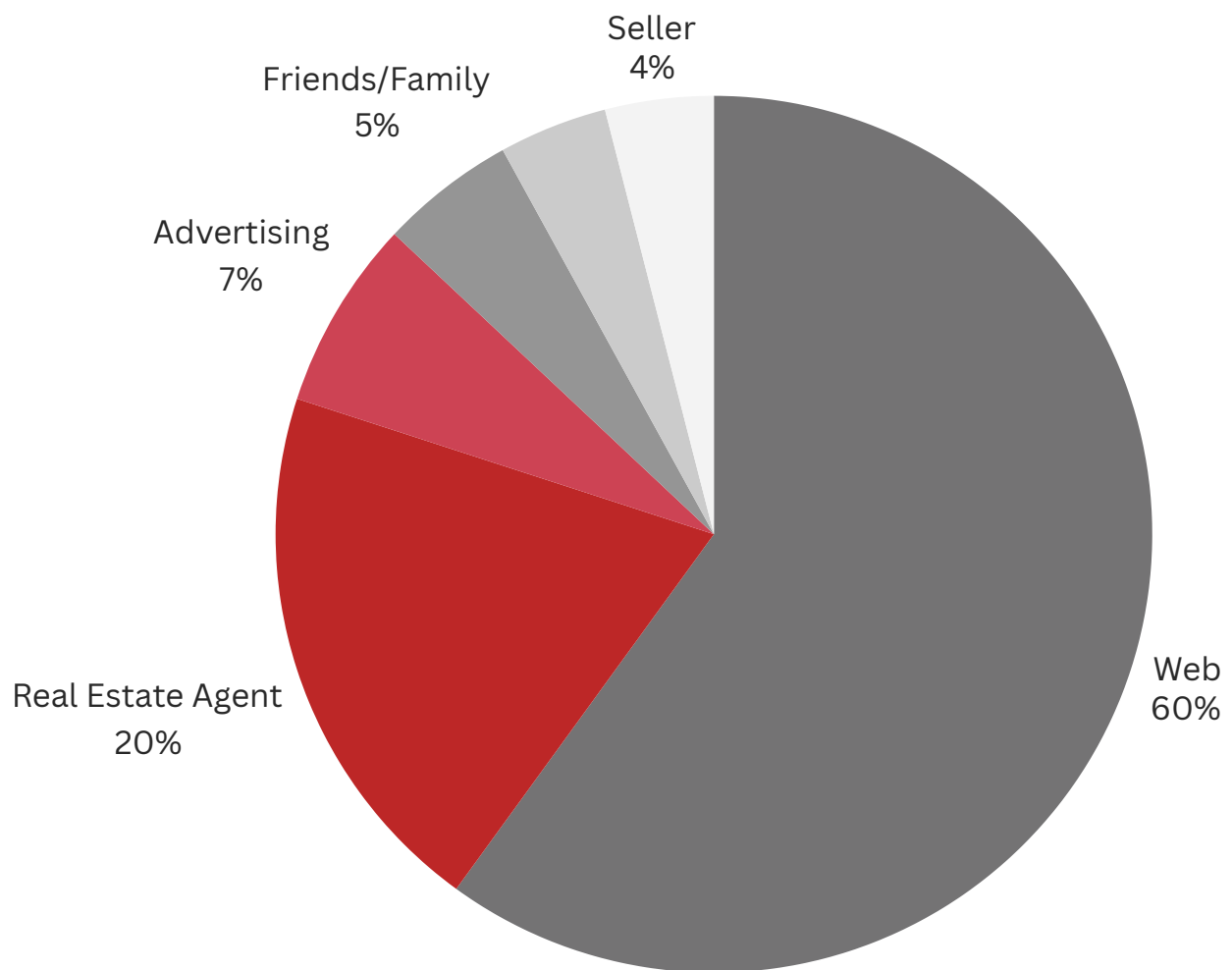


Marketing Your Home

FINDING YOUR BUYER

HOW HOME BUYERS FIND HOUSES

The savviest marketing plan is one that targets the channels buyers are already using to find homes. The Ed Huck Team will work diligently to find your buyer as fast and efficiently as possible.



HIGH-IMPACT MARKETING

OUR PROVEN STRATEGIES CREATE THE HIGHEST AMOUNT OF EXPOSURE FOR YOUR PROPERTY

Today's home buyers are savvier than ever before. That's why our team uses an impressive mix of marketing strategies to ensure your home creates the best impression possible - online and in person.



WEB

300+ National Real Estate & Broker Sites
Zillow, Trulia, Homes.com, Realtor.com, Coldwell Banker, Howard Hanna, Remax, etc.

EdHuckTeam.com

Our custom Website sets our team apart and allows us to drive the highest amount of traffic and provide quality information.

SOCIAL MEDIA

Facebook and Instagram

We leverage popular social media outlets to highlight coming soon, just listed, property features, and upcoming open houses.

Paid Ads

Our paid, or boosted, Facebook posts reach thousands of local prospective buyers.





PRINT

Signs

Yard signs are the #2 reason buyers inquire about a home. This tried and true method works. The Ed Huck team uses signage at the home and throughout the neighborhood to attract attention to your listing.

Brochures

Custom brochures are created for each Ed Huck Team property and distributed during showings and open houses.

OPEN HOUSES

Open houses serve a strategic purpose - attracting interested buyers in a specific geographic area. Showcasing your property with an open house will target a highly qualified, localized group of buyers

Our Open House strategy includes:

- Placing a yard sign and directional signs on key corners days before the open house.
- Scheduling other open houses in the area at various price ranges to attract the maximum number of house hunters.
- Personally knocking on your neighbor's doors to invite them to attend and tell their friends.
- Distributing fliers and or postcards to actively drive buyers to your open house.



STAGING YOUR HOME TO SELL

The Ed Huck Team partners with the best home stagers in Northeast Ohio. A FREE consultation is included when you list your home with us.

Why Home Staging Matters:

- It ensures your home looks its absolute best and is ready for buyers.
- It will be easier for buyers to appreciate all that your home has to offer and envision themselves living there.
- Homes that are staged can sell for thousands more!

BEFORE



AFTER

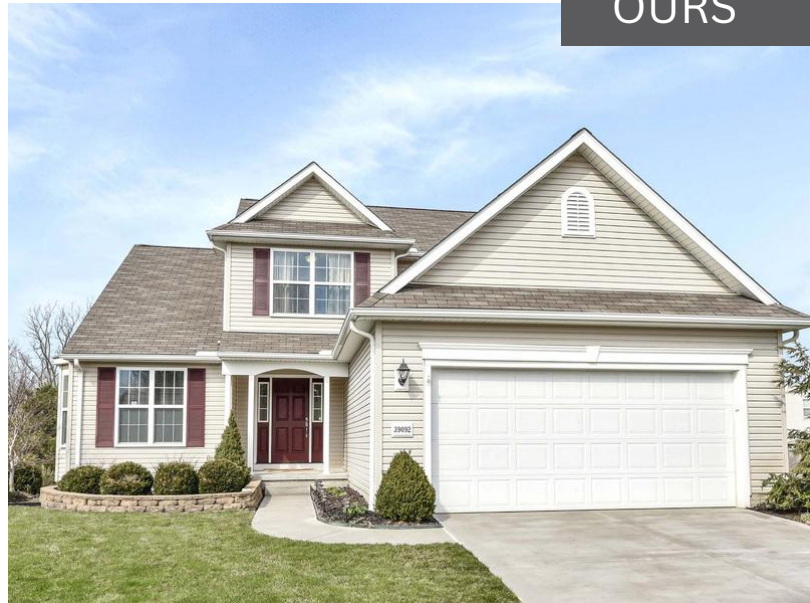


PROFESSIONAL PHOTOGRAPHY

THEIRS



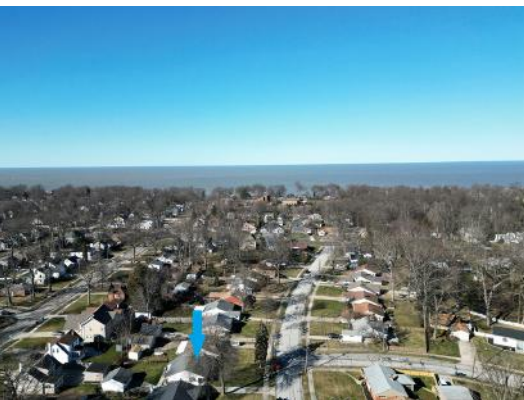
OURS



The Ed Huck Team partners with the most trusted real estate photographers in Northeast Ohio. Professional images of your home are included with every listing.

Why Images and Videos Matter:

- Professional photographers know how to capture images that highlight your home's true beauty using expert lighting, angles, and composition techniques.
- Our photography partners know that small details, like open garage doors or distracting items, matter when creating the best images of your home. Compare our listing photos with others and you'll see the difference!
- Property photos or virtual tours are often a buyer's first impression of your home.



CONSISTENT COMMUNICATION

Building a partnership you can trust begins with communication. Our agents create a personalized communication plan based on each client's preferences and needs - choose weekly, bi-weekly, monthly, or as-needed updates!



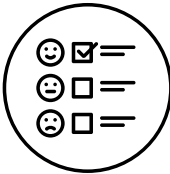
PHONE CALLS

Updates on your listing making sure you are informed when you'd like to be.



SELLER MARKET REPORTS

Every day the market changes and this affects your home's value. This report includes new listings and pending sales along with the recent market activity.



SHOWING FEEDBACK

Learn what buyers are saying about your home and what they thought about the price, condition, and curb appeal. We'll also alert you to requests for repeat showings!



COMPETING LISTINGS

Wondering how you compare? We can generate a report based on your city and price range to see what response the homes in your neighborhood are getting.



WEBSITE HIT REPORTS

Find out how popular your home is. We'll generate a report that lets you know how many times your listing has been viewed online.



Selecting Your Partner



KELLERWILLIAMS®

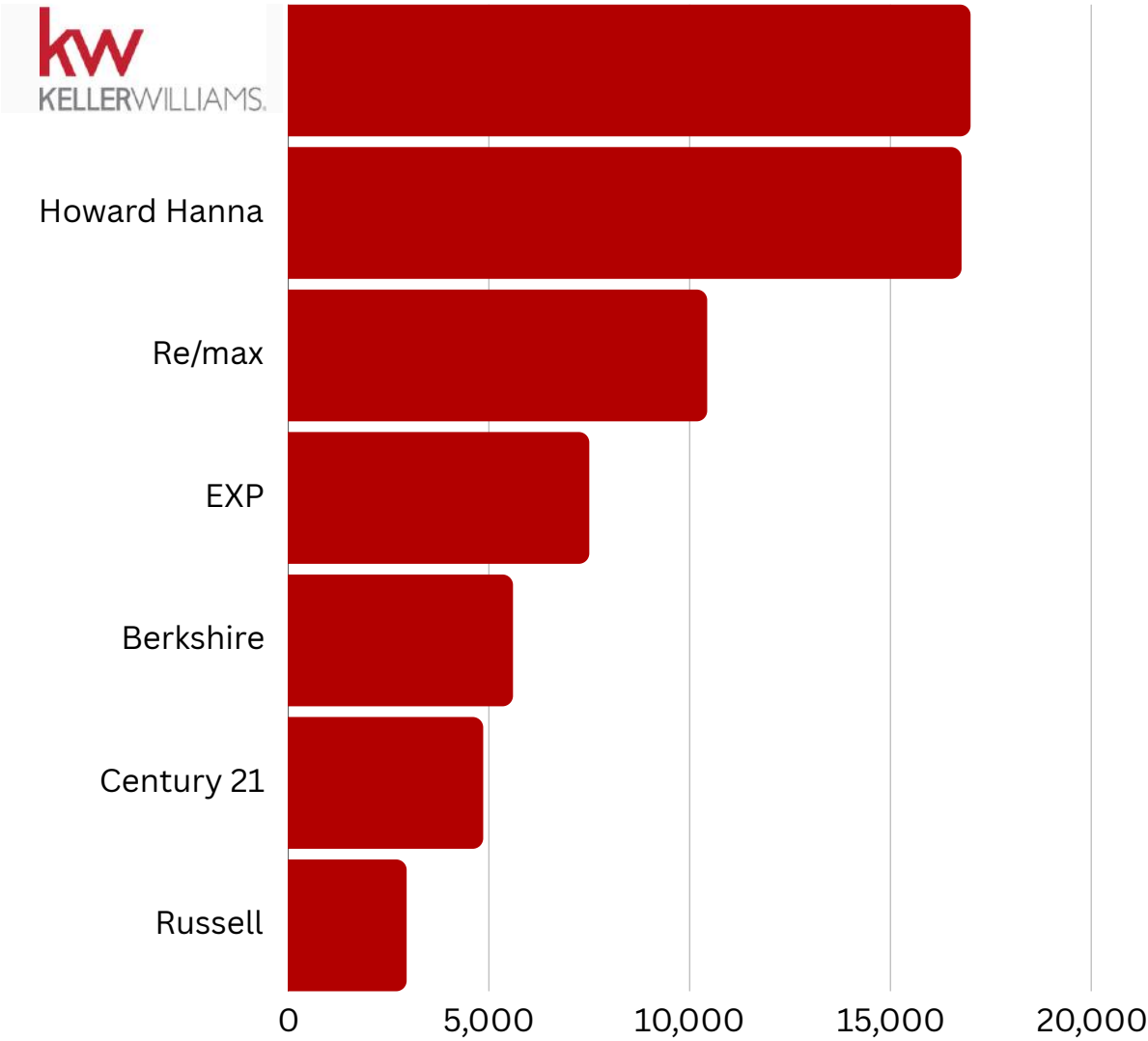
KELLER WILLIAMS IS THE WORLD'S LARGEST, MOST TRUSTED REAL ESTATE COMPANY

#1 IN AGENT COUNT, UNITS, & SALES VOLUME

When you work with us, you work with a trained agent who has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. By choosing to partner with EHT and the Keller Williams family, you gain access to a suite of technology that keeps you informed and unparalleled customer service.



KELLER WILLIAMS LEADING IN NEO



☒ **IN 2024, KELLER WILLIAMS HELPED MORE CLIENTS THAN ANY OTHER FRANCHISE OR INDIVIDUAL BROKER IN NORTHEAST OHIO.**

ED HUCK TEAM

A STELLAR REPUTATION IN NORTHEAST OHIO



TOP 5 TEAM IN OHIO

The Ed Huck Team is ranked 5th in the state (large teams) for both volume and units by RealTrends, a leading source for residential real estate information and analysis.



TOP 1% IN THE U.S.

Of the tens of thousands of real estate teams in the country, the Ed Huck Team ranks in the top 1%.



300+ TRANSACTIONS PER YEAR

Our team helps over 300 families buy and sell homes every year. **Close to 70% of our business comes from past customers or referrals.**

650+

FIVE-STAR REVIEWS ON GOOGLE



CUSTOMER EXPERIENCE

LOCAL EXPERTISE

RESPONSIVENESS

CLIENT SATISFACTION





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.

SINGLE AGENT VS THE ED HUCK TEAM

SINGLE AGENT

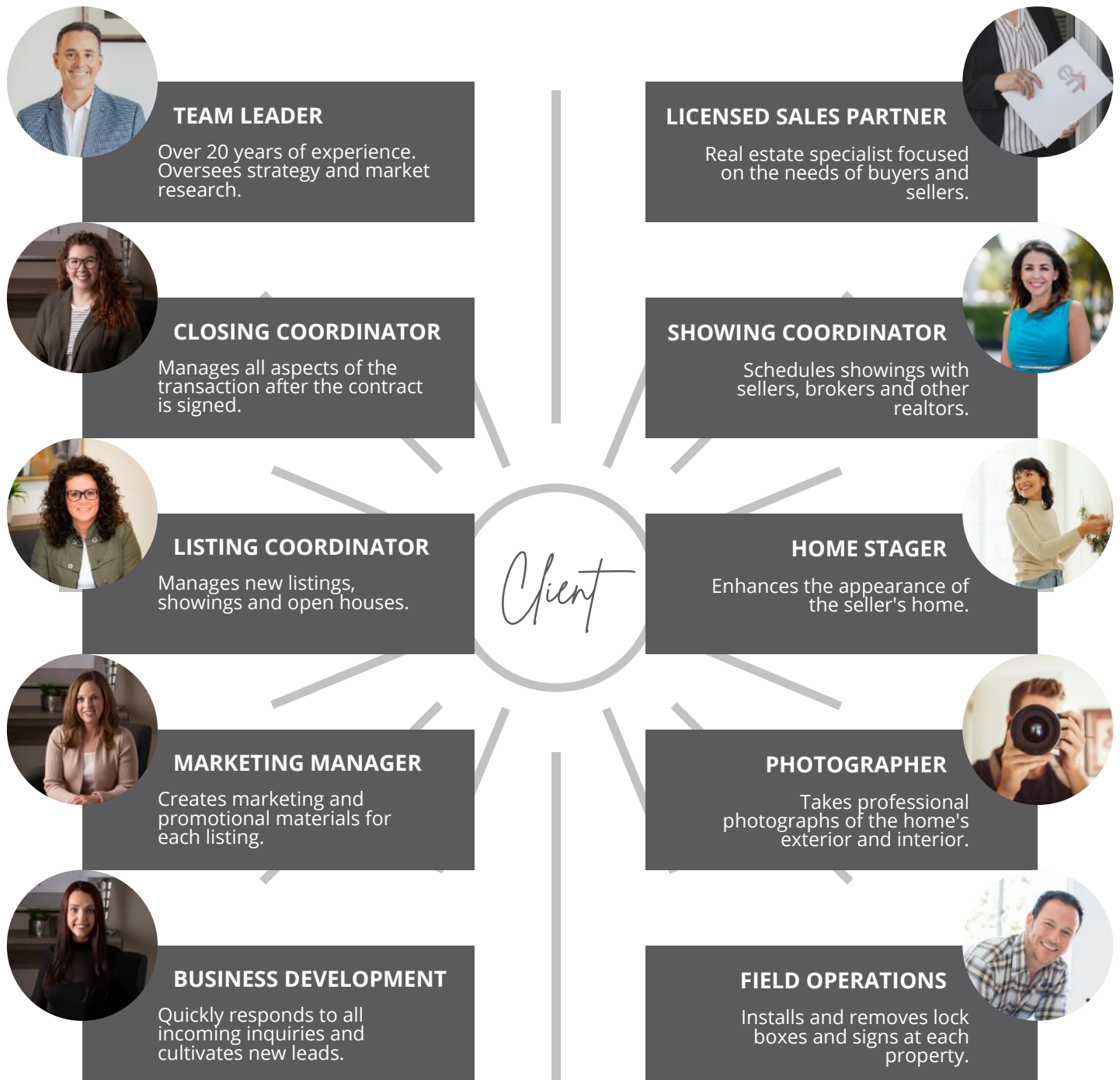
The typical agent has to single-handedly juggle many important tasks for their clients. That may mean the seller and some of the important tasks do not get the attention they deserve.



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 PARTNERSHIP YOU CAN TRUST

WE REPRESENT YOU

Some brokers will represent buyers and sellers at the same time. We honor our relationships with our sellers, meaning the Ed Huck Team will only be representing you. After a contract has been accepted, we will follow-up on contract terms, the buyer's financing, inspections and the appraisal. We will also facilitate the escrow process, title exam and deed preparation.

EXPERIENCE & EXPERTISE

Realtors undergo many hours of training. They also have access to resources that enable them to effectively market your home. Trust a realtor to achieve your goal. You'll increase your chances of getting the best price for your home in the shortest possible time.

EASY EXIT CLAUSE

Rest assured, if at any time during the listing period you are unhappy with the way the Ed Huck Team is handling the marketing of your home, or if for some reason your plans change, we will release you from the listing.

GOING IT ALONE

FOR SALE BY OWNER

It sounds easy. Put a For Sale sign in the yard and wait for the offers to pour in. Think again. Selling your home on your own may be harder than you think. Before you take on the challenge, ask yourself the following questions.

- Do I know the marketplace well enough to establish the best price?
- Do I have the financial resources and marketing know-how to properly advertise my home?
- Do I have the experience needed to negotiate a deal and secure the best price for my home?
- Do I have the legal expertise to review contracts?
- Do I have the time to coordinate all of the necessary paperwork?



**75% OF REAL ESTATE LAWSUITS INVOLVE A
PARTY NOT REPRESENTED BY A REALTOR.**



OUR PROMISE

SERVICE

To serve the community as a leader in the real estate industry as a friend and neighbor.

INTEGRITY

To always do the right thing, even if it isn't easy.

ATTENTIVENESS

To attend to your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small.

COMMUNICATION

To consistently and clearly communicate with you in a manner and frequency that you prefer.

RELIABILITY

To serve as a trusted local expert and advisor by your side.

RESPECT

To treat you and your family with honesty, integrity and respect at all times.

EXPERTISE

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from your listing to closing and beyond.

ACCOUNTABILITY

To hold myself accountable to selling your home for top dollar. That is what our business and reputation is built on.



Our three goals. We will:



HELP YOU BUY THE BEST HOME FOR THE BEST POSSIBLE PRICE



MAKE THE PROCESS AS STRESS FREE AND ENJOYABLE AS POSSIBLE



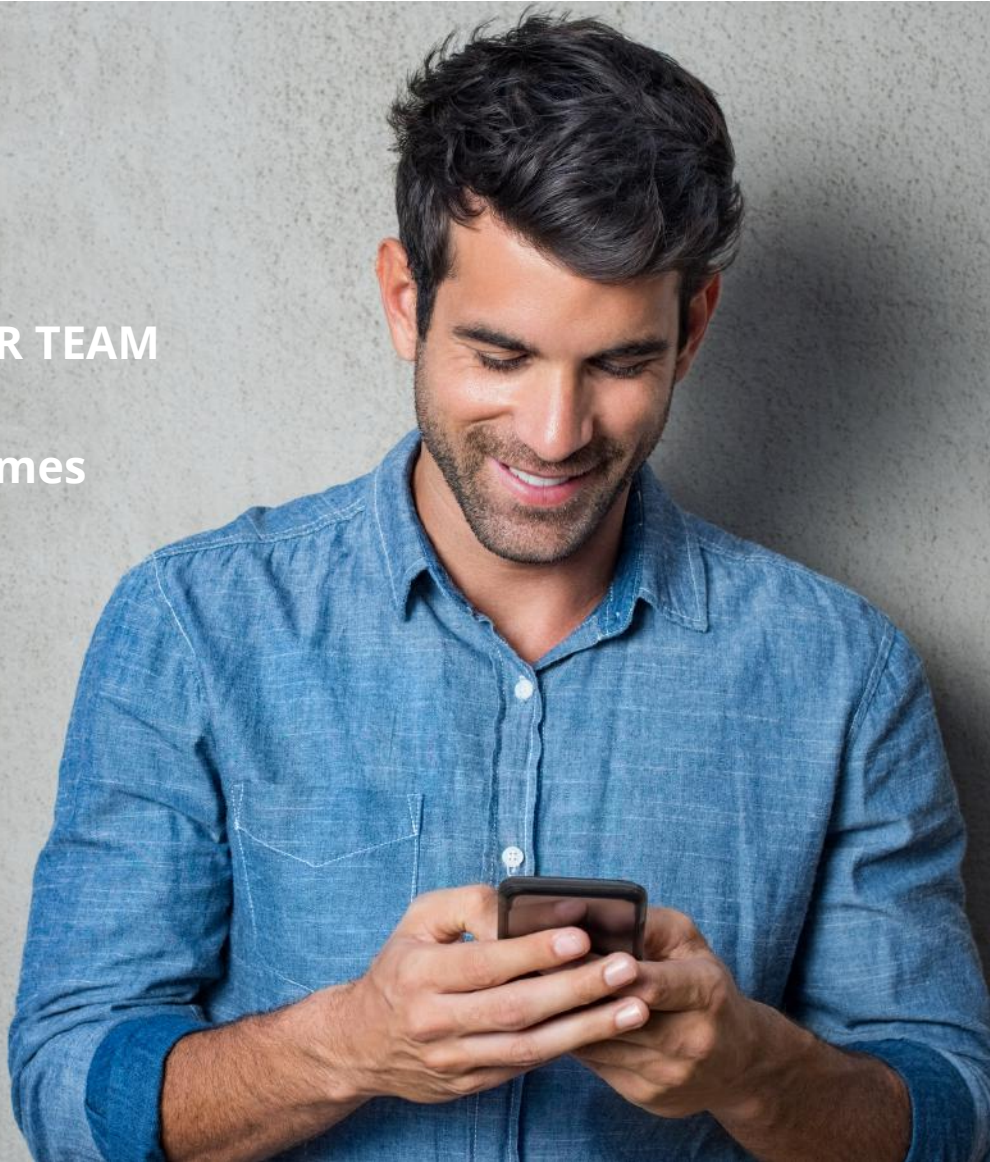
PROVIDE YOU WITH THE HIGHEST LEVEL OF CUSTOMER SERVICE

Will you?

REVIEW AND REFER OUR TEAM

70% of our business comes from referrals or past customers.

Our ultimate goal is to provide you with such exceptional service that you are compelled to refer our team at the end of the process. Referring us to your friends and family is our way of knowing that we have exceeded your expectations.



KEY CLUB ED HUCK TEAM

A VIP PROGRAM FOR CLIENTS WHO BUY OR SELL WITH EHT

The benefits of working with the Ed Huck Team extend well beyond the sale of your home. As a forever client, you receive exclusive access to an array of benefits and events.

Your membership in Key Club unlocks:

The Huck Truck

Our oversized cargo van is available for complimentary use when moving or as needed to transport large items. Convenient pick-up and drop-off at our Westlake office. Plus, helpful moving tools are included.

The Community Room

This spacious 1,000-square-foot room located at our office is an ideal space for hosting small events including meetings and parties. The room offers a full kitchen, space for up to 40 guests, and audio/visual capabilities. Key Club Members reserve and use the room at no charge.

EHT Vendor List

Exclusive access to our trusted and vetted list of more than 300 vendors. From appraisers to window cleaning, we've got you covered when you need a recommendation.

VIP Access to Events & Services

Key Club Members receive special offers & discounts from EHT partners throughout the year including local restaurants, businesses, residential service providers, and attractions.



What our clients are saying...



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

KENNETH COMBS



"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



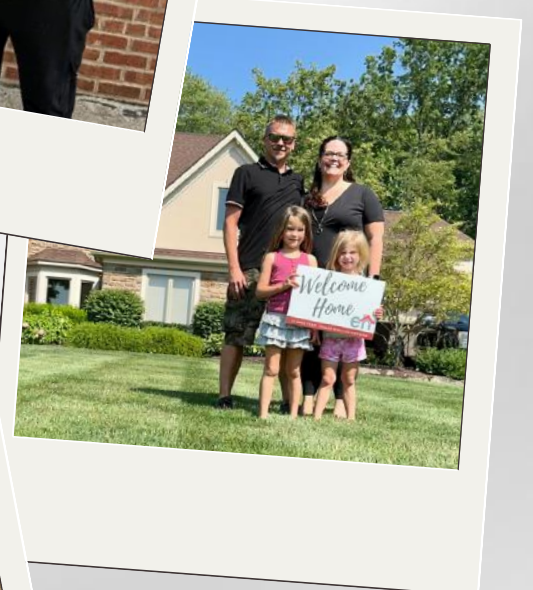
"Five stars does not begin to explain this team. Would have no reservations referring anyone to this team..."

DERREK TEW



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

SHAWN BLANEKENSHIP



Ready to make a move?

**TRUST THE TEAM WITH EXPERIENCE,
INTEGRITY, AND EXPERTISE.**



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KELLERWILLIAMS



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