



HOME SELLER GUIDE

MAXIMIZE THE SALE OF YOUR HOME WITH THE EXPERTS



RE/MAX RESULTS

KERBY AND CRISTINA REAL ESTATE EXPERTS

Dear Homeowner,

Thank you for taking the time to meet with us to discuss selling your home. We understand this is one of the biggest decisions of your life, and we are here to guide you every step of the way.

Please allow us the opportunity to introduce you to our team, Kerby and Cristina Real Estate Experts. We know that a successful sale requires a proven process with a track record of positive results. We have developed our system over 16 years, helping more than 6,000 clients, and being recognized as the #1 RE/MAX Results Team. We invest thousands of dollars into our clients' home sales and we start marketing on day one. We are invested in you and helping you achieve your real estate goals.

Sincerely,

Kerby Skurat & Cristina Edelstein-Skurat

VISION & MISSION:

To help our clients achieve their goals through our expert team and innovative systems.

WHY WORK WITH US?

Our team is always working for you!

PROACTIVE | CARING | EXPERT

CORE VALUES:

Be Humble | Be a Hustler | Grow and Learn | Positive Attitude
Never Problems, Only Solutions

OUR PROVEN RESULTS

SELL WITH OUR WORRY-FREE LISTING SYSTEM



WE SELL OUR HOMES 2X FASTER!

DAYS ON MARKET



Average
Agent

KC Kerby&Cristina
REAL ESTATE EXPERTS

WE SELL OUR HOMES FOR 2% MORE MONEY!

% OF ASKING PRICE



Average
Agent

KC Kerby&Cristina
REAL ESTATE EXPERTS

FULL-SERVICE TEAM

EXPERT LISTING
AGENT WITH YOU
FROM START TO
CLOSING!

INSIDE SALES
AGENTS

PROFESSIONAL
STAGING TEAM

ARCHITECTURAL
PHOTOGRAPHER

LISTING
MANAGER

DEDICATED
MARKETING
DEPARTMENT

BUYER AGENTS
& SHOWING
AGENTS

CLOSING TEAM

OUR WORRY-FREE LISTING SYSTEM

PROFESSIONAL STAGING CONSULTATION

Professional staging defines the space and showcases a property in its best light. Staging a home is proven to reduce days on market by 50% and net 3% more money on your home sale.



ARCHITECTURAL PHOTOGRAPHY

With 95% of buyers starting their home search online, the first impression matters! We exclusively use the best Architectural Photographers who specialize in residential real estate to capture your property's selling features.



MAXIMUM MARKETING EXPOSURE

HOME PROPERTY BRIEFS & NEWSLETTERS

The use of print and email marketing will attract more buyers and result in more showings and offers on your home.



INTELLIGENT DIGITAL MARKETING

Intelligent digital marketing on social media platforms will engage and target the right buyers for your property.



ANNUAL CLIENT APPRECIATION EVENTS MAKE A BIG IMPACT IN CHARITABLE GIVING

Client appreciation events are our way of saying thank you to all our amazing clients, past clients, and communities for their continued support! We host a number of annual events that people look forward to attending year after year. We strongly believe in giving back and are honored to partner with nonprofits, such as Feed My Starving Children and Congo Initiative, at our events. Together, we are able to make a huge impact for those in need!

DONATED 208,930 MEALS
TO FEED MY STARVING
CHILDREN

WE SPONSORED 24
SCHOLARSHIPS
THROUGH CONGO
INITIATIVE

RETURNED \$550,000 INTO
OUR VERY OWN TWIN
CITIES NEIGHBORHOODS
THROUGH NDC-MN.ORG

BUILT 3 HOMES WITH
HOMES OF HOPE IN
MEXICO

CHOOSE THE AGENT Who Is Right for You

QUESTIONS TO ASK WHEN CHOOSING YOUR AGENT:

1. How much experience do you have in real estate and can you provide references?
2. How many homes have you and your team listed and sold in the last year?
3. What services and resources do you offer?
4. Do you have time to devote to me and how often will you communicate with me?
5. How does the home-selling process work and what is expected of me?
6. How long are homes in my neighborhood on the market?
7. How would you price and market my home?
8. What disclosure laws apply to me and what do I need to be aware of?
9. What does the listing agreement entail and what is your fee?
10. What happens if another Agent locates a buyer?
11. What happens if I'm not happy with your services?

Kerby and Cristina Real Estate Experts


5.0 ★★★★★
850+ reviews


4.9 ★★★★★
1,000+ reviews

"I can't speak highly enough about the Kerby and Cristina Real Estate Team. As a first time home seller, this team walked me through every step of the process, guided me through the market, constant communication, and ensuring all questions are answered with professionalism and grace! Everyone involved with this team was extremely knowledgeable and confident in their part of the process. I highly recommend anyone selling to use this team!"

– Erin

"We tried selling our home at a time when the seller's market began to decline due to rising mortgage rates. The Kerby and Cristina Team did a realistic assessment of our home to determine a fair price. The team were great at recommending staging arrangements and the photos certainly attracted a lot of visitors. Almost all of the visitors acknowledged how much they loved the home. We were able to receive two offers on our home and being the only home that sold in our neighborhood while all five were listed together. This team truly knows what they are doing and will get you through the process with ease! I highly recommend anyone selling use this team - they won't let you down!"

– Raghav



Home Seller's Glossary

SELLER'S MARKET:

In a seller's market, there are more buyers than there are homes for sale. With fewer homes on the market and more buyers, homes sell quickly in a seller's market. Prices of homes are likely to increase, and there are more likely to be multiple offers on a home. Multiple offers give the seller negotiating power, and contingent offers may be rejected.

BUYER'S MARKET:

There are more homes on the market than there are buyers, giving the limited number of buyers more choice and greater negotiating power. Homes may stay on the market longer, and prices can be stable or dropping.

EQUITY EVALUATION:

A CMA (Comparative Market Analysis) is provided by your Real Estate Agent during the listing process. This report assists with determining the asking price of the home. It uses available, current housing market data and sales information as well as data provided by the city and county.

OFFER:

An offer is an agreement from a buyer to purchase a home, typically presented in writing. An offer can be contingent on a number of factors, commonly contingent on financing and a home inspection. If the conditions are not met, the buyer can cancel their offer.

COUNTEROFFER:

When the original offer to purchase a home is rejected by the seller, the seller can counteroffer with adjustments, usually to the price or terms of the purchase, such as the closing date.

CONTINGENT OFFER:

When the sale of the home hinges on predetermined conditions, such as financing or contingent on the sale of the buyer's home. If the conditions are not met, the buyer can back out of the deal.

PURCHASE AND SALE AGREEMENT:

A legal agreement to purchase a home. Depending on the local real estate practices, offers are usually drafted by Real Estate Agents.

CLOSING:

Also referred to as "settlement" is the point in the process in which funds are exchanged and ownership of the property is transferred to the buyer. A seller can pre-sign or sign at the time of closing.

As a team who's sold 6,000 homes in the Twin Cities, we know exactly what it takes to maximize your profit.



6,000

FAMILIES SERVED

10X

THE VOLUME OF
THE AVERAGE
AGENT

Top 1%

OF AGENTS IN
THE TWIN CITIES



#1

IN AGENT
PRODUCTIVITY

#1

RE/MAX
RESULTS
TEAM IN MN

#1

LUXURY
RE/MAX
TEAM IN MN



FOLLOW US ON SOCIAL MEDIA!



www.KerbyandCristina.com