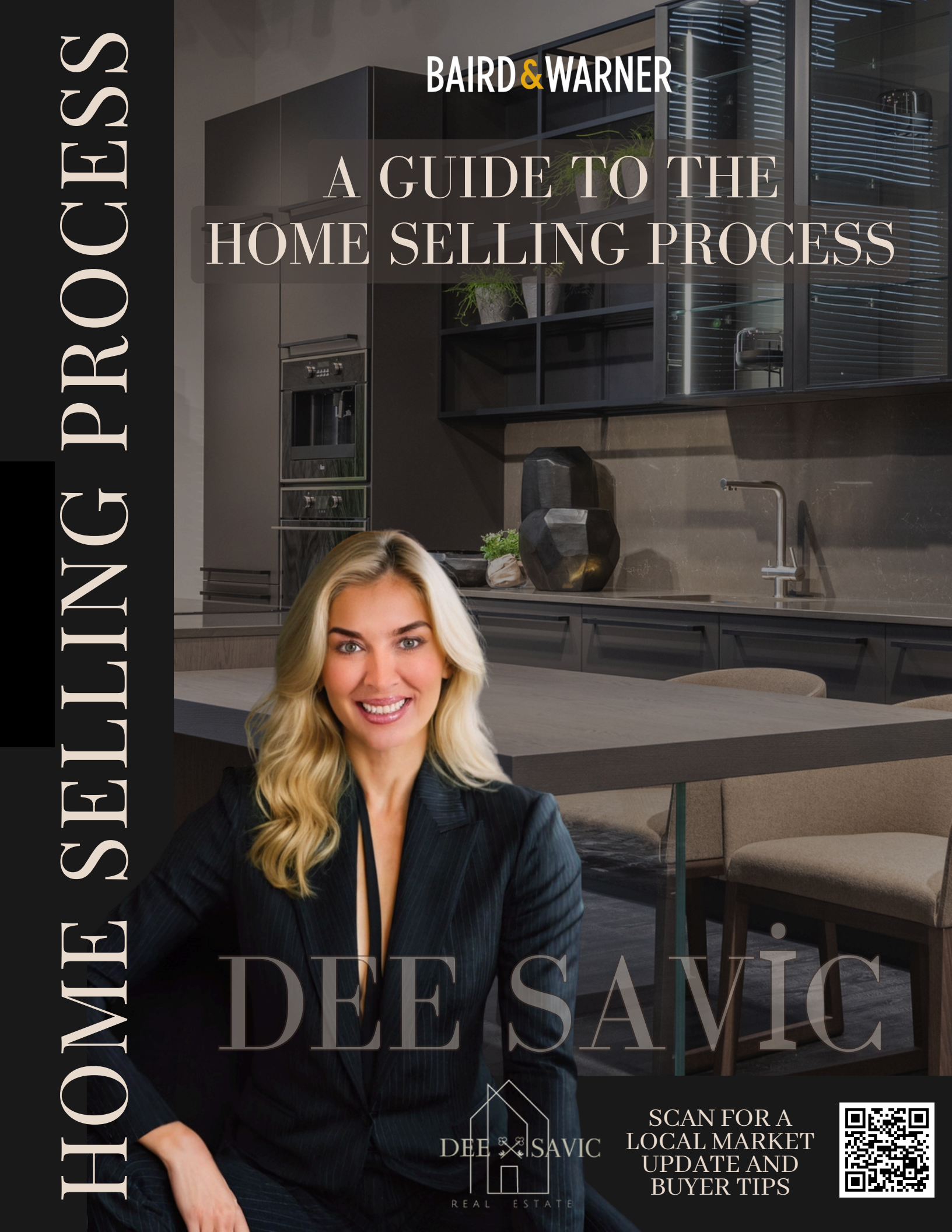
HOME SELLING PROCESS

BAIRD & WARNER

A GUIDE TO THE HOME SELLING PROCESS



DEE SAVIC

DEE SAVIC
REAL ESTATE

SCAN FOR A LOCAL MARKET UPDATE AND BUYER TIPS

THİNGS TO CONSİDER WHEN



SELLING A HOME

Putting you and your needs first is always my top priority.
I understand how the process of selling a home can be very stressful, and have the tools to guide you in the right direction from finish to start. This booklet guides you along the step by step path from listing to sold.

It is designed to answer many of your questions and to make the process of selling your home as easy for you as possible. You can count on me to implement the latest in digital strategies to properly market your home, give it maximum exposure and make it stand out from the crowd.

Once you have gone through this guide, and you still feel like you have questions or need clarification, let me know. Helping people is my passion as market leader in the community. I will provide amazing, personalized service as I guide you along one of the most exciting journeys you can take.

Looking forward to helping you in the best way possible.

DEE SAVIC
REAL ESTATE

IT'S TIME FOR YOU

TO SELL YOUR HOUSE

During what can often be a challenging period, I want you to feel reassured that I am fully committed to ensuring that the selling process unfolds effortlessly and smoothly for you and your loved ones. Your needs will always come first, and I am dedicated to providing guidance and support throughout every stage of this journey.

As a trusted leader within our community, my primary goal is to deliver exceptional service to our neighbors. Drawing upon years of experience in real estate, coupled with innovative digital marketing techniques and a genuine desire to serve, I prioritize your interests above all else. You can count on me to navigate this process with integrity and genuine care.

Bringing you results that move you...



WHAT ARE YOUR GOALS & OBJECTIVES?

What is the reason you are selling?
Are you looking to upgrade?
Are you looking to downsize?
Do you need to relocate for a job or want to be closer to family?
Do you want to be in a nicer area or closer to better schools?
Knowing this is important for me to understand your needs, goals and timeline. . When I know what you are looking for, I can better accommodate you and help you reach your goals .

LET'S FİGURE İT OUT &

WRITE IT OUT

To better understand what you are looking for, let's cover the basics and explain the reasoning behind your move. Fill out the boxes below and elaborate for better communication in this process.

I want to sell my house because...

Selling my house would make me feel...

GETTING DOWN

TO IT

Yes, knowing your why is extremely important, but so is having a vision in mind. What are your goals when selling your home?

My goal in selling my home is...

It is important that my agent...

NİNE EASY TİPS WHEN GETTİNG

READY TO SELL

1. ***Renew Entry***
   Try a fresh coat of paint or a new front door
2. ***Landscape***
   A well-groomed lawn shows buyers the house was cared for
3. ***Checking Outdoor Light Fixtures***
   Replacing outdoor light fixtures with brighter or new bulbs
4. ***Wash Both Sides of Windows***
   Windows can make a home look more open if they are cleaned
5. ***Clean Out Garage***
   Consider getting a storage unit to remove any non-essential items you want to keep
6. ***Flowers Make Everything***
   Plant flowers to add color and beauty to the landscape
7. ***Renew Welcome Mat***
   This is the first accessory people see upon entry; a trendy door mat can add a homey feel to the home
8. ***Paint/Replace Street Numbers***
   Bright door numbers can make them more apparent to potential buyers
9. ***Pressure Wash Exterior***
   Pressure washing will remove dirt, dust, spider webs and more to make your home look brand new



STEPS TO MAKE YOUR HOME APPEALİNG

TO BUYERS



Clean Up Everything
This will remove distractions and allow buyers to to envision themselves living there

Make Each Room Useful
Cleaning out each room allows buyers to make clearer visions

Bright and Airy
Allow light to make rooms feel more inviting

Make Repairs
If things are broken, your buyers may want to offer you less

Declutter Homes
Reducing the amount of items in closets or pantries will allow your home's space to look bigger

Updates
Changing out paint and flooring will make your home look more modern and less dated

Simplify the Kitchen
Remove unnecessary clutter so counter spaces are more open and empty

Tidy Up
Clear the sink, take out the trash, sweep, vacuum, etc.

Adjust Doors
Make sure the doors do not squeak and close properly

Lights
Replace light bulbs so they do not go out while buyers are present and to make the home appear brighter

ARE THERE STİLL BUYERS

LOOKİNG FOR HOMES?



Are you putting off selling your house because you're worried no one's buying due to high interest rates? If so, know this: plenty of buyers are still out there, and they're purchasing homes today. Consider the life-changing events that took place during the past two years: 3 million marriages, 1.5 million divorces, 7 million births, 4 million deaths, and 7 million Americans reaching 65. Staying put isn't an option for many growing families or divorcing couples. The dream of retiring to a home requiring less maintenance can't be postponed indefinitely. People need and want to move It's simple. Buyers will always need to buy, and those who can afford to move at today's rates are going to do so. That means buyer demand hasn't disappeared.

Home Price Appreciation

One key highlight that should undoubtedly capture your attention is the remarkable phenomenon of home value appreciation. Picture this: your home, over the years, has seen a consistent rise in value, presenting an enticing opportunity for you to make the most of your investment. As prospective buyers actively seek properties with promising returns, showcasing your home's impressive appreciation rate can set your listing apart. The timing couldn't be more perfect – leverage the current market conditions, meet the growing demand, and position your property for a successful and lucrative sale.

IS İT STİLL A

SELLER'S MARKET?

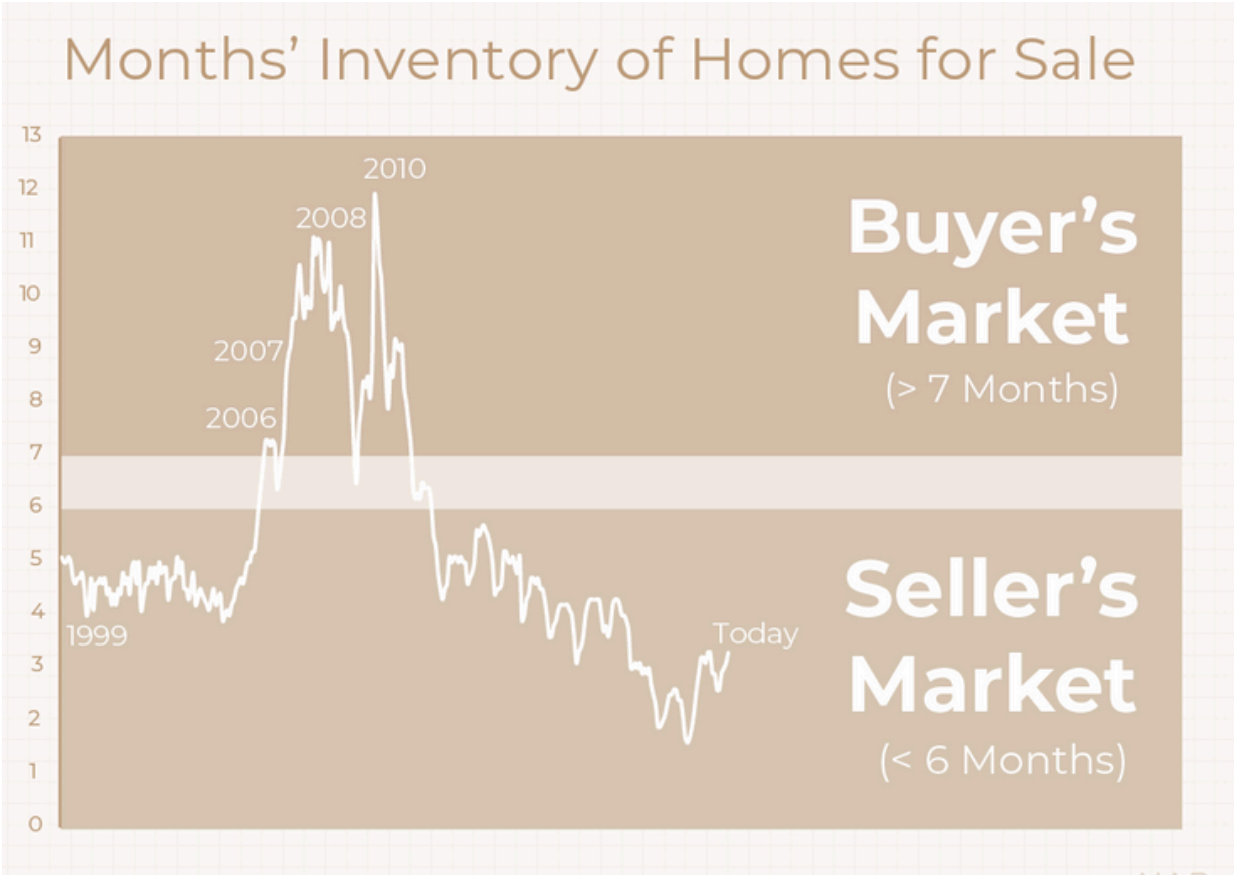
IS IT WORTH IT TO SELL NOW?

The supply of homes for sale is still low, so we're still in a seller's market today (see graph below). With more buyers than homes today, buyers crave more options, and your house may be just what they're looking for. Selling while inventory is this low means if you price your house right, it's likely to be in high demand. The graph below puts today's inventory into perspective.

WHERE ARE THE HOME VALUES HEADİNG?

Here's what you need to know about the current inventory situation and what it means for you.

When you're selling something, it helps if what you're selling is in demand, but is also in low supply. Why? That makes it even more desirable, since there's not enough to go around. That's exactly what's happening in the housing market today.



MONTHS SUPPLY INVENTORY

IN CHICAGO



WHAT DOES THİS MEAN TO YOU?

What That Means for You Buyers have fewer choices now than they did in more typical years. And that's why you could see some great perks if you sell today. Because there aren't enough homes to go around, homes that are priced right are still selling fast and the average seller is getting multiple offers from eager buyers.

Based on data from the Confidence Index from the National Association of Realtors (NAR): • 66% of homes sold in less than a month. with 2.5 offers: the average number of offers on recently sold homes.

An article from Realtor.com also explains how the limited number of houses for sale benefits you if you're selling: "The typical home spent more than two weeks less than the average November from 2017 to 2019. . . . as still-limited supply spurs homebuyers to act quickly . . ."

WHAT ARE THE REAL REASONS YOU

WANT TO MOVE RIGHT NOW?



If you're considering selling your house right now, it's likely because something in your life has changed – not because of the current market conditions.

While things like mortgage rates play a big role in your decision, you don't want that to overshadow why you thought about making a move in the first place. t's true mortgage rates are higher right now, and that has an impact on affordability. As a result, home homeowners are deciding they'll wait to sell because they don't want to move and have a higher mortgage rate on their next home. But your lifestyle and your changing needs matter, too. As a recent article from *Realtor.com* says:

No matter what interest rates and home prices do next, sometimes homeowners just have to move.

Here are a few of the most common reasons people choose to sell right now. You may find any one of these resonates with you and may be reason enough to move, even today.

Some of the things that can motivate a move to a new area include changing jobs, a desire to be closer to friends and loved ones, wanting to live in your ideal location, or just looking for a change in scenery.



Deciding whether it's the right time to sell your home is a very personal decision. There are numerous important questions to consider, both financial and lifestyle-based, before putting your home on the market. . . . Your future plans and goals should be a significant part of the equation . . .

- Bankrate

THE PERKS OF SELLİNG YOUR HOUSE

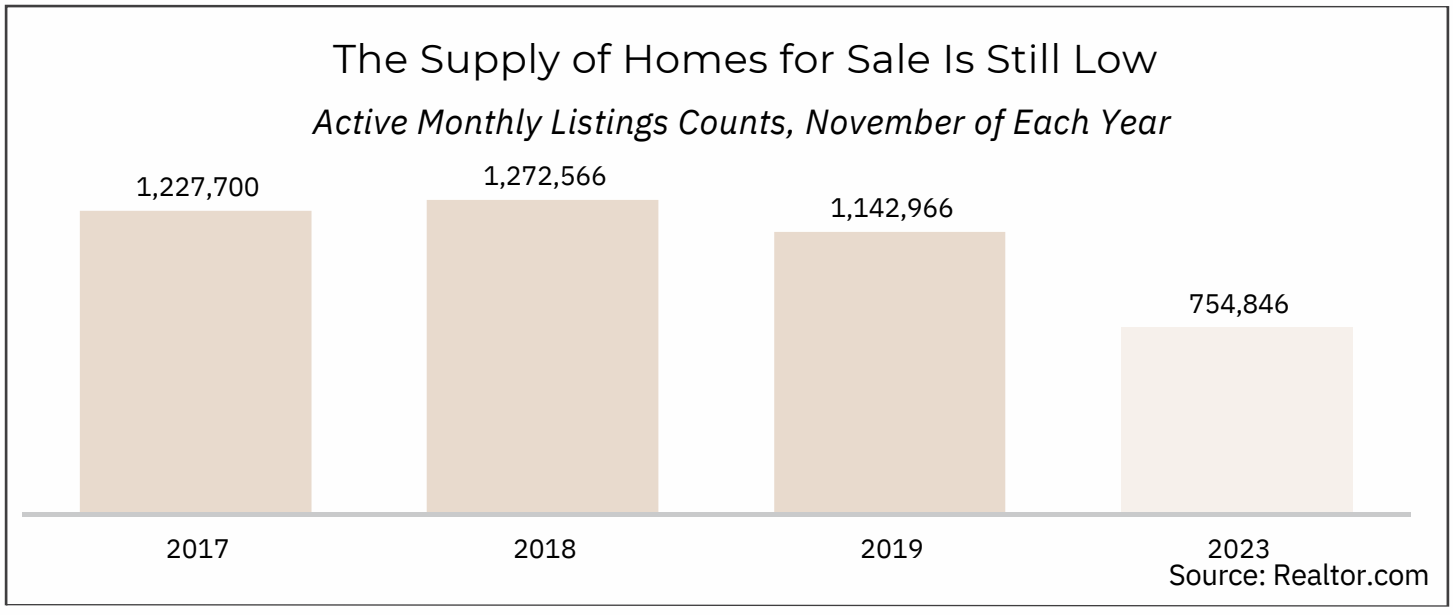
WHEN INVENTORY IS LOW

When it comes to selling your house, you're probably trying to juggle current market conditions and your own needs as you plan your mo1.ve.

One thing that may be working in your favor is how few homes there are for sale right now. Here's what you need to know about the current inventory situation and what it means for you.

The Supply of Homes for Sale Is Far Below the Norm

When you're selling something, it helps if what you're selling is in demand, but is also in low supply. Why? That makes it even more desirable, since there's not enough to go around. That's exactly what's happening in the housing market today. There are more buyers looking to buy than there are homes for sale.
The graph below uses data from *Realtor.com* to look at active listings this year compared to what's more typical in the market. It doesn't include 2020-2022 because those weren't normal ears for the market.



As you can see in the graph, if you look at the last normal years for the market (*bars*) versus the numbers for this year (*shown in the red bar*), it's clear lower than the norm.



A lack of housing options creates a very competitive market, in which many buyers must compete for few available properties.

- Bankrate

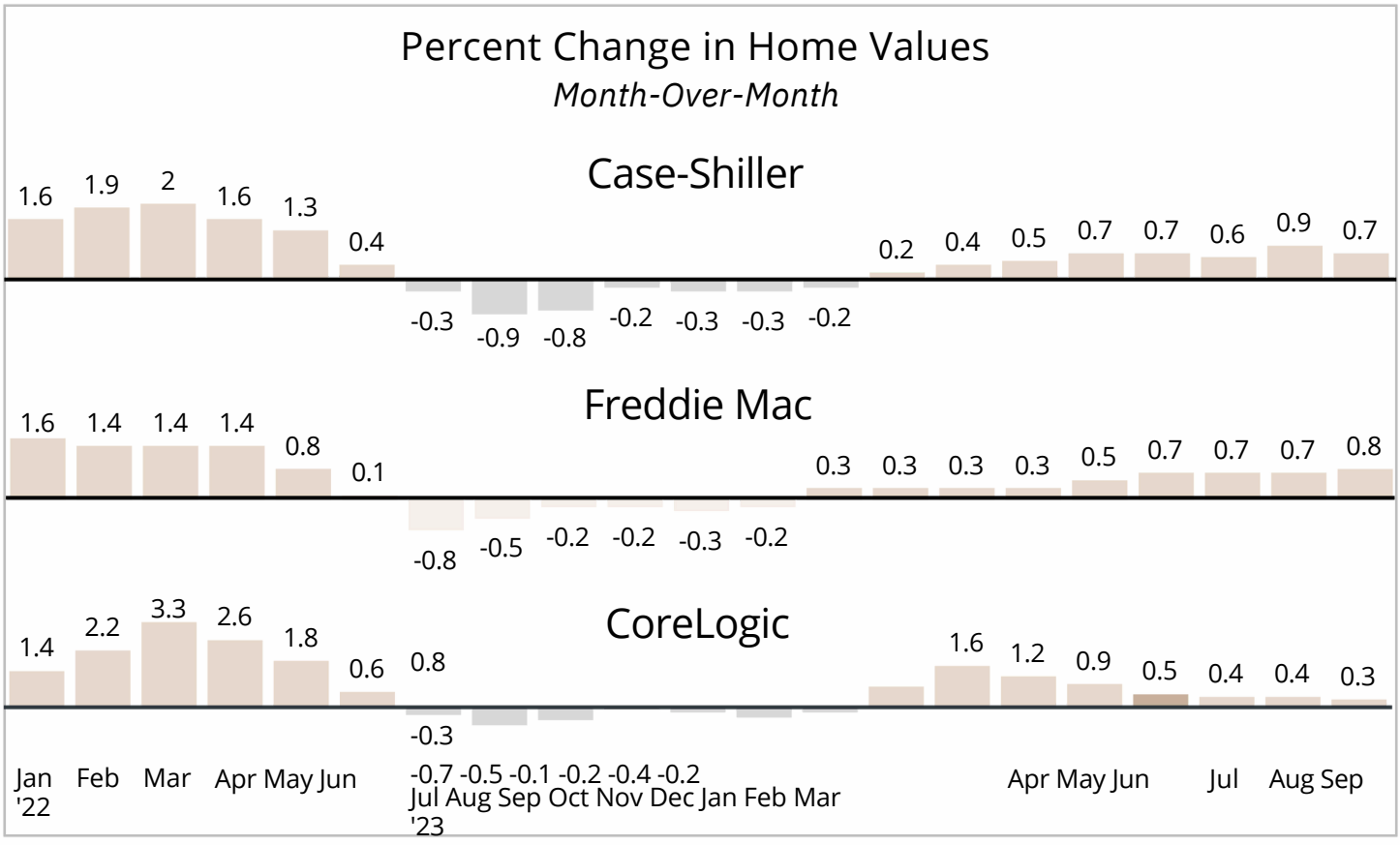
HOME PRICES

ARE NOT FALLING

In late 2022, some experts said home prices would crash in 2023. That made a lot of people worried about the strength of the residential real estate market.
If you're one of them, here's what you should understand.

Home Prices Never Crashed

Disregard what you saw in the headlines. The actual data shows home prices were remarkably resilient and performed far better than the media would have you believe (*see graph below*):



This graph uses reports from three trusted sources to clearly illustrate prices have already rebounded after experiencing only slight declines nationally. That's a far cry from the crash so many articles called for.

Even though some media coverage made a big deal about home prices pulling back, the slight correction that happened is already in the rearview mirror. Basically, this data shows you, nationally, home prices aren't falling – they're actually going back up.

What's Next for Home Prices?

The consensus from experts is that home price growth will continue in the years ahead and is returning to normal levels for the market.

That means we'll still see home prices appreciating, just at a slower pace than the last few years – and that's a good thing. Some news sources will see home price growth slowing and put out stories that make you think prices are falling again. In their coverage, you'll likely see industry terms like these:

- **Appreciation**: when prices *increase*.
- **Deceleration** of appreciation: when prices *continue to appreciate, but at a slower or more moderate pace*.
- **Depreciation**: when prices *decrease*.

Don't let the terminology confuse you or let any misleading headlines cause unnecessary fear.

The rapid pace of home price growth the market saw in recent years was unsustainable. It had to slow down at some point and that's what we're starting to see – deceleration of appreciation, not depreciation.

Remember, it's normal to see home price growth slow down as the year goes on. And that definitely doesn't mean home prices are falling. They're just rising at a more moderate pace.

Bottom Line

Even though the media may make things sound doom and gloom, in Chicago, home prices are rising. So, don't let the headlines scare you or delay your plans. Let's connect so you have a trusted resource to cut through the noise and tell you what's really happening in our area.



YOUR HOME EQUİTY CAN OFFSET

AFFORDABİLİTY CHALLENGES



If you are thinking about selling your house, today's mortgage rates may be making you wonder if that's the right decision. But your equity can help with some of those affordability concerns.

Some homeowners are reluctant to sell and take on a higher mortgage rate on their next home. If you're worried about this too, know that even though rates are high right now, so is home equity. Here's what you need to know.

Home equity is the portion of your home that you've paid off and own outright. It's the difference between what the home is worth and how much is still owed on your mortgage.

As your home's value increases over the long term and you pay down the principal on the mortgage, your equity stake grows."

In other words, equity is how much your home is worth now, minus what you still owe on your home loan

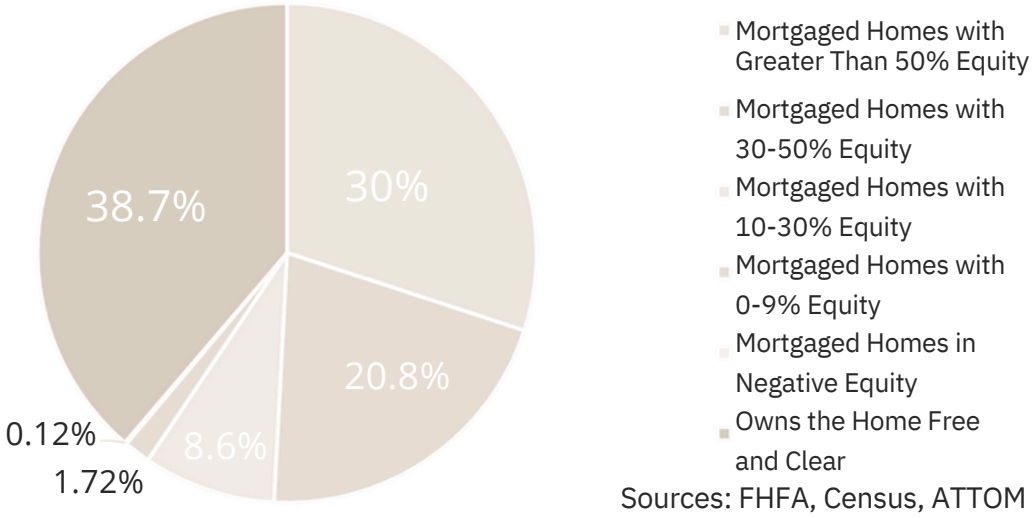
.Recently, your equity has been growing faster than you might think. That's because, over the past few years, home prices went up significantly – and those rising prices helped your equity to accumulate faster than usual. While the market has started to normalize, there are still more people wanting to buy homes than there are homes available for sale. This high demand is causing home prices to go up again.



According to the *Federal Housing Finance Agency* (FHFA), the *Census*, and *ATTOM*, a property data provider, just over two-thirds (68.7%) of homeowners have either fully paid off their mortgages or have at least 50% equity (*see chart below*):

Americans Sitting on Tremendous Equity

68.7% Have Paid Off Their Mortgage or Have at Least 50% Equity



Sources: FHFA, Census, ATTOM

That means nearly 70% of homeowners have a tremendous amount of equity right now.

How Equity Helps with Your Affordability Concerns

With today's affordability challenges, your equity can make a big difference when you decide to move. After you sell your house, you can use the equity you've built up in your home to help you buy your next one. Here's how:

- Be an all-cash buyer: If you've been living in your current home for a long time, you might have enough equity to buy a new house without having to take out a loan. If that's the case you won't need to borrow any money or worry about mortgage rates.
- Make a larger down payment: Your equity could be used toward your next down payment. It might even be enough to let you put a larger amount down, so you won't have to borrow as much money so today's rates become less of a sticking point.



. . . the average U.S. homeowner now has about $290,000 in equity.

- CoreLogic

WHY SETTİNG THE RİGHT PRİCE FOR

YOUR HOUSE STİLL MATTERS

It's important to set the right price for your house. As local real estate expert I will help you to make sure it’s priced appropriately for today’s market.

While this isn’t as frenzied market as we saw over the past few years, homes that are priced right are still selling quickly and seeing multiple offers right now.

To set yourself up to see advantages like these, you need to rely on an agent. Only an agent has the expertise needed to find the right asking price for your house. Here’s what’s at stake if that price isn’t accurate for today’s market value.

The price you set for your house sends a message to potential buyers. Price too low and you might raise questions about your home’s condition or lead buyers to assume something is wrong with it. Not to mention, if you undervalue your house, you could leave money on the table, which decreases your future buying power.



On the other hand, price it too high and you run the risk of deterring buyers from ever touring it in the first place. When that happens, you may have to do a price drop to try to re-ignite interest in your house when it sits on the market for a while. Just be aware that a price drop can be seen as a red flag for some buyers who will wonder why the price was reduced and what that means about the home.

NerdWallet
"Your house's market debut is your first chance to attract a buyer and it's Important to get the pricing right. If your home is overpriced, you run the risk of buyers not seeing the listing. . . . But price your house too low and you could end up leaving some serious money on the table. A bargain-basement price could also turn some buyers away, as they may wonder if there are any underlying problems with the house."

Think of pricing your home as a target. Your goal is to aim directly for the center – not too high, not too low, but right at market value.

Pricing your house fairly based on market conditions increases the chance you'll have more buyers who are interested in purchasing it. That makes it more likely you'll see multiple offers too. Plus, when homes are priced right, they tend to sell quickly.To get a high-level look into the potential downsides of over or underpricing your house and the perks that come with pricing it at market value, see the chart below:



UNDERPRICED	MARKET VALUE	OVERPRICED
Leaves money on the table	Attracts more buyers	Sits on the market longer
Deters skeptical buyers	Could see multiple offers	Price drops can send the wrong message to buyers
Decreases your future buying power	Faster sale	Prices out potential buyers

Bottom Line
Setting the right price for your house is very important. Don't just guess. Let's talk to ensure your house is priced correctly for today's market.

A CHECKLIST FOR

SELLING YOUR HOUSE

As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.

MAKE IT INVITING



- [ ] Open blinds or curtains to let the light in



- [ ] Check lightbulbs and replace as needed



- [ ] Take down personal photos or items



- [ ] Fix anything that's broken



- [ ] Give every room a clear purpose

SHOW IT'S CARED FOR



- [ ] Clean your vents and baseboards



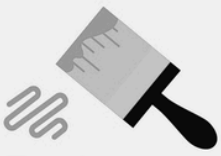
- [ ] Vacuum, mop, or sweep floors



- [ ] Declutter throughout



- [ ] Organize countertops, cabinets, and closets

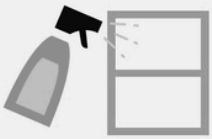


- [ ] Touch up any scuffs on the walls

BOOST CURB APPEAL



- [ ] Power wash outdoor surfaces



- [ ] Wash the windows (inside and out)



- [ ] Tidy up the landscaping



- [ ] Freshen up your entry



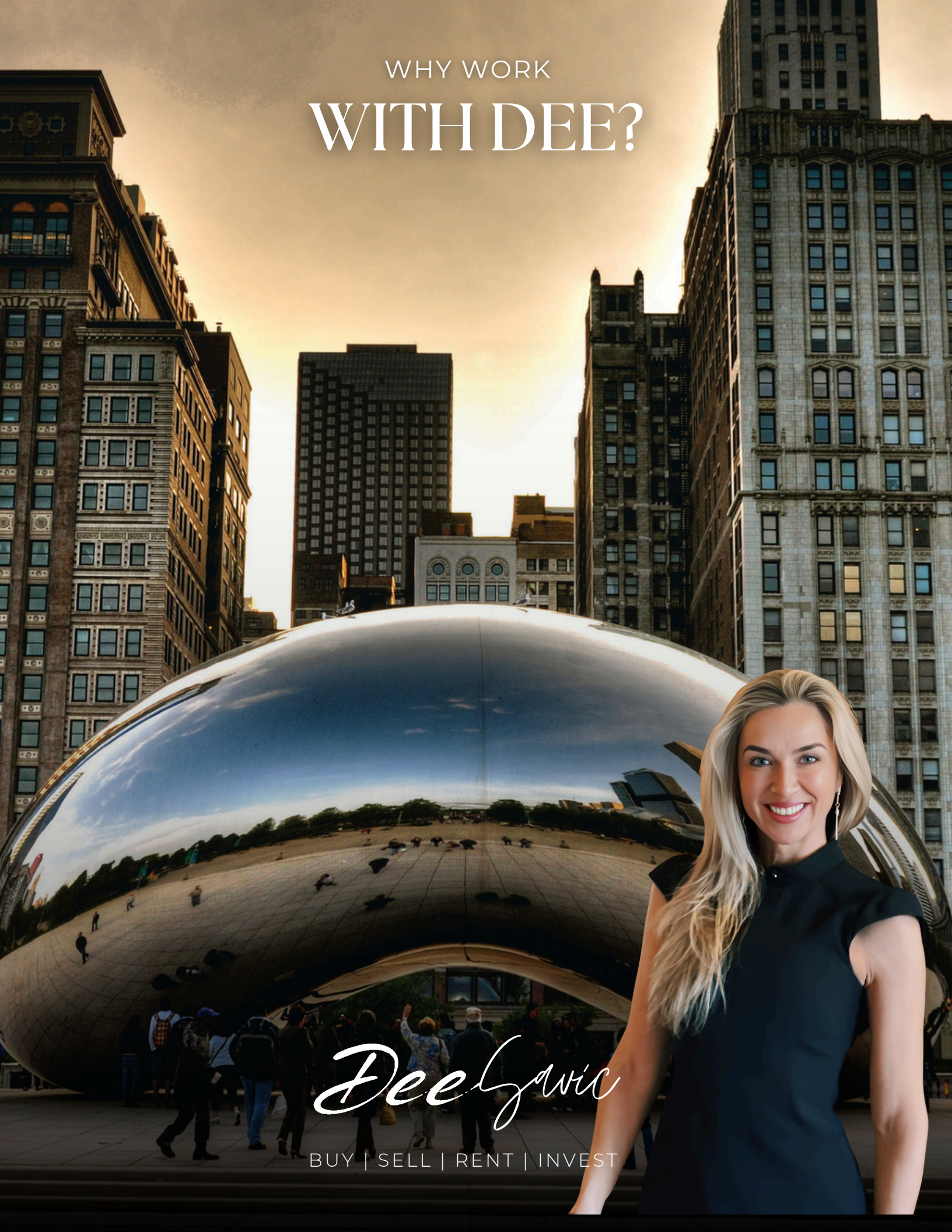
- [ ] Sweep patios, decks, and walkways



“My job as estate agent is to help people buy and sell homes, educate clients about current market conditions, guide them through each step of the process and make referrals to other professionals, such as home stagers, inspectors, lenders and real estate attorneys.”

WHY WORK

WITH DEE?



Dee Savic

BUY | SELL | RENT | INVEST

WORKİNG WİTH ME

As a seasoned Chicago broker with over two decades of experience, Dee is committed to delivering unparalleled service to home sellers like you. Dee's unwavering dedication ensures that your needs are not only met but exceeded. With a mission to surpass expectations, Dee takes a personalized approach to every transaction, striving to make the process as seamless and cost-effective as possible for her clients.



Dee makes it her priority to offer up-to-date property and neighborhood information, effective negotiation skills, detailed analysis, and sound advice. Her clients know that when they work with her that they can expect enthusiasm, unwavering loyalty, dedication, and professionalism through each step of their process.

As your dedicated real estate agent, Dee brings a dynamic blend of expertise and innovation to the table, ensuring your property stands out in today's competitive market. With a focus on cutting-edge digital marketing strategies, Dee specializes in leveraging social media platforms and running targeted Facebook ad campaigns to make your listing a household name. By maximizing exposure through these channels, she guarantees your home receives the attention it deserves, attracting a multitude of eager buyers and igniting a frenzy of interest. Moreover, her mastery in pricing and negotiation skills ensure you receive the optimal value for your property. Rest assured that your home will not only fetch the attention it deserves but also command the highest number of offers, leading to a successful and lucrative sale.

“Negotiating multiple high-end offer scenarios and anticipating market shifts are my bread and butter. I have an unwavering commitment to provide the most personal, efficient, and transparent home selling experience possible”.





AWARDS + ACCOLADES



dreamtown TOP PRODUCER 2021

#2 Most Units Sold Individual at Dream Town

dreamtown TOP PRODUCER 2022

#3 Most Units Closed at Dream Town Lincoln Square (Individual)

2021

Chicago Association of REALTORS TOP PRODUCER

2021

Top Producer Awarded By Chicago Association Of Realtors

dreamtown TOP PRODUCER 2021

#4 Highest Individual Sales Volume at Dream Town

2022

CHICAGOAGENT WHO'S WHO 2021

Featured In Chicago Agent Magazine's Who's Who In Chicago Real Estate 2021



Chicago Association of REALTORS TOP PRODUCER

2022

Top Producer Awarded By Chicago Association Of Realtors

EXPERIENCE MATTERS



$122M SALES VOLUME

22 YEARS IN REAL ESTATE

272 HOMES SOLD

NUMBERS AS OF JANUARY 2024

SELL FASTER



9 DAYS **AVERAGE MARKET TIME FOR MY LISTINGS**

VS

28 DAYS **AVERAGE MARKET TIME IN ILLINOIS**

SOURCE: MRED, LLC. CALENDAR YEAR 2022. DAYS ON MARKET REFLECTS THE NUMBER OF DAYS A PROPERTY IS ON THE MARKET WITHOUT A PRICE CHANGE. THE ILLINOIS MARKET AVERAGE REFLECTS THE AVERAGE DAYS ON MARKET WITHOUT A PRICE CHANGE FOR ALL ILLINOIS BROKERAGES.

SELL MORE PROFITABLY



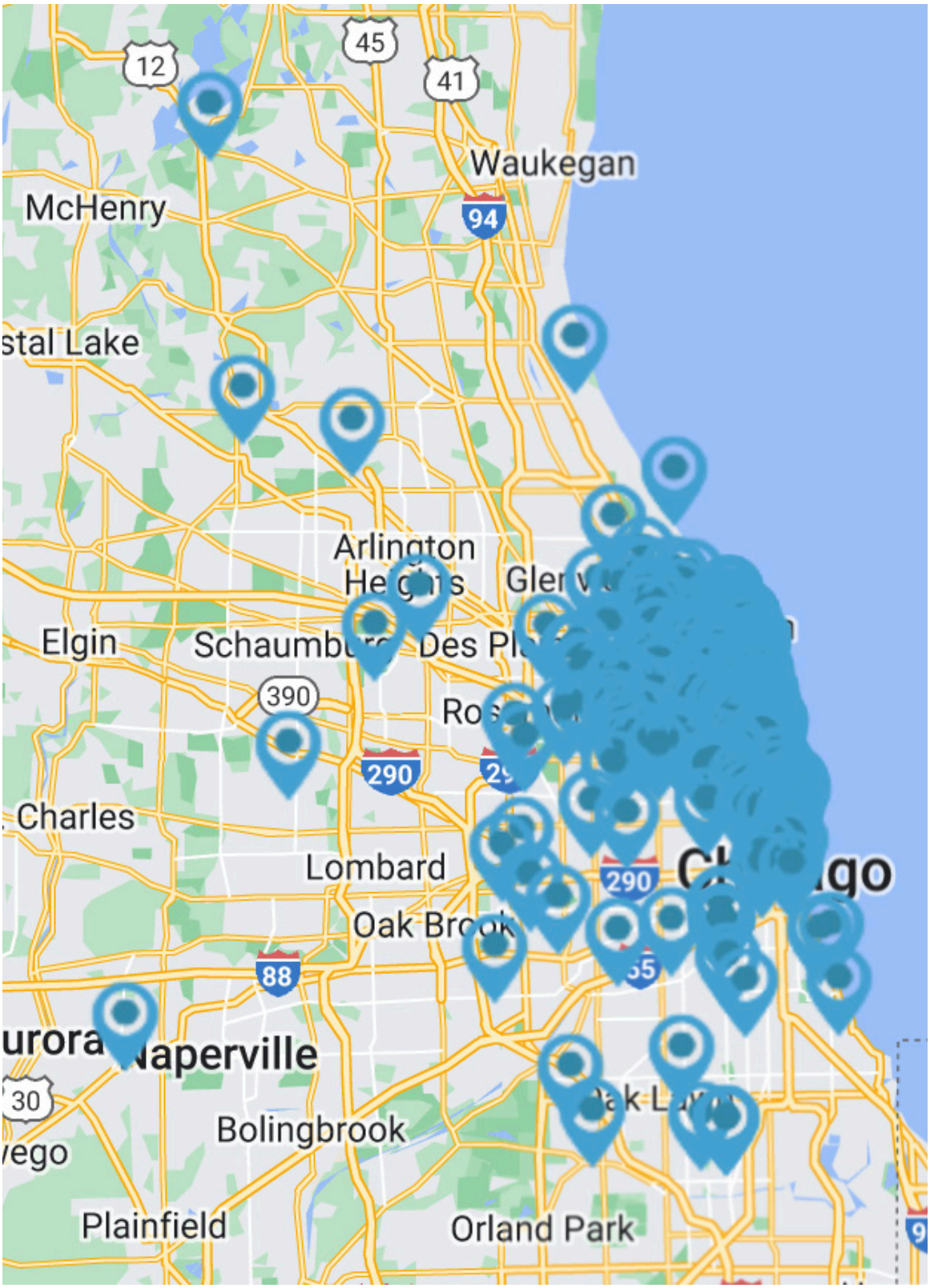
100.7% **MY AVERAGE LIST-TO-SALE PRICE RATIO**

VS

98.3% **AVERAGE LIST-TO-SALE PRICE RATIO IN ILLINOIS**

SOURCE: MRED, LLC. CALENDAR YEAR 2022. PERCENTAGE REFLECTS SALE PRICE COMPARED TO LIST PRICE. THE ILLINOIS MARKET AVERAGE REFLECTS THE AVERAGE SALE/LIST PERCENTAGE FOR ALL ILLINOIS BROKERAGES.

SALES HISTORY



CLIENT TESTIMONIALS



★★★★★

Dee is the only contact you need to manage the sale of your property. She sold the condo in 2 months. I was initially concerned because we live on the east coast. My fears were immediately eliminated. Dee took care of everything. She went above and beyond what the typical real estate broker would normally do. She even located and coordinated the estate sale company for us. This was not an easy task. Dee not only puts the Dream in DreamTeam, she is a miracle worker. Dee even took the extra time to notify me when the estate attorney sent an email. Dee is professional, knowledgeable, communicative, kind, and responsive to her clients individual needs. She makes a stressful situation stress-free. I am so very grateful to have had Dee as my real estate broker. Thank you very every much!

-Rhonda



★★★★★

Dee is an incredible agent. She helped us sell our condo in Chicago recently and was extremely responsive throughout the entire process. Dee clearly knows the market well and how to handle the quirks of residential transactions. I would recommend her to anyone looking to sell their house/condo.

-Alex



★★★★★

As a realtor, you can not find anyone more highly qualified than Dee. She helped with both the purchase and selling of our home. Her professionalism and expertise in market knowledge, understanding clients needs, and excellent communication makes the process much smoother and less stressful. She is ALWAYS there when you need her help. By far, the best realtor we have ever worked with!

zuser20140721115450829



★★★★★

I highly recommend Dee! She's the absolute best in business and will do whatever it takes to help get your dream home. She's the sweetest and was so encouraging. Dee has always been a helping hand through the whole process and did whatever she could for my family and I. Thank you!

-Yasmin

CLIENT TESTIMONIALS



★★★★★

Dee was an amazing realtor to work with. Her many years of experience were definitely an asset throughout the home buying process. She always gave her honest opinion about the properties we looked at and has an extensive network of referrals i.e. repairmen, inspectors, painters, etc. that she was more than willing to share. She was always on time, professional, and able to set up showings really quickly (a necessity in this market when many homes go under contract within hours of becoming available). Most importantly, she was up to date with all the communications that needed to take place between all parties involved. I was confident the whole time that nothing was going to fall through the cracks. Overall a great buying experience.

-Jeremy



★★★★★

Dee was the best thing that happened to us when we have decided to sell our condo. From the very first time she arrived to take a look at our place, we felt we can trust her. - Our unit was sold in 10 days. All of us, we, as sellers, and Dee, as an agent, were working to acomplish that. Dee was playing her role immaculately demonstrating high level of professionalism, due diligence, and light, positive attitude. Thank you, Dee!!!

--Borris



★★★★★

I have best experience with Dee Savic I ever have she is best Real estate you ever can work with she's so nice, so communicating so supporting she is the best she sell my place, very quick I highly recommend thank you so much Dee for the great work thank you 🙏 great experience 😊😊😊😊

-Mona



★★★★★

Dee is a Realtor of a very high caliber. She was extremely professional and personable from start to finish and really worked hard to get my house sold. I am very happy with her and DreamTown as a whole. She is very responsive and did an amazing job with the open houses and setting up photo shoots. I don't think I could have sold my house without her. If you need a Realtor, Dee should be your top choice.

-Pedro

BAIRD & WARNER



Dee Savic

REAL ESTATE BROKER

I'm sure you have questions and thoughts about the real estate process.

I'd love to talk with you about what you've read here and help you on the path to selling your house. My contact information is below, and I look forward to working with you.

LET'S CONNECT

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www.DeeSavic.com

2022 INDIVIDUAL TOP PRODUCER DEE SAVIC

WHO'S WHO 2022

TOP PRODUCER 2022

CNE

CDPE

2021 INDIVIDUAL TOP PRODUCER DEE SAVIC