



BARB PLUS DAVE & LAKES AREA REALTY

**A GUIDE:
LISTING & SELLING YOUR HOME**

A GUIDE TO SELLING YOUR HOME

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A yellow line-art illustration of a house with a chimney emitting smoke, positioned behind the main title text.

A LITTLE BIT ABOUT US



Dear Home Owner,

Here is your complete guide to the exciting process of selling your home.

We have taken great care to provide you with answers to the most asked questions, and explain the entire process of selling your home, to your moving checklist.

While we have made every attempt to make this guide as informational as possible, nothing compares with time spent together. During our meetings together, we will have the opportunity to really get to know you and better understand your needs and wants.

We take great pride in our ability to make the process of selling your home a rewarding experience. We'll negotiate the best possible price on your home, guide you through the process and make sure the closing goes exactly as planned.



Because of our commitment to exceptional service, a great deal of our business comes from past clients and referrals.

Welcome to the experience of selling your home and thank you for choosing us as your agents!

Sincerely,

Barb and Dave



WHO IS LAKES AREA REALTY?

Lakes Area Realty is a professional organization of experienced real estate brokers and owners. Together, we've pooled our talents to create a unique company that is highly responsive to its clients' every need.

In an industry filled with real estate mega-mergers and large corporations, it's refreshing to see the success of locally owned and managed company.

When you first meet Lakes Area Realty you'll notice the difference. You'll discover a company that believes in the individual spirit creating a company that has innovative marketing ideas tied to a strong sense of community.

We've never been about being the biggest. We're about exceptional performance with a personal connection.

At Lakes Area Realty we know real estate is about people. That's why everything we do is based on how it benefits you, our client.

Yes we're unique. Yes we're innovative. But in the end it always comes down to delivering on our commitments and satisfying the needs of our clients. This is what we do.

Thank you for choosing Lakes Area Realty.

We're different.

We Promise.

Barb and Dave Palmer
Lakes Area Realty



Lakes Area Realty services all of the Twin Cities metro area and into greater Minnesota.

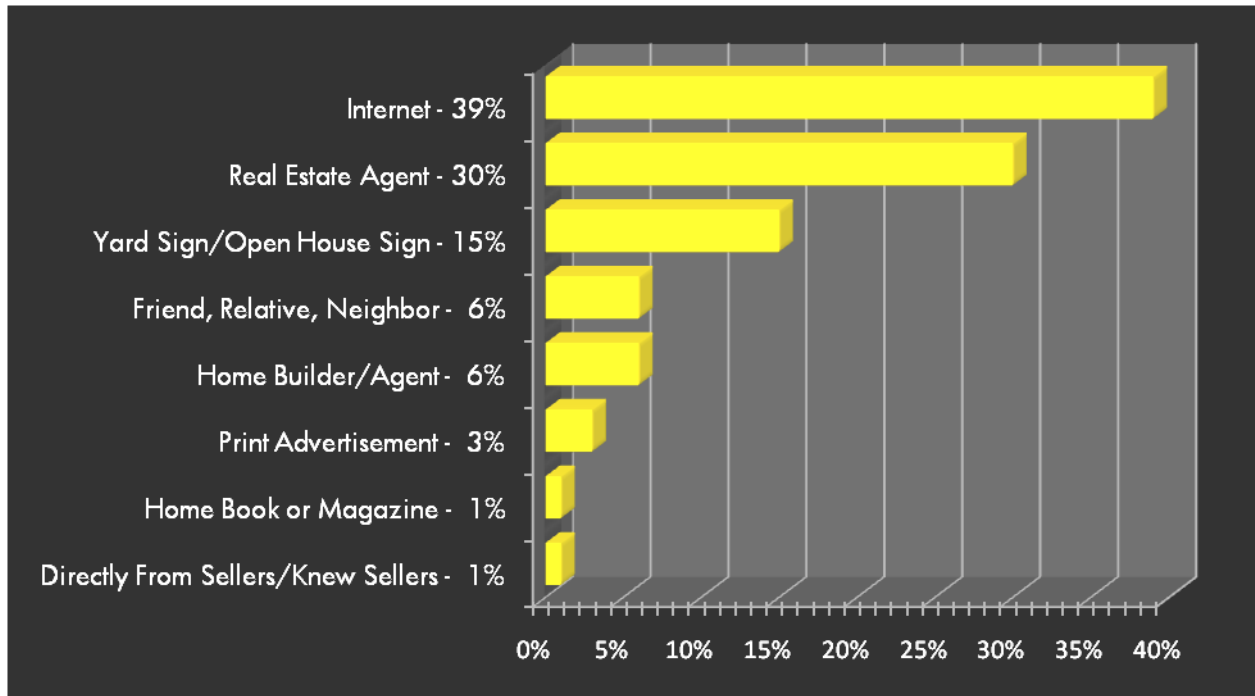


YOUR MARKETING PLAN





WHERE BUYER'S FOUND THEIR HOME



Original source: the Minnesota Association of REALTORS

- According to this Minnesota Association of Realtors survey, this is the breakdown of how buyers located the home that they purchased.
- Our marketing plan for your home will address how to reach buyers through these specific avenues and strategically focus efforts towards the most likely ways to reach these potential buyer groups.
- Our marketing plan will cover the full range of potential buyer groups but will heavily focus on the top 3 categories that account for where 84% of all buyers came from.



SETTING THE STAGE

Making sure that your home is presented in the best light possible is step number one to getting your home ready for the market. The goal of this process is to make your home a place in which prospective buyers can see themselves living.





PROFESSIONAL PHOTOGRAPHY

You never get a second chance to make a first impression. To create that best first impression we make sure that potential buyers view your home listed with numerous professional quality photographs showcasing the most desirable features of your home.





WEB MARKETING

Lakes Area Realty understands the importance of a strong web presence. More than 87% of all buyers begin their home search online. Creating a strong first impression for your home online is of the utmost importance to bring those buyers from their computer to your doorstep. With the abundance of homes on the market today, having a poor presence online leads to buyers overlooking your home or missing it altogether. While any realtor has access to tools that expose your home to the internet buyer, many realtors don't make use of them. Lakes Area Realty commits to taking that extra step to strengthen the visibility and appearance of your home online.



HIGH QUALITY PHOTOS

You never get a second chance to make a first impression. That first impression is now, more likely than ever, to be a picture of your home online. To create that best first impression we make sure that potential buyers view your home listed with numerous professional quality photographs showcasing the most desirable features of your home. These photos will also be used in your color brochures and in your print advertising.



WEB MARKETING

ON THE INSIDE: MAXIMIZING MLS

Maximizing your MLS entry is the exception, not the rule. Not all MLS entries are created equal. Making sure that your home is listed with all of your home's features and amenities (not just the minimum information requirements) is a promise we make to you.

But that is just the beginning.

There are many tools on MLS that can help market your home that aren't required and are often times underutilized or not used by agents altogether. We will use those extra tools to make sure that home gains maximum exposure. Most serious buyers will already be working with a real estate agent and most buyers working with an agent will be set up with an automatic search for them, direct from MLS, with information on active listings.

ADDITIONAL MLS POSSIBILITIES:

- Virtual Tour Link
- Photography Slide Show Link
- Property Supplement
- Feature List Supplement
- Home Disclosures
- City Inspection Report

SINGLE FAMILY RESIDENTIAL

(Red Ink and * Denotes Required Field, + Denotes Required for Comp Sold)

Address: _____

*Association Fee _____ *Association Fee Frequency _____ *Association Fee Includes (required if there is an Association Fee)
 (if separate from Assoc Fee) _____ (Choose 1 if there is an Association Fee)

Heating Electric Professional Management
 Air Conditioning Cable TV Shared Amenities
 Sanitation Water/Sewer Other
 Snow/Lawn Care Building Exterior None
 Outside Maintenance Security Staff
 Hazard Insurance Security System

ND New Development? _____ If yes, these fields required:
 DE (Multiple units included in this listing) * Total Units Available _____ * Minimum Price _____ * Maximum Price _____
 WV Yes / No _____

B Bathrooms: + Bath - Full _____ D LR _____ Level Approx Dimension _____ EX-1 _____ Level Approx Dimension _____
 D + Bath - Three Quarters _____ + Bath - Half _____ DR _____ X _____ EX-2 _____ X _____ X _____
 A + Bath - Quarter _____ System will calculate Bath-Total! FR _____ X _____ EX-3 _____ X _____ X _____
 H _____ Bath-Total! _____ B1 _____ X _____ EX-4 _____ X _____ X _____
 _____ B2 _____ X _____ EX-5 _____ X _____ X _____
 _____ B3 _____ X _____ EX-6 _____ X _____ X _____
 _____ B4 _____ X _____

LA *Lot Dimensions _____
 N Lake/Waterfront Name _____ Partial Acres _____ Trade Acres _____ Wooded Acres _____

S *Year Built _____ *Above Ground Finished Square Footage _____ *Below Ground Finished Square Footage _____ System will calculate Total Finished Square Footage _____ Foundation Size _____ *Common Wall Yes / No _____
 R *Number of Bedrooms _____ *Garage Stalls _____ Other Parking Spaces _____ Garage (Stall # by Count) _____ *Fencing Characteristics _____ *Septic _____
 T + *Stable (Choose Any 1) _____ *Amenities _____ *Staircase _____ *Chimney _____ *Cooling _____ *Deck _____ *Fence _____ *Fireplace _____ *Flooring _____ *Furnished _____ *Hardwood _____ *Hvac _____ *In-Law _____ *In-Unit _____ *Kitchen _____ *Laundry _____ *Lighting _____ *Miscellaneous _____ *New _____ *Other _____ *Patio _____ *Porch _____ *Pool _____ *Pump _____ *Ramp _____ *Roof _____ *Shed _____ *Shower _____ *Siding _____ *Sinks _____ *Stainless _____ *Stove _____ *Tub _____ *Walk-In _____ *Wardrobe _____ *Washer/Dryer _____ *Window _____ *Yard _____ *Zoning _____

Property Full Display, Single Family Residential, MLS #: 3497264

1600 Mount Curve Avenue, Minneapolis, MN 55403

Status: Active List Price: \$4,500,000 Original List Price: \$4,500,000

[More photos are available for this property.](#)
[Supplements are available for this property.](#)
[Virtual Tour](#)
[Virtual Tour #2](#)
[GEOVISTA Neighborhood Tour](#)
[Add to Watched Items](#)

Total Bed/Bath: 6/ 10 Garage: 2 Year Built: 1905
 MLS Area: 300 - MPLS - Calhoun-Isles
 Style: (SF) More Than Two Stories
 Const Status: Previously Owned
 Foundation Size: 3,566
 AbvGrdFinSqFt: 9,242
 BelGrdFinSqFt: 2,064
 Total Fin SqFt: 11,306
 Acres: 0.510

TAX INFORMATION
 Property ID: 2802924310111
 Tax Year: 2008
 Tax Amt: \$40,241
 Assess Bal: \$
 Tax w/assess: \$40,241
 Assess Pend:
 Homestead: No



WEB MARKETING

Your home will be visible on dozens of the top visited and searched websites on the internet for Real Estate. While 87% of all buyers start their home search online, local MLS sites are the most popular, with 60% of buyers starting their search there followed by Realtor.com with 48%, Broker websites with 46%, real estate agent websites with 43%, for-sale-by-owner sites with 19%, and local newspaper sites with 11%.

TOP REAL ESTATE WEBSITES

Google
Yahoo Real Estate
Aol Real Estate
MSN Real Estate
Realtor.com
Startribune.com
Trulia.com
Zillow.com
Realestate.com
Homescape.com
Craigslist
Cyberhomes.com
Vast.com
Frontdoor.com
Hotpads.com
Oodle.com
Realestateopens.com
Backpage.com
ByOwnerMLS.com
DotHomes.com
Local.com
Lycos.com
Properazzi
Clrsearch.com
Justlisted.com



LAKES AREA REALTY WEBSITES

Lakesarearealty.com

OTHER BROKER WEBSITES

Edinarealty.com
Cbburnet.com
Counselorrealty.com
Remax.com
C21uptown.com
C21luger.com
skysothebys.com
TheMLSOnline.com
ZipRealty.com
And all other reciprocity Broker/Agent sites.

ADDITIONAL WEB MARKETING POSSIBILITIES

Myspace
Facebook
Youtube
Ebay





COLOR BROCHURE

These professionally designed full color brochures featuring your complete property details and multiple color photographs will be placed in your home for potential buyers to take with them during showings and will also be on put on display in our Lakes Area Realty Offices.



Offered by:

STEVE HAVIG
 President/Broker
 Direct: 612.867.5624
 Office: 612.870.9891
 Fax: 612.870.9774

1428 W. 28th St
 Minneapolis, MN 55408

View More photos at:
www.lakesarearealty.com

\$1,795,000



2808 40TH STREET WEST - MINNEAPOLIS

BEAUTIFUL 4 BR, 5 BA COUNTRY ENGLISH ESTATE—WALK TO HARRIET & CALHOUN

Via a red clay paver sidewalk and walkway, step into this pristine home with its stunning open and voluminous main floor—ideal for entertaining or cohesive family living. The great room/living room features floor to ceiling trusses, and a gas fireplace with a raised hearth of English Tudor stone. Character black walnut floors can be found throughout the main level.

The gorgeous gourmet eat-in kitchen includes a huge granite center island, top-of-the-line appliances with custom panels, French tiles, Rohl fixtures, and you have the perfect setting for large-scale entertaining. Off the kitchen is a mud room with custom built-ins, a powder room, and a tranquil stone patio that overlooks the backyard.

A guest bedroom and bath with hexagon Carrera marble floors completes the main level.

A custom wrought iron staircase leads to the master suite, two junior suites (each with full private baths), a charming balcony with an office/resource center, and a large laundry room with Bosch appliances and granite countertops.

The 2150 square foot unfinished lower level, with its 8.5 foot ceilings, has great potential as a billiards room, red room, exercise room and storage area.









MAIN LEVEL	ROOMS/FEATURES	FEATURES/PROPERTY INFO
Living Room.....	Bedroom 4 with Bath.....	Huge closet with custom organizers
Dining Room.....	Laundry.....	Beautiful landscaping
Foyer.....	Loft/Media Room.....	3-car attached garage
Eat-In Kitchen.....		In-ground sprinkler
Walk-In Pantry.....		In-floor heating on basement level
Mud Room.....		Total Finished Square Feet.....
Patio.....		Year Built.....
Bedroom 1.....		2008 Taxes.....
3/4 Bath and Powder Room.....		
UPPER LEVEL		
Master Bedroom with Bath.....		
Bedroom 3 with Bath.....		

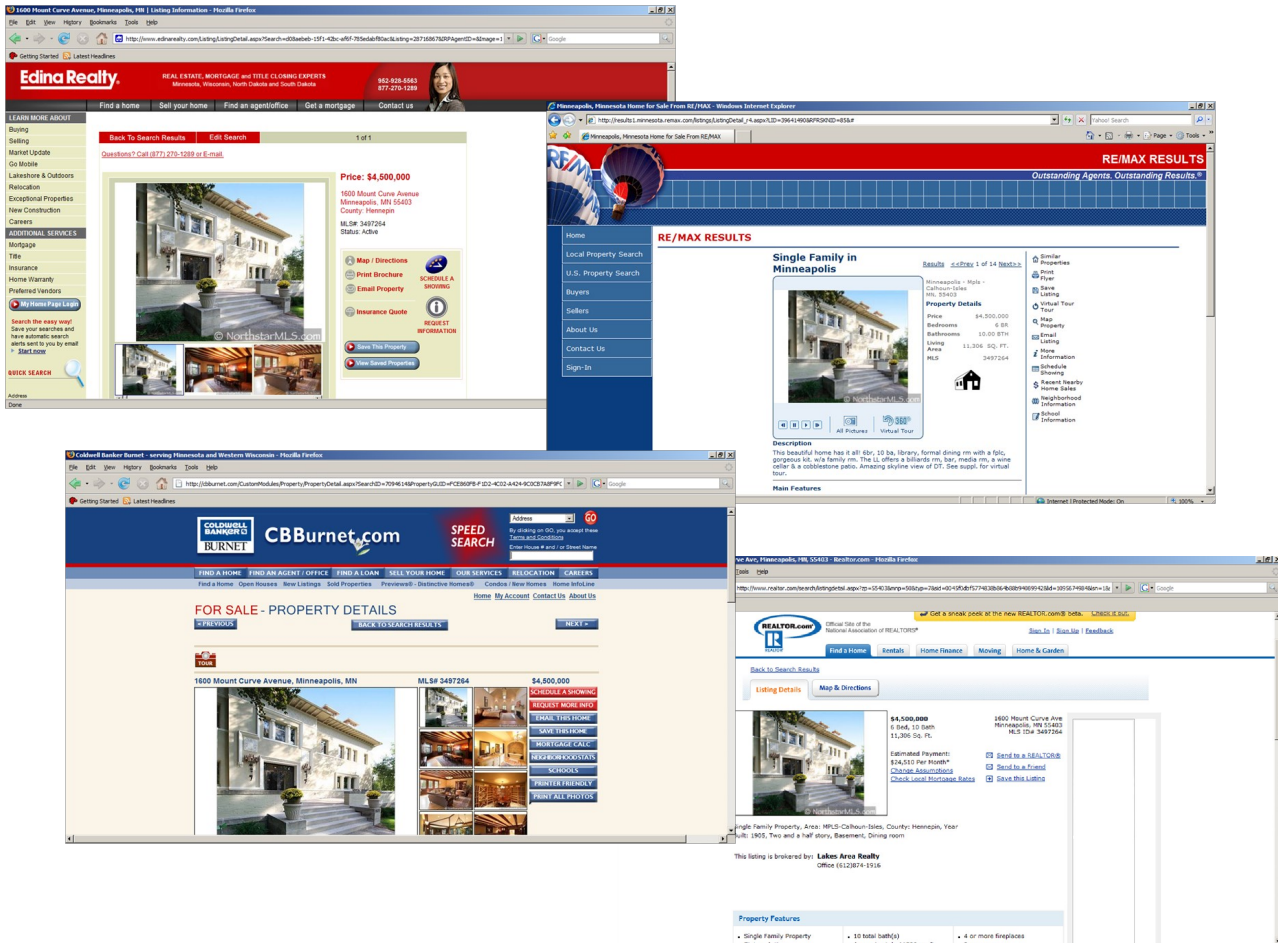


BROKER RECIPROCIITY

Not only does Lakes Area Realty promote your home on its own website, we also provide exposure through other major real estate websites. When you list with us, your home is shown on Realtor.com, Coldwell Banker Burnet, Edina Realty, RE/MAX, the Multiple Listing Service and other agencies participating in a program called broker reciprocity.

Lakes Area Realty participates in Broker Reciprocity by showing other agency listings through its own website. In return, these national real estate agencies share your home with prospective buyers in their search results.

When you list with Lakes Area Realty, you get the exposure offered by large real estate agencies but the personal attention that is unique to an agency that knows your neighborhood values and your business.





MARKETING PLAN - FOR YOUR HOME

Pre-Market

We will promote the sale of your home with our extensive sphere of friendly competitors at Coldwell Banker Burnet, Edina Realty, Re Max and other agencies. Our outreach will make your home familiar to the area's leading sellers of similar properties before it goes on to the MLS. Sometimes buyers of exquisite properties are enticed by the opportunity to see a property that has not yet "gone on the market".

Internet

Your internet exposure begins with the local MLS, but it doesn't end there. Through Broker Reciprocity, your home will appear to buyers who search any major real estate website in the Twin Cities. Regardless of whether a buyer starts their search on the MLSOnline, Realtor.com, Coldwell Banker Burnet, Edina Realty, Re Max, Trulia, Zillow, or any other brokers, your home will appear in their search results. This powerful marketing tool reaches across the country by including your home in the search results of Realtor.com, the nationally recognized website for finding properties. In addition to this broad internet exposure, your home will be featured on the Lakes Area Realty website and MplsEdinaHomes.com.

Broadcast E-mail

We will design an e-mail piece to go out to over 570 top agents and clients in the metro area.

Print Advertising

Development of Brochure

Event Marketing

Realtor Open House

Neighborhood Open House



MARKETING PLAN TIMELINE

- Truth in Housing Inspection
- Staging Consultation/Evaluation
- Property Information Collection
 - Previous listing data
 - Tax Records
 - Home Measurements
 - Disclosures
 - Home feature bio/Ad copy
- Professional photography
- Virtual tour
- Home Book
- Color Brochures
- MLS Listing
- Realtor.com listing on Enhanced Web Page
- Text message information on Sign in front of home

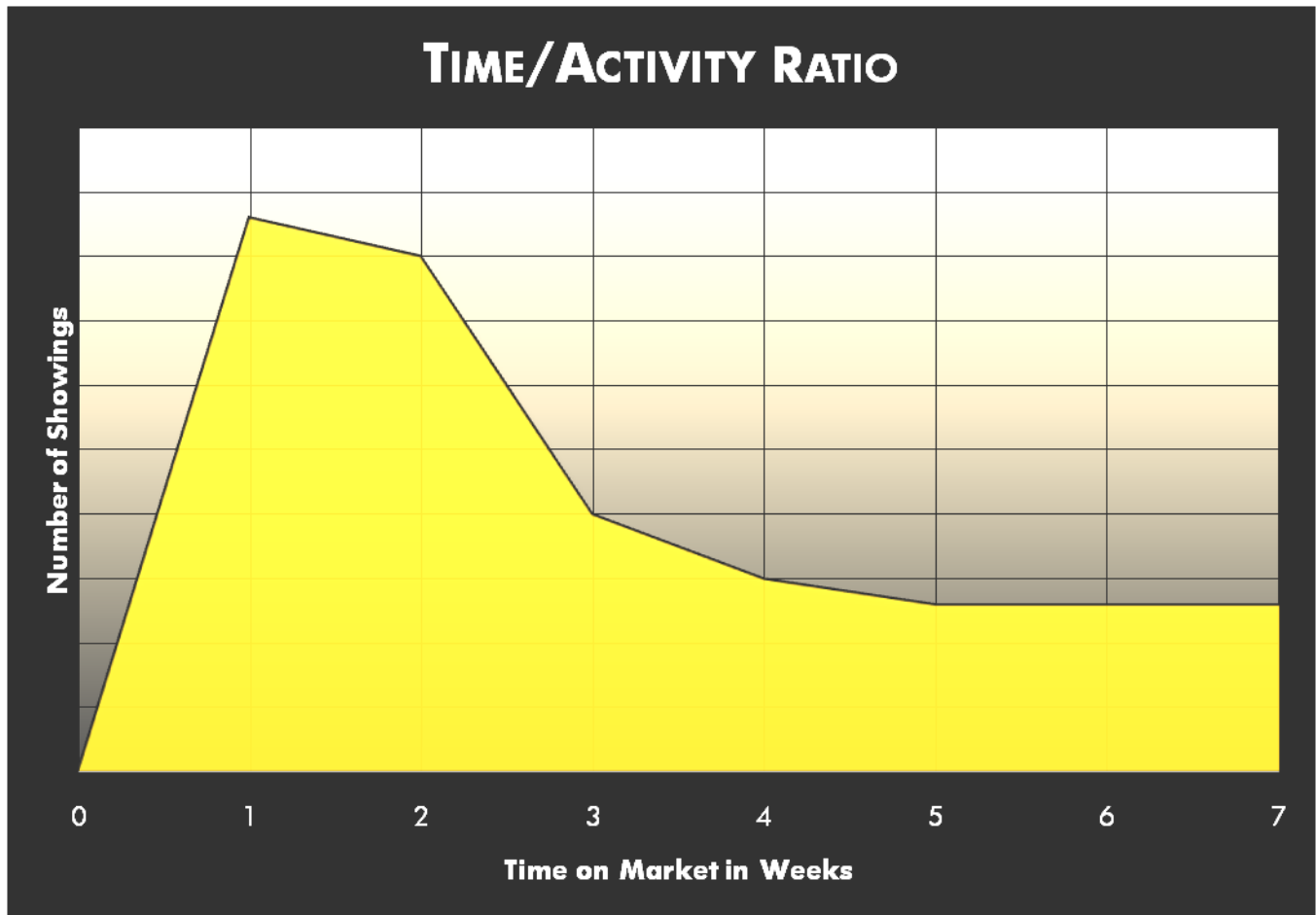


MARKET STATISTICS



TIME/ACTIVITY RATIO

Pricing your property competitively from the start will generate the most activity among brokers and buyers.

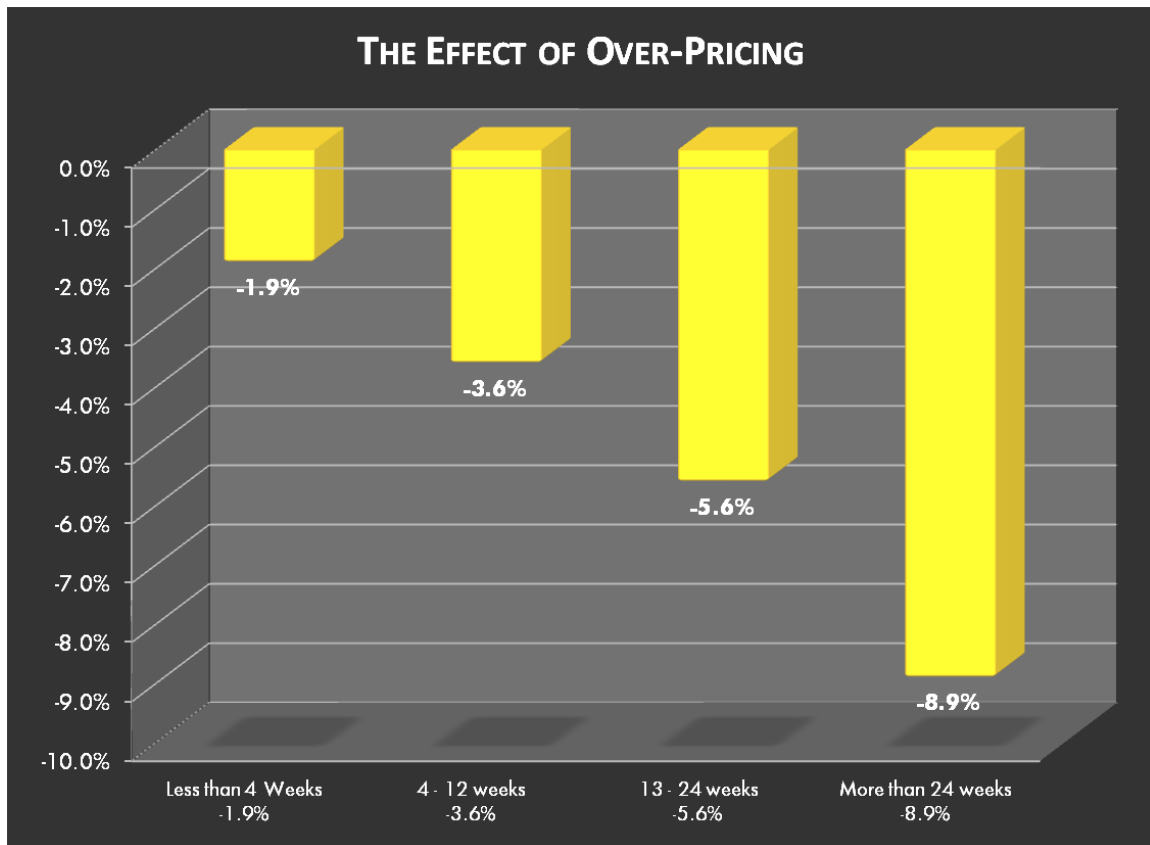


- A property generates the most interest among brokers and buyers when it first goes on the market.
- Starting too high and dropping the price later misses the excitement and fails to generate as much activity
- The number of showings is greatest during this time - if it is priced at a realistic market value.
- It may even become necessary to drop the price below market value to compete with new, well-priced listings.



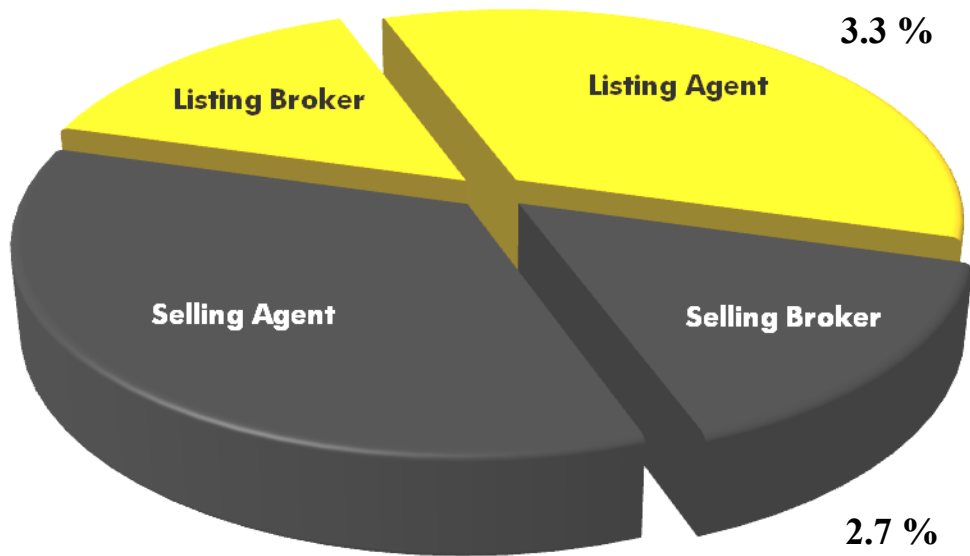
THE EFFECT OF OVER-PRICING

The buying market has a short attention span. This graph illustrates the difference between the asking and selling prices as time increases. Pricing your home correctly the first time attracts enough interested buyers to get an offer before the market moves on to newer listings.





DIVIDING UP COMMISSION



After a successful sale of your property, the real estate commission is shared among all who assisted in this important transaction. Generally, the commission is divided four ways: to the listing broker, the listing agent, the selling broker and the selling agent. In recognition of the important roles each played in the sale of your property, each is compensated by a percentage of the commission.



CLOSING COST EXAMPLE

1. Selling Price	\$300,000.00
2. Present Mortgage	\$150,000.00
3. Interest Adjustment (8%)	\$1,000.00
4. Mortgage Payoff Courier Fee	\$35.00
5. Special Assessment Search.....	\$30.00
6. Brokerage Fee (6%)	\$18,000.00
7. Closing Service Fee (approx. \$325-\$395).....	\$395.00
8. Broker Administrative Fee	\$295.00
9. State Deed Tax (\$3.30 per \$1000)(Henn. Co. \$3.40 per \$1000).....	\$990.00
10. Abstract (\$175-\$350); RPA fees (\$125-\$150).....	\$250.00
11. Recording Fee (approx. \$85-\$100).....	\$100.00
12. Home Warranty (optional)	\$395.00
13. Conservation Fee (\$5-\$10).....	\$5.00
 Total Estimated Closing Fee Costs (on a \$300,000 selling Price).....	 \$21,165.00

We will develop a confidential Net Sheet for the sale of your home using information specific to your home and your situation.

A yellow line-art illustration of a house with a chimney emitting smoke, positioned behind the main title. Below the house are several wavy lines representing water.

ADDITIONAL INFORMATION



Home Inspectors:

PRO HOME INSPECTIONS
MARK FELION
651-690-5463

URBAN BUILDING INSPECTORS
MIKE MIRANDA
952-212-6266
MIKE@URBANBUILDINGINSPECTORS.COM

Heartland Inspections
vicki@heartlandinspections.com



DON'T FORGET TO:

- Cancel or Transfer deliveries, newspaper, garbage collection, etc. Coordinate the transfer of electric, phone & cable (when not handled by the title company) with the next occupant .
- Check on personal items that might be at the photo shop, bank, safe deposit box, a neighbor's house, on lay-away or in the repair shop (i.e., shoe repair, jewelry store, small appliance repair or a dressmaker/tailor).
- Save the association directory for tying up loose ends or future correspondence.
- Transfer Insurance policies or arrange for new policies.
- Gather all valuables, jewelry, important papers (birth certificates, deeds, documents) to take with you personally.
- Get refunds from your present utility and phone companies
- Appraise valuable items such as antiques, art pieces, etc.
- Change these addresses:
 - Post Office
 - Charge Accounts
 - Subscriptions (at least 4 weeks in advance)
 - National and Alumni organizations
 - Past employer in order to receive your W-2
 - Mail order clubs (books, tapes, catalogues)
- Save old address labels to speed up your change of address forms.



IMPORTANT CONTACT INFORMATION

MOVE RELATED NUMBERS:

Anoka County	763-422-7350
Anoka Electric	763-323-2630
Carver County	952-361-1500
Chisago County	651-257-1300
Comcast	800-266-2278
Dakota Electric	952-463-7134
Direct TV	888-795-9489
Dish Network	888-825-2557
Drivers License Info	612-348-8240
Dakota County	651-437-3191
Frontier Electric	952-953-3100
GTE Telephone	800-483-4400
Hennepin County	612-348-3000
Mpls City Hall	612-673-3000
Mpls Water Dept	612-673-1114
Qwest Telephone	800-244-1111
Ramsey County	651-266-8500
Centerpoint Energy	612-372-4664
Scott/Rice Telephone	952-447-2172
Scott County	952-496-8100
Sprint Telephone	800-788-3500
St Paul City Hall	651-266-8500
Voter Registration	612-348-5151
Washington County	651-439-3220
Wright County	763-682-3900
Xcel Energy	800-895-4999

SPORTING EVENTS

St. Paul Saints Baseball	651-644-6659
Timberwolves Basketball	612-673-1300
Twins Baseball	612-375-1366
Vikings Football	612-333-8828
Wild Hockey	651-222-9453
U of M athletics	612-824-8080

CULTURAL ATTRACTIONS:

MN Children's Museum	651-225-6000
Guthrie Theater	612-377-2224
Mpls Institute of Arts	612-870-3131
MN Chamber Orchestra	651-291-1144
MN History Center	651-296-6126
MN Orchestra	612-371-5656
Ordway Music Theater	651-224-4222
Science Museum of MN	651-224-9444
Walker Art Center	612-375-7622
Weisman Art Museum	612-625-9494

OUTDOOR RECREATION:

Como Zoo	651-487-8200
Fishing & Hunting	651-296-5029
Minneapolis Parks	651-266-6400
MN Dept. of Tourism	651-296-5029
Minnesota Zoo	952-432-9000
Valley Fair	952-445-7600

OTHER NUMBERS:

Better business Bureau	651-699-1111
Day Care Association	612-341-1177
Dental Society	612-332-0443
Emergency	911
Hennepin County Library	952-897-8500
Information	411
Mpls Chamber of Com.	612-370-9010
Mpls Public Library	612-630-6000
MTC Bus Info	612-373-3333
Road Conditions	800-542-0220
Mpls Star Tribune	612-673-4343
St. Paul Pioneer Press	651-222-5011
St. Paul Public Library	651-266-7000
St Paul Chamber of Com.	651-223-5000