SARAH BERNARD
REALTY TEAM
Powered by RedKey Realty Leaders

SELLER'S GUIDE

OUR MISSION

Our philosophy is simple:

CLIENTS COME FIRST

We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We believe that if you're not left with an amazing experience, we haven't done our job.

We don't measure success through achievements and awards,
but through the satisfaction of our clients.

ABOUT

SARAH BERNARD
REALTY TEAM
Powered by RedKey Realty Leaders

We understand that buying or selling a home is more than just a transaction: it's a life-changing experience. That's why our real estate team is dedicated to providing exceptional, personalized service for all of our clients. We take great pride in the relationships we build and will always work relentlessly on your behalf to help you achieve your real estate goals.

THE SARAH BERNARD REALTY TEAM

Sarah and her team are among the very top Realtors in the area who have helped hundreds of buyers and sellers achieve their dream of luxury living. Sarah is a lifelong resident of St. Louis and she brings a superior marketing and business background to all of her real estate dealings. But top-notch customer service is what really sets Sarah and her team apart. When you work with the Sarah Bernard Realty Team, you get Sarah plus the whole team that stands behind her: marketing specialists, administrative support, and buyer specialists, all here for you. Phone calls get returned. Emails get answered. Texts get replies. Fast. That's the benefit of a team approach.

Sarah's personal mission is to provide unparalleled assistance to her clients, which is why she's brought together a team of skilled professionals who have a singular focus: you. Whether you are ready to sell your current house, are looking for the perfect next home or even a weekend vacation home or investment property, Sarah and her team will create a professional marketing plan for your home — including pricing, staging and the best online presence — with the objective of a quick and efficient sale. If you are in the market for a new home, we'll look at trends, neighborhood comparables (comps) and sales history on the home of your choice so that, together, we can negotiate a successful purchase.

Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With their extensive knowledge and commitment to providing only the best and most timely information to their clients, Sarah and her team are your go-to source for real estate industry insight and advice.

The Sarah Bernard Realty Team specializes in the central-corridor neighborhoods from the Central West End to Lake St. Louis, as well as in weekend homes at Innsbrook Resort. Additionally, we are global and will work with you and our referring agent team, on any purchase or sale throughout the world. Please don't hesitate to contact us for a free consultation about these or any areas.

OUR SERVICES

WHAT WE PROVIDE

The Sarah Bernard Realty Team acts as a trusted partner and friend during your real estate experience. We strive to provide unparalleled assistance to our clients, whether you are ready to sell your current house, looking for the perfect next home or even a weekend vacation home or investment property. We are happy to offer you a free consultation anytime to discuss your interest in buying or selling a home.

TERRITORY EXPERTISE

Our team specializes in the Central Corridor neighborhoods of St. Louis and in weekend homes at Innsbrook Resort. Sarah Bernard is a Certified Luxury Home Expert with the International Luxury Home Institute and a Certified Resort and Second Home Specialist with the National Association of Realtors.

MARKETING

After meeting and deciding to move forward, we will create a professional marketing plan for your home -- including pricing, staging, any improvements or maintenance needed and the best online presence -- with the objective of a quick and efficient sale. If you are in the market for a new home, we'll analyze your needs along with current trends, neighborhood comps and sales history on the home of your choice and together negotiate a successful purchase.

OUR SERVICES

CLIENT CARE SERVICES

The advantage to working with a team is the high level of support. And we have some of the best support in the industry. You'll be provided with steady communication, dependable information regarding the housing market and the expertise to provide a smooth and effortless transaction. From our first conversation to long after your closing, we will be your go-to resource for anything home related.

VIP PROGRAM

Once you become a client of the Sarah Bernard Realty Team, you are part of our VIP Program. Every client, no matter where in the buying or selling process they may be, receives personal and regular communication by our team. As a VIP, you will have weekday access to a notary located in our office; use of conference rooms, office services such as copying and faxing; personal invitations to our special events such as our Movie Day; holiday treats such as Thanksgiving pumpkin pies, client parties and more!

We feel honored you have chosen us to walk you through this process.
As a small business, your loyalty means the world to us.
We look forward to working with you!

FRONTENAC

CHESTERFIELD

REDKEY REALTY LEADERS

The Sarah Bernard Realty Team's Brokerage

REDKEY REALTY LEADERS

is a group of experienced and passionate real estate professionals who use high-tech and high-touch services to provide excellent *servant leadership* to our clients. We are dedicated to our people, our profession and the wonderful community of St. Louis!

OUR BUSINESS

RedKey is the only *independent real estate brokerage* in the top 10 in market share in the St. Louis area. **RedKey has consistently and significantly out-performed the market in both closed sales volume and days on market.** Our agents' abilities to help buyers and sellers reach their goals has helped us become the fastest growing brokerage in St. Louis.

Named a Top Workplace by the our agents via the St. Louis Post-Dispatch we are proud to attract top producing agents who are committed to their clients and the community in which we all live and work.

OUR OFFICES

With our two central offices located in Frontenac and Chesterfield, we are able to serve St. Louis and the surrounding areas including, but not limited to, the communities of Brentwood, Central West End, Clayton, Des Peres, Kirkwood, Ladue, Sunset Hills, Town and Country, University City, Webster Groves, Lake St. Louis, Innsbrook and more.

MEET THE TEAM

Sarah Bernard | *Luxury Home Realtor,* sarahsbernard@gmail.com

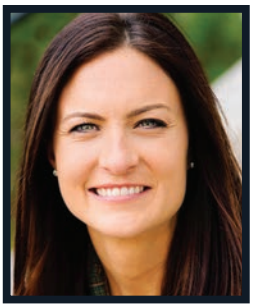
Sarah was named a "rookie of the year" by the Women's Council of Realtors in her first year of business, and she has seen impressive growth in sales volume every year since.

- Nationally Certified Luxury Home Expert with the International Luxury Home Institute.
- Nationally Certified Resort & Second Home Specialist.
- Executive MBA from Washington University.
- Creator of a lucrative real estate investment and property management business.
- Host of STL TV Live, a weekly television show featuring current events and business in the area.

Ed Kidd | *Realtor, Sales Specialist,* ed.kidd@redkeystl.com

Ed is a master at knowing the available inventory in the market place and doesn't shy away from negotiating tough building inspections. He goes to bat for his clients who love him for his relaxed and calm demeanor.

- Specialist in St. Louis City properties and Innsbrook vacation homes.
- Raised in Central Illinois but now calls St. Louis home.
- University of Illinois.
- Likes to escape to the park with his dog, Josie.
- Local craft beer enthusiast and Cardinals fan for life.



Jamie Gilman | *Realtor, Sales Specialist,* jamiegilman@me.com

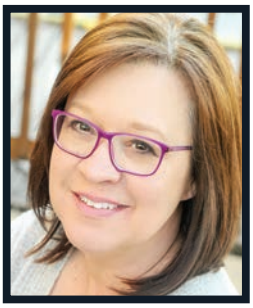
Jamie is dedicated to finding just the right home for you with her keen eye and thoughtful approach. Contact her to find your dream home!

- Accredited Buyer's Representative.
- Investor with valuable experience buying, rehabbing and managing rental properties in St. Louis.
- BA in Art and Graphic Design from Principia College.

Nichole Curry | *Realtor, Sales Specialist,* nichole@redkeystlouis.com

Utilizing her skills as a real estate investor with experience in marketing, buying, renovating and managing rental properties, Nichole goes the extra mile to assure her clients are protected and cared for.

- Master's Degree in Marketing/Advertising and Management.
- Great reputation for fantastic customer service.
- Member of the Board of Directors at the Children's Miracle Network of Greater St. Louis.
- Loves to travel and read -- favorite place she's visited so far is Aruba!



Pam Eder | *Client Service Manager,* sbrealty.pam@gmail.com

Previously a licensed agent but now enjoying working behind the scenes, Pam is familiar and comfortable with the ins and outs of the industry. Pam specializes in our for-sale listings and vacation reservations.

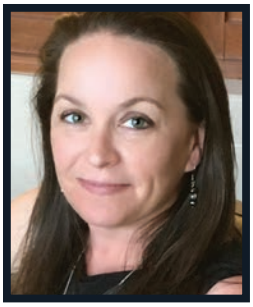
- 20 years of experience flipping homes, owning rental properties, and working as a licensed real estate agent and client service manager.
- Excellent at multi-tasking, planning and organizing.
- Avid animal lover, especially to her pups Cooper, Evie, Penny and her kitty, Mixy.

MEET THE TEAM

Amy Bange | *Client Service Manager,* sbrealty.amy@gmail.com

Amy conducts many of the property management services that we provide, hiring contractors for our clients and providing concierge services to our Innsbrook Resort clients.

- Her love for nature and the outdoors makes her the perfect client service manager for our Innsbrook vacation rentals.
- Assists all of our buyers and sellers.
- A music lover who attended the UMKC Conservatory of Music and traveled the country with her band, performing in 27 states.



Jessica Norton | *Client Liaison,* sbrealty.jessica@gmail.com

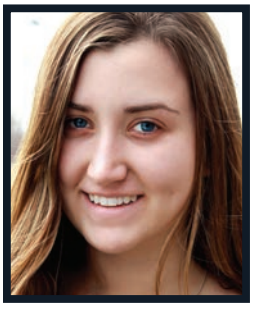
She works with our buyers and sellers throughout their real estate journey, enhancing our client's experience and supporting them from beginning of the process to beyond closing.

- Has moved around throughout her life while growing up in a military family so she understands the logistics of it all, including packing.
- CASA volunteer for the 11th Judicial Circuit Court of St. Charles County.
- Loves to garden and is a professional massage therapist.

Shana Karls | *Transaction Coordinator and Licensed Agent,* shana@klosingkonnection.com

Shana serves as the closing coordinator for all our transactions and is well equipped to handle each side from contract-to-close.

- Serving over 20 years in the real estate industry.
- Lead agent and owner of Klosing Konnection.
- Ensures a smooth and successful closing for our clients, working closely with our team on the transaction, including working with the title company and outside repair companies.



Maddie Osborne | *Intern,* sbrealty.maddie@gmail.com

Maddie has been a valuable part of our team since her sophomore year of high school. She assists with data analysis of our business and provides behind the scenes marketing support.

- Attends St. Louis University with a focus in Real Estate and Business.
- The youngest person on our team to get a real estate license.
- Calm, cool and collected - perfect for a busy real estate office.

OUR LISTING PROMISE

We've prepared this guide to provide insight into the selling process and answer frequently asked questions. We're delighted to begin this journey with you. Let's get moving!

THE BASICS

- A dedicated agent with a full team of associates to assist with pricing and market research.
- Recommendations by our professional team to best prepare your home for market.
- Outsourcing repairmen, cleaning crew, stagers, etc, as needed.
- Home warranty company recommendations and ordering as needed.
- Weekly check on your home if it is not occupied.
- Weekly check-in email or phone call from the Sarah Bernard Realty Team with a listing and showing update with survey.
- Professional negotiation of all contracts and inspection notices.
- Scheduling of bids for repairs with follow up as needed.
- Lock boxes for agents and repairmen.
- Seamless work with title company for ease of closing.
- All closing paperwork and statements reviewed for accuracy.

FACTORS IN PRICING YOUR HOME

- Location: where your home is located may be the single most important factor when determining the value of your home.
- Condition: affects how quickly your property will sell.
- Square Footage: Establishing the correct price per square foot helps ensure a quick sale for your home.
- Competition: buyers evaluate your home against others they deem comparable.
- The Market: the real estate market is always changing and these changes may affect property values.
- A flexible marketing plan will help prepare you and your home for sale.
- A home attracts the most excitement and interest when it's first placed on the market.

HOW WE MARKET YOUR PROPERTY

- Price your home strategically.
- High quality, professional photography and/or videography.
- Featured on the Multi-Listing Service (MLS); RedKey Realty Leader's website; SarahBernardRealEstate.com.
- Professional marketing materials including flyers, postcards and brochures.
- Advertising in select publications including Town & Style, The South County Times and The Webster Kirkwood Times.
- On-line advertising on Zillow, Trulia, Instagram, Facebook and Google search engine optimization.
- Open houses.
- Email campaigns and postcard mailings to targeted lists.
- Cross promotion with other RedKey Realtors.
- Marketing to a highly targeted list of top Realtors and Buyers.
- Listing syndication to give your home maximum exposure on the internet including the most popular home search sites.

Please be sure to ask for references or referrals if you would like to talk to other past and current clients about our services and the sale process.

We are so excited you are listing your property with the Sarah Bernard Realty Team. Our team is focused on bringing you the energy, resources and skills needed to sell your home. We understand that buying or selling a home is more than just a transaction; it's a life-changing experience. That's why our team is dedicated to providing you with exceptional, personalized service. We take great pride in the relationships we build and always work relentlessly on your behalf to help you achieve your real estate goals.

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GETTING YOUR HOME READY

SELLER PITFALLS TO AVOID

- Pricing incorrectly. This is the number one mistake sellers make. It's important to price a home correctly from the beginning when buyer interest is at its highest.
- Failing to take the first offer seriously.
- Using a "hard sell" during showings.
- Over-improving the home prior to sale.
- Not knowing your rights and obligations.
- Limiting the marketing and exposure of the property.
- Choosing the wrong Realtor or choosing a Realtor for the wrong reasons.

EXTRA SERVICES WE CAN COORDINATE

- Home warranty coverage for seller and 1 year coverage for buyer (highly recommended for some listings): $475-525, paid at closing to the warranty company.
- Housekeeper services: $25-50/hour.
- Repairmen: as billed (approximately $50/hour depending on services provided).
- Office Staff to meet repairmen or to provide other services on request** (such as quick clean up; watering flowers, sweeping front walks, etc): $35/hour.
- Home Organizers: as billed (approximately $50-75/hour).

HOW YOU CAN HELP US

- We ask you to organize your home and clear off surfaces; please follow our Seller's Checklist to have your home ready for photographs and showings.
- Though optional, we may suggest getting an appraisal and/or a pre-listing inspection of your home to make sure it is priced right and repair-free when we go to market.
- Once we go to market, you will receive showing notices for your home by text and email; please let us know if you cannot accommodate the requested times as soon as possible after receiving notices.
- Please let us know if you will be out of town or if any of your plans affect our ability to show your home.
- Please treat our team with kindness and respect; we are all working towards the same goal!
- Please respect our evening and weekend time but know that we are always available to help you on your schedule; we maintain regular office hours of 9-5 Monday through Friday and are available as needed outside of regular office hours.
- Please allow us to make recommendations on the marketing of your home. Our goal is to have your property under contract within 6 weeks. After 3 weeks, we will suggest a price adjustment and again every 2 weeks after that.

DIY HOME IMPROVEMENTS	ESTIMATED COST	ESTIMATED BENEFIT	ROI	RECOMMENDED
Clean & De-Clutter	$209	$1,990	586%	99%
Lighten & Brighten	$375	$1,550	313%	97%
Styling	$550	$2,194	299%	80%
Landscaping	$540	$1,932	258%	93%
Repair Electrical & Plumbing	$535	$1,505	181%	92%
Replace or Shampoo Carpets	$647	$1,739	169%	98%
Kitchen & Bathroom	$1,265	$3,435	172%	75%
Repair Floors	$931	$1,924	107%	93%
Paint Interior	$1,012	$2,112	109%	96%
Paint Exterior	$1,467	$2,222	51%	81%

A SELLER'S CHECKLIST

TOP DIY HOME IMPROVEMENTS FOR SELLERS

- ☐ Landscape your outside entrance and add a new welcome mat.
- ☐ Fresh, bright light bulbs throughout.
- ☐ Paint with warmth.
- ☐ Clean up your kitchen including pantry and cabinets.
- ☐ Refresh your bathroom(s).
- ☐ Clean the floors.

FIRST IMPRESSION CHECKLIST

Exterior and Curb Appeal

- ☐ Manicure landscaping: mow, edge and water lawn, trim hedges, weed and fertilize flowerbeds, prune trees.
- ☐ Keep driveway clean and free of parked cars, close garage door.
- ☐ Repair or replace loose or damaged roof shingles.
- ☐ Minimize cracks or crumbling on walkways, walls or steps; keep them free of obstructions.
- ☐ De-clutter; make sure that from the street, your property appears clear.
- ☐ Inspect appearance of interior window coverings from the curb.
- ☐ Take steps to eliminate rodents or pests.
- ☐ Pick up after your pets.

Make the Interior Warm and Inviting

- ☐ Subtle scents of potpourri in bedrooms or baths and fresh baked cookies or cinnamon can make your home more inviting.
- ☐ Keep an attractive set of towels in each bathroom for showings.
- ☐ Clean and remove clutter from all rooms of the house.
- ☐ For a sleeker, more spacious look, consider placing some furnishings from crowded rooms in storage.
- ☐ Clear kitchen counters of everything except for a few pretty items.
- ☐ Keep closets, cupboards and even the attic orderly.
- ☐ Repaint or clean/replace dingy, soiled or strongly colored walls and floor coverings with light, neutral shades.
- ☐ Repair dripping faucets, burnout light bulbs and cracked windowpanes.
- ☐ Repair cracks, holes or damage to plaster, wallboard, wallpaper and tiles.

SUCCESSFUL SHOWING AND OPEN HOUSE CHECKLIST

General Preparation

- ☐ Clean and remove clutter from all rooms of the home.
- ☐ Open drapes and light lamps.
- ☐ Fill candy dishes and put out fresh flowers.

Bedrooms

- ☐ Make the beds, put away clothes and toys.
- ☐ Turn the blinds so slats are uniformly open and turn on the light.

Bathrooms

- ☐ Put out a clean hand towel, fresh soap and clean soap dish.
- ☐ Put toilet lid down.
- ☐ Potpourri can provide a nice site and scent.

Kitchen

- ☐ Put away all dishes and utensils and discreetly conceal countertop articles.
- ☐ Simmer a few drops of vanilla on the stove for a relaxing fragrance.

Dining Room

- ☐ Arrange inviting centerpiece and turn on lights/chandelier.
- ☐ Consider setting the table with fine china/linen.

Living Room/Family Room/Den

- ☐ Straighten pictures on the wall and wipe all tabletops.
- ☐ Fluff and arrange couch cushions and throw pillows.
- ☐ Dispose of newspapers and drink containers.
- ☐ Light fireplace in winter.

TEAM FAQs

Are you full-time or part-time agents?

Our Buyer Specialists are full-time agents with a full-time support staff.

Will you be serving us personally or will we be working with your assistants?

Both! To make sure you get the attention you need, you'll have access to your agent and the entire team.

How many other clients are you currently serving?

At any given time, Sarah's team is working with approximately 25 buyers and sellers. We strive to prioritize each client's needs daily.

How quickly do you respond to phone calls?

All phone calls and emails are answered promptly during business hours, and you will have your agent's mobile number to reach them on weekends as needed.

How many homes have you sold in the past 12 months?

Sarah and her team are among the top agents in the area, closing over 100 homes annually. It's important to us, though, to never be too big or too busy to provide exceptional service.

What if I change my mind or plans change?

Although we hope this doesn't happen, our entire team starts preparing and marketing your home as soon as the listing agreement is signed by you. If you decide to cancel your listing after you've signed an agreement with us, just let us know. Based on average expenses of agent time, staff time, professional photography, stylist, etc. our cancellation fee is $750 before the listing is live on the MLS or $1500 after it is on the MLS. Suspending a listing for a period of time (up to 60 days) is never a problem and there is no charge to do this; we will work with you to determine the best time to re-market your home.

TESTIMONIALS

"Sarah worked very hard to help me find the perfect house. Even though she has many clients, Sarah made me feel as if I was her only client. When issues arose in the selling of my home in Atlanta, Sarah worked with my agent there to help complete the sale of my home. She has a vast community of contractors and other very helpful contacts to get you started in your new home. Sarah made my home buying experience an easy and exciting time. I highly recommend her for your home buying or selling needs!!"

-**JIM,** *Buyer*

"Sarah worked very hard to get my house sold and get me a good price in a timely manner. She used the latest technology to advertise and assertively contacted other agents to get my home in front of them. She followed up on EVERYTHING, especially after a showing. She addressed issues that came up in the feedback and worked with me to make needed changes to make the home more appealing to buyers. Sarah is conscientious, a trait that is hard to find in a real estate agent."

-**DIANNE,** *Seller*

"We are so grateful we found Sarah to help guide us through this adventure. She was spot-on in finding us exactly what we were looking for. She listened to us, paid attention to our wish list and found properties she knew would fit the bill. We highly recommend her to anyone in the St. Louis area, or Innsbrook. We couldn't have been treated better and plan to call her again when the time comes!"

-**JULIE,** *Buyer*

"Jamie was wonderful through every step of the way of our home search! We did not live in St. Louis while searching for a home so we needed a lot of help touring homes remotely, getting details, looking into neighborhoods, etc. and since we also had a newborn, our schedule was not that easy to deal with. Jamie helped us with everything. She was always available, any time of day, any day of the week, and did everything with a smile and great attitude. We would warmly recommend Jamie to anyone looking for a home."

-**ASHLEY,** *Buyer*

"Ed is a delight to work with; he doesn't act pushy or act like a know it all, he IS knowledgeable and does offer insight but also allows you the ability to ask questions, which to us, was extremely important. He's prompt, and courteous, never rude and he's fun! I'd recommend him to anyone."

-**BRENDA,** *Buyer*

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