

FROM LISTED TO SOLD

THE ULTIMATE HOME SELLER'S GUIDE



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Welcome Letter

Dear Homeowner,

Thank you for the opportunity to introduce myself and share how I can help you with the successful sale of your house: to maximize the profit, sell within a desired timeframe, and minimize the hassle associated with the sale.

My name is *Mayia Lysenko*, and I'm a dedicated real estate broker with over 16 years of experience in Real Estate. As the Real Estate Broker of *Illinois Residential Homes Realty*, my mission is to provide the kind of personalized service and strong results that homeowners truly deserve - get house sold fast and for top dollar.

I understand that selling a home is more than just a transaction—it's a major life decision. That's why I take a specialized, consultative approach: I listen carefully to your needs, provide honest guidance, and work tirelessly to market your home effectively, negotiate skillfully, and deliver top-dollar results.

This Pre-Listing Package was designed to give you a clear picture of my services, powerful marketing strategy, and what to expect throughout the process. My goal is to make sure you feel confident, informed, and supported every step of the way.

Please take a few moments to review the enclosed information. When you're ready, I'd love to sit down together to discuss your goals, answer your questions, and create a personalized plan to sell your house. I look forward to working with you and earning your trust.

Warm regards,

Mayia Lysenko

Managing Broker / Realtor

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"We Sell Your House In 29 days Or Will Do It for Free."



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About Illinois Residential Homes Realty

About Illinois Residential Homes Realty

Boutique Real Estate Brokerage: A Listing Service Overview

What You Can Expect From Our Boutique Brokerage

1. Personalized, One-on-One Service

You'll never be "just another listing." Every client receives direct attention and guidance from Mayia Lysenko, managing broker/realtor. You benefit from the consistency, care, and accountability that only a boutique environment provides.

2. Hyperlocal Market Knowledge

We specialize in residential sales throughout surrounding South, South West, West Suburban neighborhoods. Our insight into local market shifts, buyer preferences, and pricing trends ensures you stay ahead of the competition.

3. Customized Marketing Plans

From luxury-style brochures to drone footage, social media ads, and just-listed campaigns — every listing is uniquely positioned to attract the right buyers. Our 16-point marketing system is designed for maximum exposure and faster closings.

Our Mission

To help homeowners and buyers achieve their real estate goals with confidence by providing professional guidance, customized marketing strategies, and unwavering client support — every step of the way.

We believe that every client deserves transparency, loyalty, and a results-driven experience tailored specifically to their needs.

Our Vision

To be the most trusted and service-driven residential real estate brokerage in the South, West Suburbs of Chicago — known for our dedication to personalized client care, local expertise, and exceptional results.

Our Core Values

1. Integrity

We are honest, ethical, and committed to doing what's right.

2. Service First

Our clients are the heart of our business. We listen carefully, communicate clearly, and go above and beyond to serve your best interests.

3. Excellence

We hold ourselves to the highest professional standards in everything we do — from market analysis to negotiations and beyond.



MEET YOUR LISTING AGENT

MAYIA LYSENKO -YOUR LOCAL REAL ESTATE EXPERT

I got my real estate license in 2009. My first client was an investor who often asked for my opinion on repairs, remodels, and upgrades to improve the condition, safety, and compliance of residential properties — all while highlighting their best features.

It was a great experience, and shortly after, I began doing housing rehabilitation projects for myself. I've purchased, renovated, and sold around 20 properties in the Chicagoland area, and I currently own two rental properties.

During the selling process, I discovered that advanced marketing materials — such as professional photos, video tours, and printed brochures — have a significant impact on both price and terms.

That insight led me to launch my own marketing company in 2023: www.lysenkophotos.com.

What sets us apart in a competitive industry is our unique approach: we blend high-quality video production with a personal touch. Every video is tailored to the specific needs of each client, ensuring top-tier content and a standout, memorable customer experience.

My mission is to create customized pre-marketing and post-marketing videos that not only highlight each property, but also capture the charm of the surrounding community — using drone footage and lifestyle-driven storytelling.

I believe my greatest value lies in my knowledge of how to increase the value of a home through strategic, low-cost repairs combined with high-impact marketing materials — including photos, videos, and print media.



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FOLLOW ME ON:



Mayia Lyenko



Meet Our Team

We are dedicated to offering outstanding service to every home buyer and seller. Our team is here to guide you through the entire process, When it comes to selling your home, experience, strategy, and presentation matter. With over 16 years in residential real estate, Mayia Lysenko brings the perfect blend of negotiation expertise, market insight, and powerful marketing tools to deliver results that exceed expectations



MAYIA LYSENKO
LISTING BROKER



IAROSLAV KOCHAN
PHOTOGRAPHER



ALINA EVSIUKOVA
TRANSACTION COORDINATOR

TESTIMONIALS

Working with Mayia was a fantastic experience. Her professionalism and dedication made selling our home a breeze. Our house was sold above asking price. We highly recommend them to anyone looking to buy or sell a home.

Sofiya Ronik

Mayias expertise and attention to detail made buying our new home a pleasant experience. She understood exactly what we were looking for and found us the perfect match. We couldn't be happier with our decision and highly recommend her to anyone looking to buy or sell a home.

Samuel Satok



16-Step Domination Marketing Plan /1/

Deep Analysis Of Local Real Estate Market Conditions

Market conditions are entirely out of the control of buyers, sellers, or their real estate agents.

In markets with high demand, with more buyers than properties available for sale, houses can sell quickly. It can often happen within days or weeks of being listed. In these markets, properties may even receive multiple offers. This drives up the sale price and creates a sense of urgency among buyers.

On the other hand, in markets with high inventory levels that exceed buyer demand, it can take considerably longer to sell a house. In these markets, properties may sit on the market for months or even years before being purchased.

Strategic Price Positioning for Maximum Impact:

Option A

We start by pricing your home strategically to ignite buyer interest from day one. Overpricing is the #1 deal-breaker that causes listings to languish, so we perform a no-nonsense market analysis to set the optimal price. The goal is to attract a flood of qualified buyers immediately and create a competitive atmosphere that drives offers above market value.

So, generally

I spend about 2 to 4 hours studying both the macro and the micro data
to really understand the local market

and then sometimes I even go and preview our competition

just to make sure that I understand

all the details that make your home better and obvious choice in the eyes of potential buyers

Option B

Sometimes Seller emotionally attached to the property for different reasons and I, as a Broker, Respect that, even if date is showing - house is overpriced.

If house overpriced 10% - few showings , no offers,

if house overpriced 5% - we have showings, but we don't have offer,

if house underpriced 2%, we have multiple showings, multiple offers in less then 7 days, so

I will provide you constant feedback and we will see - What does the market tell us?

"Does the house need a price adjustment or not?"

Option C

Private MLS listings, also known as off-market listings or pocket listings, are homes that are not publicly advertised on the MLS. Instead, they are discreetly marketed through a network of real estate agents and their clients, often within the Private Listing Network (PLN). The PLN is a section of the MLS where agents can add listings that won't be syndicated to public websites like Zillow, Realtor.com, Redfin etc. If privacy and exclusivity are your top priorities, an off-market approach may be the right move.

If maximizing exposure and securing the highest price in a competitive environment is your goal, listing on the MLS is often the best strategy.



16-Step Domination Marketing Plan /2/

Show-Ready Home Preparation & Minor Repairs

Next, we prepare your home to wow buyers. This means advising on decluttering, cleaning and minor repairs, to showcase the property's best features - because first impressions sell. Curb appeal is dialed in, and no detail is neglected. Every room will be optimized to make buyers fall in love at first sight, creating that emotional "WOW" factor that compels strong offers.

High-End Photography & 360° Virtual Tours:

We only use top-tier professional photography to capture your home. High-resolution, well-lit images (including HDR photos) and drone aerial shots will make your listing unmissable. Properties with professional HDR images have been shown to sell up to 50% faster and get 118% more online views, and homes with drone photos sell about 68% faster than those without. We also create interactive 360° virtual tours so buyers can explore the home online. This tech-forward approach (aerial photography, 3D tours, etc.) is part of our modern arsenal. In an era when virtually all buyers start their search online, stunning visuals ensure your home stands out and dominates the online marketplace.

MLS Blast and 100% Online Syndication:

Once everything is ready, we launch your listing on the MLS with fanfare. The listing will have an attention-grabbing description optimized with keywords and selling points. Immediately, we syndicate your home to hundreds of real estate websites – Zillow, Trulia, Realtor.com, Redfin, Homes.com, and more. Every serious buyer scouring the internet will find your home. Remember, 99% of younger buyers (ages 24–57) use the internet to find homes/photoup.net/, so we leave no stone unturned online. Your property will appear on all major search sites and real estate apps, ensuring massive exposure across the web within hours of listing. If a buyer is out there, they will know about your home.

Using the listing words proven to attract buyers

Using the right words in your home description can mean more money in your pocket. That was one of the findings of the book '[Zillow Talk: Rewriting the Rules of Real Estate](#),' written by Zillow CEO Spencer Rascoff and Chief Economist Stan Humphries. It highlights some of the listing words that can attract buyers.

- "Luxurious:" According to the book, homes with a median estimated value in the bottom third of their market that were described as "luxurious" beat their expected sales price by an impressive 8.2 percent.
- "Captivating:" Also from the book, homes with a median estimated value in the top third of their market that were described as "captivating" beat their sales price by 6.5 percent.
- Other words: There are plenty of other real estate marketing words that Zillow found valuable, including "stainless" (as in appliances), "granite," "basketball" (as in a court), "landscaped," "pergola," "remodel," "tile," "upgraded" and "updated." More descriptive words that were also winners were "impeccable," "beautiful" and "gentle" (as in rolling hills).



16-Step Domination Marketing Plan /3/

“Mega” Open House Events:

Within the first week or two, we will host an aggressive Mega Open House to generate buzz and attract swarms of buyers. This isn't a typical sit-and-wait open house – we promote it heavily in advance through online ads, neighborhood flyers, and personal invites. We'll often canvas the neighborhood to invite the neighbors (they often know friends or family who want to move in). At the open house, we create an event atmosphere: prominent signage everywhere, refreshments, property brochures, and a sense of urgency (“one day only” vibe) to drive in as many people as possible.

Additionally, we do broker-only open houses for local agents to preview the home early on.

We're willing to do – continuous open houses to create buyer competition. The idea is to create so much traffic that buyers feel the home is in demand (fear of missing out is real!). Our open houses are an opportunity to collect dozens of leads and potentially incite bidding wars – a key conversion tactic in our plan.

Buyers Open House feedback sheet with follow up system.

Immediate & Persistent Lead Follow-Up:

Capture is only half the battle – what happens next is critical. We operate with a conversion-focused follow-up system that is second to none. The moment a lead comes in (whether from a call, text, email, or online), we respond within minutes – often within seconds. Speed matters: leads contacted within 5 minutes are 9 times more likely to convert to a sale. Knowing this, we jump on every inquiry with lightning speed. I (or a member of my team) will personally call the lead right away; if they don't answer, they get a text and an email immediately.

We leverage automation in our CRM to send a quick response while I continue calling. (We even send a quick video text message in some cases – nearly 98% of text messages are read, so it's a powerful way to get a lead's attention.) Then we keep following up persistently – multiple calls, voicemails, texts, emails over the next hours and days until we make contact.

No lead falls through the cracks or gets forgotten. Our motto: “No lead left behind.” This aggressive follow-up converts casual interest into showings. It's how we turn a flood of leads into the perfect buyer for your home. We nurture every prospect, answer questions, and hound them (politely) until they've seen the home or decided it's not for them. This level of follow-up is how we maximize conversion from exposure to offer.



16-Step Domination Marketing Plan /4/

Transparent Seller Communication & Feedback Loops:

You'll never be in the dark about what we're doing – in fact, you'll be in the loop in real time. We schedule weekly update meetings or calls to go over everything: showing traffic, online view counts, feedback from buyers and agents, and next steps. After every open house or showing, we promptly share any buyer comments or reactions with you. You'll receive honest feedback about what people are saying. If something needs to be addressed (for example, a comment about a paint color or odor), you'll know immediately. I also provide you with marketing reports – how many hits your listing got on Zillow this week, how our Facebook ad is performing, etc.

This data-driven approach keeps you informed of our progress.

Lack of communication is the #1 complaint sellers have about agents, and with me that will never be an issue. I'm available 24/7 for your questions via call or text – if you need an update or have a concern, I respond promptly. Every Tuesday (at minimum), you'll hear from me with a full status report. This real-time communication not only gives you peace of mind but also allows us to adjust quickly if needed. We are a team in this process, and I make sure you're confident in the aggressive actions I'm taking to get your home sold.

Targeted Social Media Advertising Blitz:

We aggressively market your home on social media platforms to capture buyers where they spend their time. This includes **Facebook and Instagram** ads targeted to specific demographics and zip codes most likely to produce a buyer for your home. We create eye-catching posts, and carousel ads showcasing your property's best photos and video. Through paid promotion, we'll put your home in front of thousands of buyers (and agents) in your area and even target out-of-state buyers looking in your neighborhood. Modern buyers are constantly on social media, and our strategy uses that to your advantage – your home will dominate their newsfeeds. The content is optimized for shares and virality, leveraging the fact that video content on social media gets shared 1200% more than text or images. It's an all-out blitz to generate interest, leads, and buzz on social channels.



16-Step Domination Marketing Plan /5/

Aggressive Prospecting & Outreach for Buyers:

Unlike average agents who just list a home and pray, we proactively hunt for buyers. This means old-fashioned prospecting with a modern twist. We will call hundreds of people – recent inquiries, past open house attendees, people in our database looking in your area, even neighbors (circle prospecting) to see if they know someone who'd love to live in the neighborhood.

We knock on doors around your block with flyers inviting people to the open house or to preview the home. We also reach out on multiple channels – phone, text, email, even social media DMs – to anyone who might be interested. If an agent only sticks to one method, how can a seller trust they'll market a home differently? As one guide puts it, if an agent only cold-calls and doesn't go multi-channel, "how do you expect a homeowner to believe that you will market their home differently than other agents?"

We take that to heart: our outreach is multi-medium and relentless. Every potential lead is contacted and followed up with. We create excitement by talking directly to potential buyers about your property's best features. This agent-driven prospecting is labor-intensive – and it's exactly what separates a high-performance listing agent from the pack. I'm on the phone daily until your home is sold.

Leverage Buyer Database & Agent Network:

A large percentage of real estate transactions happen with co-operating agents in the country.

I will expose your listing to this market. An email will be sent to our current buyers brokers database of **hundreds of buyers brokers**. I personally call and text buyer's brokers who are active in your neighborhood and price range to tell them about your property's highlights and invite them to bring their clients.

Marketing Material Magazine-Style Photography

Editorial-style photo shoot using natural light, wide-angle lenses, twilight shots, and luxury virtual staging — capturing your home's beauty and essence in every frame.

Luxury Print Collateral

Every showing includes professionally printed flyers, feature cards, and branded leave-behinds designed like a luxury fashion catalog — creating a lasting impression.

Please check last section of presentation

Examples of Marketing material to see how your property will be displayed
QR CODE on all marketing materials.



16-Step Domination Marketing Plan /5/

Accountability & Performance Guarantee:

I stand by my word and my work. Everything I promise in this 16-point plan, I will execute fully – and I put that in writing. In fact **I offer an Easy-Exit Listing Agreement** strategy, if I ever fail to deliver on these steps or you're unhappy with my service, you can cancel our agreement at any time after 30 days. No long-term contract traps, no excuses.
72 hours notice required.

No-Excuses Execution and Fierce Negotiation:

This entire plan is executed with a dominant, no-excuses mindset. I don't just list your home and wait – I attack the market on your behalf. I promise to do more than any other agent because that's what it takes to get exceptional results.

I approach every listing with an intense, energetic drive and massive action mentality. You will feel that drive from me daily. Finally, when it comes to converting interest into a done deal, I am a shrewd negotiator.

Once we have a buyer at the table, I negotiate aggressively on your behalf to maximize your price and terms. My goal is not just to get your home sold, but to get you the absolute best deal possible – and I don't leave money on the table.

I negotiate like a professional player – reading the situation, leveraging our advantages (multiple offers, our marketing momentum, etc.), and applying pressure when needed to get you top dollar.

Throughout this process I maintain real-time communication with you, so you're fully informed and in control. In summary, I will do whatever it takes, with no excuses and total commitment, to achieve a successful sale. This 16-step plan isn't just a checklist – it's a pledge of how I operate: with confidence, energy, and an unwavering drive to get your home SOLD for the highest price in the shortest time. Get ready for a high-performance, high-results experience –

I'm excited to make it happen for you!

HOME SELLING PROCESS



1

STEP ONE

CONSULT & SELLER AGREEMENT

Start by meeting with a real estate agent to discuss your goals and the market. You'll review your needs and sign a seller agreement, which details the agent's services, marketing plan, and commission.

2

STEP TWO

COMPETITIVE PRICING

Setting the right price is key to attracting buyers and getting the best value. We will use a Comparative Market Analysis (CMA) to compare your home with similar properties. Based on this, you'll set a competitive price considering your home's condition and market trends. A well-priced home sells faster and draws more interest.

3

STEP THREE

PREPARE TO LIST

Get your home ready by decluttering and removing personal items so buyers can envision themselves there. Handle any minor repairs and stage the space to enhance its appeal and make rooms look larger. A clean and well-staged home will attract more buyers and result in better offers.

4

STEP FOUR

PROFESSIONAL IMAGERY

High-quality photos are essential for a strong first impression. A professional photographer will showcase your home's best features and make rooms look inviting and spacious. These images will be used in listings and marketing to attract buyers and make your home stand out.

5

*STEP FIVE***STRATEGIC MARKETING**

Your home will be listed on the MLS, reaching a wide audience of potential buyers. A customized marketing plan will include engaging descriptions, social media ads, print advertising, and an Open House Event to maximize visibility. This strategy ensures your home attracts the right buyers quickly.

6

*STEP SIX***SHOWINGS**

Make sure your home is accessible for both in-person and virtual showings. As you won't be present during these showings, I will coordinate them to ensure your home is presented in the best light. I will also monitor buyer feedback and inquiries to gauge interest and make any necessary adjustments. Be prepared to negotiate and make quick decisions to keep the sale moving smoothly.

7

*STEP 7***OFFERS, NEGOTIATIONS & CONTRACT**

Once you've received offers, I'll help negotiate terms and make counteroffers if needed to achieve your goals. You'll then sign the contract to complete the sale of your home.

8

*STEP 8***INSPECTIONS AND APPRAISAL**

Once the offer is accepted, the buyer will schedule a home inspection and appraisal. The inspection assesses your home's condition and identifies any issues, while the appraisal confirms its market value to match the purchase price. I will help manage the process and address any potential concerns that arise from the findings.

9

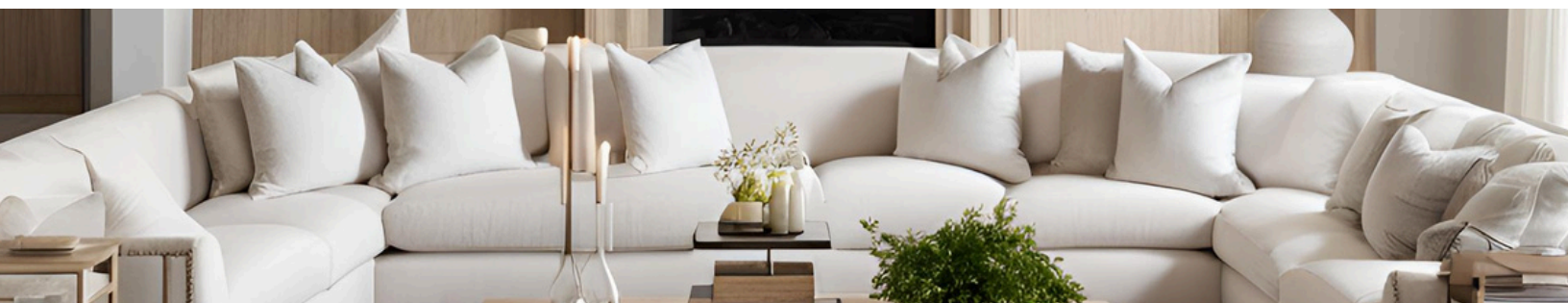
*STEP 9***REPAIRS & NEGOTIATION PERIOD**

If any issues are identified during the inspection process, you and the buyer may need to negotiate repairs. I will help facilitate these negotiations and ensure a fair resolution. Once repair negotiations are complete, the closing process can proceed.

10

*STEP 10***CLOSING**

Before closing, ensure all inspections, appraisals, and repairs have been completed and any necessary documents are in order. At the closing, finalize remaining details, conduct a final walk-through, and transfer ownership. You'll receive your payment, and the buyer will officially take possession of the home. Congratulations on a successful sale!



the HOME SELLER

ROADMAP

1

CONSULT & SELLER AGREEMENT

Find the right agent, discuss goals, set the price, and sign the agreement

2

COMPETITIVE PRICING

Set a competitive price based on market analysis and home value

3

PREPARE TO LIST

Prepare your home by decluttering, making repairs, and staging

6

SHOWINGS

Ensure home is ready for showings, gather feedback, and schedule open houses

5

STRATEGIC MARKETING

Implement a tailored marketing plan to maximize exposure

4

PROFESSIONAL IMAGERY

Use professional photography to showcase your home's best features.

7

OFFERS, NEGOTIATIONS & CONTRACT

Review offers, negotiate terms, and finalize the contract

8

INSPECTIONS AND APPRAISAL

Buyer will order and schedule the inspection and appraisal. I'll coordinate with their agent

9

REPAIRS & NEGOTIATION PERIOD

Negotiate inspection issues, manage repairs, and use my trusted vendors if needed

10

FINAL STEPS & CLOSING

Complete paperwork, sign the deed, receive payment, and transfer ownership to the buyer



CONSULT & SELLER AGREEMENT

ADVOCATE

Selling your home is a significant milestone. Having an experienced seller's agent by your side can make the process smoother and more profitable. A seller's agent is dedicated to representing your interests and ensuring you achieve your goals.

- CLIENT-CENTRIC
- PROBLEM SOLVER
- NEGOTIATION EXPERT
- MARKET INSIDER
- EFFECTIVE COMMUNICATION:



CLIENT-CENTRIC

My business is built on trust and transparency, which is why I prioritize understanding my clients' unique needs and goals. By tailoring my services to each client's individual circumstances, which ensures that they receive the best possible representation and outcomes.

PROBLEM SOLVER

Selling a home can present challenges. I'm equipped to address issues that may arise, such as unexpected repairs, difficult negotiations, or slow market conditions.

NEGOTIATION EXPERT

With years of experience, I'm skilled at negotiating on your behalf to secure the best possible terms and price for your home.

MARKET INSIDER

I have a deep understanding of local market trends and conditions. This knowledge allows me to provide valuable insights and advice to help you make informed decisions.

CREATIVE MARKETING

I employ a comprehensive marketing strategy that includes traditional methods like print advertising and open houses, as well as digital marketing techniques such as online listings, social media, and targeted email campaigns.

EFFECTIVE COMMUNICATION:

I believe in open and transparent communication. I'll keep you informed throughout the selling process, provide regular updates, and address any questions or concerns you may have.

DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1:

PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

HOW IT SHOWS

FACTOR 2:

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3:

MARKETING

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

•PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

•MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, •SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

•COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

PRICING YOUR HOME

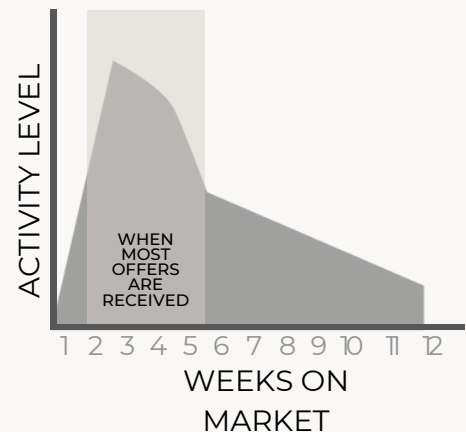
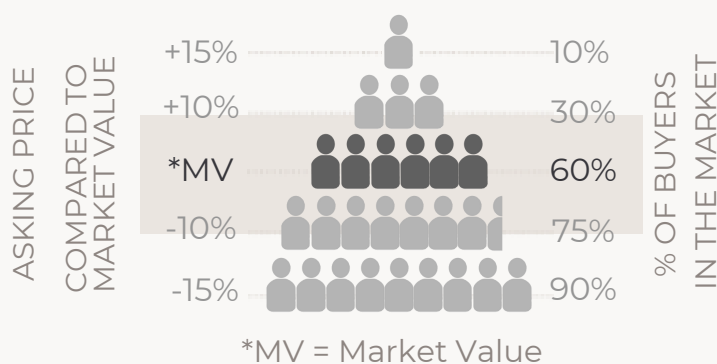
to sell quickly



Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.





PREPARING TO LIST

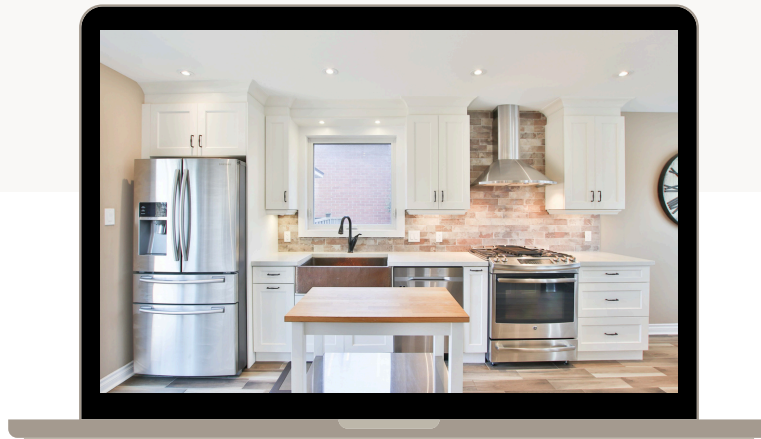
MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1 EXTERIOR	<ul style="list-style-type: none"> • Wash or paint the home's exterior • Paint the front door • Keep the yard nicely trimmed • Keep the lawn free of clutter • Weed and freshly mulch garden beds • Clean interior and exterior windows • Apply fresh paint or stain to wooden fences
2 INTERIOR	<ul style="list-style-type: none"> • Remove personal items, excessive decorations & furniture • Replace or clean carpets • Get rid of clutter and organize and clean closets • Apply a fresh coat of paint to walls, trim, and ceilings • Replace outdated ceiling fixtures and clean lighting fixtures • Minimize and clean pet areas in the home • Be sure that all light bulbs are in working order
3 PAINT & FIXTURES	<ul style="list-style-type: none"> • A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT • If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor • Update exterior light fixtures. This can quickly give a home an updated look • Put a fresh coat of paint on the front door

A PICTURE IS WORTH

A THOUSAND WORDS



A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

Listings with professional photos sell **FASTER** & for **MORE MONEY** than listings with amateur photos. With an average difference of \$3,400 - \$11,200 & a 21-day faster sale time. (Redfin)

90% of home buyers use the internet to search for their dream homes, and 87% of buyers find high-quality photos to be very useful in their home search. (NAR)

Listings with high-quality photos receive **118% MORE VIEWS** than listings with low-quality photos, this highlights the importance of standing out in a crowded online marketplace. (Zillow)

AERIAL PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

BENEFIT #1

Increased market exposure: By using aerial photography, we can showcase the property in a visually stunning and unique way, which can help attract more potential buyers and increase market exposure for the property.

BENEFIT #2

Competitive edge: Aerial photography can help set your listings apart from other properties on the market and give you a competitive edge in a crowded market.

BENEFIT #3

A comprehensive view of the property: Aerial photography can provide a more comprehensive view of the property's boundaries, landscape, and surroundings, which can help potential buyers get a better sense of the property's location, size, and features.

BENEFIT #4

Enhanced marketing materials: Using aerial photography in marketing materials, such as brochures and online listings, help convey a sense of professionalism and attention to detail, and demonstrate that you are using the latest technology and techniques to market the property.

BENEFIT #5

Increased property value: By using aerial photography, we will highlight the property's features and showcase it in the best possible light, which can help increase its perceived value and ultimately lead to a higher selling price.

VIRTUAL *tours*

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer is able to experience what it is like to be somewhere they are actually not



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



WE HAVE YOU COVERED



☑ A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

☑ STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

☑ REQUIRE APPOINTMENTS FOR ENTRY

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

☑ REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

☑ PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

☑ BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

☑ KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.



STRATEGIC MARKETING

FROM LISTED TO SOLD

YOUR PERSONALIZED MARKETING STRATEGY GUIDE

• Our Proven Methodology for Achieving Breakthrough Results •



Listing
Appointment



PROFESSIONAL
PHOTOS & VIDEO



PRE-MARKETING-
ONLINE & IN OFFICE



LIST ON MLS
& LISTING WEBSITES



INSTALL
FOR SALE SIGN



PRINT MARKETING
MATERIALS



SHARE ON
SOCIAL MEDIA



TARGETED
ONLINE ADS



ADVERTISE TO
AGENT NETWORK



DOOR KNOCKING
NEIGHBORHOOD



POSTCARD
CAMPAIGN



REVERSE
PROSPECTING



MEGA OPEN
HOUSE event



AGENT LUNCH



FOLLOW UP
WITH PROSPECTS

WE WILL WORK TOGETHER TO CREATE A CUSTOM MARKETING STRATEGY FOR
YOUR HOME THAT IS AS UNIQUE AS YOU ARE!

MAYIA LYSENKO

MANAGING BROKER / REALTOR®

708-427-1666,

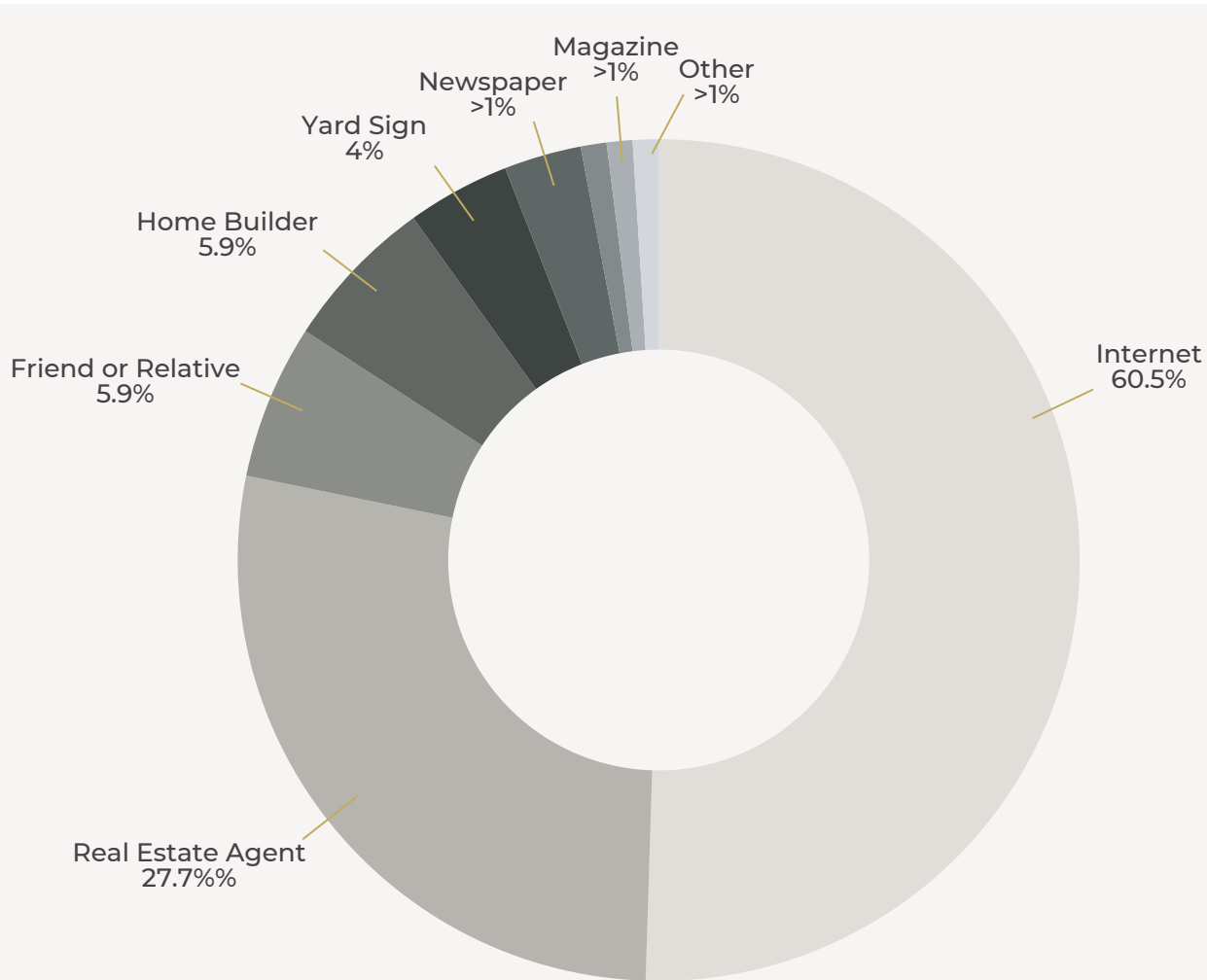
MLYSENKO5@GMAIL.COM



MARKETING PLAN

NETWORKING A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market. I personally call and text buyer's agents who are active in your neighborhood and price range to tell them about your property's highlights and invite them to bring their clients.	SIGNAGE A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.	SUPERIOR ONLINE EXPOSURE Buyers in today's market first start their search online. Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites.
EMAIL MARKETING An email will be sent to our current buyer brokers database of hundreds of buyers brokers. A new listing email alert will go out to my agent network of hundreds of agents in the area.	PROPERTY FLYERS Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.	LOCKBOXES Lockboxes enhance home security by allowing agents to access the property conveniently as owners are expected to vacate the premises during showings. Having a lockbox makes this process much easier for all involved.
SHOWINGS When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.	OPEN HOUSES After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house. Public OPEN HOUSE BUYERS BROKERS OPEN HOUSE event	SOCIAL MEDIA We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

WHERE DO BUYERS *find their homes*



**2024 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS*





GET FEATURED

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites. Homes that receive the top 10% of page views sell an average of 30 days faster!

We produce a high-impact video tour of your property to expand its reach. This isn't a boring slideshow – it's an engaging walk-through video (with music, graphics, and drone footage) that brings your home to life on screen. Listings with video get an astounding 403% more inquiries and views than those without vide

 **Zillow®**

 **trulia®**

realtor.com®

twitter

facebook.

Instagram

Pinterest

 **YouTube**

Linked 

tips FOR HOME SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



OFFER

analysis



When you receive an offer, price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

OFFERS

and negotiations

BEYOND THE OFFER

Once you receive an offer, the journey isn't over. There are still important steps to navigate. We'll make sure all details are clear and all terms are met. Once you've accepted an offer, the escrow process begins. I'll be your trusted partner, every step of the way.

DUE DILIGENCE PERIOD:

- The buyer conducts inspections and appraisals to assess the property's condition and value.
- Any necessary negotiations or repairs are addressed during this period.

FINANCING APPROVAL:

- The buyer secures financing from a lender, ensuring they have the funds to purchase the property.

ESCROW ESTABLISHMENT:

- An escrow account is opened to hold funds and documents related to the transaction.

TITLE SEARCH AND INSURANCE:

- A title search is conducted to verify ownership and ensure there are no liens or claims against the property.
- Title insurance is purchased to protect the buyer and lender from potential title defects.

DOCUMENT PREPARATION AND SIGNING:

- The necessary closing documents, such as the deed, mortgage, and settlement statement, are prepared and signed by both parties.

CLOSING:

- The transaction is finalized at a closing meeting. Funds are transferred, documents are recorded, and the keys to the property are handed over to the buyer.

POST-CLOSING:

- The buyer and seller receive copies of all closing documents for their records.
- The buyer takes possession of the property



NEGOTIATIONS



AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer
- Decline the offer
- Counter-offer -
 - Recommended -

A counter-offer is when you offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

2

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

INSPECTIONS

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

TYPICALLY 5 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS:

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE:

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

•BUYER CAN ACCEPT AS IS

•BUYER CAN OFFER TO RENEGOTIATE

•BUYER CAN CANCEL CONTRACT



home APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

- **Mortgage balance & penalties:** If applicable
- **Any claims against the property:** Including but not limited to liens or judgments.
- **Unpaid assessments:** For HOA or other property associations.
- **Real estate agent commissions:** As agreed upon in the listing agreement.
- **Title insurance policy:** To protect the buyer's ownership rights.
- **Home warranty:** Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

"MY COMMITMENT TO REAL ESTATE
GOES BEYOND A PROFESSION—
IT'S MY CALLING. I'M DEDICATED TO
PROVIDING EXCEPTIONAL SERVICE,
EXCEEDING EXPECTATIONS, AND
HELPING CLIENTS TO SELL
PROPERTY FAST FOR THE BEST
POSSIBLE PRICE."



MAYIA LYSENKO
REALTOR®

YOUR LOCAL REAL ESTATE EXPERT

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



HOME NOTES & SELLER PREFERENCES

PREFERRED PHOTOSHOOT DATE & TIME: _____

SELLER PRESENT? YES ☐ NO ☐

PREFERRED SHOWING TIME ALLOWANCE? NONE NEEDED ☐ 30 MIN ☐ 1HR ☐ 2HR ☐

PREFERRED OPEN HOUSE TIME & DAY: _____

☐ ☐ ☐ ☐

REPAIRS NEEDED

_____ DATE & TIME: _____ PERSON: _____

_____ DATE & TIME: _____ PERSON: _____

_____ DATE & TIME: _____ PERSON: _____

_____ DATE & TIME: _____ PERSON: _____

notes



MAYIA LYSENKO REALTOR®

YOUR LOCAL REAL ESTATE EXPERT

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Realty



Thank you for considering me to be a part of your home-selling journey! I'm here to guide you every step of the way. If you have any questions, feel free to reach out. From listed to sold, I'm honored to be with you throughout the process



Mayia Lysenko

MANAGING BROKER

REALTOR®