



# Home Sellers Packet



AUBRI BLAIZE

KANSAS CITY REALTOR®

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**kw** KANSAS CITY  
NORTH  
KELLERWILLIAMS.



COMPLIMENTS OF  
AUBRI BLAIZE

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EACH KELLER WILLIAMS OFFICE IS INDEPENDENTLY OWNED AND OPERATED.

Meet your

Realtor!



**Hello!** My name is Aubri Blaize, I am a Realtor at Keller Williams KC North and specialize in the Kansas City Area Licensed in both MO & KS . I am known for my innate understanding of my clients' needs and ability to effectively generate results. I will go above and beyond to communicate effectively and make sure you feel secure through this process! During my own time, I enjoy DIY projects, snowboarding, hiking, gardening, and family time. I also have jokes to keep a smile on your face! My husband and I live on 10 acres, with our 5 year old, bees, chickens, and our black lab named Chief!

I love helping people find their home sweet home, communicating throughout every step of the process, and always having their backs.

# My promise to you



## TRUST

I build my business on trust. I believe in being reliable, trustworthy, and to have your back in whatever you choose.

## COMMUNICATION

Always keep you up to date every moment of the transaction. So you feel like you know what's happening each step of the way!



## LISTEN

I promise to listen and understand your wants and concerns. As well as problem solve during difficult situations.

## NEGOTIATE FOR YOU

I will reach an agreement with integrity, making this process as stress free as possible, leaving all parties at the table happy. Especially you.



## HAVE YOUR BEST INTERESTS AT HEART

I treat all my clients like they are my family. I will have your best interests at heart, even before my own.

# REAL EXPERIENCE REAL EXPERTISE

## THE PROOF IS IN MY NUMBERS

Living here and working in the Kansas City Area, I understand what makes our community and the people who call it home so special. I am proud to call Kansas City my home.

That's what it takes to truly be a local real estate expert, not just expertise in negotiation, marketing, and access to real-time market data, but a love and understanding of our community and the people who live here.

That's just one reason to choose me to stand by your side- and it's the foundation of everything I do.

**\$338,250**  
MEDIAN SALES PRICE

**268**  
CLIENTS SERVED

**82%**  
REPEAT BUSINESS

**105%**  
PERCENT TO LIST PRICE

**27**  
AVERAGE DAYS ON MARKET (KC MLS:  
38 DAYS)

## CREDENTIALS

Graduated University of Texas at  
Dallas

2022 Top 5 Individual Agent at  
Keller Williams KC North for closed  
Units

2022 Top 5 Individual Agent at  
Keller Williams KC North for Closed  
Sales Volume

## A SIMPLE VALUE PROPOSITION

### LESS TIME

My Marketing firepower and exclusive tech tools will maximise your property's exposure to active buyers who want to know about your home.

### LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

### MORE MONEY

Attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

# LEADING THE INDUSTRY



REPRESENTING YOUR HOME

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding we've formalised a belief system that guides how we treat each other and how we do business.

**WIN-WIN**  
or no deal  
**INTEGRITY**  
do the right thing  
**CUSTOMERS**  
always come first  
**COMMITMENT**  
in all things  
**COMMUNICATION**  
seek first to understand  
**CREATIVITY**  
ideas before results  
**TEAMWORK**  
together everyone  
achieves more  
**TRUST**  
starts with honesty  
**EQUITY**  
opportunities for all  
**SUCCESS**  
results through people

# MARKETING THAT SETS ME APART

- Professional Photography
- Mailers
- Flyers
- Listing Booklet
- Neighborhood Marketing
- E-Newsletters
- MLS
- Social Media
- Website
- Network with all agents in the local area
- Signs
- Print Media
- Open Houses
- Share Listing with Top Producing Agents
- Find your listing on Zillow, Realtor,.com, etc
- Drone Videos and Videographer access



# WHAT I WILL PROVIDE TO GET YOUR HOME SOLD!!



Support from  
Beginning to End  
and Beyond!



Home Staging

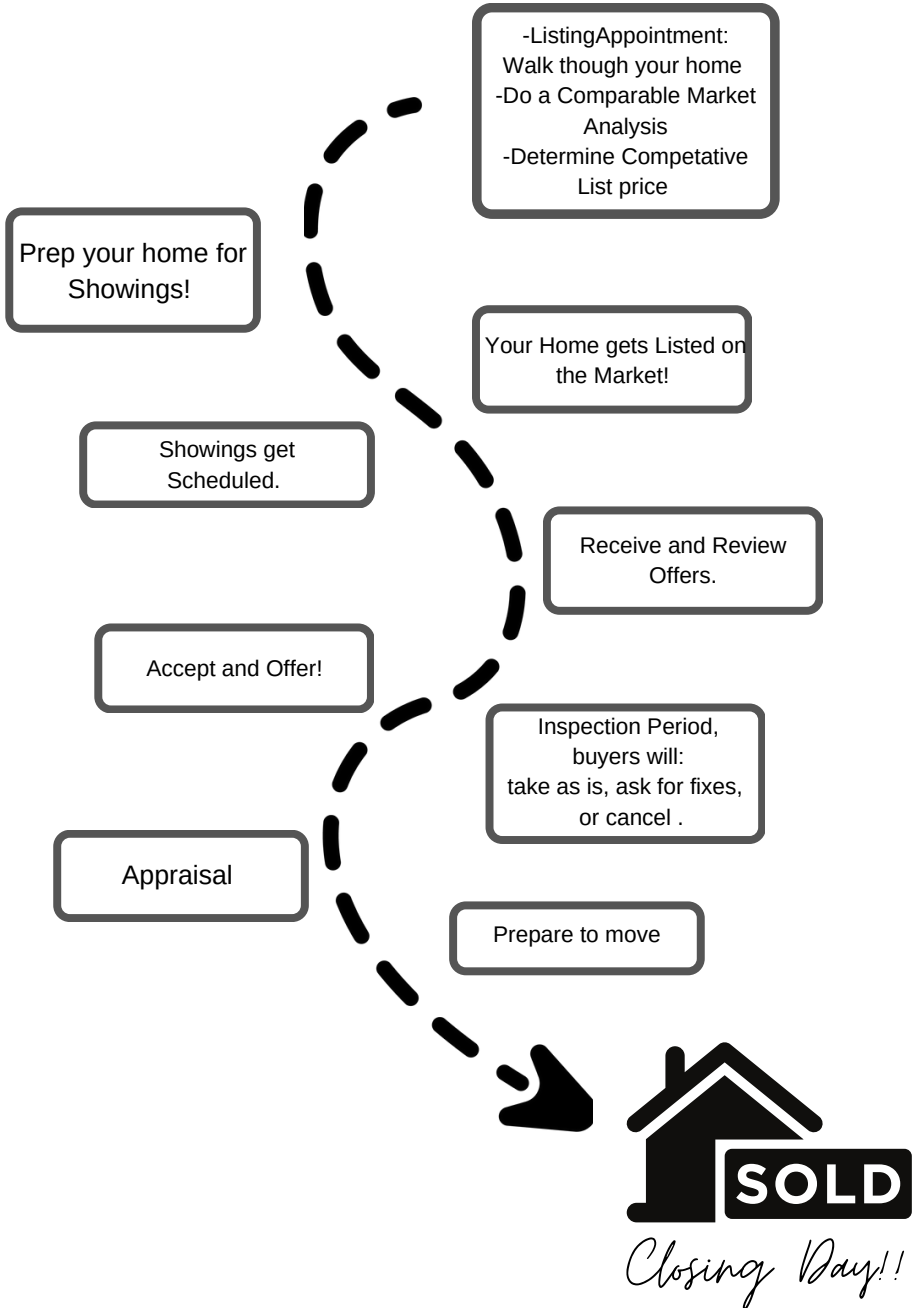


Professional  
Photography



Market Your  
Property

# The Home Sellers Process





# SET YOURSELF UP FOR SUCCESS

The Do's and Don't of the Home Selling Process

## DO

- ✔ Declutter the Home.
- ✔ Touch up walls and/or paint neutral colors.
- ✔ Calk tubs and windows.
- ✔ Clean gutters and Landscape.
- ✔ Update Bathrooms and Kitchen.
- ✔ Eliminate odors, clean carpets and rugs.

## DON'T

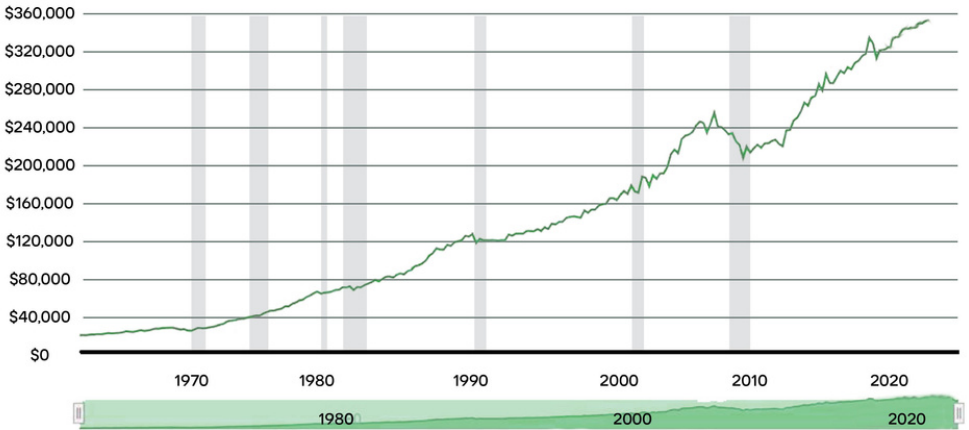
- ✔ Don't wait to sell.
- ✔ Don't set sale price too high or too low.
- ✔ Don't forget to take trash out before showings
- ✔ Don't paint rooms any intense colors (neon yellow)



**Scan to read my blog about how I determine your homes value, as well as the home selling process and what to expect.**

# Median Sales Prices of Houses Sold for the United States

## MEDIAN SALES PRICE OF HOUSES SOLD FOR THE UNITED STATES



SOURCE: U.S. BUREAU OF THE CENSUS

*Shaded areas indicate U.S. recessions*



# Why is Pricing your Home Competitively Important?

## PRICING YOUR HOME TOO HIGH

Pricing your home too high can decrease the amount of traction your home receives. Often it can scare away buyers, sit on the market for a long time, and sell for much less than expected.

## PRICING YOUR HOME TOO LOW

Pricing your home too low can automatically give buyers the impression "there must be something wrong because it's too good to be true". Often, not getting enough traction and the home ends up sitting on the market for a long time.

## PRICING YOUR HOME JUST RIGHT

Pricing your home competitively will drive buyers to your listing, increasing the amount of showings and traction the home gets. This results in the best possible terms.

## TYPES OF BUYERS

**60%**

60% of Buyers will pay top dollar for a home that is updated and has no issues.

**30%**

30% of buyers don't mind putting in the sweat and equity for a fair price.

**10%**

10% of buyers are investors, they don't care what the home looks like as long as they can make money.

# Dear Client,

Welcome to my community! I hope to provide you with the best customer service experience as possible. I get it, real estate is complicated. That's where I come in. Selling a home can be a big life decision. At the closing table my goal is to make sure you feel like you have someone who you can trust and has your back, whose not just your realtor but also a friend. I also want the experience of selling your home to exceed your expectations, so throughout all of our interactions -from listing to closing- I will work hard to achieve that goal. I appreciate your confidence in me and I'm excited to work with you!

- Aubri Blaize

# Client Testimonials



Aubri was amazing. She is kind and caring. She listened to what we needed and weeded out what we didn't. She followed up even when we didn't realize it, on a house we loved we are now in the home of our dreams. If you need someone go with her. She will help you find your forever home!



Having Aubri as my listing agent turned out to be the best decision I could have made!! She navigated the listing and selling of my home with ease. Helped me through the process of negotiating the offer I accepted. Aubri is my Realtor forever!



Aubri listed my investment property and sold it in 1 day, 30k over list price, and "as is". I couldn't be happier!



As you know buying a house is hard and stressful, especially being 7 months pregnant in the middle of winter. Aubri made our house buying experience absolutely beyond amazing. As first time home buyers she made it stress free! Aubri will forever be our realtor and we can't wait to use her for our next home buying experience! I recommend her to everyone!



Aubri goes above and beyond for her clients. She is quick to respond to questions and is good at helping us consider all of our options when we are looking at homes and the entire process of selling and buying.



Aubri helped me sell 2 homes over list price, to buy our forever dream home. She navigated the entire process, paid attention to dates, and made sure it was a seamless process from start to finish! I was shocked at how well she was able to deal with all three transactions simultaneously!

# SELLERS RESOURCE PAGE

**Needing some resources? Here are some options to look into!**

## **FOR HELP WITH FILLING OUT SELLERS DISCLOSURE**



Scan for Flood Zone info, City limits, building permits, age of HVAC or Water Heater, and School Districts.

## **MOVING COMPANIES:**

Two Men and a Truck  
877-830-1302

Allied Van Lines  
800-689-8684

Safe and Sound  
816-384-6111

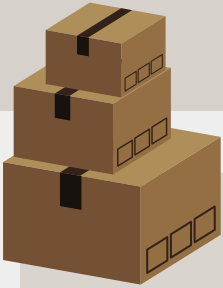
## **OTHER RESOURCES**

Bin There Dump That-  
Dumpster Rental  
826-729-7221

A Polished Image-Home  
Cleaners  
816-876-6170

White Oak Residential  
Cleaners  
816-200-6742

# PACKING TIPS



It's the little details, am I right? Everyone focuses on the selling part, that we tend to forget the most important part! Packing!!!

If you're a first time packer, here are some very important packing tips to help you.

- Make sure you eat before hand. You're Welcome.
- Pack one room at a time.
- Pack the things you wont need or rarely use in advance. This helps you pack less closer to moving day.
- Label by room. Then what's inside each box.
- Put heavier items at bottom of box.
- Put Hardware in zip locks, wrap up cords and tape to the item they belong to.
- If you're renting a truck, make sure it comes with a ramp.
- Load heaviest items on trailer/truck first. (Washer, fridge, heavy furniture, etc.) Then loading things you will not need right away. (This is best if you are unloading on your own and will need to get to essentials first.)
- Order a dumpster at the end and throw away everything at once.
- Hire cleaners, trust me, if you're packing on your own, the last thing you'll feel like doing after a long day, is cleaning.
- Pack once you have decided your selling, then when moving day comes you aren't stressed.

## Other Agency Relationships

Missouri law does not prohibit written agency agreements which provide for duties exceeding that of a limited agent described in this pamphlet.

This brokerage authorizes the following relationships:

- Seller's Limited Agent
- Landlord's Limited Agent
- Buyer's Limited Agent
- Tenant's Limited Agent
- Sub-Agent
- Disclosed Dual Agent
- Designated Agent
- Transaction Broker
- Other Agency Relationship

Broker or Entity Name and Address  
Keller Williams Kansas City North  
310 NW Englewood Road  
Gladstone, Missouri 64118

## MISSOURI BROKER DISCLOSURE FORM



This disclosure is to enable you, a prospective buyer, seller, tenant or landlord of real estate, to make an informed choice BEFORE working with a real estate licensee.

Missouri law allows licensees to work for the interest of one or both of the parties to the transaction. The law also allows the licensee to work in a neutral position. How the licensee works depends on the type of brokerage service agreements involved. Since the sale or lease of real estate can involve several licensees, it is important that you understand what options are available to you regarding representation and to understand the relationships among the parties to any transaction in which you are involved.

Missouri laws require that if you want representation, you must enter into a written agreement. This may or may not require you to pay a commission. You do not need to enter into a written agreement with a transaction broker unless you intend to compensate this licensee. These agreements vary and you may also want to consider an exclusive or nonexclusive type of relationship.

If you choose not to be represented by an agent, the licensee working with you may be working for the other party to the transaction.

Prescribed by the Missouri Real Estate Commission as of January, 2005

## CHOICES AVAILABLE TO YOU IN MISSOURI

### Seller's or Landlord's Limited Agent

Duty to perform the terms of the written agreement made with the seller or landlord, to exercise reasonable skill and care for the seller or landlord, and to promote the interests of the seller or landlord with the utmost good faith, loyalty and fidelity in the sale, lease, or management of property.

Information given by the buyer/tenant to a licensee acting as a Seller's or Landlord's Limited Agent will be disclosed to the seller/landlord.

### Buyer's or Tenant's Limited Agent

Duty to perform the terms of the written agreement made with the buyer or tenant, to exercise reasonable skill and care for the buyer or tenant and to promote the interests of the buyer or tenant with the utmost good faith, loyalty and fidelity in the purchase or lease of property.

Information given by the seller/landlord to a licensee acting as a Buyer's or Tenant's Limited Agent will be disclosed to the buyer/tenant.

### Sub-Agent (Agent of the Agent)

Owes the same obligations and responsibilities as the Seller's or Landlord's Limited Agent, or Buyer's or Tenant's Limited Agent.

### Disclosed Dual Agent

With the written consent of all parties, represents both the seller and the buyer or the landlord and the tenant.

*A Disclosed Dual Agent may disclose any information to either party that the licensee gains that is material to the transaction.*

- A dual agent may not disclose information that is considered confidential, such as:
- Buyer/Tenant will pay more than the purchase price or lease rate
  - Seller/Landlord will accept less than the asking price or lease rate
  - Either party will agree to financing terms other than those offered
  - Motivating factors for any person buying, selling or leasing the property
  - Terms of any prior offers or counter offers made by any party.

### Designated Agent

Acts as your specific agent, whether you are a buyer or tenant, or seller or landlord. When the broker makes this appointment, the other real estate licensees in the company do not represent you.

There are two exceptions with both resulting in dual agency:

1. The agent representing you as a buyer or tenant is also the agent who listed the property you may want to buy or lease.
2. The supervising broker of two designated agents becomes involved in the transaction.

### Transaction Broker

Does not represent either party, therefore, does not advocate the interest of either party.

A transaction broker is responsible for performing the following:

- Protect the confidences of both parties
- Exercise reasonable skill and care
- Present all written offers in a timely manner
- Keep the parties fully informed
- Account for all money and property received
- Assist the parties in complying with the terms and conditions of the contract
- Disclose to each party of the transaction any adverse material facts known by the licensee
- Suggest that the parties obtain expert advice.

A transaction broker shall not disclose:

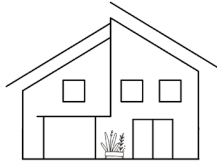
- Buyer/Tenant will pay more than the purchase or lease price
- Seller/Landlord will accept less than the asking or lease price
- Motivating factors of the parties
- Seller/Buyer will accept financing terms other than those offered.

A transaction broker has no duty to:

- conduct an independent inspection of, or discover any defects in, the property for the benefit of either party
- conduct an independent investigation of the buyer's financial condition.



*Let's Connect!*



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CALL/TEXT ANYTIME!