

LUXURY PROPERTY GUIDE

MAXIMIZE ON THE SALE OF YOUR LUXURY PROPERTY WITH OUR EXPERTISE



Kerby&Cristina **RE/MAX RESULTS**
REAL ESTATE EXPERTS

KERBY AND CRISTINA REAL ESTATE EXPERTS

Dear Homeowner,

Thank you for taking the time to meet with us to discuss selling your home. We understand this is one of the biggest decisions of your life, and we are here to guide you every step of the way.

We are honored to be meeting with you to discuss your real estate goals! We know that a successful sale requires a proven process with a track record of positive results, which we have developed with our 15 years in the business. Our systems are proven results of the 6,000 clients we have helped, and being recognized as the #1 RE/MAX Results Team and the #1 RE/MAX Luxury Team. We invest thousands of dollars into our clients' home sales and we started marketing your home from day one. We are invested in you and helping you achieve your real estate goals.

Sincerely,

Kerby Skurat & Cristina Edelstein-Skurat

VISION & MISSION:

To help our clients achieve their goals through our expert team and innovative systems.

CORE VALUES:

Be Humble | Be a Hustler | Grow and Learn
Positive Attitude | Never Problems, Only Solutions



**#1 RE/MAX Results Team
in the Country**



**#1 RE/MAX
Luxury Team**



**#2 Team in All Brokerages
in Minnesota**

DEDICATED TO YOUR SUCCESS



A FULL SERVICE TEAM



EXPERT LISTING
PARTNER



INSIDE SALES
AGENTS



PREMIER HOME
STAGING



ARCHITECTURAL
PHOTOGRAPHER



VIDEOGRAPHER



DEDICATED MARKETING
DEPARTMENT



BUYER AGENTS &
SHOWING AGENTS



ELITE
CLOSING TEAM

LUXURY PROPERTY PREPARATION

PREMIER HOME STAGING STRATEGISTS

Professional staging strategies define the space and showcases a property in its best light. Staging a home is proven to reduce days on market by 50% and net 3% more money on your home sale.



ARCHITECTURAL PHOTOGRAPHY

With 95% of buyers starting their home search online, the first impression matters! We exclusively use the best Architectural Photographers who specialize in residential real estate to capture your property's selling features.



MARKETING FOR MAXIMUM EXPOSURE

HOME PROPERTY BRIEFS & NEWSLETTERS

The use of print and email marketing will attract more buyers and result in more showings and offers on your home.



INTELLIGENT DIGITAL MARKETING

Intelligent digital marketing on social media platforms will engage and target the right buyers for your property.



GLOBAL EXPOSURE

Global Exposure marketing with your property being featured in the top media platforms.



MAKING AN IMPACT THROUGH CHARITABLE GIVING

We strongly believe in giving back and are honored to partner with nonprofits, such as Feed My Starving Children and Congo Initiative, at our events. Together, we are able to make a huge impact for those in need!

DONATED 208,930 MEALS TO FEED MY STARVING CHILDREN

WE SPONSORED 18 UNIVERSITY SCHOLARSHIPS THROUGH CONGO INITIATIVE

RETURNED \$550,000 INTO OUR VERY OWN TWIN CITIES NEIGHBORHOODS THROUGH NDC-MN.ORG

BUILT 2 HOMES WITH HOMES OF HOPE IN MEXICO

CHOOSE THE AGENT Who Is Right for You

QUESTIONS TO ASK WHEN CHOOSING YOUR AGENT:

1. How much experience do you have selling luxury real estate and can you provide references?
2. How many homes have you and your team listed and sold in the last year?
3. What services and resources do you offer?
4. Do you have time to devote to me and how often will you communicate with me?
5. How does the home selling process work and what is expected of me?
6. How long are homes in my neighborhood on the market?
7. How would you price and market my home?
8. What disclosure laws apply to me and what do I need to be aware of?
9. What does the listing agreement entail and what is your fee?
10. What happens if another Agent locates a buyer?
11. What happens if I'm not happy with your services?

Google

5.0 ★★★★★
700+ reviews

Zillow


4.9 ★★★★★
900+ reviews

“Kerby and Cristina Real Estate Experts did a tremendous job marketing and selling our home. We were confident they would do a great job based on the discussions we had about our needs, as well as their background and experience. They exceeded our expectations throughout the entire process! The results were exactly what we were looking for, we would highly recommend.”

– Tom & Lynn, \$2M Listing Clients

“I spoke to 11 different agents and interviewed 5 before listing my home with Kerby and Cristina Real Estate Experts. They were by far the best prepared, with extensive research and the most competitive analysis. Once listed, they handled all the details and went above and beyond while keeping me updated throughout the entire process! From content creation and marketing to professionalism, they has been exceptional”

– Kirk, \$750K Listing Client



Home Seller's Glossary

BUYER'S MARKET:

There are more homes on the market than there are buyers, giving the limited number of buyers more choice and greater negotiating power. Homes may stay on the market longer, and prices can be stable or dropping.

CLOSING:

Also referred to as "settlement" is the point in the process in which funds are exchanged and ownership of the property is transferred to the buyer. A seller can pre-sign or sign at the time of closing.

CONTINGENT OFFER:

When the sale of the home hinges on predetermined conditions, such as financing or contingent on the sale of the buyer's home. If the conditions are not met, the buyer can back out of the deal.

COUNTER OFFER:

When the original offer to purchase a home is rejected by the seller, the seller can counteroffer with adjustments, usually to the price or terms of the purchase, such as the closing date.

EQUITY EVALUATION:

A CMA (Comparative Market Analysis) is provided by your Real Estate Agent during the listing process. This report assists with determining the asking price of the home. It uses available, current housing market data and sales information as well as data provided by the city and county.

LUXURY:

A Luxury Home in Minnesota is a home that is valued higher than \$700,000.

OFFER:

An offer is an agreement from a buyer to purchase a home, typically presented in writing. An offer can be contingent on a number of factors, commonly contingent on financing and a home inspection. If the conditions are not met, the buyer can cancel their offer.

SELLER'S MARKET:

In a seller's market, there are more buyers than there are homes for sale. With fewer homes on the market and more buyers, homes sell quickly in a seller's market. Prices of homes are likely to increase, and there are more likely to be multiple offers on a home. Multiple offers give the seller negotiating power, and contingent offers may be rejected.

As a team who's sold 6,000 homes in the Twin Cities, we know exactly what it takes to maximize your profit.



6,000
FAMILIES SERVED

10X

THE VOLUME OF
THE AVERAGE
AGENT

Top 1%

OF AGENTS IN
THE TWIN CITIES

#1

LUXURY
RE/MAX
TEAM IN MN

#1

RE/MAX
RESULTS
TEAM

#1

IN AGENT
PRODUCTIVITY



Kerby&Cristina
REAL ESTATE EXPERTS

RE/MAX RESULTS

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