

REAL ESTATE SERVICES PRESENTED BY



JULIA EPPS

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Meet Julia, your seasoned real estate agent serving the Ozarks with over 20 years of experience in marketing and customer service. Born into an entrepreneurial family, Julia's been cultivating relationships since childhood, recognizing their pivotal role in success. Her expertise and personalized approach benefit both buyers and sellers, backed by her extensive knowledge of the local market. Julia's background includes developing a subdivision in Springfield, Missouri, alongside her husband, and she holds a degree in interior design, infusing every transaction with her eye for aesthetics. As a member of professional associations like the Greater Springfield Board of REALTORS®, Julia is dedicated to ensuring a positive real estate experience for her clients. Let Julia guide you through your real estate journey with expertise and care.

1625 E Primrose Street | Springfield, MO



Client Reviews

“ Julia went above and beyond. Being a first time buyer she went step by step with me to help me feel more secure. She also worked with my crazy schedule as I work nights.....she would even hand deliver paperwork to my house on my time. I could not have asked for a better agent!”

~**Shantell S.**

“ Thank you Julia, You’ve been fantastic!”

~ **Camelia I.**

“ Thanks once again for everything! It was an awesome experience and we learned a lot!”

~**Chris I.**

“ Julia was wonderful to work with! She made the daunting process of buying a house so simple and easy to understand. I could tell she loves her job and truly cares about her clients. She made sure we were taken care of in every way, and gave us some great guidance along the way. She really made us feel like no question was ever too small, and no issue was ever too big. She was knowledgeable, reliable and a true joy to be around.”

~**Anna D.**



OBJECTIVES + PROMISE

Selling a home is a multifaceted process with many steps, each step requiring a great amount of time, expertise, and diligence. As a real estate professional, my work is to guide you through every step of the process so that you can sell your property with confidence.

MY OBJECTIVE

- Meet your desired time-line.
- Maximize your sale price.
- Negotiate the best possible terms on your behalf.
- Provide you with a great experience.

MY PROMISE

- **ADVOCATE** I will advocate for your best interests.
- **COMMUNICATE** I will regularly communicate to keep you informed.
- **INTEGRITY** I will do what I say I will do.
- **EXCELLENCE** I will provide the best possible service.
- **PROMPT** I will be prompt in responding to your needs and concerns.





THE STEPS OF SELLING

LISTING CONSULTATION

Get clear about the outcomes you want when selling your home.

PREPARING YOUR HOME

Prepare your property to increase value and attract more buyers.

MARKETING STRATEGY

Market the property to maximize exposure and get more offers.

PRICING STRATEGY

Price the property by considering five components that impact value.

PREPARING FOR SHOWINGS

Make your property accessible and presentable for buyer showings.

LISTING DAY

Your home becomes active on the MLS and showings begin.

CONTRACT NEGOTIATION

Negotiate offer(s) considering five key areas of the contract.

HOME INSPECTIONS

Allow the buyer to inspect the property and negotiate needed repairs.

TITLE WORK

Hire a title company to show that you own the property free and clear.

HOME APPRAISAL

The buyer may get a home appraisal to determine fair market value.

PREPARE FOR CLOSING

Prepare for closing day by following the provided pre-closing checklist.

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CLOSING DAY

Transfer ownership of the property and receive your net proceeds.



LISTING CONSULTATION

How long have you owned the property?

Why are you selling?

What is the most important outcome to you?

What is your desired timeline?

What updates and changes have you made?

Do you have any concerns about selling the property?

Do you have a price range in mind?

Do you have a loan on the property?



PREPARING YOUR HOME

Putting in some work before you list will make the whole process go faster and easier. It will also put more money in your bank account. Nothing impacts the value of your home more than the condition. You will be so grateful when you are moving and a lot of the work is already done.

- **FIRST IMPRESSIONS ARE LASTING!**

The front door greets the buyer. Make sure it is fresh and clean. A welcome mat and wreath go a long way in making a positive first impression.

- **LAWN CARE**

Keep lawn mowed and trimmed. Weed gardens, add mulch, rake leaves, shovel snow. Remove clutter and debris from the yard.

- **DECLUTTER**

Minimize personal items. Pack up items you won't need before listing. Thin out closets and pantry. Remove all extra items from countertops.

- **PAINT**

Touch up paint is an effective way of covering wear and tear. Consider neutral paint if home has bold colors; it will pay dividends.

- **LET THE SUNSHINE IN!**

Open curtains, clean windows, make sure all lightbulbs work.

- **REARRANGE FURNITURE**

Remove excess furniture if possible so the rooms feel larger and walkways are clear.

- **SMALL REPAIRS = BIG DIFFERENCE**

Loose knobs, sticking doors, squeaky doors, dirty grout, mildew, maintenance helps the buyer feel confident in your home.

- **CLEAN! CLEAN! CLEAN!**

From the cobwebs in the corners to the carpets under your feet, make sure your home is clean. If this isn't your forte, consider asking a friend to help or hire a pro.

*"Don't put off until tomorrow what
you can do today"*

-- Benjamin Franklin



MARKETING STRATEGY

One of the most important factors in maximizing the sale price of your home is implementing an effective marketing strategy.

MY MARKETING OBJECTIVES

1. **PRESENTATION** Create an appealing presentation of the property.
2. **EXPOSURE** Generate maximum exposure to potential buyers.
3. **OFFERS** Receive the highest possible offer(s).

MY MARKETING STRATEGY

Marketing strategies may include the following:



PHOTOS

Create high quality photos.



VIDEO

Use video to increase exposure.



WEBSITE

List the property on MLS and murney.com.



SOCIAL MEDIA

Leverage social media to increase exposure.



SYNDICATION

Syndicate property to all available websites.



EMAIL

Share the property to my past clients and sphere.



GEOFARMING

Market the property to surrounding homeowners.



ONLINE MARKETING

When appropriate, create online ads to increase exposure.



BROCHURE

Create a print piece to share.



SIGNAGE

Increase exposure with signage.



ONLINE ADVERTISING

Run online ads on Facebook or Google.



PRINT ADVERTISING

When appropriate, utilize local ads in periodicals.



AGENT-TO-AGENT

Market the property to other agents.



OPEN HOUSES

Host open houses to generate traffic.



YOU

Share the property to your social networks.



DIRECT MAIL

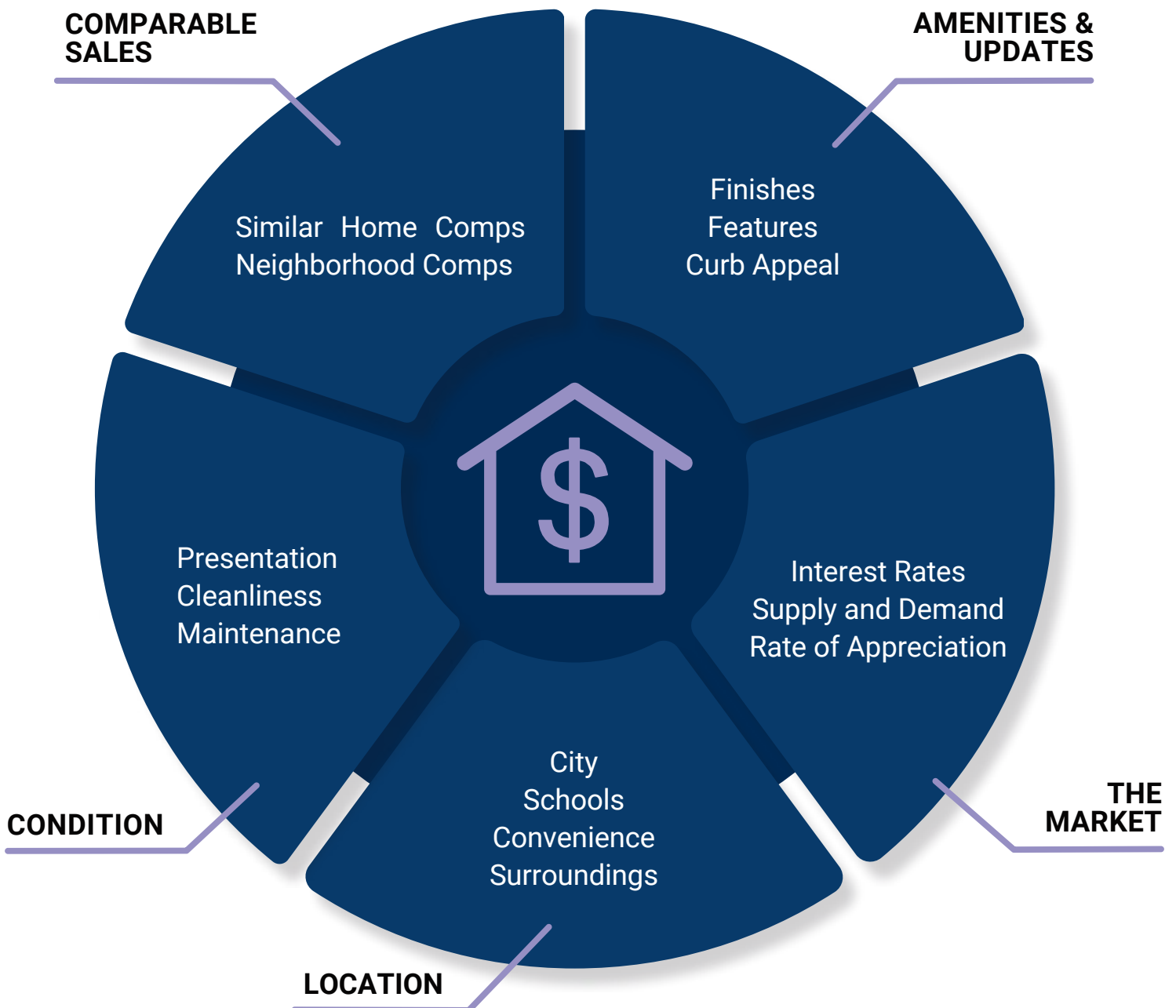
When appropriate, mail to surrounding homeowners.



PRICING STRATEGY

Pricing your home at market value is a critical step to maximizing the return on your investment. Listing just 10% above market value reduces the percentage of buyers who view your home by 30% causing you to miss out on prospective buyers. You also have the potential to face price reductions and a stigma in the eyes of buyers that there is something wrong with your house. If you list below market value, you will sell for a price that is not the optimum value for your home.

FIVE FACTORS THAT DETERMINE MARKET VALUE



**A note about Zillow. Missouri is a non-disclosure state, meaning Zestimates are based upon statistics that do not include all sales data.*



PRICING STRATEGY

WHAT DOES NOT DETERMINE MARKET VALUE



TIPS FOR PRICING

1. **VALUE IS NOT FIXED** You can improve the value of your home by improving the quality or lowering the price.
2. **TRUST THE DATA** Numbers don't lie. Let the numbers guide you to a realistic assessment of your home's value, even if you don't choose to price it that way.
3. **BE THE BUYER** Put yourself in the buyer's shoes and ask how your property compares with the other homes that are available.

KEY TERM: COMPARATIVE MARKET ANALYSIS (CMA)

A report of comparable properties (location, size, age, condition) that helps us establish the market value of your property based upon historical and present market data.





PREPARING FOR SHOWINGS

Making your property accessible and presentable for showings is a key step toward getting more interested buyers, and ultimately, more offers.

HOW TO PREPARE FOR SHOWINGS

1. Check the front door to make sure it is clean and tidy.
2. Turn the lights on and open the blinds.
3. Pick up, take out the trash, toilet lids down.
4. Clorox wipes are your new best friend!
5. Put away valuables, firearms, medication, and jewelry.



WHAT IF A BUYER CALLS ME DIRECTLY?

Have them contact me and I'll pre-qualify them and arrange a showing.

APPOINTMENTS I will communicate all showing requests to you as soon as they are received. Please make every effort to accommodate showings.

ACCESS Agents will use a lockbox to access the property. I will be notified every time the lockbox is accessed via email.

ETIQUETTE Agents should give you at least an hour notice. Please leave 10 minutes prior to the showing time and plan to be gone for an hour.



Sniff Sniff

WE get used to living in our houses and with our smells, but buyers are instantly turned off. Masking smells with air fresheners doesn't work and can be an even bigger turn off. Possible solutions include: Cleaning, opening windows, baking cookies, essential oils, having ducts cleaned, painting, and ozone machines.

WE LOVE OUR PETS, but not everyone does.

Minimize their presence. Take them with you or kennel them for their safety and everyone else's. Minimize their presence. Hide bowls, bedding, toys, clean litter boxes and cages.



LISTING DAY

You have been working hard to get things tidied up and sparkling clean.
Take a minute to enjoy.

LISTING DETAILS

- Review the listing to confirm all of the listing details are correct and suggest any changes you would like to the listing
- The sign will be installed in the yard
- The key goes into the lockbox
- The listing is activated on the MLS and syndicated to Zillow etc.
- Be prepared for showings-we hope buyers are out there waiting for your home to be listed.
- Keep an open mind regarding feedback, it is to help us see your home through the buyer's eyes so we can make adjustments.





CONTRACT NEGOTIATION

Selling a home requires negotiation. The first negotiation occurs when an offer is submitted by a buyer (see Contract Negotiation below). Once an offer is agreed upon by all parties, the second point of potential negotiations are repairs from the buyer's inspection notice. Our goal in all negotiations is to help you achieve the best possible results acceptable to the buyer and seller in order to proceed to closing.

KEY CONTRACT TERMS TO BE NEGOTIATED

1. Sale Price
2. Concessions
3. Closing Date
4. Contingencies
5. Inclusions / Exclusions



KEY TERMS: CONTRACT TERMS

EARNEST MONEY

Earnest Money is an amount of money pledged by the buyer to the seller, usually held by a title company, that shows the buyer's good faith in the transaction.

CONCESSIONS

Concessions are closing costs and lender fees that you pay on behalf of the buyer. It's a way for them to finance their closing costs.

CONTINGENCIES

Contingencies are terms that have to be met in order for the purchase to proceed or be finalized. The most common contingencies are for loans, inspections, and appraisals.

*"Negotiation is not an act of battle;
it's a process of discovery."*

- Chris Voss



HOME INSPECTIONS

Depending upon the terms of the contract, the buyer has the right to inspect the property (at their cost), within the contract defined time frames, to look for problems and defects. Inspections are paid for by the buyer and may include:

- **GENERAL HOME INSPECTION**

A general home inspection evaluates the condition of the roof, mechanical, structural, plumbing, windows and doors, insulation, appliances, fireplaces, exterior surfaces, yard grading and the crawl space or basement.

- **TERMITE INSPECTION**

A termite inspection looks for past or present termite activity and any damage that may have been caused.

- **WELL / WATER**

Water tests may be conducted to determine the presence of E. coli (often in wells or private water systems). Wells may also be tested to determine functionality of the well and pressure tanks.

- **SEPTIC / SEWER**

Sewer and septic inspections may be conducted to ensure that sewage lines are clear and septic tanks and lateral fields (when present) are operating properly.

- **RADON**

A radon test may be conducted (typically in basement homes) to determine the level of radon in the air. EPA suggests radon levels be below 4.0 pCi/L.

- **MOLD**

Mold tests may be conducted by an environmental specialist to determine the level of mold on surfaces or in the air of the home.

- **OTHER SPECIALISTS**

Other specialists may be hired by the buyer to conduct more detailed inspections on the property.

DO I HAVE TO MAKE ALL REQUESTED REPAIRS?

You are not required to make all requested repairs, but depending on the terms of the contract, the buyer may have the right to be released from the contract if you do not correct defective items on the property.



TITLE WORK

As the property owner, you are required to provide proof of a clear and marketable title to the property. A clear and marketable title means that there are no outstanding liens, claims or interests on the property claimed by someone other than the seller. The title company performs a title search to ensure the title is clear, and then provides the buyer a title commitment to insure the title after closing. The title company is also where the property transaction is typically closed.

WHAT DOES A TITLE SEARCH LOOK FOR?

- Chain of Title
- Outstanding Mortgages
- Other Loans / Liens
- HOA Dues
- Unpaid Judgments
- Unpaid Property Taxes
- Property Restrictions
- Property Easements

WHO PAYS FOR CLOSING COMPANY FEES?

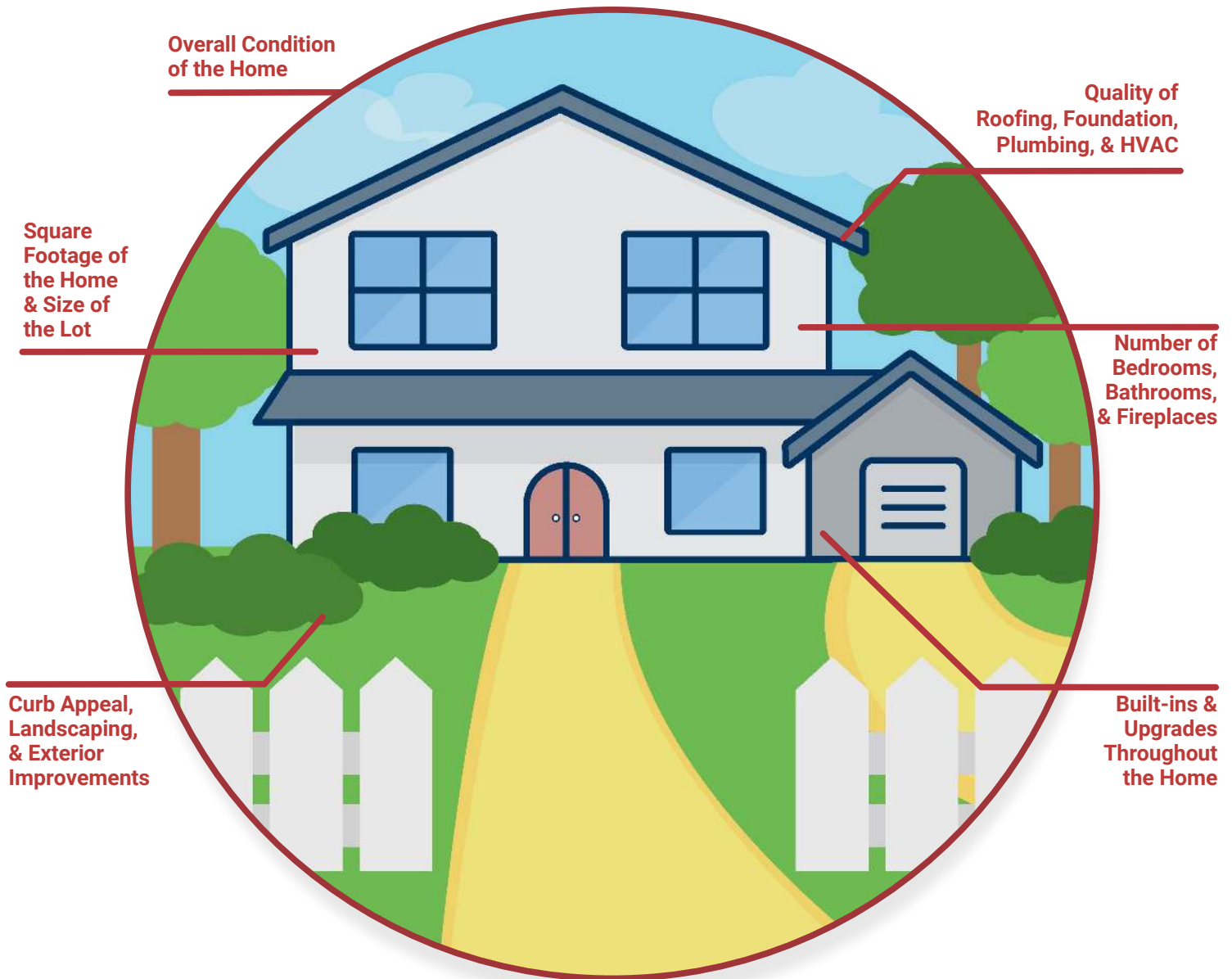
Depending upon the terms of the contract, the buyer or seller may pay for the title company and / or policy, including a lender policy if applicable.





HOME APPRAISAL

Depending upon the terms of the contract, the purchase may be contingent upon an appraisal. An appraisal is an unbiased professional opinion of the value of the home, typically required by the lender, to determine the market value of the property.



APPRAISAL REQUIRED REPAIRS

If the bank requires an appraisal, an appraiser may also require that certain conditions be met or repairs be completed in order for the bank to make a loan on the property prior to closing.



PREPARE FOR CLOSING

We're almost there! To prepare for closing day there are several steps we will need to take to ensure everything goes smoothly.

PRE-CLOSING CHECKLIST

- **SCHEDULE CLOSING DATE** We will work with the buyer and their agent to determine a closing time that works for all parties.
- **REVIEW CLOSING DISCLOSURE** The Closing Disclosure, provides a breakdown of your net proceeds that you will receive at closing.
- **SCHEDULE UTILITY SHUT-OFF** Call utility companies to schedule to have the utilities cut off or transferred on the day after closing.
- **SCHEDULE ADDRESS CHANGE** Go to www.usps.com/manage/forward.htm and schedule to have your mail forwarded.
- **LOCATE KEYS, REMOTES, AND CODES** Put all the keys, remotes, and any codes in an envelope or bag to give to the buyer at closing.
- **COMPLETE FINAL CLEAN** Remove all personal property and debris from the property prior to closing.
- **BUYER FINAL WALK-THROUGH** The buyer will do a final walk-through prior to closing to verify the condition of the property before taking ownership.

NOTES



CLOSING DAY

Closing day is the predetermined date, written in your contract, when all closing documents are signed by both parties and all funds exchange hands to transfer ownership of the property. After all documents are signed by the buyer(s) and seller(s), and all funds have been submitted to the closing company by the buyer and lender, you'll be given a check for the net proceeds of your sale. Your net proceeds should match the amount on the Closing Disclosure.

WHAT TO BRING

1. All persons listed on the contract should be present to sign.
2. Bring photo identification, such as a driver's license or passport.
3. Bring your funds for closing in the form of a cashier's check or wire.
4. Bring all keys, remotes, and codes to give the buyer.





WHY YOU NEED AN AGENT

There is a lot at stake when selling a home, and many things need to go right in order to have the best possible outcome. An experienced real estate agent will guide you through the entire process so that you can maximize your return on investment, while minimizing your liabilities and reducing the amount of time and stress for you.

BENEFITS OF HAVING AN EXPERIENCED AGENT

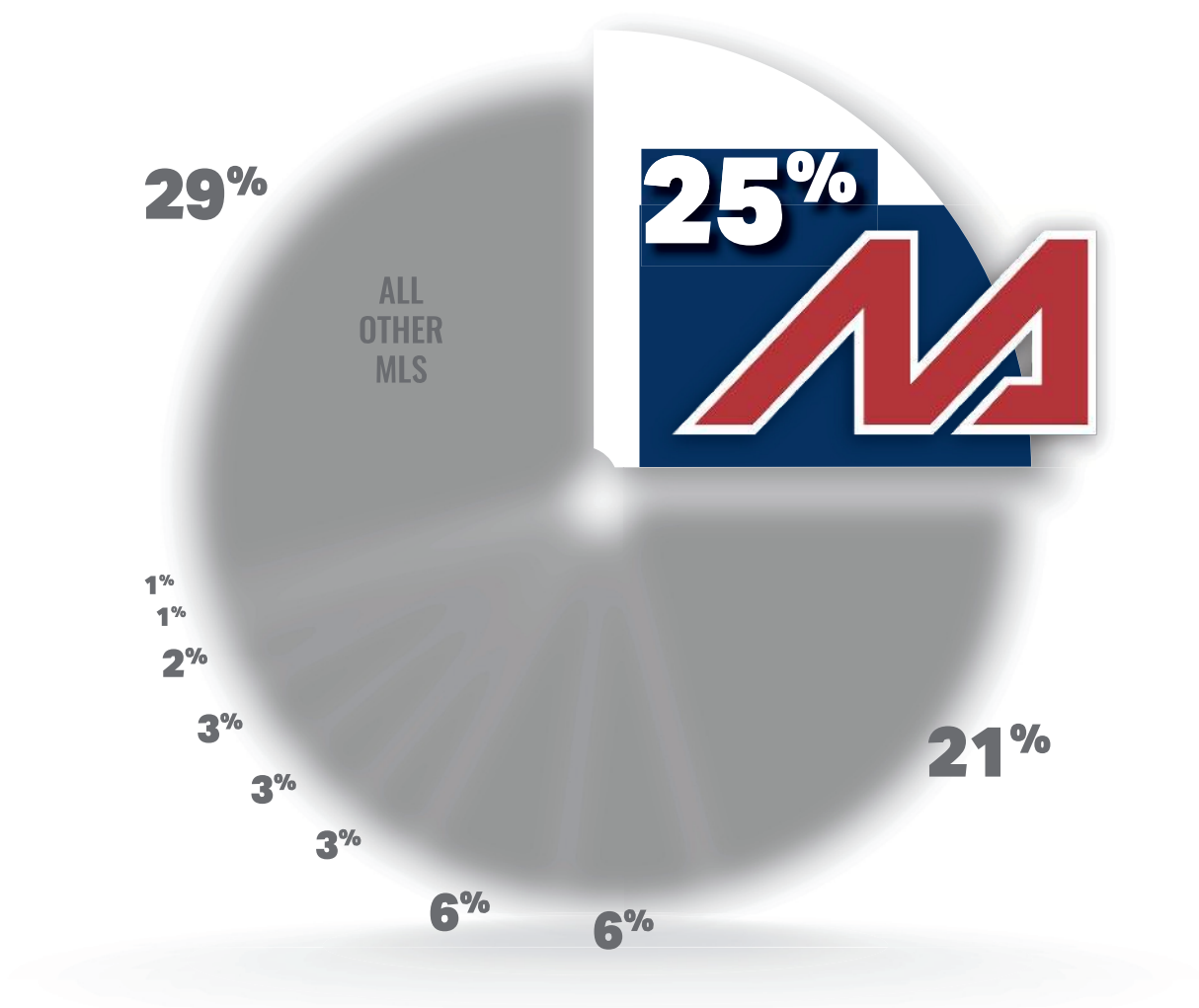
- **GUIDE**
Your agent will guide you through each step of the selling process.
- **ADVOCATE**
Your agent will advocate for your best interests throughout the transaction.
- **EXPERTISE**
Your agent knows the market and every part of the home-selling process.
- **MARKETING**
Your agent will maximize exposure of your property to agents and buyers.
- **ORGANIZE**
Your agent will save you time by arranging showings and providing access.
- **NEGOTIATE**
Your agent will help you negotiate the best possible terms on your property.
- **PROBLEM-SOLVER**
Your agent will help you prevent and overcome problems along the way.

WHAT AN AGENT DOES NOT DO

- **TELL YOU HOW TO PRICE YOUR HOME**
An agent will go over the factors that impact the value of your home, but the list price is always up to you.
- **TELL YOU WHAT TO ACCEPT**
An agent will present you with all offers, but it is completely up to you whether you accept, counter, or reject offers.
- **TELL YOU WHAT TO DO**
An agent works for you, and therefore, you're in charge. An agent is simply a guide to help you enjoy the best possible outcome.
- **GIVE LEGAL ADVICE**
Agents are not attorneys, and therefore do not (and cannot) give legal advice.



MARKET SHARE



The statistics above are a combination of Murney Associates, Realtors® sales figures and information from the SOMO MLS for residential properties in Greene, Christian, and Webster counties for the time period of January 1, 2022 through December 31, 2022. Report data generated on April 27, 2023



MURNEY.COM

THE MOST POWERFUL REAL ESTATE SITE IN SOUTHWEST MISSOURI



3,500,000 PAGE VIEWS
EVERY YEAR



MY MURNEY
THE PLACE PEOPLE GO
TO SEARCH FOR THEIR
NEXT HOME

Reports based on web traffic to murney.com for the period of January 1, 2022 to December 31, 2022.



SYNDICATION



Properties may appear on additional web sites when re-syndicated from the above sites to additional partners. Individual sales associates may also utilize manual entry procedures to additional sites.



HOW TO PREPARE FOR THE LISTING APPOINTMENT

Your time is valuable. Here are a few things for you to do/think about as you prepare for the listing appointment which can help things go more smoothly.

- Review or complete the disclosures to the **best of your knowledge**.
You can fill these out in advance or we can work on them together.
Don't rely on second hand information. It is ok to leave things blank.
Disclosing can be a seller's best friend, so let's discuss anything you are unsure about.
- Collect any related materials you might have, like a survey or shared road/well agreement.
- Fill out the contact information sheet in this packet.
- Locate a spare key or have one made. Does the garage code work?
- List any recent improvements you have made below:



ESTIMATED SELLER PROCEEDS

These documents are used for estimating purposes only. Owner's final proceeds may vary based on actual figures.

Sales Price:

ESTIMATED EXPENSES

Loan Pay-Off

Second Pay-Off

Contract for Deed

Interest

Other Liens

Title Search

Taxes Prorated _____ to _____

Rent Prorated

Rental Deposits

Termite

Real Estate Fee

Closing Fee

Home Warranty Plan

Recording Fees

Buyer's Closing Costs Paid By Seller

Other

Other

Total Estimated Expenses

Less Owner Carried Loans

Estimated Proceeds at Closing
