



SELLING YOUR HOME

with

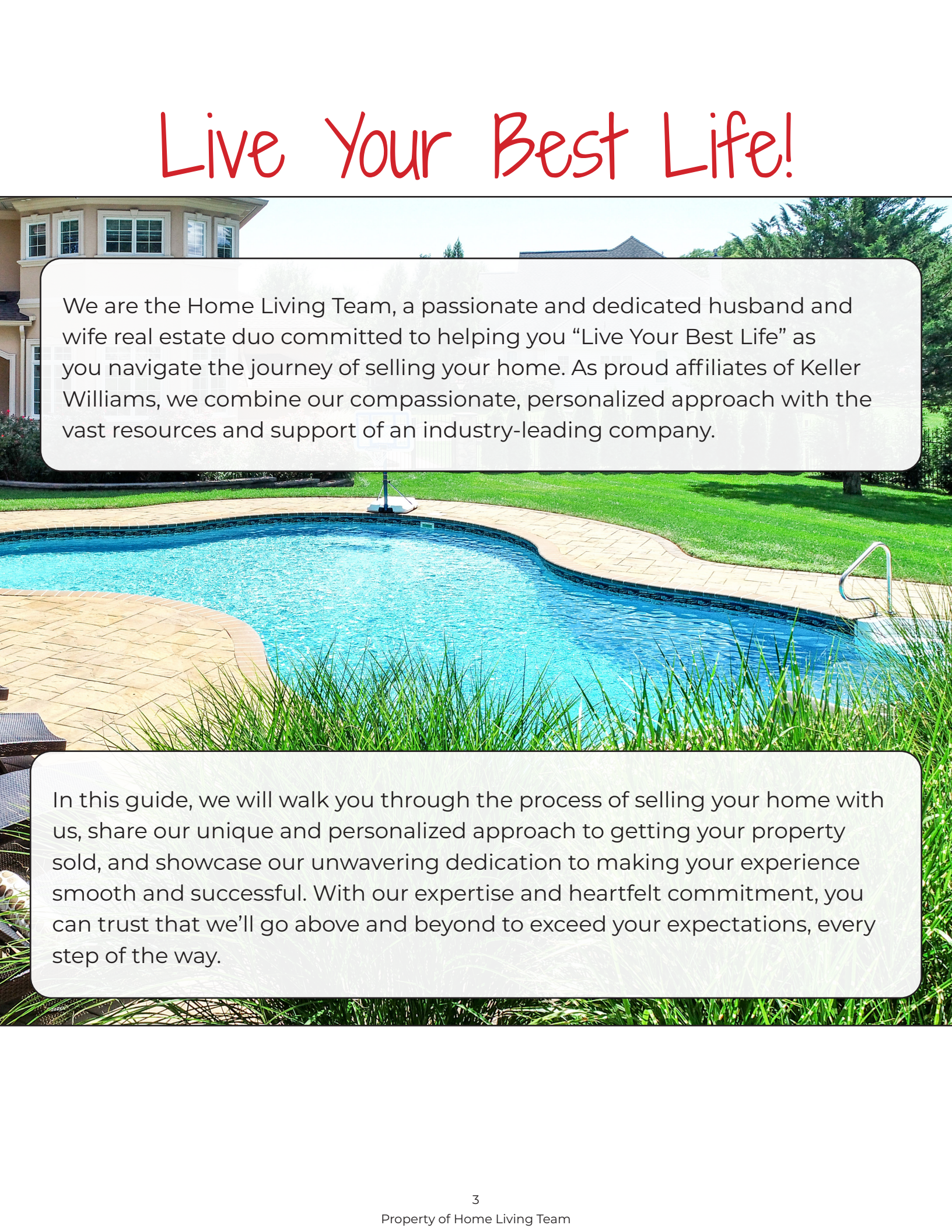
Home  Living ^{team}

CONTENTS

1. KW Partnership
2. Selling Process
3. What We Do
4. Testimonials
5. Preferred Partners
6. Preparing Your Home
7. About Us



Live Your Best Life!

A large, curved swimming pool with a stone deck and a house in the background. The pool is surrounded by green grass and tall reeds in the foreground. A white house with a bay window is visible on the left, and a green lawn with trees is on the right.

We are the Home Living Team, a passionate and dedicated husband and wife real estate duo committed to helping you “Live Your Best Life” as you navigate the journey of selling your home. As proud affiliates of Keller Williams, we combine our compassionate, personalized approach with the vast resources and support of an industry-leading company.

In this guide, we will walk you through the process of selling your home with us, share our unique and personalized approach to getting your property sold, and showcase our unwavering dedication to making your experience smooth and successful. With our expertise and heartfelt commitment, you can trust that we’ll go above and beyond to exceed your expectations, every step of the way.

STRENGTH IN PARTNERSHIP

THE KELLER WILLIAMS ADVANTAGE

As proud members of the Keller Williams family, the Home Living Team is privileged to be part of a distinguished network of real estate professionals known for their dedication to excellence and exceptional service. Keller Williams, recognized as one of the top real estate franchises globally, provides us with access to extensive resources, cutting-edge technology, and ongoing training, enabling us to stay at the forefront of industry trends and best practices.



THE KELLER WILLIAMS BELIEF SYSTEM:

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

Our affiliation with Keller Williams ensures that we deliver unparalleled service and results in every transaction, empowering you to “Live Your Best Life” during your home selling journey. As part of the Keller Williams community, we also benefit from a vast network of like-minded professionals, fostering collaboration and knowledge sharing to better serve our clients. With the support and backing of Keller Williams, the Home Living Team is fully equipped to provide an exceptional real estate experience that exceeds your expectations.

LISTING PROCESS



Step 1

**Initial meeting,
walk-through and
needs analysis**

Step 2

**Establish price & sign
listing contract**

Step 3

Prepare the Home

- clean
- declutter
- repairs
- staging

Step 4

Pre-Listing

- photography
- sign installation
- lockbox installation
- complete listing paperwork

Step 5

**Go Live! Launch Just Listed
marketing campaign**

The home selling process can be both exciting and daunting. But don't worry, the Home Living Team has your back! In this section, we'll break down the process into simple, easy-to-follow steps, and share helpful tips to make your experience as stress-free and enjoyable as possible.

Step 6

**Showings, Open House(s),
receive feedback**

Step 7

Receive offer(s)

Step 8

**Negotiate &
finalize contract**

Step 9

Inspection

- Receive buyers response
& report
- collect estimates/evaluations
- negotiate

Step 10

Appraisal

Step 11

Clear to Close

Step 12

Final walk-through

Step 13

Closing

Step 14

Possession

Step 15

Partners for Life!



WHAT WE DO

AND HOW WE DO IT

Welcome to “What We Do - And How We Do It,” where we shine a spotlight on the unique approach and exceptional services that set the Home Living Team apart. In this section, we’ll dive into the innovative strategies, personalized touches, and heartfelt dedication that make our home selling process stand out from the rest. Get ready to discover the magic behind our success, and how we work tirelessly to ensure you enjoy a seamless, memorable, and rewarding home selling experience.

Let’s explore the Home Living Team difference together!

“Understand that a business is defined by its culture. Standards and high expectations go hand in hand. Together they make everything else work.”

Mo Anderson - co-owner, vice chairman and former CEO of Keller Williams Realty

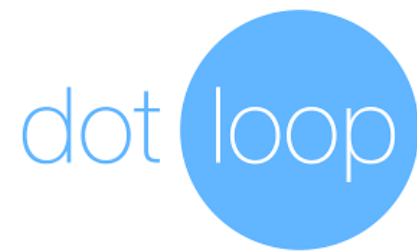
Listen, provide expertise, offer solutions, and help you achieve your goals.

At the Home Living Team, we prioritize listening to your needs and concerns, providing expert advice and guidance tailored to your unique situation. By offering customized solutions and working diligently to help you achieve your goals, we ensure a home selling experience that exceeds your expectations.



CMA - A Comprehensive Market Analysis (CMA) is a crucial tool we use to determine the most accurate and competitive listing price for your home. By analyzing recent sales, active listings, and market trends in your neighborhood, we ensure your property is positioned for success from the very beginning.

Seller Net Sheet - A Seller Net Sheet is a personalized estimate of your net proceeds from the sale of your home. We carefully calculate your expected expenses, such as closing costs, commissions, and any outstanding mortgage balance, to give you a clear understanding of the potential profit from your home sale, helping you make well-informed decisions.

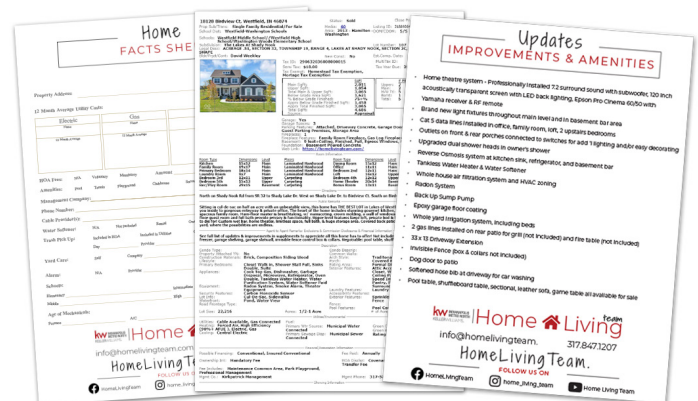


Digital Signatures

We utilize DotLoop, a leading digital signature platform, to streamline the document signing process for both sellers and buyers. With secure and efficient digital signatures, we make managing contracts and closing transactions more convenient and accessible, saving you valuable time and effort throughout your home selling journey.

Complete, thorough, professional listing data entry & supplements

We take pride in our meticulous and professional approach to listing data entry and supplements, ensuring your home's information is accurate and comprehensive. Additionally, we proactively provide buyers with the information they desire. (Home Fact Sheet, Updates, etc.)





Attractive Signage that Delivers

The Home Living Team understands the importance of making a strong first impression, which is why we invest in attractive, high-quality signage for your property. Our eye-catching signs not only enhance your home's curb appeal but also generate interest and draw in potential buyers for a successful sale.

Professional Photography: Bringing Your Home to Life

We recognize the importance of high-quality visuals in showcasing your property, which is why we arrange professional photography for all our listings. When appropriate, we also provide stunning aerial/drone shots and engaging video tours to capture your home's unique features and appeal, ensuring it stands out in the competitive market.



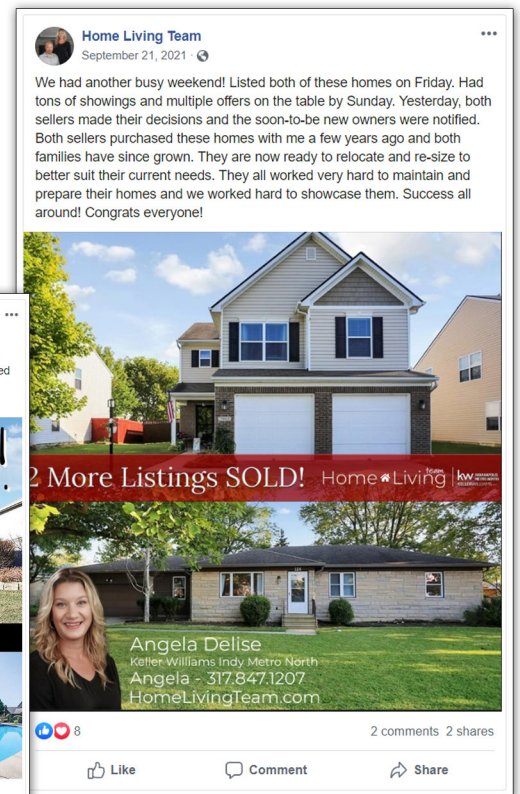
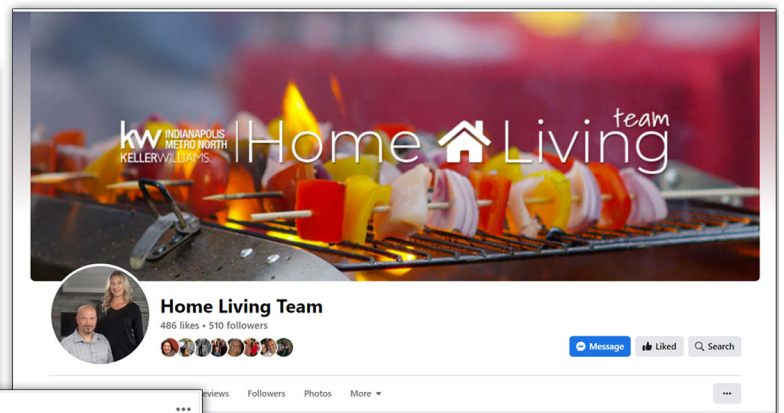
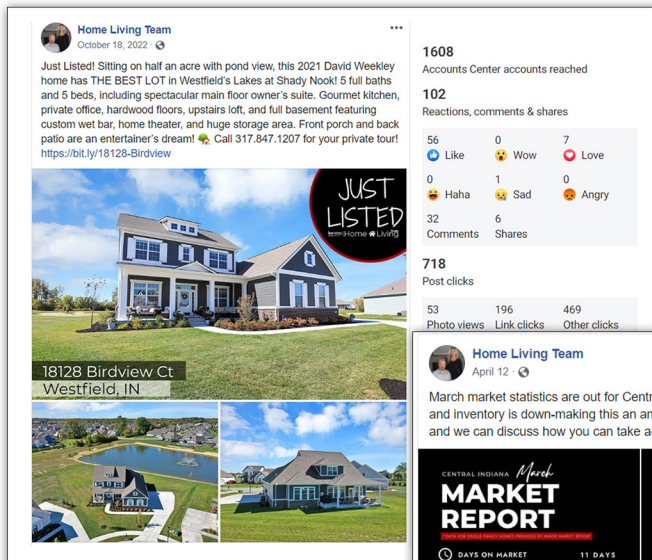
Amplifying Your Listing: The Power of Syndication

Listing syndication is a key component of our marketing strategy, ensuring maximum exposure for your property across multiple online platforms. By sharing your listing on dozens of popular real estate websites and other relevant outlets, we effectively broaden your property's reach and increase the likelihood of a swift and successful sale.



Connecting with Buyers: Social Media Advertising and Sharing

We leverage the power of social media advertising to target and engage potential buyers, utilizing eye-catching visuals and compelling content to highlight your property's unique features. Additionally, we provide user-friendly links for you to share your listing with your network, extending your home's reach and generating even more interest from potential buyers.



Home Preparation

Many of our sellers require help with tasks such as decluttering, organizing, packing, painting, and repairs. For those looking for added convenience and potential additional proceeds, we offer partnered estate sale and cleanout services. Regardless of your home's contents or condition, we collaborate with top local experts to ensure a smooth, hassle-free, and successful sale.



Pre-listing and/or move-out clean by professional house keepers

To ensure your home is ready to impress potential buyers, we can arrange for a pre-listing and/or move-out cleaning service by professional housekeepers. A spotless and well-maintained property not only enhances its appeal but also demonstrates the care and attention you've invested in your home, leaving a lasting positive impression on buyers.



Staging

When necessary, we recommend and coordinate professional staging services to accentuate your home's best features and create a welcoming atmosphere for potential buyers. Thoughtful staging not only highlights the property's strengths, but also helps buyers envision themselves living in the space, ultimately contributing to a faster and more successful sale.

Showing kit

To create an exceptional showing experience, we provide a comprehensive showing kit that includes in-house flyers, descriptive tags and signs, booties, and if needed, entrance mats, toilet paper, soap, and towels. These thoughtful touches not only elevate the presentation of your home but also ensure a clean and comfortable environment for potential buyers during showings.



Lock box & showing service

We utilize a modern lock box and showing service that incorporates digital technology, ensuring secure and convenient access for authorized agents during showings. Our system provides text notifications, collects valuable feedback, maintains showing records, and accommodates scheduling preferences, ultimately delivering a seamless and efficient showing experience for all parties involved.

Open Houses & Broker's Opens

If desired, we can organize and host Open Houses and Broker's Opens to showcase your property to a wider audience of potential buyers and real estate professionals. These events provide an opportunity to generate buzz and excitement around your home, helping to increase interest and ultimately contribute to a fast & successful sale.

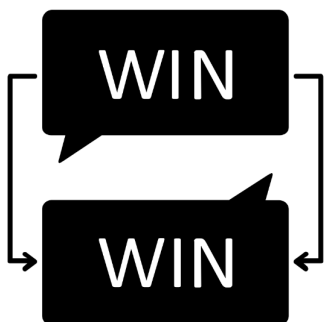


Prompt Communication and Readiness

The Home Living Team prides itself on being accessible and responsive to our clients, other agents, and interested parties. We are always available to answer texts, calls, and showing requests, ensuring that no opportunity is missed and that all inquiries are addressed promptly, keeping the home selling process on track for success.

Presenting offers

All offers are presented in a timely manner. When it comes to presenting Multiple offers, we create a detailed spreadsheet and offer comparison, enabling you to evaluate each proposal side by side. This organized approach simplifies the decision-making process, allowing you to identify the strongest offer and make well-informed choices for the successful sale of your home.



Sealing the Deal: Expert Negotiation Strategies

More than just listing experts, we're skilled negotiators and proficient problem-solvers. We diligently work to secure optimal prices and terms for you. From addressing inspections and appraisal concerns to fine-tuning contract details, we not only protect your interests but also preempt potential issues, ensuring a smooth, successful transaction tailored to your needs.

Navigating the Selling Process with Ease

As your home sale progresses, we send detailed pending and closing instructions to ensure you're well-prepared for each stage of the transaction. Our clear and thorough guidance helps you navigate the process with confidence, avoiding potential pitfalls and ensuring a smooth and successful closing.

One-Stop Support: Trusted Professionals at Your Fingertips

Our comprehensive concierge service connects you with our preferred partners, including lenders, title companies, repair specialists, contractors, and movers. By offering access to our trusted network of professionals, we streamline every aspect of your home selling journey, ensuring a smooth transition from start to finish.



Weekly Updates: Staying Connected and Informed

We maintain consistent and open communication throughout the home selling process, providing weekly follow-ups with you, the cross agent, lender, and title company. Our proactive approach ensures that everyone is on the same page, and any issues or concerns are promptly addressed, keeping the transaction on track and moving forward smoothly.

A Trusted Partner at the Closing Table

At the Home Living Team, we understand that the closing process can be both exciting and nerve-racking. That's why we promise to be by your side at the closing table, providing guidance, support, and reassurance. Our presence ensures that every last detail is taken care of, giving you the confidence to sign on the dotted line and embark on your new journey.



A Seamless Handover Experience

Our team provides efficient possession management, working closely with all parties to ensure a seamless transition of ownership. We strive to accommodate your needs and preferences, making the handover as stress-free as possible.

Beyond the Sale: Your Real Estate Partners for Life

At the Home Living Team, our commitment to you doesn't end with the sale of your home. We consider ourselves your partners for life, providing ongoing support, resources, and guidance for all your future real estate needs. As you embark on new adventures and milestones, you can count on us to be by your side, helping you continue to "Live Your Best Life."

Real Stories, Real Success

At the Home Living Team, we understand that the best way to showcase our dedication to excellence and customer satisfaction is through the words of our valued clients. These authentic stories reflect our commitment to going above and beyond for our clients, and our passion for helping them “Live Their Best Life.”



“ We wanted to give a huge thank you to our realtors, Angela Delise and Joseph Delise with Home Living Team for taking such good care of us during the selling of our home and buying of our dream home! We got an accepted offer on our dream home with a contingency of selling our home with a first right of refusal. They helped us get our home in contract in less than a week and off we went to the closing table. If you are looking to sell/buy, this is the duo to call first! ”

Natasha C. - Carmel, IN

“ Angela was wonderful to work with in both our buying (twice) and selling processes. She was readily available to help us on our hunt and knowledgeable on all of our options. She helped us land our dream home in a crazy market, and she and her team made our selling process a breeze! If we ever needed an agent again, we would definitely work with her! ”

Emily S. - Fishers, IN



“ Angela went above and beyond to ensure a successful sale and closing. She provided honest assessments, listened thoughtfully to our needs and decisions, and provided actionable feedback. She provided a steady calm during the stresses associated with selling your home. She was a great asset to us and helped us to secure a very quick and successful sale of our house! ”

Laura H. - Carmel, IN

“Angela made our sale relatively easy and we felt confident throughout the process with her. She could not have been more professional or more helpful, making sure that she made suggestions that would help our house stand out in a crowd-- and it really did! We will be recommending her to anyone who asks for professional representation in the future! Thank you, Angela!”

Laura S. - Pendleton, IN



“This was my first experience selling a house. Angela was remarkable in every way during this process. She was knowledgeable, patient, reassuring, dedicated and thorough. There is no way I could have picked a better agent. She dealt with my concerns, questions, and all of the other intricate details that go into the process with confidence and grace. Her work was accurate, she was always available to me whenever I needed her and she worked well with the other agent and the buyers. The entire process was quick, painless, efficient with her running it. I would most certainly recommend her to anyone looking to buy or sell a home”

Misti F - Indianapolis, IN



“Angela was friendly, professional, and patient with us while searching for homes as well as selling our home in Indianapolis. She quickly understood our needs and personalities, and offered helpful advice and guidance throughout the process. She was always available and prompt in her communications with us via text/email/phone. Keep up the good work!”

Jenny M. - Indianapolis, IN



“In order to sell this property, we had to do a complete rehab on the condo. Angela Delise assisted us in recommending a contractor for us and helped supervise the rehab while we were out of town for two months. Angela selected the colors, flooring, and all major repairs on the property. We could not have done this without her help and attention to detail. Great Job Angela!!”

Allen S. - Noblesville, IN



PREPARING YOUR HOME



Maximize Curb Appeal

- ☐ Mow and edge the lawn
- ☐ Trim shrubs and remove weeds
- ☐ Add colorful, low-maintenance plants
- ☐ Clean walkways, driveways, and exterior walls
- ☐ Repair or replace damaged outdoor fixtures, including lighting and doorbell

De-clutter and Organize

- ☐ Remove excess furniture, decor and personal items
- ☐ Tidy up closets, cabinets, and storage spaces
- ☐ Pre-pack non-essential items to create a spacious feel

Deep Clean

- ☐ Clean carpets, walls, baseboards, floors, windows, and surfaces
- ☐ Address any lingering odors, especially from pets or smoking
- ☐ Make bathrooms and kitchens sparkle

Create a Warm Atmosphere

- ☐ Arrange furniture to create inviting spaces
- ☐ Use soft, warm lighting throughout the home. Replace any harsh, cool-toned bulbs with warm white or soft white bulbs
- ☐ Add touches like fresh flowers, plants, or decorative pillows

Focus on Key Rooms

- ☐ Kitchen: Clear countertops and ensure all appliances are clean and functional
- ☐ Bathrooms: Clear countertops, replace worn fixtures, re-caulk as needed, and provide fresh linens
- ☐ Bedrooms: Minimize clutter and ensure beds are made with clean & inviting bedding

Boost Energy Efficiency

- ☐ Install energy-efficient lighting and appliances
- ☐ Seal windows and doors to prevent drafts
- ☐ Add insulation if necessary

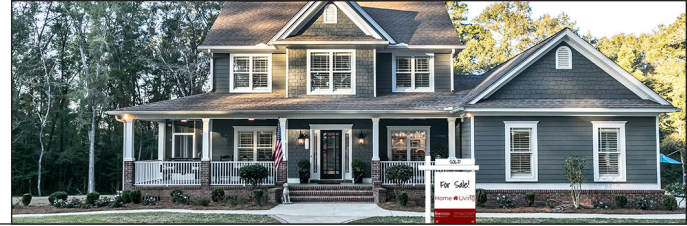
Perform Repairs and Maintenance

- ☐ Fix leaky faucets, loose doorknobs, or squeaky doors
- ☐ Patch and paint walls in neutral colors
- ☐ Inspect and repair roof, gutters, and exterior siding
- ☐ Have HVAC serviced
- ☐ Have chimney cleaned

Final Touches

- ☐ Conduct a final walk-through, assessing each room from a buyer's perspective
- ☐ Address any remaining issues or areas needing improvement
- ☐ Keep your home in show-ready condition until it's sold

SHOWING YOUR HOME



Create a Welcoming Environment

- ☐ Open all draperies and shades to let in natural light
- ☐ Turn on lights in every room, including closets and hallways
- ☐ Set the thermostat to a comfortable temperature
- ☐ Play soft, pleasant background music

Ensure a Clean and Tidy Space

- ☐ Do a quick declutter, putting away toys, toiletries, clothes, and personal items
- ☐ Utilize a basket to store your daily personal hygiene products. Laundry baskets make a good solution for gathering other daily items up quickly. This allows for quick and easy organization, ensuring a tidy space when it's time to show your home.
- ☐ Vacuum carpets and sweep floors
- ☐ Empty trash bins and ensure they are neatly covered

Add Inviting Touches

- ☐ Display fresh flowers or potted plants in key areas
- ☐ Set the dining table to showcase the entertaining potential
- ☐ Consider baking cookies or simmering potpourri for a pleasant aroma

Minimize Distractions

- ☐ Turn off the TV, ceiling fans, and silence electronic devices
- ☐ Secure pets in a designated area or arrange for a pet sitter

Highlight Key Features

- ☐ Open doors between rooms to create a spacious feel
- ☐ Place marketing materials or property packets in a visible location
- ☐ If appropriate, light a fire in the fireplace
- ☐ Set up outdoor furniture with cushions & open umbrella

Prepare for a Smooth Showing

- ☐ Ensure all valuables, including jewelry and personal documents, are securely stored
- ☐ Remove or tag items not included in the sale
- ☐ Double-check that all repairs and maintenance tasks are completed

Be Ready to Leave

- ☐ Make it easy for potential buyers to envision themselves in the space by giving them privacy during the showing
- ☐ Exit the home, but be available to answer any questions or provide information about the property

By following these steps, you'll create a positive and memorable experience for potential buyers, increasing the likelihood of receiving an offer on your home.

PREFERRED PARTNERS

Lenders



Taylor Studebaker

Loan Officer

NMLS#799907

317.430.5803

tstudebaker@mjwfinancial.com



Bryant Gantz

Loan Officer

NMLS#303585

317.490.6098

bryantg@fairwaymc.com



Mark Kuchik

Regional Vice President

NMLS#139563

317.846.1250 x1224

mark.kuchik@myccmortgage.com



Janet Pritchett

Mortgage Advisor

NMLS#2084202

317.372.7290

janet.pritchett@nafinc.com



Tyler Cartmel

Area Manager

NMLS# 7540

317.679.5978

tpcartmel@annie-mac.com



Cori Drudge

VP Branch Manager

NMLS: 229643

318.439.4495

cori.drudge@ruoff.com

Inspectors



Security Home Inspections

317.848.1744



Cornerstone Inspection Services

317.815.9497



Indy Pro Inspection Service

317.339.9720



Pillar To Post Inspections

(317) 550.4044

Homeowners Insurance Agents



Scott Wenclewicz Insurance Group

7212 N. Shadeland #201 Indi-
anapolis, IN 46250
317.552.0600



Shepherd Insurance Dena Shepherd

601 Conner Street
Noblesville, IN 46060
317.770.3333

Title Companies



Centurion Land Title Teresa Conley Account Executive

1200 W Carmel Dr. Suite 103
Carmel, IN 46032
317.690.5966



Stewart Title Heather Meyer Business Development

20 E. 91st Street
Indianapolis, IN 46240
317.498.0946

Movers



Colt Moving
1310 IN-32
Westfield, IN 46074
317.476.3762



Jay's Moving
8320 Brookville Rd
Indianapolis, IN 46239
317-638-7033

ABOUT US



Joe & Angela Delise are a husband-wife real estate team at Keller Williams Indy Metro North. Together, they hold over 25 years of experience in the local market and love living, working, and raising a family in Carmel, Indiana. In addition to running the real estate business, they stay busy as parents to three energetic boys who attend Carmel schools and are very involved in sports. They are active in the community as members and volunteers of the PTO, Carmel Dad's Club and Orchard Park Presbyterian Church, to name a few. As a team, they provide the

knowledge, experience and skills necessary to produce successful results and high customer satisfaction for their clients, time and time again. In addition to being multi-million-dollar real estate producers, they boast the following:

- ✓ Exceptional, modern, and relevant marketing expertise
- ✓ Proficient aptitude of the most current digital technology
- ✓ Customer relations, management, and problem-solving skills
- ✓ A living, breathing familiarity and understanding of the local community

Angela Delise



As a graduate of Carmel High School and Indiana University, Angela's roots are very strong here. She has lived and worked in the Carmel/Indy area for over 30 years, giving her a competitive edge and expertise that perpetually benefit her clients. With a strong work ethic and commitment to excellence, Angela will ensure that your buying, selling, investing or building experience is a pleasant one. Outside of work, Angela stays busy as mom to 3 active boys, a friendly Siberian Husky and sassy calico cat. She enjoys volunteerism, yoga and cheering on her boys from the sidelines.

Joe Delise



Joe has lived in the Indianapolis area for over 40 years and knows it well. He started his real estate career as a Century 21 agent in 2006. Over the course of the next few years, Joe acquired new digital marketing and website development skills to enhance his real estate business. He then decided to apply those skills toward a full-time position at the brokerage level. For over eight years, Joe held the well-regarded position of Digital Media Specialist at Century 21 Scheetz.

In 2018, Joe experienced a medical emergency that almost took his life. As a result, he made the tough decision to leave his position and pursue a long-time goal. He joined forces with his wife, Angela, and now they run a successful real estate team at Keller Williams Indy Metro North. Additionally, Joe operates Delise Digital, a web design and internet marketing agency.

In his down time, Joe enjoys golf, coaching youth football and practicing his culinary skills for family & friends.





OUR PROMISE

As your dedicated real estate partners, We promise to:

- Be leaders in our community, both as real estate professionals and as caring neighbors
- Uphold the highest ethical standards, always doing what's right, not just what's easy
- Attend to your needs with exceptional professionalism and attention to detail, no matter how big or small
- Serve as reliable local experts and advisors, always by your side
- Communicate with you consistently and clearly, respecting your preferred methods and frequency
- Treat you and your family with honesty, integrity, and respect at all times
- Address your questions and concerns, reduce your stress, and manage the entire real estate transaction from listing to closing and beyond
- Remain accountable for selling your home at the best possible price, as that's the foundation of our business

We're serious about real estate, but we're also firm believers in enjoying the process. We promise to make the journey memorable and gratifying!

THE BOTTOM LINE



Real estate can be complex, but that's where our expertise comes in. Our ultimate goal is for you to feel that the experience of selling your home surpassed your expectations. Throughout our collaboration, from listing to closing, we will work diligently to achieve that goal.

When you choose us as your partner, you're not only getting trusted and respected agents, but also local experts who are passionate about serving our community and helping its residents live their best lives.

Let's embark on this exciting journey together!



Home  Living^{team}

info@homelivingteam.com • 317.847.1207

HomeLivingTeam.com

FOLLOW US ON SOCIAL



HomeLivingTeam



home_living_team



Home Living Team