

SELLING
YOUR HOME

**Stark**



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1 AGENT CONSULTATION

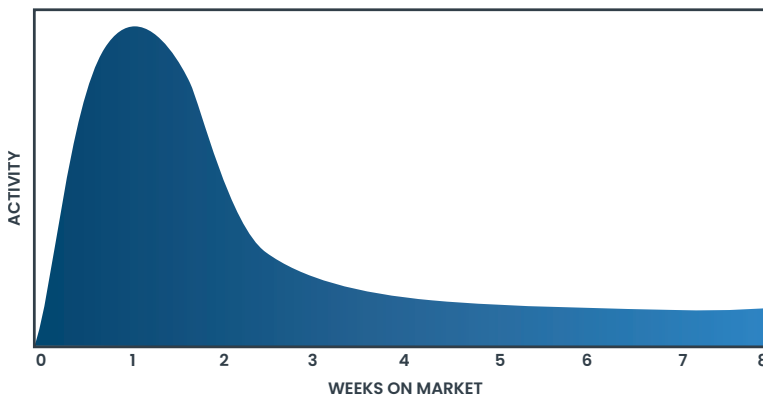
With an investment in technology and a heritage of personal relationships, as a Stark Company Realtor, I will guide you through the sale of your home as your trusted, experienced advisor.

MARKET EVALUATION

I will help you understand the market and factors in your neighborhood. We use state-of-the-art technology to gather relevant data to discuss your best options for selling (and possibly buying).

PRICE RECOMMENDATION

Pricing a home is as much art as it is science. We work together to establish the right price to meet your financial goals and moving timeline.



TIMING IS EXTREMELY IMPORTANT

A property attracts the most attention & excitement from the real estate community and potential buyers when it's first listed. This graph illustrates the importance of placing your property on the market at a realistic price and terms from the start.

BENEFITS OF PROPER PRICING

- ▶ More exposure & showings
- ▶ Fewer appraisal problems
- ▶ Buyers are eager to make offers
- ▶ Faster sale

PROBLEMS OF OVER-PRICING

- ▶ You lose your peak marketing time
- ▶ Buyers have more leverage the longer a home sits on the market
- ▶ Deters potential buyers because it is priced too high
- ▶ Price drops can send the wrong message

5 FACTORS THAT CONTROL PRICE



LOCATION



SQUARE FOOTAGE



PROPERTY CONDITION



STYLE



THE AGENT YOU SELECT



2 PREPARING YOUR HOME TO SELL

I will provide recommendations on how to get your house photo-ready. Things like decluttering and moving items to non-photographed rooms like garages and pantries and cleaning countertops can make a big difference.

Consider getting your home pre-inspected. This reduces the chance of encountering a surprise later in the process, which may affect the closing timeline.

PROFESSIONAL PHOTOGRAPHY

A buyer's first look at your home typically happens online. Each Stark listing uses professional photography to highlight your home in the best possible light.



PICTURE PERFECT PREPARATIONS

MAKE YOUR HOME SHINE FOR YOUR PHOTO SHOOT

We've seen the impact that the right photos have on a successful home sale. It's why we put our energy into getting it right. First impressions begin with a beautiful photo presentation. It's often the reason buyers schedule a showing. Follow these tips to receive the best possible outcome when selling your home.

EXTERIOR

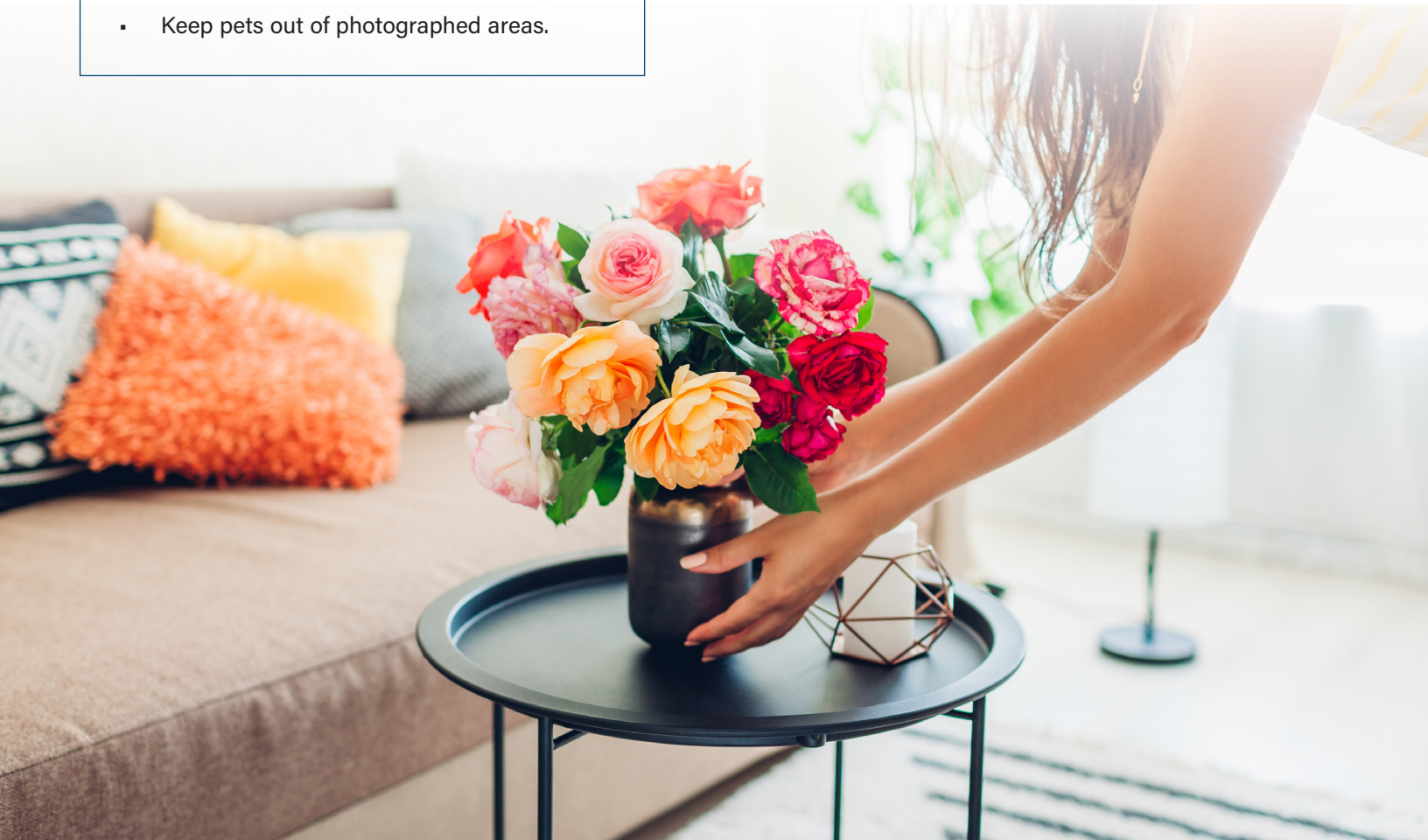
- Present your patio and outdoor area as if you're expecting guests. Open patio umbrellas and remove grill covers.
- Close garage doors; remove vehicles and trailers from the driveway.
- Remove trash cans and lawn equipment.
- Clean and remove all debris and items from yard.

GENERAL

- Have the house photo-ready prior to our arrival (*For liability reasons, we cannot remove or adjust items*).
- Use garages, pantries and laundry rooms for storage if they are not being photographed.
- Keep pets out of photographed areas.

INTERIOR

- Clear off countertops in kitchens and bathrooms. Remove everything from the outside of the refrigerator.
- Turn off computer and TV screens. Hide wires, cables and remotes from electronic devices.
- Adjust furniture, pillows, and blankets; open window blinds.
- Put away personal items, including family photos. Clean, de-clutter and organize visible spaces.
- Remove throw rugs to show off the floors.
- Turn on all lights; turn off all ceiling fans.
- Add centerpieces for a polished look.



3 CUSTOMIZED MARKETING

I will recommend a plan for the right options for your price range and location from our suite of proven services and products.

ONLINE EXPOSURE

Your listing will be on StarkHomes.com, our Mobile App, the MLS and over 100 websites nationwide. I create a photo gallery, a second website for improved Google searches and targeted emails to customers registered for your specific home criteria. Digital ads will run on popular websites like Facebook, ESPN, Forbes and more, targeted at web users in your area who have shown buying behaviors such as searching for homes, using mortgage calculators, and more.

SHOWINGS & TOURS

My network of Realtors® means your listing will be in front of clients across our area. Our technology means accepting showings is easy and can be based off of your schedule.

JUST LISTED | \$4,500,000
852 County Road JG, Mount Horeb
5 Beds | 5 Full Baths | 0 Partial Baths | 5814 SQ FT

Welcome to an extraordinary retreat where world-class equestrian amenities meet the natural beauty of Wisconsin's legendary Driftless Region. Nestled on 180 pristine acres just minutes from charming Mount Horeb, this private estate is more than a property—it's a lifestyle. At the heart of the estate lies a stunning 5,800 sq ft luxury home, thoughtfully designed to capture sweeping views of rolling ridgelines and the kind of quiet that only untouched land can offer. From sunrise coffee on the deck to sunset rides along the 2.8-mile private trail through the driftless area, every day here is infused with tranquility, elegance, and adventure. For the discerning equestrian, state-of-the-art horse facilities (see attached docs).

Chris Stark
REALTOR
(608) 469-4575
cstark@starkhomes.com
cstark@starkhomes.com

Stark
Real People. Real Success.

2 Page Flyer

JUST LISTED
5711 Pheasant Hill Road | Monona
Chris Stark | (608) 469-4575 | cstark@starkhomes.com

Stark
Real People. Real Success.

Just Listed Post Cards

JUST LISTED
5711 Pheasant Hill Road | Monona
Chris Stark | (608) 469-4575 | cstark@starkhomes.com

Stark
Real People. Real Success.

Stark
Real People. Real Success.

JUST LISTED!

Discover 852 County Road JG | Mount Horeb
5 Beds | 5 Full Baths | 0 Partial Baths | 5814 SQ FT

Welcome to an extraordinary retreat where world-class equestrian amenities meet the natural beauty of Wisconsin's legendary Driftless Region. Nestled on 180 pristine acres just minutes from charming Mount Horeb, this private estate is more than a property—it's a lifestyle. At the heart of the estate lies a stunning 5,800 sq ft luxury home, thoughtfully designed to capture sweeping views of rolling ridgelines and the kind of quiet that only untouched land can offer. From sunrise coffee on the deck to sunset rides along the 2.8-mile private trail through the driftless area, every day here is infused with tranquility, elegance, and adventure. For the discerning equestrian, state-of-the-art horse facilities (see attached docs).

Join us for an Open House!
Saturday, May 1st | 12pm-1pm
Sunday, May 2nd | 12pm-1pm

VIDEO

[More Information](#)

Email Blast

JUST LISTED
852 County Road JG | Mount Horeb
\$4,500,000 | 5 Beds | 5 Baths | 5814 SQ FT

Chris Stark
(608) 469-4575 | cstark@starkhomes.com

852 County Road JG | Mount Horeb
\$4,500,000 | 5 Beds | 5 Baths | 5814 SQ FT

Chris Stark
(608) 469-4575 | cstark@starkhomes.com

Social Posts

Realtor
March 7 at 2:26 PM · 🌐

Stop by Saturday, March 11th from 11:00 to 1:00 PM to see 4515 Wallace Ave Monona, WI 53716 for an open house!

4515 Wallace Ave, Monona, WI 53716 | MLS ID 1949881 - Stark Company Realtors



4 OFFER & NEGOTIATIONS

I advise you on the proposed price and potential effects of any contingencies. I am committed to negotiating and advocating for your success.

CONTINGENCIES & INSPECTION

I handle the details and documents to keep you focused, protected and on time. I counsel you along the way on any issues that arise.

5 CLOSING & MOVING

During the entire process I am in close communications with all parties to ensure this day goes smoothly. I will be available to answer questions as you sign documents with the buyer and title company.

Our relationship doesn't end here. I provide tools to transfer your bills, help you contact utilities, find reputable contractors and more. I am always available to help.

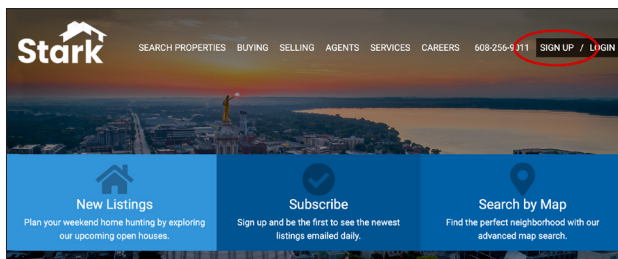


REAL ESTATE IN REALTIME

Join MyStarkHomes for real-time updates
on the neighborhoods and properties that matter to you.

STARKHOMES.COM

CREATE YOUR FREE MYSTARKHOMES PROFILE:



- Go to **StarkHomes.com** and click Sign Up on the far righthand side of the menu bar.

A screenshot of the 'CREATE YOUR FREE MY STARKHOMES PROFILE' sign-up form. The form includes a 'Sign Up Today' section with fields for First Name, Last Name, Phone, and Email. A Password field is also present, with a note: 'At least 7 characters with one uppercase, one lowercase, and one number. Letters only to use phone as password.' There are two checked checkboxes: 'Receive messages and notifications via SMS' and 'I am currently working with a Stark Company Realtors agent'. A 'CREATE ACCOUNT' button is at the bottom. Below the button, there are links for 'Already have an account? Sign in Here.' and 'Forgot your password / First Login?'.

- Enter your contact information and create a password.
- You can enter your Stark agent's name so your agent can stay involved.

WHY CREATE AN ACCOUNT?

If you're searching for your next home, or just curious about the market, there is no better tool to help you quickly find homes that meet your needs and wants.

FAVORITES

Save, compare, manage and share your favorite properties.

SAVED SEARCHES

Set parameters for home search results so you can be notified of any new listings that fit your criteria.

MESSAGES

View and direct messages and email sent to you by your agent.

MY MARKET ANALYSES

View your recently submitted market analyses.

YOUR SELLING STATS

See a detailed performance summary for any of your listings that are currently on the market.

VIEWED PROPERTIES

Review or return to properties that you have previously showed interest in while logged into your account.

AGENTS YOU'VE WORKED WITH

View or contact any of the agents that you have previously worked with.

ACCOUNT DETAILS

Manage your account settings, including contact information.

PREPARE YOUR HOME FOR A FAST SALE

FIRST IMPRESSIONS ARE IMPORTANT. THIS CHECKLIST WILL ENSURE YOUR HOUSE LOOKS ITS BEST TO PROSPECTIVE BUYERS.

CLEANING

Begin with a thorough cleaning. Sort out the things you no longer want. Put things in storage or hold a garage sale and convert the profits into needed repairs.

- Store or give away excess furniture.
- Sweep basement and garage floors.
- Wash windows and screens.
- Clean and arrange closets and cabinets.
- Make appliances shine. Clear off countertops.
- Wash walls and woodwork. Scrub soap film from tile and grout.

OUTSIDE APPEAL

An attractive exterior is the key to bringing more prospective buyers to your doorstep. Here's how to improve curb appeal:

- Keep the lawn trimmed and fertilized.
- Remove snow and ice from driveways and sidewalks.
- Shape up the shrubs. New decorative stones or wood chips may help, too.
- Weed flower beds and add charm by putting flowers near the front door.
- Add warmth with a seasonal door decoration.
- Clean and straighten sagging rain gutters.
- Paint the front door and around the trim if needed.
- Remove oil stains from driveway and garage.
- Repair stray or warped roofing shingles.
- Advise Agent on the best placement of the yard sign.

REPAIRS

Minor flaws in your home suggest negligence to a buyer. Your repair list should include:

- Fix leaky faucets and toilets.
- Make sure closet and cabinet doors close easily.
- Make sure the garage door is in working order.
- Inspect the furnace, humidifier and water heater.
- Touch up paint, repair plaster and putty nail holes.
- Make sure your doorbell is working properly.
- Polish or refinish badly scratched hardwood floors.

DECORATING

Decorating helps assure you'll get top dollar for your home.

- Give rooms needing paint a fresh coat, in a neutral color.
- Re-stain or paint chipped woodwork.
- Replace torn or soiled wallpaper, carpeting or draperies.
- Consider new light fixtures and mirrors to expand a room.
- Perk up a bathroom with a new shower curtain.
- Use the services of a stager.

SHOWINGS & OPEN HOUSES

- Remove pet odor and pets during showings.
- Avoid unpleasant cooking odors.
- Arrange your window treatments to allow maximum light into your rooms.
- Add flowers to make your home more attractive.
- Turn on soft music and all lights and turn off TV.
- Set the dining room table.



The UHP Home Warranty Plan

Solid Home Investments Include Today's Security Advantage



Universal Home Protection (UHP) is one of the finest home warranty companies serving Wisconsin home buyers and sellers.

What is a Home Warranty and what will it do for you?

Generally speaking, a UHP home warranty provides for the repair or replacement of a home's mechanical systems and major built-in appliances in the event of a breakdown due to normal wear and tear.

For Sellers

You can avoid costly repair bills during your selling period. Plus, warranted homes are more attractive to buyers. They will have fewer concerns about the condition of systems, appliances, etc. All other things being equal, a UHP Home Warranty can help sell your home faster, and closer to your desired price.

For Buyers

If you are like many buyers, your funds may be a "little short" because of those hidden costs involved in a move. A UHP Home Warranty protects your budget during that critical first year after the move.

If you're new to the area and don't know who to call when something malfunctions or breaks, UHP has highly qualified service firms with solid performance records available to respond when you call.

Universal Home Protection

1289 Deming Way, Suite 101, Madison, Wisconsin 53717 • 608-831-0285 or 1-877-225-5847

Call your Stark Agent or UHP for plan cost. Price varies with size of home and options selected.

Convenient: one call to UHP does it all.





I'M LOCAL
I'M GLOBAL®



MOVE TO THE LIFE YOU WANT

GLOBAL REACH

HUMAN TOUCH

We are proud to belong to the global network whose name says it all — Leading Real Estate Companies of the World®. Only the best of the best are part of this collection. Wherever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professionals.

AS AN AFFILIATE OF LEADING REAL ESTATE COMPANIES OF THE WORLD®, WE HAVE ACCESS TO 135,000 REAL ESTATE PROFESSIONALS IN OVER 70 COUNTRIES.

Andorra	Colombia	Italy	Sint Maarten
Anguilla	Costa Rica	Japan	Slovakia
Antigua and Barbuda	Croatia	Lebanon	South Africa
Argentina	Cyprus	Luxembourg	South Korea
Aruba	Czechia	Malaysia	Spain
Australia	Dominican Republic	Mauritius	Sri Lanka
Austria	El Salvador	Mexico	Sweden
Bahamas	Finland	Montenegro	Switzerland
Barbados	France	New Zealand	Thailand
Belgium	French West Indies	Nigeria	United Arab Emirates
Belize	Germany	Panama	United Kingdom
Bermuda	Ghana	Peru	United States of America
Brazil	Greece	Philippines	Uruguay
Bulgaria	Guam	Portugal	Vietnam
Canada	Hong Kong	Puerto Rico	Virgin Islands, British
Cayman Islands	Indonesia	Saint Barthélemy	Virgin Islands, U.S.
Chile	Ireland	Saint Martin	Zambia
China	Israel	Singapore	Zimbabwe

550
companies

4,800
offices

135,000
sales associates

70+
countries

Leading
REAL ESTATE COMPANIES
OF THE WORLD

MOVING CHECKLIST

6 WEEKS

INVENTORY Make a list of everything to be moved.

MOVER Arrange for exact form of payment (cash, check).

BOXES Get cartons and packing materials to start NOW.

INSURANCE Contact agent to transfer/cancel coverage.

RELOCATION Check with employer for any paid moving expenses.

2 TO 4 WEEKS

UTILITIES Notify providers of dates to disconnect your gas, electric, cable and other utilities.

SCHOOLS Notify schools and have records transferred.

CHANGE OF ADDRESS Contact the USPS to complete a change-of-address form. Notify friends and family.

SUBSCRIPTIONS Notify all online accounts or hard copy subscriptions of your change of address.

MOWERS Service power mowers, snowmobiles, boats, etc. Drain all gas and oil to prevent fire in moving van.

FREEZER Plan to use food over next 2-3 weeks.

JEWELRY Remove valuables to a safe deposit box.

LOANED ITEMS Remember to retrieve everything you have loaned out and return anything you have borrowed.

SERVICE CONTRACTS Cancel snow removal, lawn mowing, etc.

PLANTS Make plans to transport your plants. Most moving companies will not move them, especially in winter. Consider selling at a garage sale or giving as thank you gifts.

1 WEEK

BANKING If necessary, transfer or close checking and savings accounts. Arrange for a cashier's check or money order to pay the moving company at your new home.

VEHICLE If necessary, have your automobile serviced for long trip.

FURNITURE Check all furniture for dents and scratches. Notify moving company of your inventory and compare on final day.

DISPOSAL Dispose of all combustibles and spray cans (spray cans can explode or burn). Separate boxes and luggage you need for personal travel.

MOVING DAY

STAY HOME Spend the entire day at the house for last minute decisions. Don't leave until the movers have gone.

CHILDREN Hire a sitter or send to a friend's for the day.

MOVING VAN Tell packers about fragile or precious items. Stay with the moving van driver to oversee inventory.

WALK-THRU Make a final check of the entire house; basement, closets, shelves, attic, garage, every room.

BILL OF LADING Approve and sign. If possible, accompany driver to the weigh station.

CORRECT ADDRESS Double check with driver for correct delivery address and delivery date.

PHONE NUMBERS Exchange with the driver so that you can contact each other while en route.

UTILITIES Disconnect and advise your Realtor.®

GOODBYE Lock all doors and windows. Advise your agent and neighbors that the house is empty.





#1
IN DANE CO SALES



2,300+
CLIENTS SERVED

January-December 2024

STARK SUCCESS IN SOUTHERN WISCONSIN

Stark is consistently ranked as the number one brokerage in Dane County. Each of our expert agents has extensive training on navigating the Dane County and surrounding area markets. We have been leaders in Southern Wisconsin real estate for over 100 years, but our legacy isn't what drives us, we work each day to help you build yours.



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AS A REAL ESTATE AGENT, I enjoy providing guidance on real estate issues or questions wherever and whenever they arise. I serve not only as a Realtor® but as an adviser, helping clients strategize based on their individualized circumstances and making the most of any market. I encourage a data-driven approach to decision making and consideration of short, medium, and long-term perspectives.