



HOUSE
TO
HOME TEAM

KELLER WILLIAMS REALTY

SELLER'S GUIDE



Karen Schultz Cheney
Your Ultimate
Guide to Selling
Your Home

housetohometeam.com



Let's
Connect



Born and raised in the heart of Milwaukee, I pride myself on having a deep connection to my community. I first dedicated myself to motherhood and 16+ years at a private country club in the position of Controller, Human Resources & Membership Director. I became a licensed Realtor in February 2021 and joined the House to Home Team in September 2022. I am a full-time agent, flexible & ready to help you achieve your real estate goals! Whether you are buying your first home, purchasing an investment property, selling your current home, allow me to smoothly guide you through the process.

In my free time, I love to travel and roller skate. I enjoy roller skating at local skate rinks, along the Milwaukee lakefront, and every city I travel to.

Let's Roll with your Real Estate Dreams!

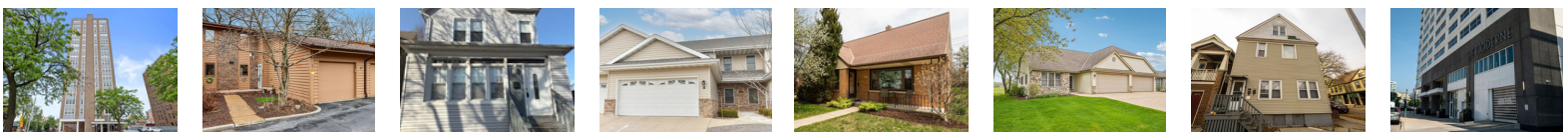


HELLO
I AM KAREN SCHULTZ-CHENEY





THANKS TO THE TRUST OF OUR AMAZING CLIENTS, OUR TEAM SOLD OVER \$42.5 MILLION IN REAL ESTATE IN 2025, HELPING FAMILIES BUY, SELL, AND INVEST WITH CONFIDENCE.



MEET OUR TEAM



Judy Huebner
Licensed Realtor, Team Lead

262.391.6372
Judy@housetohometeam.com



TOP AGENT
ON ZILLOW
JUN 2025



Kathleen Gill
Licensed Realtor

414.218.9855
Kathleen@HousetoHomeTeam.com



Jason Stelling
Licensed Realtor

414.885.6555
Jason@HousetoHomeTeam.com



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Licensed Realtor

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Licensed Realtor

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Kathy Pica
Client Specialist

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Chris Witzel
Marketing Director

419.308.8455
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PROVEN SUCCESS

House to Home Team

These numbers depict not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.



45+ **1,328+** **\$455+**
COMBINED YEARS IN BUSINESS TOTAL FAMILIES SERVED MILLION TOTAL SALES

2025 SUCCESS

DAYS ON MARKET	14
LIST-TO-SALES	0.5%
CLOSED SALES VOLUME	\$42,575,923
TOTAL CLOSED UNITS	91





WHAT TO EXPECT WHEN LISTING

Professional Photography:

- We will order a professional photographer to take photos of your home. After you pick the date that works best for those photos, please make sure your home is photo ready.
- Photographer will access home through lock box (don't forget to leave a key). You will not need to be in attendance for photography.
- We will schedule your photography appointment at least 48 hours prior to going live.

Active Listing/ Property Showings:

- Showing requests will be sent out through the Aligned Showings App and you will receive text notifications. Showings can be scheduled by buyer's agents from 8am to 8pm.
- The more showings the better. Please accept showing requests in a timely manner. If your schedule does not allow for a showing please first reach out to agent.
- All predetermined blackout dates or times should be discussed with your agent prior to going live.
- Buyers can have overlapping showings, so please don't worry if same times are requested.
- You should plan not to be home for showings, Open House or Home inspections

Yard Signs:

The sign will be posted on or near the date your home goes on MLS whether in Delayed or Active Stage. Yard sign will be removed after closing.

Delayed Listing:

You have the ability to "pre-market" your property before going live on the MLS. "Delayed" status allows your listing to be advertised in the MLS before showings start. Once you pick your active/start showing date this date can not be changed.

Open Houses:

We will plan on having Open Houses at your home the first weekend your property goes Live. We will let you know times as it gets closer to the weekend. Any open houses after that first weekend will be up to the agents and home owners.

We will keep in touch with all parties through the Open House to gauge interest, feedback & answer any questions.

Accepted Offer:

Congrats! When you have Accepted an Offer, Our Transaction Coordinator will be taking care of getting you all of the information you will need for the next steps through closing!

HOME SELLER'S ROADMAP



Find Agent

Hiring a real estate agent offers access to their market expertise, negotiation skills, and professional network, streamlining the selling process while ensuring proper pricing and legal compliance.



Pricing

A competitive price attracts interest without undervaluing the property, ultimately maximizing returns and minimizing time on the market.



Staging

Staging is the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home.



Marketing

Utilizing social media, real estate platforms, additional marketing tactics and networking ensures maximum exposure to potential buyers, ultimately leading to a faster sale at the best possible price.



Listing

Listing a home involves thorough documentation of its features, amenities, and condition. It includes capturing high-quality photos, drafting engaging descriptions, and setting an appropriate price.



KELLER WILLIAMS REALTY



Showings

Effective communication, flexibility, and attentiveness during showings can enhance buyer interest and increase the likelihood of a successful sale.



Offers

The offer process involves receiving and reviewing offers from interested buyers, negotiating terms, and potentially counter offering. Sellers must carefully assess each offer's price, contingencies, and timeline to determine the best fit.



Under Contract

Getting a listing under contract involves accepting an offer from a buyer, signing a legally binding agreement outlining terms and conditions, and completing necessary disclosures.



Final Details

Clear communication and adherence to deadlines ensure a smooth transition, leading to a successful closing and transfer of ownership.



Closing

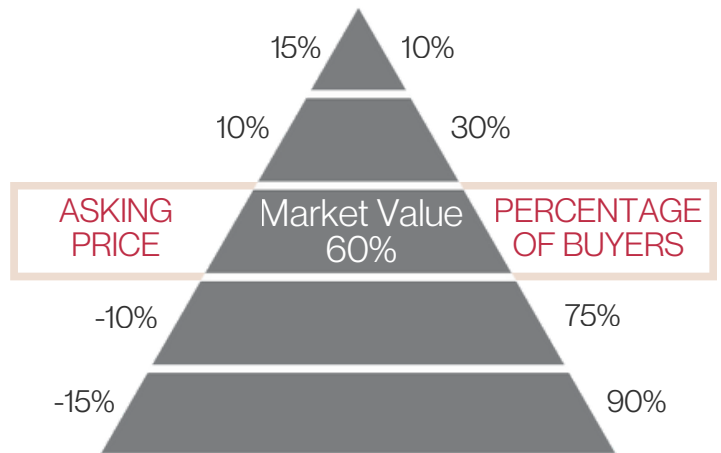
Successful closing ensures a smooth transition and fulfillment of both seller and buyer expectations.

ESTABLISH A PRICE

LISTING PRICE

Setting a strategic listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

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WHAT DETERMINES THE PRICE?

- **Location:** Desirable areas command higher prices.
- **Market Conditions:** Supply and demand, interest rates, and economic factors affect pricing.
- **Comparable Sales:** Prices of similar recent sales guide the price.
- **Property Size/Condition:** Larger, well-maintained homes are priced higher.
- **Age and Features:** Newer properties or those with unique amenities (e.g., pools, views) cost more.
- **Economic Factors:** Local economy, job market, and government policies influence prices.
- **Buyer Demand:** Emotional appeal and competition can drive up prices.
- **Time on Market:** Homes that sit too long may require price reductions.



PREPARE YOUR HOME

Staging a home can **increase its sale price by up to 20%** and decrease its time on the market by around 50%. According to the National Association of Realtors, **83% of buyers find it easier to visualize a staged property** as their future home.

Additionally, **staged homes typically sell faster** than non-staged ones, with a reported 95% of staged homes selling in 11 days or less on average.

HOME STAGING TIPS

- The way you style your home can be a make or break for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Over 95% of home buyers start their search online, so professional photography is imperative! I hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



OUTSIDE THE HOME

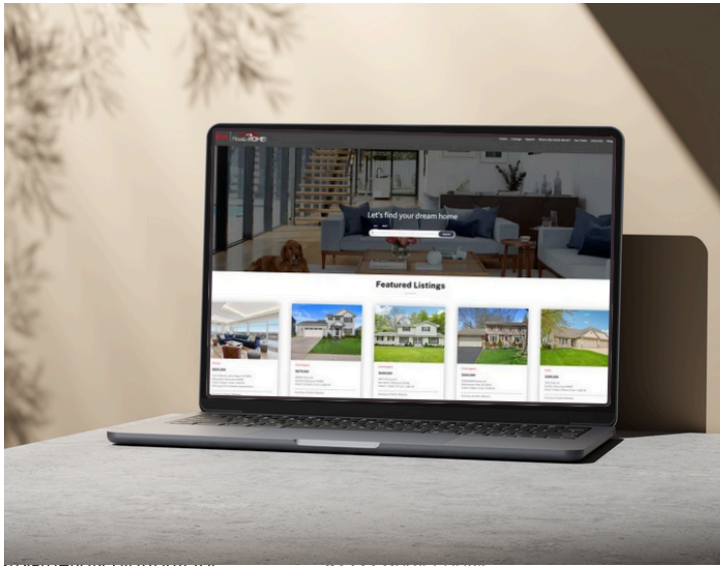
- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors

INSIDE THE HOME

- Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear



REAL ESTATE MARKETING



MARKET RIGHT

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

HOW I MARKET HOMES

- Listing will display on 200+ websites including: KW.com, Zillow, Realtor.com, Homes.com & my personally branded site.
- Targeted email campaigns, social media campaigns, direct mail & more.
- Access to the KW Milwaukee Listing Network; a weekly consortium of information for coming soon, excluded & single party listings.



WEBSITE SYNDICATION

KW & Listhub provide a reliable, accurate, and industry-friendly platform for publishers & online real estate news sources to connect with 50,000 brokers for the purpose of advertising their real estate listings.



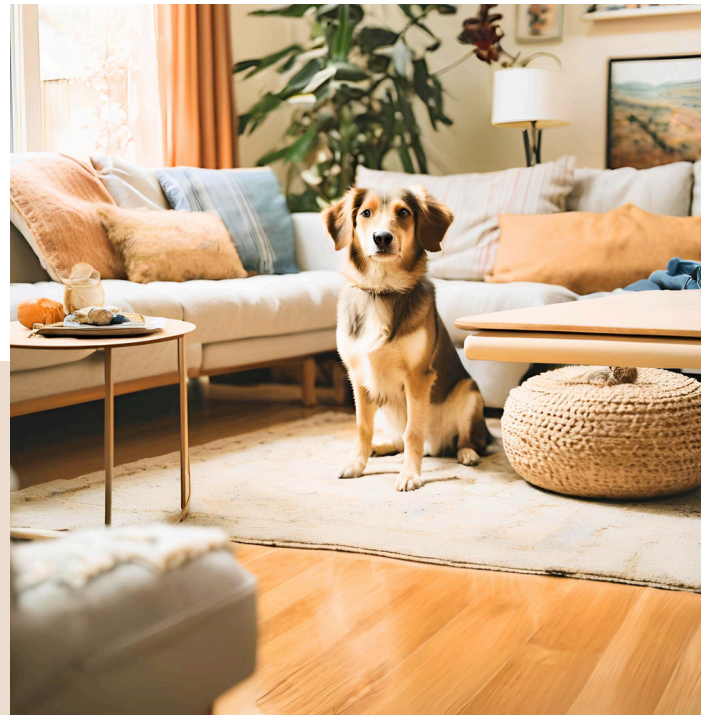


SHOWINGS

For the first few weeks/
weekends, make sure that your
calendar is flexible for showings.
This will help provide potential
buyers a greater number of
viewing options.

Private viewings as well as open
house viewings will be set up
during the first few weeks of
listing your home.

You should make arrangements
for pets and children during
viewing times, to help make the
viewing experience as pleasant
and distraction free as possible.





OFFERS & NEGOTIATIONS



At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, I will help you negotiate with the buyers to find a price and terms that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



RESOURCES



INTERIOR DESIGNERS / STAGERS

Dead Set Staging | Kimberlee Vlaski

(920) 851-5821

kimberlee.vlaski@gmail.com

Hunter Interiors | Kayla Hunter

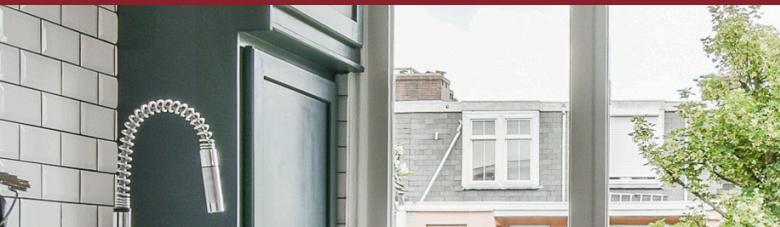
kayla@hunterinteriorsco.com



CLEANERS

Adriana Vieyra Rojas

414-394-4590



JUNK REMOVAL

P's Property Preservation

414-240-4332 / 414-999-7695

Hoan Sweet Home | Maggie Behens

262-443-2132

hoansweethome@gmail.com



HOME ORGANIZERS

A Bridge Forward

bridgeforwardmoving.com

The Tailored Life | Ashley Hines

hello@thetailoredlife.com



PAINTERS

Ben Hample

414-719-4242

Interior Painting | Kendall Interial

217-855-7587



LANDSCAPING / EXTERIOR / ROOFING / SIDING

Mundo Landscaping LLC

Raymundo Altamirano

414-793-6837

mundolandscaping@yahoo.com



REAL ESTATE TERMS

OFFER

An offer is a preliminary agreement to purchase a home, and is set between a buyer and a seller.

EARNEST MONEY

Good faith money is the balance of funds that are set aside into a trust or an escrow account to show the buyer is serious about the purchase.

HOME INSPECTION

A home inspection is an official review of the homes' current condition. It helps to determine if any work needed to be done to the property to bring it to normal working order.

DEFECT

Any condition or issue in the property that negatively affects its function, safety, structural integrity or overall value

CONTINGENCY

A contingency related to a property is when the preliminary offer is accepted, pending certain conditions set out by the seller; home inspection & financing.

APPRAISAL

An appraisal is the value that is assigned to the house based on an assessment of the neighborhood, market condition, and more. Ordered by your lender.

FINANCING CONTINGENCY

A pre-approval is the first step to obtaining a mortgage to purchase your home. The lender will perform an analysis on your income, debt, and credit-worthiness. You will need this in order to be ready to put an offer on a house.

TITLE SEARCH

A title search will confirm that the property that is being sold in fact belongs to the seller, is clear and free and transferable.

CLOSING

The closing part of the real estate sale is when the money and keys are exchanged.

DISCLOSURES

The disclosures related to a property will include everything that the sellers know about the property, including any areas that need repairs.

CLOSING COST

Closing costs is the amount that is paid, in addition to the sale price. This can include: taxes, insurance, lender expenses and firm's commissions.



2025 KW MKE | Results Driven

6,379 # OF CLOSED UNITS

\$2.7 CLOSED SALES VOLUME
BILLION

KW MKE METRO MLS

\$455,852 **\$425,844**

AVERAGE HOME PRICE

*KW WORKS IN A HIGHER PRICE POINT THAN THE MARKET AVERAGE.

15.3% KW MARKET SHARE VS. OTHER TOP BROKERS

*IN 2024 KELLER WILLIAMS WAS THE #1 BRAND FOR SE WISCONSIN SELLERS & BUYERS

3,989 # OF LISTINGS TAKEN

\$1.804 LISTINGS TAKEN VOLUME
BILLION

KW MKE METRO MLS

96.8% **94.8%**

LIST TO SALE PRICE %

KW MKE METRO MLS

23 DAYS **34 DAYS**

AVERAGE DAYS ON MARKET

*KW SELLS HOMES 32% FASTER THAN THE MARKET AVERAGE.

KW AGENTS CLOSE 26% MORE UNITS THAN THE AVERAGE AGENT IN THE METRO MLS

Moving To Do Checklist

UPDATING YOUR CHANGE OF ADDRESS

- ✓ Financial Institutions
- ✓ Utility Companies
- ✓ Subscriptions
- ✓ Insurance Companies
- ✓ Driver's License
- ✓ Voter Registration
- ✓ Post Office

Scan To Change
Your Address



POST-SALE MOVING ESSENTIALS:

- ✓ **Confirm Details with Your Moving Company**
Double-check the move date, time, insurance, payment method, and any special instructions.
 - ✓ **Transfer or Cancel Utilities**
Schedule shutoff/transfer dates for utilities and services to align with your closing date.
 - ✓ **Leave Behind Essentials for the Buyer**
Place house keys, garage remotes, manuals, and any notes for the new owner on the kitchen counter.
 - ✓ **Handle Final Cleaning & Trash Removal**
Ensure the home is clean, empty, and free of debris as agreed in your sale contract.
 - ✓ **Final Walk-Through**
Double-check all rooms, closets, cabinets, basement, attic, and garage to ensure nothing is left behind.
-
- ✓ **Preparing For The Buyers Walk-Through**
Clean thoroughly —vacuum floors, scrub surfaces and appliances, and consider hiring a professional cleaner for a deep clean. Patch nail holes, touch up paint, mow the lawn, empty all trash and recycling, and wipe out appliances like the fridge and oven. Make sure every light bulb works and plumbing is functioning with no leaks or running toilets. Leave notes for anything that might need explanation, like tricky locks or thermostat controls. Finally, do your own walk-through as if you're the buyer—double-check that everything is clean, empty, and in working order so you can leave the home with confidence.

CUSTOMER TESTIMONIALS

Nicole B.



From the moment I thought about selling my house. Karen was by my side supporting my decision. She made the entire process easy from thinking of selling to listing my house and then finding me the perfect house to put an offer on. Karen was so easy to work with, had great communication, paid attention to details, and found a buyer for my house. I would recommend Karen to anyone who is thinking of selling or buying. She is a top-notch realtor!

Mary L.D.



Tim and I were very happy with your services in helping us." You were prompt, responsive, completely helpful and we truly appreciate it. Feel free to share this with your colleagues or prospective clients, if that is at all useful to you.

Steve P.



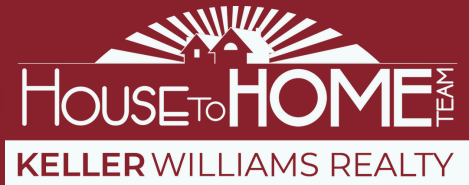
Karen opened my eyes to the great potential my home had. At our first meeting, she had many of helpful hints and advice to get the most out of my homes sale, without unnecessary hassle. During the sale my old home and helping find my new one, Karen was an excellent communicator with the personal touch, and a positive "we can do it" attitude. She and her staff put the proper time in that it took to get the job done and close the deal. During the entire process Karen always made me feel I was a priority to her. I would recommend her services to anyone.

Stanley J.



Karen worked her butt off for us...She bent over backwards to get the job done. She has a very positive disposition along with a winning smile. Five stars...

KAREN SCHULTZ-CHENEY



REAL ESTATE AGENT



Connect
With Us!



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