HOUSE TO HOME TEAM

KELLER WILLIAMS REALTY

SELLER'S GUIDE





Judy Huebner

Your Ultimate Guide to Selling Your Home

housetohometeam.com

Let's Connect



HELLO

I AM JUDY HUEBNER

Originally entering real estate as an investor, Judy knows the ins and outs of homes and their value. She leads her clients through every step of the home-buying or selling process, offering them support and advice for a stress-free experience.

Judy has always been energetic, innovative and creative in thinking outside the box. She has one of the best online marketing strategies in the industry. She is there to help her buyers find their ideal home and get to a smooth closing. Judy helps sellers get their house ready to sell, offers staging, and contractor referrals if needed. Her extensive marketing attracts many buyers to the homes she has for sale. Her goal is to get her sellers their desired price in the shortest amount of time.

Due to rapid growth, Judy founded House to Home Team. This team of Realtors, Transaction Coordinator, Marketing Manager and Client Care Specialists are dedicated to outstanding customer service and exceptional attention to detail.

Judy is one of the hardest working Realtors in the industry, earning her referrals and repeat business from satisfied buyers and sellers. Her goal is to always give her clients a positive experience.

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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.





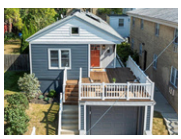


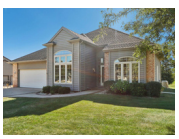














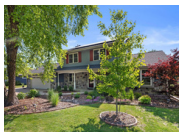












MEET OUR TEAM

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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



Karen Schultz Cheney
Licensed Realtor

414.460.7716
Karen@HousetoHomeTeam.com



Kathy Pica
Client Specialist

262.899.2555
ISA@HousetoHomeTeam.com



Chris Witzel
Marketing Director

419.308.8455
Chris@HousetoHomeTeam.com



Wayne Huebner
Art Director

262-391-6373

PROVEN SUCCESS

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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+
COMBINED YEARS IN BUSINESS

1,328+
TOTAL FAMILIES SERVED

$455+
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.

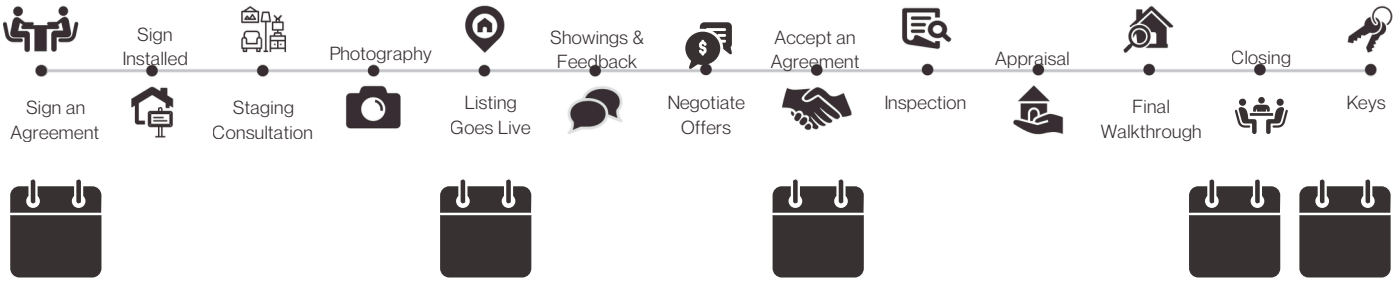
Open Houses:

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 SALE TIMELINE



HOME SELLER'S ROADMAP

01

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.

02

Pricing

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

03

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.

04

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.

05

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.

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Showings

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

07

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.

08

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.

09

Final Details

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

10

Closing

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

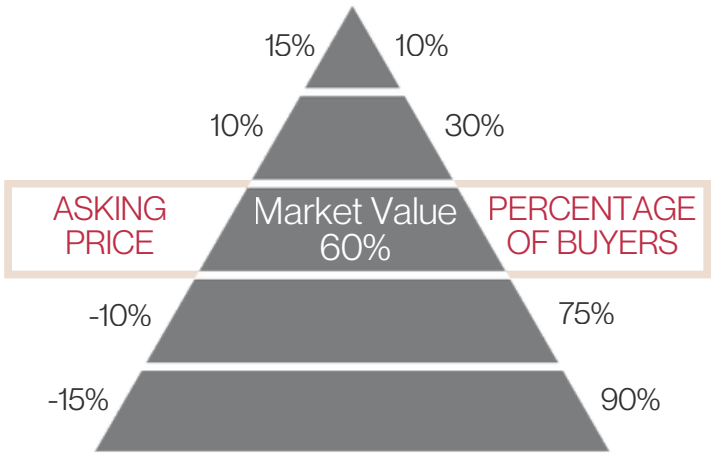
ESTABLISH A PRICE

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!

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INSIDE THE HOME

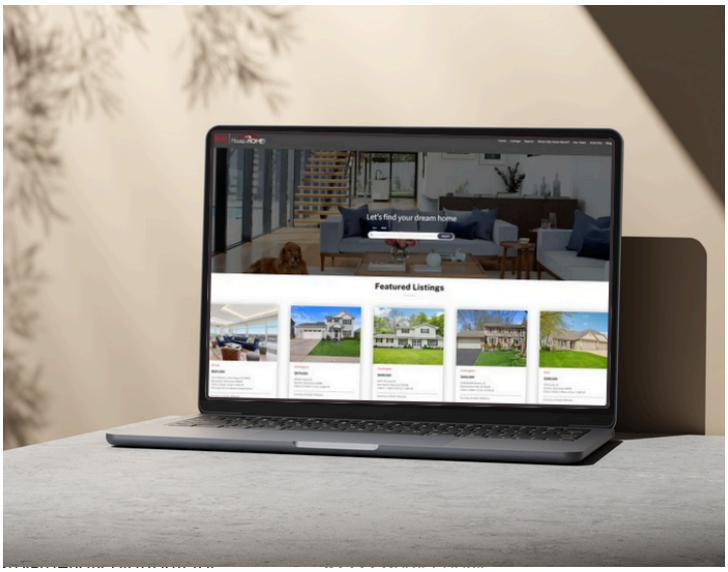
- Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

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



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.

kw KELLERWILLIAMS

Zillow

trulia

Homes.com

realtor.com®



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.

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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.

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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

Interial Painting | Kendall Interial
217-855-7587

LANDSCAPING / EXTERIOR / ROOFING / SIDING

Mundo Landscaping LLC
Raymundo Altamirano
414-793-6837
mundolandscaping@yahoo.com

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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 BILLION CLOSED SALES VOLUME

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 BILLION LISTINGS TAKEN VOLUME

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

Sources: Internal KW Reporting VIA Multi Year Trends, Metro MLS Data for 5 County Metro Milwaukee Area 1/1/25 - 12/31/25

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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

Dylan F.

Judy and her team are total pros. We've worked with her on both buy and sell transactions. She provides excellent guidance in navigating the entire process from figuring out what we want, finding it, and getting it. In all cases we reached sound buyer/seller agreements that we feel satisfied with post-transaction. Judy has an impressive network of fellow industry pros (e.g., structural engineers, plumbers, roofers, flooring) and does an admirable job juggling all the scheduling, communications, and outputs needed during the rapid fire sections of these types of transactions. We found Judy by calling a number on Zillow listed for a house we found interesting. Since then, many times my wife has exclaimed "thank God it was Judy who answered the phone when we called on that first house." Further, Judy is just a pleasure to do business with; she helped us understand when being at ease works vs. when we needed to focus and act fast. We recommend Judy and her support team with full confidense.

Deb P.

Judy was fantastic to work with from start to finish. She and her team took us through the selling process step by step and made it simple and easy. She has great marketing strategies and follow through which helped get us a quick sale. I highly recommend Judy Huebner!

Brandon D.

Judy and her team of professionals have gone above and beyond to ensure a smooth selling process for us. They developed an extensive marketing strategy for us, have developed great professional relationships with realtors in the area, were always responsive and available to all of our requests and questions and always treated us with kindness and dignity. I would highly recommend Judy and the entire House To Home team to anyone wishing to buy or sell in the Milwaukee market and surrounding areas!

Rocco J.

Judy is phenomenal! She sold our house and helped us purchase our new house. She was very attentive and responsive through the entire process. Judy knows the market and works well with other realtors. She is aggressive and truly works for you! We are so happy with our new home and would recommend Judy to anyone buying or selling, we can't say enough good things about her!

JUDY HUEBNER

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Connect With Us!

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