



GUIDE TO HOME SELLING



kw CENTRAL
OKLAHOMA
KELLERWILLIAMS. REALTY

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

MVVBP

Mission

To build a successful real estate business that encourages growth within our team, enjoys long-lasting relationships, and embraces the opportunity to guide, educate and advocate for our clients.

Vision

To be the trusted professionals that people seek to do business with.

Values

God, Family, then Business.

Beliefs

Integrity - We are honest and promise to always do the right thing for our clients, our business, and our team resulting in mutual success.

Ownership - We hold ourselves accountable to the highest standards of service for our clients and each other.

Commitment - We are dedicated to protecting our client's interests, equity, and trust, foremost.

Perspective

Commit your work to the Lord and your plans will be established. Proverbs 16:13

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team
PERSONAL SERVICE. PEOPLE YOU TRUST.



TEAM MEMBERS



Randall Gantz | randall.gantz@yahoo.com

Randall is a true Okie – born in Enid and raised in Stillwater. He earned his Marketing degree from the University of Central Oklahoma where he also pitched for the baseball team. Prior to joining Keller Williams, Randall thrived in a 20 year career in the healthcare and energy industries. He now partners with his wife, Kirsten, and together they've had the privilege of serving more than 300 families.



Kirsten McIntyre | kirstenmcintyre@kw.com

Kirsten McIntyre grew up in Burns Flat, Oklahoma, where she dreamed of becoming a television journalist. After graduating from Oklahoma Baptist University with a degree in Tele-Communications, she spent almost two decades delivering the news as an anchor/reporter. In 2011, Kirsten took the plunge in realizing another dream - owning her own business. She left television news to pursue a career in real estate with her husband, Randall. Kirsten and Randall enjoy spending time with their family and three children, Reagan, Harrison, and Grayson.



Cindy Penna | cindypenna@kw.com

Cindy is a Georgia Peach who moved to Oklahoma in 2010 to serve church planters and their families at the Baptist General Convention of Oklahoma. She and her husband also served in rural churches. In the spring of 2018, she joined the McIntyre Gantz team to assist in the day to day operations of the office. She enjoys spending time with her three children, Michael, Heather, and Holly. Some of her hobbies are playing the flute, teaching children in Sunday School, and cheering on her favorite football team.

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
[@mcintyregantz](https://twitter.com/mcintyregantz)

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

OFFICE & CONTACT INFO



Keller Williams Central Oklahoma

10 E. Campbell Street
Edmond, OK 73134
405-330-2626



The McIntyre Gantz Team

Randall Gantz

405-802-4429

randall.gantz@yahoo.com



Kirsten McIntyre

405-250-3616

kirstenmcintyre@kw.com

Cindy Penna

405-509-6175

cindypenna@kw.com

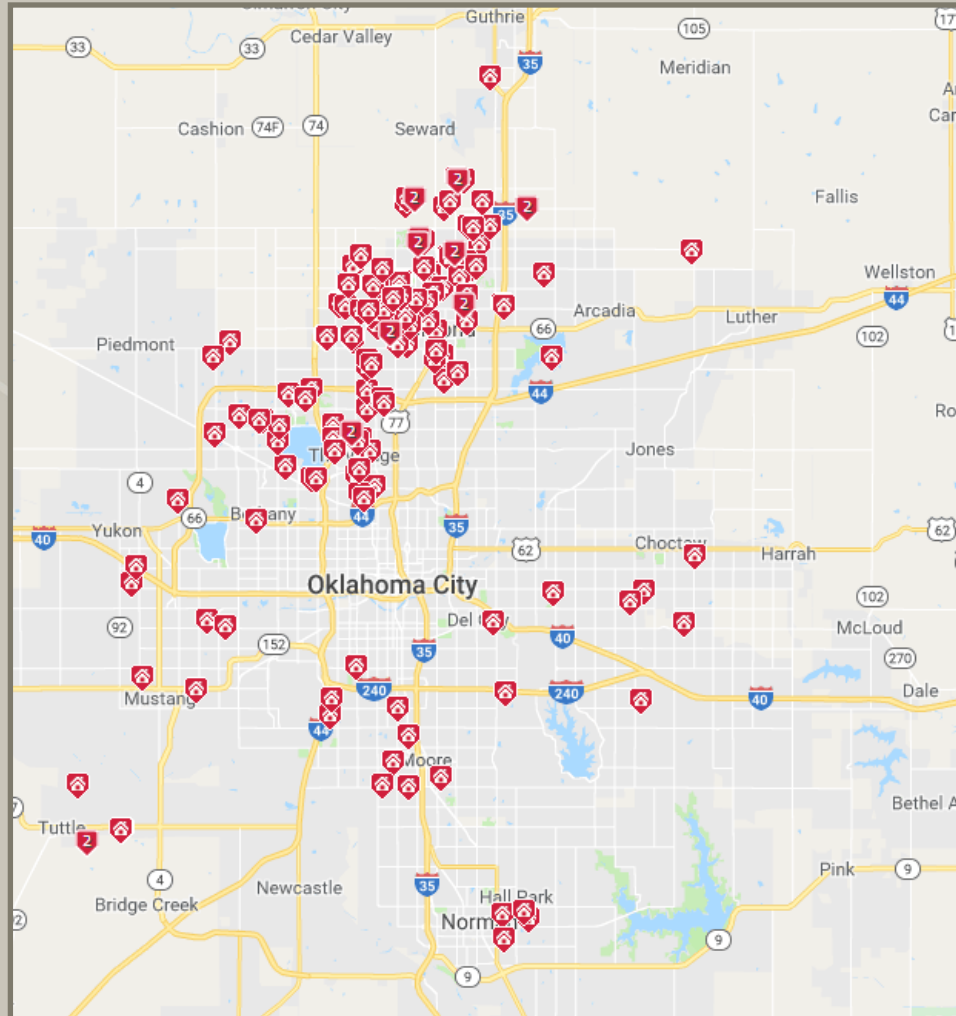
10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

PROVEN RESULTS

- The McIntyre Gantz Team has been selling homes since 2011.
- Closed over \$72,000,000 in sales.
- Helped over 300 families buy and sell homes.



AVERAGE DAYS ON THE MARKET | THE MCINTYRE GANTZ TEAM: 43 MLS AVERAGE: 59

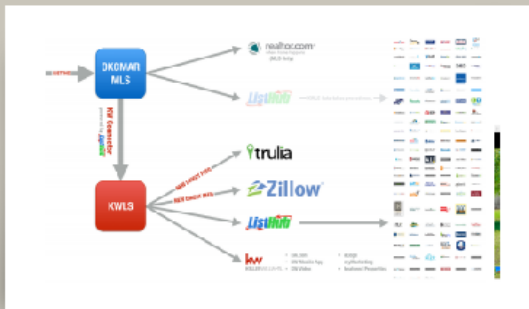
10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

FULL SERVICE TEAM

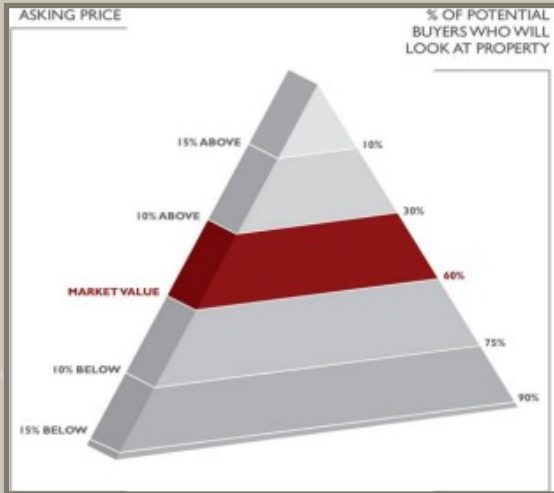
- One hour listing consultation.
- Accurate pricing and market analysis.
- One hour home prep consultation and walk-through.
- Professional home staging.
- Professional real estate photography.
- Unlimited home re-shoots.
- Professionally installed custom real estate signs.
- Submit your home to the MLS with exposure to over 5,000 agents.
- Reverse prospect for buyers.
- Home advertised on over 300 websites.
- Paid Facebook and Instagram advertisements.
- Custom property website.
- Custom designed property flyers.
- Conveniently managed showings via app.
- Schedule and advertise open houses.
- Weekly follow-up and market analysis.
- Full-service client care coordinator.
- Office staff available Monday to Friday from 8:00am-5:00pm.
- Our team will help you coordinate other services to ensure your home sells for the most money and in the shortest amount of time.
- Trustworthy lawn care, landscaping and home cleaning vendors available.



10 EAST CAMPBELL STREET, EDMOND, OK 73034
 kirstenmcintyre@kw.com | randall.gantz@yahoo.com
 OFFICE: 405-330-2626 | DIRECT: 405-509-6175
 mcintyregantzteam.com
 facebook.com/themcintyregantzteam
 @mcintyregantz

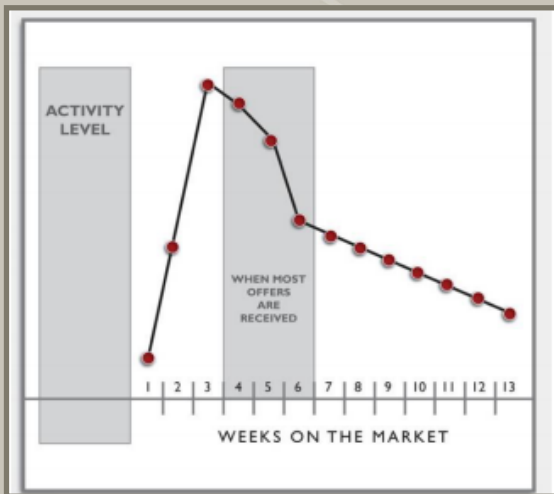
THE
McIntyre Gantz Team
 PERSONAL SERVICE. PEOPLE YOU TRUST.

PRICING TO SELL



BUYERS AND SELLERS DETERMINE VALUE

- The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.
- Buyer's make their pricing decision by comparing your property to other properties SOLD in your area.
- Historically, your first offer is your best.



THE RIGHT PRICE

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start too high end up selling below market value.

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

WHAT TO EXPECT

BEFORE YOUR HOME IS ON THE MARKET

- Fill out pre-listing packet and disclosures.
- Decide on a competitive price and sign paperwork.
- Complete plan of action.
- Prepare your home for professional photography.
- Make a copy of your house key.

WHILE YOUR HOME IS ON THE MARKET

- Always keep your home clean and ready to show.
- Always keep the yard mowed.
- Always confirm showings.
- Always leave for showings, leaving lights on and window treatments open.
- You will receive weekly updates regarding the market from us.

ONCE YOU HAVE A CONTRACT

- Allow buyer to perform inspections.
- Negotiate treatments, repairs and replacements.
- Allow appraiser into your home.
- Provide the title company with mortgage information, if applicable.

BEFORE CLOSING

- Receive and review the settlement statement from the title company.
- Make sure all repairs are complete and invoices provided.
- Allow the buyer and agent to do a final walk through.
- Schedule to have utilities transferred to the buyer the day of closing.
- Leave home clean and remove all belongings before closing.
- Bring two forms of ID as well as all keys, garage doors openers, codes, etc. to closing.

AFTER CLOSING

- Call your homeowners' insurance company.
- Schedule mail forwarding to your new address.
- Let friends and family know you have moved.
- Update your drivers license address.
- Keep closing paperwork for tax purposes.

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

CONTRACT NEGOTIATIONS

WHEN YOU RECEIVE AN OFFER:

- We will call to go over all offers with you.
- We will e-mail the full offer with a net sheet for your review.
- At this point you may decide to accept the offer, counter the offer, or respectfully decline the offer.

OFFER TIPS:

- Remember, the first offer is usually the best offer.
- Buyers may ask you to pay for some or all of the closing costs.
- Buyers may ask for a home warranty in the offer.
- A local lender is usually better than a large national lender.
- Some homes enter into multiple offer negotiations.

YOU ARE UNDER CONTRACT:

- Once you and the buyer agree to terms, we will all work towards closing.
- All communication with lender, title company, selling agent, appraisers, etc., will be managed by our transaction coordinator, who will ensure we close on time.

CONTRACT TO CLOSE:

- Buyer will schedule home and termite inspections.
- If they are financing the purchase, the lender will also require an appraisal.
- As a seller, you will only know if your home has or has not met value.
- If the appraised value of your home comes in lower than the contract price (worst case scenario), you will enter into another negotiation period, because lenders will not fund a loan above the appraised value.
- After inspections, the buyer will submit a list of items they would like you to repair.
- At this point, we will enter into another negotiation period and will work with you until an agreement is reached between both parties concerning the repairs.
- Once the list of repair items have been agreed upon, you may then begin repairs.
- Save all repair receipts to be reviewed by the buyer.
- Prior to closing, your buyers will schedule a final walk through to ensure all repairs are satisfactory.

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.

KEY TERMS

Acceptance: Agreeing to the terms of an offer, thereby creating a contract.

Appraisal: A determination of the value of something, in this case, your house. A professional appraiser- who should be a qualified, disinterested specialist in real estate appraisals, with expertise in your local geographic area- makes an estimate by examining the property, looking at the initial purchase price and comparing it with recent sales of similar property. The buyer's bank or other lender will require the appraisal in order to ascertain the worth of your house for lending purposes. And, unfortunately, it may refuse to fund the buyer's loan if the appraisal comes in lower than the loan amount.

Buying/Selling Agent: The Realtor representing a buyer.

Closing Costs: All settlement or transaction charges (above and beyond the actual cost of the property) that home buyers or sellers need to pay at the close of escrow when the property is transferred. The costs typically include lender's fees and points or prepaids interest, a prorated share of the property taxes, transfer taxes, credit check fees, homeowners' and title insurance premiums, deed filing fees, real estate agent commissions, inspection and appraisal fees, and attorneys' fees. Some closing costs are tax-deductible.

Contingency: A provision or condition in the purchase of real estate requiring a certain act to be done or an event to happen before the contract becomes binding. You may receive contingent offers on your home. Occasionally buyers must sell their home before purchasing another, therefore the contract will be contingent upon the sale of the buyer's home.

Counteroffer: A new offer made in reply to an offer received. This counteroffer rejects the original offer.

Covenants, Conditions and Restrictions: Documents that serve as operational procedures describing the rules and regulations for a neighborhood or community.

Earnest Money Deposit (EMD): A partial payment (deposit) demonstrating commitment in a contractual relationship.

KEY TERMS

Home Warranty: Insurance program offered to buyers warranting the property against certain defects for a specified period of time.

House Closing: The final transfer of the ownership of a house from the seller to the buyer, which occurs after both have met all the terms of their contract and the deed has been recorded.

Inspections: Written into the residential sales contract is an inspection period. This is a time established in the contract in which your buyer is allowed to perform home and termite inspections, as well as any other inspections they deem necessary. You must allow the inspectors into your home to perform inspections.

Listing Agent: A licensed Realtor employed by a homeowner to sell their home.

Mortgage Inspection Certificate (MIC): Representation of the boundaries of a parcel of real property and the improvements there on; however, there are no stakes to visually see the boundaries like in a Pin Survey. This is prepared by a Professional Land Surveyor. The MIC may be required by the lender to confirm location of property, buildings and possible encroachments.

Multiple Listing Service: A computer – based service, commonly referred to as MLS, that provides real estate professionals with detailed listings of most homes currently on the market. The public can now access much of this kind of information through websites like www.realtor.com.

ODAFF: Official document required by lenders attesting to the presence or absence of termites.

Payoff: The amount owed on a mortgage. This will be ordered from your lender by the Title Company prior to closing. The title company must have your loan number, loan type, and your social security number to order this.

Property Disclosures: Seller informs potential buyers of any issues that are present on the property before the transaction is completed. The State of Oklahoma requires sellers to fill out the appropriate forms with the condition of the property.

KEY TERMS

Staging: Enhancing a property's appearance with rented furniture or decorations. This includes clearing clutter, hanging neutral decorations and increasing curb appeal.

Title Report: The written analysis of a real estate title search, including property description, names of the titleholders and how title is held (joint tenancy, for example), tax rate, encumbrances (mortgages, liens, deeds of trust, recorded judgments) and real estate taxes due. A title report is needed before a lender will agree to finance the purchase of the property. A title report is prepared by the title company.

TRID: TILA/RESPA Integrated Disclosure Rule. TILA is the Truth in Lending Act and RESPA is the Real Estate Settlement Procedures Act. The CFPB modified both rules in the TRID final ruling that went into effect October 3, 2015. Most notably, this has changed the forms lenders are required to use (Loan Estimate form and Closing Disclosure form.) The Closing Disclosure must be received by the buyer three business days before they can close on the loan.

TRR: Notice of Treatments, Repairs, and Replacements. This is the document in which buyer formally request repairs as a result of inspections.

Walk-through: A showing of a home where the seller or agent allows the buyer to tour the property prior to closing. This ensures the buyer is satisfied with the agreed upon repairs. It is important for all repair items to be completed in a timely manner so as not to delay closing.



10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team
PERSONAL SERVICE. PEOPLE YOU TRUST.

SHOWING CHECKLIST & DATES



When showings are requested it is of utmost importance that you confirm them all! After confirming, prep your home for showing by following this checklist. Make sure everything is clean, de-cluttered, and smells nice. If you are in a hurry, grab a laundry basket and take it with you in your car. Don't forget to grab your pets. After showings, our team will follow up to obtain feedback and share with you.

General

Lights On ___
Windows/Blinds Open ___
Floors Clean ___
Soft Music On ___

Living Room

Pillows Fluffed ___
Toys Put Away ___
Clear Coffee Table ___

Kitchen

Clear Countertops ___
No Dishes in the Sink ___
Fresh Towel ___

Bathrooms

Toilet Seats Down ___
Bath/Shower Cleaned ___
NO Dirty Towels ___
NO Dirty Laundry ___

Bedroom

Beds Made ___
Pillows Fluffed ___
Toys Put Away ___
NO Dirty Laundry ___

Pets

Toys Put Away ___
Bowls Put Away ___
In Crate/With You ___

IMPORTANT DATES

Staging Consultation: _____

Contract Date: _____

Photography Appointment: _____

Inspection Date and Time: _____

Listing Date: _____

Appraisal Date and Time: _____

Open House Date: _____

Walk Through Date and Time: _____

Price Reduction Date: _____

Closing Date and Time: _____

Location: _____

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team
PERSONAL SERVICE. PEOPLE YOU TRUST.

THE MARKET

ABSORPTION RATE

Price Range:

Active:

Pending & Sold in the last 90 days:

Pending & Sold in the last 30 days:

Months Supply:

NEIGHBORHOOD

Active:

Pending:

Sold:

Average DOM:

COMPARABLE HOMES

Active:

Pending:

Sold:

Average DOM:

Price Range:

Price/sqft:

List to Sold %

RECOMMENDED PRICE RANGE

10 EAST CAMPBELL STREET, EDMOND, OK 73034
kirstenmcintyre@kw.com | randall.gantz@yahoo.com
OFFICE: 405-330-2626 | DIRECT: 405-509-6175
mcintyregantzteam.com
facebook.com/themcintyregantzteam
@mcintyregantz

THE
McIntyre Gantz Team

PERSONAL SERVICE. PEOPLE YOU TRUST.