Pemberton Real Estate

Hunter Brown



A GUIDE FOR SELLERS

Seller's Guide

The standard we hold. The reach we deliver.

ABOUT ME



Hunter Brown

REALTOR®

CALL

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WEBSITE

Scan to connect
& start your search!

Meet Hunter Brown — your passionate & resourceful real estate partner.

I'm Hunter Brown, a REALTOR® with Pemberton Real Estate, helping buyers and sellers throughout the Twin Cities and surrounding suburbs.

I believe buying and/or selling a home should feel exciting, not overwhelming. My approach is straightforward and no pressure: give you the information you need, help you understand your options, and make sure you feel confident in every decision along the way.

Whether you're buying your first home, making a move into something new, or exploring an investment property, I'll be there from the initial search through closing and beyond. I bring local market knowledge, clear communication, and a strong understanding of the numbers behind a home's value to help you make a smart decision forward....

> "If you're looking for a dedicated, knowledgeable partner I'd love to help bring your vision to life."

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WHO WE ARE

We are Pemberton Real Estate.

PembertonRE started as a small south-metro team with big goals — and has grown into a network of 250+ agents driven by collaboration, integrity, and purpose.

WE ARE

Built on purpose.

WE ARE

Powered by people.

WE PROMISE

Your goals are our priority.

#1	250	2015
PRODUCING TEAM IN MINNESOTA, PER ZILLOW	AGENTS & GROWING	FOUNDED

Why your agent matters

Selling a home is a big move. Your REALTOR® makes sure it's a smart one — guiding you from first listing to closing with experience and care.

01

Market Knowledge

A full-time REALTOR® is a student of the market, helping you earn top dollar for your home.

02

Pricing Strategy

Determining value is one thing; a strategic price that drives multiple offers is far more valuable.

03

High-End Marketing

From traditional to digital, our agents and full-time marketing staff are experts at driving attention to your home.

04

Negotiations

A level-headed advocate who finds creative leverage in every offer and counteroffer makes a world of difference.

05

Experience

A large, collaborative team means no question goes unanswered — we've learned from thousands of happy clients.

THE TIMELINE

From listing to closing

Eleven steps, start to finish — here's the whole journey at a glance.

01 **Seller Documents**
Confirm terms, then sign the Exclusive Right to Sell, MLS Input Form, and Seller's Disclosure.

02 **Staging Consult**
A stager walks through so your home shows in its best light and buyers can picture living there.

03 **Pre-Market Marketing**
Professional photos and video get more eyes on your property and showcase it beautifully.

04 **Live On The Market**
Whether "Coming Soon" or "Active," showing requests and agent feedback start rolling in.

05 **Offers**
We review offers together and choose the best course of action. Once accepted, you're under contract.

06 **Inspection**
The inspection period begins. Expect repair or credit requests — remember, everything is negotiable.

07 **Pre-Sale Inspection**
Some cities require a point-of-sale inspection for major health and safety items.

08 **Appraisal**
The buyer's lender orders a third-party valuation to confirm how much they can lend.

09 **Title & Processing**
Title and lending teams confirm every document. Return any outstanding items quickly.

10 **Pre-Sign Document**
As the seller, you sign your half of the documents ahead of the buyers to expedite closing.

11 **Closing**
Buyers do a final walkthrough and receive keys once documents are signed. Congratulations!

First impressions count

When a buyer walks in, the goal is to wow them — engaging all five senses so they fall in love with your home.

SIGHT

Staging is the best investment — professionally staged homes spend 73% less time on market and sell for more. A stager tells you exactly what will appeal to the most buyers.

SOUND

Soft background music fills the silence, subtly helping buyers imagine what daily life in the home would feel like.

TASTE

A candy bowl, cookies, or bottled water at showings is a simple, memorable touch that keeps your home top of mind.

SMELL

Air out the home, bake before showings, or use light candles — but never overdo scent, which can suggest you're hiding something.

FEEL

The most important sense: making buyers feel the home could be theirs. Warmth and comfort let them picture their lives here — and that feeling carries real weight in the decision to buy.

Practicality meets strategy

Pricing a home is an art, not a science — and it has arguably the biggest impact on how your sale unfolds.

THREE FACTORS SET YOUR RANGE

01

Market Trends

Where the market is heading right now — momentum, rates, and seasonality.

02

Inventory Levels

How much competition your home faces from similar active listings.

03

Sold Comparables

What similar homes nearby have actually closed for, most recently.

The Strategic Listing Price

BUYER INTEREST BY PRICE POSITION



Below Market
Leaves money on the table

Strategic List
At or just under market

Overpriced
Fewer, softer offers

REMEMBER

1. Pricing is an art, not a science.
2. You have the final say on your listing price.
3. Ask questions — this is one of the most important parts of listing.

Getting in front of the right people

The old formula was simple: put up a sign, list it on the MLS, and hope it sells. We do things differently. Our proactive strategy is built to drive more exposure, stronger offers, and the best possible outcome for our clients.

Open Houses

Great exposure to an additional buyer pool — including those without an agent or with tricky schedules.

Signs

A yard or step-in sign reminds the neighborhood your home is for sale — and neighbors bring buyers.

Flyers

A tangible, high-end piece buyers take home — better than relying on memory across a day of tours.

Mailers & Door Hangers

Showcase your home to a targeted area — reaching people who want to move or know someone who does.

Let's get digital

Buyers often decide whether to make an offer based on what they see online. We work with the best to show your home in its best light.

Photos

Interior, exterior, floor plans, and a 3D tour for most listings — with optional twilight and drone perspectives.

Social Media

Puts your home in front of targeted, ready-to-buy audiences while highlighting its best features.

Video

Shows the true layout and angles photos can't reach — and brings genuine life into your home.

Reverse Prospecting

We reach agents whose clients favorited your listing, nudging serious buyers back to your home.

OUR PARTNERS

Who you work with matters

A smooth closing depends on the team around you. These are the trusted partners we bring to every transaction.



Your Title Team | FLEX Title Company

Title companies research property records to confirm ownership and clear any liens before issuing a title policy — and they handle closings. With 24 years of experience, FLEX Title Company brings integrity and a solution-driven approach to every transaction.

(612) 643-9675 **ORDER@MYFLEXTITLE.COM**

FLEX
TITLE COMPANY, LLC

WARNING - WIRE FRAUD

Wire fraud is on the rise and can cost you thousands. Never trust wiring instructions sent by email — always confirm independently, in person or by calling a verified number, before sending any funds.

CLIENT PERKS

A client for life

When you work with PembertonRE, you're a client for life. Before, during, and after your sale, you have access to:

- **Office Exclusive Listings**
- **Client Events**
- **Free Moving Truck**
- **Valuable Real Estate**
- **Giveaways**
- **And So Much More**



PICTURES WITH SANTA



PEMBERTON HOME STRETCH 5K



SPRING CLEAN EVENT

LET'S BEGIN

Ready when you are

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