

REDEFINING HOME GROUP



SELLERS GUIDE



COMPASS

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IRIS KOHL
PRINCIPAL



By her side:

Transaction Coordinator

Marketing Team

Real Estate Attorney

Professional Stager

Interior Designer

Builder/ General Contractor

Home Inspector

We believe in a bespoke home selling experience. Tailored to each clients needs.

Iris specializes in guiding her clients through the often emotional and complex journey of buying or selling property with expertise and care. Committed to achieving exceptional results, she ensures her clients' best interests are always front and center while skillfully managing any challenges that may arise during the process. Her exceptional communication skills consistently give her clients a strategic edge in negotiations and transactions.

With a keen eye for design, Iris brings a unique perspective to the home buying and selling experience. She seamlessly blends her creative instincts with a deep understanding of the market, delivering tailored solutions that not only meet her clients' needs but often exceed their expectations.

As the founder of RH Group, Iris built her practice on the principles of empathy and understanding. This foundation allows her to provide a personalized and transformative real estate experience, ensuring every client feels supported and confident in achieving their goals.



*Redefining real estate with integrity, authenticity
and excellence, leveraging our marketing and
hospitality background to create success
for our clients.*



Top 1%

Producing Team
Servicing Chicagoland

\$75M+

All Time Sales

170

Clients Helped



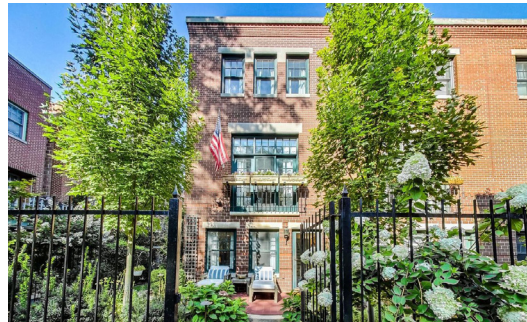
2222 W Oakdale Ave
Single Family Home
North Center



1629 S Prairie Ave, Unit 1801
Condo
South Loop



360 W Illinois, Unit 509
Condo
River North



2652 N Southport Ave, Unit G
Townhome
Lincoln Park



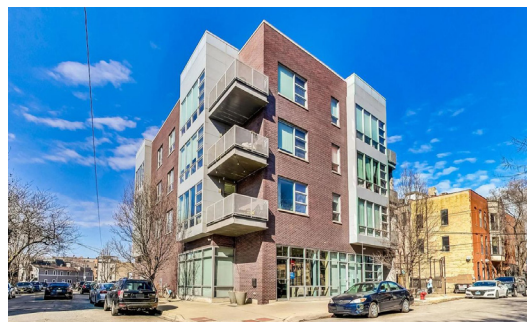
3635 N Keeler Ave
Multi Family
Irving Park



1911 Victoria Rd
Single Family Home
Mundelein, IL



1926 W Wolfram St
Single Family Home
Lakeview



1250 N Paulina, Unit 4W
Condo
Wicker Park

THE BENEFITS OF OFFERING BUYER AGENT COMPENSATION

In the United States, real estate commissions can be paid by the seller, listing agent or the buyer. Continuing the practice of offering buyer compensation by the seller or listing agent increases the likelihood of having a professional buyer's agent on the other side of the transaction and provides you with a number of advantages.

BY PAYING COMMISSION OR AUTHORIZING YOUR LISTING BROKER TO PAY COMMISSION, YOU HAVE POTENTIAL TO:

INCREASE INTEREST FROM QUALIFIED BUYERS

When you offer to pay the buyer's agent commission, the property may become more attractive to serious buyers, which is a critical advantage in competitive markets. This also makes your home more accessible to a wider pool of buyers, some of whom might have limited available cash for upfront costs.

SECURE A HIGHER PURCHASE PRICE

If buyers don't need to reserve funds for commission, they may be able to offer a higher purchase price.

SIMPLIFY NEGOTIATIONS

With commission costs off the table, negotiations are less complex, allowing all parties to stay focused on the property's price, which streamlines the discussion.

SELL FASTER

Removing the financial burden on buyers can help reduce the time your property spends on the market.



Working with a professional buyer's agent can provide a host of benefits you may not have considered. While a buyer may only purchase a few homes in a lifetime, a buyer's agent navigates these transactions every day, bringing valuable expertise to the table. In partnership with a buyer's agent, I can show your home in its best light to a widened pool of qualified buyers and ensure a more efficient contract-to-close process for everyone involved.

INCREASED EXPOSURE FOR YOUR LISTING

More eyes means more interest. A buyer's agent can help get your listing in front of interested buyers they are currently representing, which maximizes your home's exposure in a competitive market. By listing as a Compass Private Exclusive, you can even pre-market your home to buyers and the agents they are working with to build early demand before launching to the public.

MORE QUALIFIED BUYERS

Working with a buyer's agent helps increase the likelihood that your home will be seen by qualified and vetted buyers who are informed and ready to transact.



SEAMLESS CONTRACT-TO-CLOSE

Buyer agents provide guidance, counseling, and support to buyers throughout the entire contract-to-close process to reduce complexities. Having dedicated agents on both sides of the deal will ensure an objective approach and increase the likelihood of a seamless transaction.

REDUCED LIABILITY & EXPOSURE

Having professional representation more readily ensures that the buyer completes their investigations to their true satisfaction, thoroughly reviews and understands seller disclosures, and completes each required step along the way. The result? A well-informed client without buyer's remorse.

LET'S TAKE A CLOSER LOOK AT THE STEPS TO SELLING YOUR HOME



APPRAISAL

Assessment of the property's market value, for the purpose of obtaining a mortgage and is performed by a licensed appraiser.

ASSESSED VALUE

The value placed upon a property for tax purposes by the Tax Collector.

CLOSING COSTS

Expenses incidental to a sale of real estate. An estimated Net Sheet will be provided.

CLOSING STATEMENT

The statement that lists the financial settlement between Buyer and Seller, and the costs each must pay.

CONTINGENCY

Certain conditions that have to be met in order to finalize the sale.

CONVENTIONAL MORTGAGE

A mortgage or Deed of Trust not obtained under a government-insured program such as FHA or VA.

CREDIT

Money given to a buyer from a seller through escrow at closing.

ESCROW

A neutral third party that handles the transfer of any funds during the sale of a home from initial deposit to final funding and closing.

EARNEST MONEY DEPOSIT

A portion of the down payment that is sent to the title company and held in escrow until closing paid within 2-3 business days of contract acceptance.

FIXED-RATE MORTGAGE

A loan on which the interest rate and monthly payment do not change.

HOME WARRANTY

A policy that covers certain repairs (e.g. mechanicals/appliances) of a newly purchased home for a period of time, typically one-year.

TITLE INSURANCE

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.





”

Professional, honest, energetic...
Iris is the pro you hire when you
need the job done. She came to
me by recommendation and I
couldn't be happier.
- Addison B.

THE MARKETING

WHY YOU NEED STAGING

Staging a home is essential for maximizing appeal, creating emotional connections with buyers, and standing out in the market. It accelerates sales by helping buyers envision themselves in the space, leading to quicker and more successful offers.



PROFESSIONAL PHOTOS & 3D TOUR

95% of home searches start online. Your home needs to look great in order to appeal to a wide audience, and our top-notch photographers are crucial for capturing your home at its best.

OPEN HOUSES & BROKERS OPEN

Whether showing your home virtually or in person, our goal is to provide maximum exposure for your property.



OUR MARKETING BLUEPRINT

Through digital and print marketing collateral, we take the steps to get your home the exposure it deserves.

THE STAGING



There are a number of cost estimates to anticipate throughout the selling process. Here are estimated fees you can expect to incur.

RECORDING & CLOSING

Fee:	Est Cost:
Title Charges	\$1500 - \$2500
Release of Mortgages (if applicable)	\$100 - \$200
Wire Fees	\$100 - \$200
Recording Fees	\$100 - \$200

TAXES

Fee:	Est Cost:
State of IL Transfer Tax	\$1 / \$1000 of sale price (seller only)
Cook County Transfer Tax	\$0.50 / \$1000 of sale price (seller only)
City of Chicago Transfer Tax	\$3 / \$1000 of sale price (seller only)
City of Chicago Transfer Tax	Taxes due from seller (# of days unpaid)
Cook County Property Tax Proration	

BROKER

Fee:	Est Cost:
Brokerage Listing Commission	3.5% of sale price
MLS - Multiple Listing Service	\$495 Listing Fee

ATTORNEY

Fee:	Est Cost:
Real Estate Services	Starting at \$500

GOVERNMENT

Fee:	Est Cost:
Water & Zoning Certification	\$150 - \$200

*Please note all figures are estimates and are subject to change. Please request property specific estimated breakdown.



"We had an exceptional experience working with Iris during a challenging real estate market. Choosing her was the best decision we made. From the outset, she made us feel very comfortable, and her dedication and work ethic were truly impressive. Despite the market being at a low point, she managed to sell our house in record time. What sets her apart is her commitment to going above and beyond. We had very little involvement in the process because she took care of every detail with utmost professionalism."

- Maritela G

"Iris is fantastic. She goes above and beyond to stay in touch and keep her clients informed. She is so knowledgeable and experienced that nothing surprises her. And is ready to attend to them. I've loved working with Iris and was grateful she was on my side."

- Clara M

"Iris is wonderful to work with. From start to finish I had no worries. The communication & organization was incredible. Can't wait to do more deals with Iris & her group."

- Chris L

"Iris was extremely responsive to every request I made. She made the whole experience stress-free by finding and presenting all of the resources needed to ensure the successful sale of my home."

- Yovette Drake

"Iris is a phenomenal agent and person to have in your corner when purchasing or selling your property. I can honestly say that her intuition, knowledge, and experience were invaluable through our chaotic schedule. I know I am incredibly hard to work with and please. Iris and her team never disappointed."

- Chris S

*Everything about
Iris is stellar!
She is incredibly
knowledgeable,
transparent, fast
and lovely to work
with. The whole
process of buying a
home was so much
easier with Iris at
the helm”*

- Allison B



Q. How should I know when to accept an offer?

A. Our expertise will give you with insight into all facets of an offer so that you can make the most educated and informed decision. Offers have many factors to consider such as your net proceeds, contingencies included, and likeliness of the buyer and their agent to perform.

Q. What Is A Buyer Vs Seller Market?

A. A balanced market has 6 months of inventory. A seller's market happens when there's a shortage of inventory, less than 6 months. A buyer's market occurs when there are more homes for sale than buyers to purchase, more than 6 months of inventory.

Q. What Can I Expect With Open Houses?

A. We have strict systems in place where no one will be left alone in your home at any given time. It is best if the sellers are not present during an open house, so potential buyers can feel more comfortable looking around. This time is intended for buyers to imagine themselves living there!

Q. Is it worth it to make improvements to my home?

A. Making improvements before photographing and selling your home can significantly boost your net proceeds. Many buyers prefer move-in ready properties, so presenting your home in near turnkey condition can attract a broader pool of potential buyers. Our team will provide guidance on which improvements will yield the highest return on investment for your sale.



Q. Should I move out before selling?

Moving out before selling a home offers benefits. It makes the property easier to show, increasing potential buyer traffic. A vacant home stays consistently “show-ready,”

A. boosting buyer confidence and potentially speeding up the sale process. However, if you choose to stay, we can help stage the home effectively. It’s advisable to vacate at least for the initial weekend to optimize showings and enhance the chances of a successful sale.

Q. How long will it take to sell my home?

The time it takes to sell a home can vary widely depending on various factors such as local market conditions, the property’s location, price, condition, and the effectiveness of your marketing and pricing strategy. We will discuss the average days on the market with you to establish realistic expectations.

Q. How long do showings take?

A. Every property is unique. Typically, buyers spend 15-30 minutes in a home with their agent, depending on the property’s size. All showings will be confirmed with the seller. Prior to listing, we will discuss your optimal showing schedule.





Iris Kohl

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