



THE CINDY BANKS TEAM

HOME SELLER'S GUIDE

Everything you need to know before listing your home.

Helping You Sell with Confidence

Experience You Can Trust.
Results You Can Bank On.

THE **CINDY BANKS** TEAM
RE/MAX CORNERSTONE



SERVING THE CHICAGOLAND AREA WITH 35+ YEARS EXPERIENCE & 5,000+ HOMES SOLD



WHY CHOOSE THE CINDY BANKS TEAM

A strategy built for success

Every home has a story—and every successful sale starts with the right strategy. At the Cindy Banks Team, we believe selling a home is about more than putting a sign in the yard. It's about understanding the market, positioning your home to stand out, and creating a customized marketing plan that attracts the right buyers.

With **35+ years of experience, 5,000+ homes sold**, and a dedicated team of real estate professionals, marketing specialists, and transaction experts, we've helped thousands of homeowners navigate the selling process with confidence. From your initial consultation to closing day, we're here to provide expert guidance, clear communication, and a proven plan designed to help you achieve your goals.

Click here to
watch our video:



Cindy Banks
Broker/Owner





MORE THAN A SIGN IN THE YARD

What you Don't See Matters Most

The right REALTOR® doesn't just list your home—they help you navigate one of your largest financial transactions with confidence.

A PROFESSIONAL REALTOR® HELPS YOU:



Price Strategically



Market Professionally



Prepare Your Home



Negotiate Confidently



Manage the Details

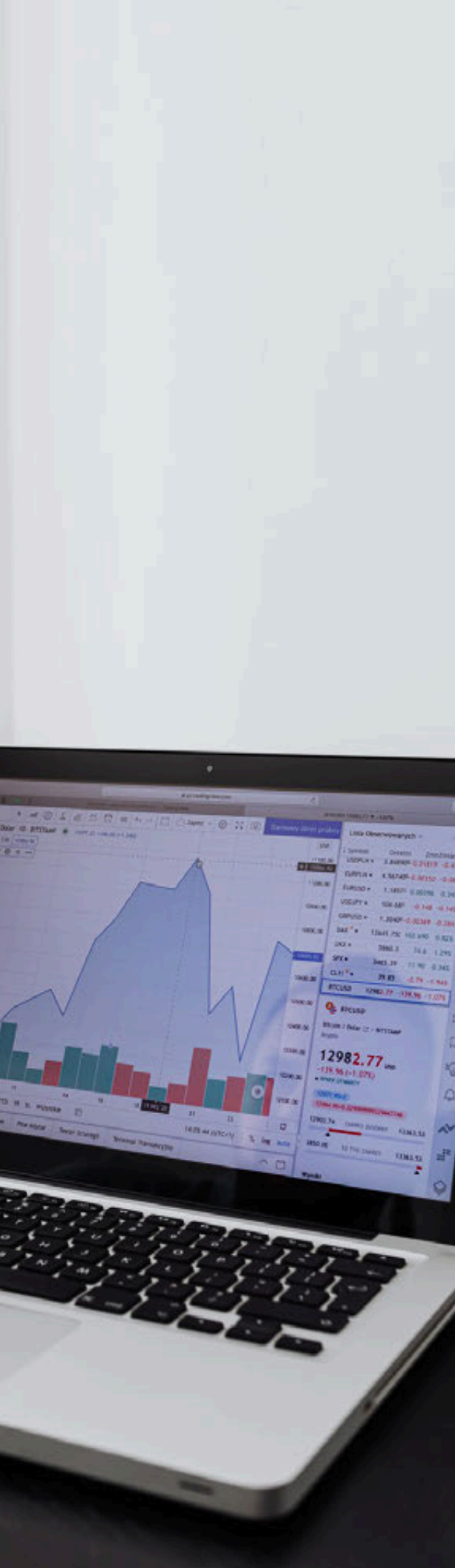


Provide Peace of Mind

The Right Team Makes All the Difference

Meet the Cindy Banks Team on the back page and connect with a REALTOR® who will help you prepare, market, negotiate, and successfully sell your home.





KNOW YOUR LANDSCAPE

Research & Planning

Every successful home sale begins with research. Before recommending a pricing or marketing strategy, we take the time to understand your property, your neighborhood, and the current real estate landscape.

The market is constantly changing, and every home is unique. We analyze the details that influence your home's value, including recent sales, current competition, buyer demand, and local market trends.

OUR RESEARCH INCLUDES:

- ✓ Reviewing your home's features, improvements, and property history
- ✓ Analyzing comparable homes that are active, pending, sold, expired, or withdrawn
- ✓ Reviewing average days on market for similar properties
- ✓ Evaluating pricing trends and buyer activity in your area
- ✓ Gathering additional market insight when needed

THE GOAL

Develop a clear understanding of where your home fits in the market so we can create a strategy designed around your goals.



MAKE A MEMORABLE FIRST IMPRESSION

Prepare your home

Before your home reaches buyers, we help you determine how to showcase its strongest features. Strategic preparation can help your home stand out, attract more interest, and create a stronger first impression.

Not every improvement delivers the same return. Our goal is to help you focus your time and resources on the updates that make the biggest impact.

OUR PREPARATION PROCESS INCLUDES:

- ✓ Reviewing your home's features, upgrades, and unique selling points
- ✓ Identifying recommended improvements or repairs
- ✓ Providing guidance on decluttering, staging, and presentation
- ✓ Connecting you with trusted professionals when needed
- ✓ Creating a timeline to prepare your home for market

THE GOAL

Present your home in a way that helps buyers recognize its value.



YOUR GOALS. YOUR TIMELINE. YOUR PLAN.

Seller Consultation

Every seller has different goals, timelines, and circumstances. During your consultation, we take the time to understand what matters most to you and create a plan that fits your needs.

Whether you're moving across town, relocating, downsizing, or simply ready for a change, understanding your priorities allows us to guide you through the process with confidence.

WHAT WE DISCUSS:

- ✓ Your goals and timeline for selling
- ✓ Your motivation and priorities
- ✓ Your home's features and updates
- ✓ Your next steps after the sale
- ✓ Questions, concerns, and expectations

THE GOAL

Create a clear plan that makes the selling process easier.



POSITION FOR ATTENTION

Pricing & Market Strategy

The right pricing strategy is one of the most important factors in a successful sale. Pricing too high can limit buyer interest, while pricing strategically can create stronger demand and better opportunities.

Using our market analysis and experience, we'll help you understand your home's value and develop a strategy designed to attract qualified buyers.

OUR PRICING STRATEGY INCLUDES:

- ✓ Reviewing your Comparative Market Analysis (CMA)
- ✓ Evaluating recent comparable sales and current competition
- ✓ Preparing an estimated equity analysis
- ✓ Discussing pricing options and market conditions
- ✓ Reviewing listing documents and required disclosures

THE GOAL

Position your home competitively from day one.



LAUNCH WITH PRECISION

List Your Home

Once your home is prepared and your strategy is in place, it's time to introduce your property to buyers.

A successful launch requires attention to detail. Every element—from photography to the property description—works together to create interest and encourage buyers to take action.

BEFORE YOUR HOME GOES LIVE, WE'LL:

- ✓ Schedule professional photography
- ✓ Create compelling listing information
- ✓ Prepare marketing materials
- ✓ Set up showing instructions
- ✓ Ensure your home is positioned for maximum exposure



PHOTOGRAPHY *Pre Shoot* CHECKLIST

GENERAL CLEANING & 1ST IMPRESSIONS

- ☐ Deep clean the entire home (floors, baseboards, windows)
- ☐ Remove dust smudges, & fingerprints
- ☐ Take out all trash & hide garbage cans
- ☐ Open blinds/curtains to let in natural light
- ☐ Replace any burnt-out light bulbs



KITCHEN

- ☐ Clear countertops except 1-2 decorative items
- ☐ Remove dish soap, sponges, drying racks
- ☐ Clean & polish appliances
- ☐ Empty sink
- ☐ Hide trash cans & floor mats

BATHROOMS

- ☐ Remove all personal items
- ☐ Add fresh, neutral towels
- ☐ Clean mirrors, glass & fixtures
- ☐ Close toilet lids
- ☐ Hide trash cans & bath mats

DECLUTTER & DEPERSONALIZE

- ☐ Remove personal photos & highly specific decor
- ☐ Clear countertops (leave only a few tasteful items)
- ☐ Minimize furniture if rooms feel crowded
- ☐ Hide cords, remotes, & everyday items
- ☐ Organize shelves & closets (buyers WILL look)

BEDROOMS

- ☐ Make beds with neutral bedding
- ☐ Remove excess pillows
- ☐ Clear nightstands
- ☐ Ensure closets are neat

EXTERIOR

- ☐ Mow lawn, trim bushes & remove weeds
- ☐ Clear driveway & walkways
- ☐ Put away garbage bins, hoses, tools
- ☐ Add simple touches (Plants, doormat, cushions)
- ☐ Clean front door & entry area



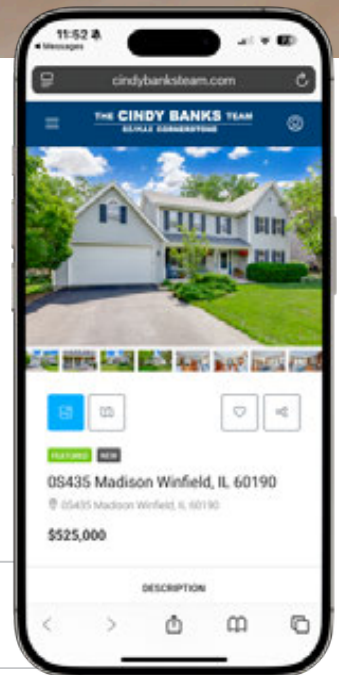


TELL THE HOME'S STORY

Marketing Your Home

Your home deserves more than a listing—it deserves a comprehensive marketing plan designed to reach the right buyers.

We combine professional presentation, digital marketing, and proven strategies to showcase your home's unique value.



24/7 Buyer Lead Capture with Sign Call Code System

Professional Photography & Virtual Tour Options

Social Media Promotion & Digital Outreach

High-Quality Property Brochures & Marketing Materials

Open Houses & Buyer Engagement Strategies



Targeted promotion to local REALTORS®



TURNING INTEREST INTO ACTION

Showings & Open Houses

Once your home is available, every showing provides valuable insight. We help coordinate buyer activity while keeping you informed throughout the process.

Our goal is to make the showing experience smooth while gathering feedback that helps guide your selling strategy.

WHAT HAPPENS BEHIND THE SCENES

1

Buyer Finds Your Home

Your home is seen by buyers through the MLS, real estate websites, social media, email marketing, and REALTOR® networks.

2

Showing Request

Buyers and their agents request appointments to experience your home in person. We coordinate showing activity and help ensure your home is presented in the best possible way.

3

Buyer Walkthrough

Buyers evaluate your home's layout, condition, features, and overall fit. Professional presentation helps buyers see the value your home offers.

4

Feedback & Market Insight

After showings, we gather feedback from agents and monitor buyer reactions to better understand what is working and where opportunities may exist.

5

Strategy Review

We review activity, feedback, and market conditions with you to determine the best path forward—whether that means continuing the current strategy or making adjustments.

6

Offer Opportunity

When the right buyer sees the value in your home, we help guide the next steps toward an offer and successful negotiation.



LISTENING. LEARNING. ADJUSTING.

Monitoring the Market

Successful sellers stay informed. Throughout the process, we continuously monitor market conditions, buyer feedback, and competing properties to ensure your home remains positioned effectively.

Sometimes small adjustments can create new opportunities and help maintain momentum.

WHAT WE ARE MONITORING

Buyer Activity

- Number of showings
- Showing requests
- Open house attendance
- Buyer inquiries

Buyer Feedback

- Comments from buyers and agents
- Common questions or concerns
- Features buyers love
- Opportunities for improvement

Market Conditions

- New competing listings
- pending and recently sold homes
- Pricing trends
- Average days on market

Online Performance

- Listing views
- Favorite saves
- Website traffic
- Buyer engagement

A successful sale isn't about reacting to the market—it's about staying one step ahead of it.



EVALUATE THE WHOLE OFFER

Negotiating Offers

Receiving an offer is an exciting milestone, but there's more to consider than the purchase price alone. Our role is to help you review every offer carefully, negotiate strategically, and advocate for your best interests throughout the process.

Whether it's negotiating price, timelines, repairs, or contract terms, we'll provide expert guidance so you can make informed decisions with confidence.

DURING THIS STAGE, WE WILL:



Present Every Offer Promptly

You'll be informed as soon as an offer is received so you can respond quickly in today's competitive market.



Negotiate on Your Behalf

We'll work to negotiate favorable terms while helping you achieve the strongest possible outcome based on your goals.



Review Every Detail

We'll explain the important terms of each offer and answer your questions so you understand your options before making a decision.



Coordinate Inspections

We'll help manage inspections, negotiate repair requests when necessary, and work to keep your transaction moving forward.



Guide the Appraisal Process

We'll coordinate with all parties involved and help navigate the appraisal process to minimize delays.



Keep Everything on Track

From accepted offer to closing, we'll monitor deadlines, communicate with everyone involved, and help ensure nothing falls through the cracks.



MOVE FROM CONTRACT TO COMPLETION

Closing with Confidence

After weeks of preparation, marketing, showings, and negotiations, closing day is finally in sight. While it may feel like the finish line, there are still important details that need to be coordinated to ensure your sale is completed successfully.

Our team works behind the scenes to keep everyone informed, monitor deadlines, and help resolve any last-minute issues so your transaction stays on track.



Contract Deadlines

We'll monitor important dates and contract contingencies to help keep your transaction moving forward.



Lender & Title Coordination

We'll communicate with the buyer's lender, title company, attorneys (when applicable), and the buyer's agent to ensure everyone is working toward the same closing date.



Inspections & Appraisal

If any final inspection items or appraisal requirements remain, we'll help coordinate the process and work toward a successful resolution.



Final Walk-Through

Before closing, the buyer will complete a final walk-through to verify the property's condition and that any agreed-upon items have been completed.



Closing Day

We'll confirm the time, location, required documents, and answer any last-minute questions so you know exactly what to expect.

BEFORE CLOSING

- ✓ Confirm Closing Date
- ✓ Schedule Movers
- ✓ Transfer Utilities
- ✓ Pack Remaining Items
- ✓ Leave Keys & Remotes
- ✓ Bring ID



WELCOME WHAT COMES NEXT

Congratulations, Your Home Has Sold!

Selling your home is more than a transaction—it's the beginning of a new chapter. Whether you're moving across town, relocating, or starting a new adventure, we're honored to have been part of your journey.

As your transaction comes to a close, we'll help ensure the final details are completed so you can move forward with confidence.

BEFORE WE WRAP UP:



Final Documentation

We'll make sure your transaction is complete and that all required paperwork has been finalized.



Property Transfer

We'll coordinate the final exchange of keys, garage door openers, and any remaining items included in the sale.



Closing Complete

Once the sale is officially recorded, your home has successfully changed ownership—and it's time to celebrate!



We're Still Here for You

Our relationship doesn't end at closing. Whether you need a trusted contractor, have questions about the market, or are planning your next move, we're always just a phone call away.

THANK YOU FOR CHOOSING THE CINDY BANKS TEAM

Helping people through life's biggest milestones is why we do what we do. Thank you for trusting us with the sale of your home. We appreciate the opportunity to serve you and look forward to being your real estate resource for years to come.



CLIENT SUCCESS STORIES

Results that speak for themselves

We're honored to have helped thousands of homeowners successfully sell their homes. Here are just a few of the experiences they've shared about working with the Cindy Banks Team.

“

So happy we selected Cindy and her team to navigate the sale of our family home. From knowing how to maximize the price and the beautiful brochures, to coordinating all of the moving parts involved in closing the deal... there was always honesty, quickly answered or returned calls, and a genuine sense of teamwork in the process. Cindy brings years of experience and knowledge of the market with her, and she channels that into a selling strategy that works. It did for us, and we're very grateful.

– Pat C.

“

Cindy Banks and her team of professionals are top-notch. They helped us get our home on the market and sold quickly. We received over our asking price and were absolutely thrilled with the outcome and the ease of the process under Cindy's guidance and expertise. Thanks to the whole Cindy Banks team!

– George W.

Ready to Start Your Selling Journey?

Let's begin with a no-pressure conversation about your goals, your home's value, and the best strategy to help you move forward.



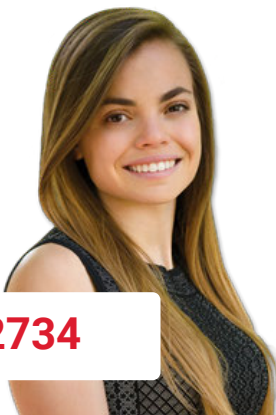


WE'RE A TEAM

One of the things that sets us apart from your average REALTOR® is that we work as a team.

**KATY
BANKS**

Team Partner
REALTOR®



312.878.2734

**CINDY
BANKS**

Team Leader
REALTOR®



630.349.7013

**TONY
BANKS**

Managing
Broker/Owner



630.533.7900

**DIEGO
CORREA**

Team Partner
REALTOR®



773.902.0996

**WALTER
HERNANDEZ**

Team Partner
REALTOR®



630.599.7025

**SAM
OH**

Team Partner
REALTOR®



773.825.3821

**KAITLYN
KOERNER**

Team Partner
REALTOR®



630.283.8514

**MIA
MUGAVERO**

Team Partner
REALTOR®



630.454.9826

**EMME
MOON**

Transaction
Coordinator



224.604.6416



630.349.7013 | cindybanksteam.com



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