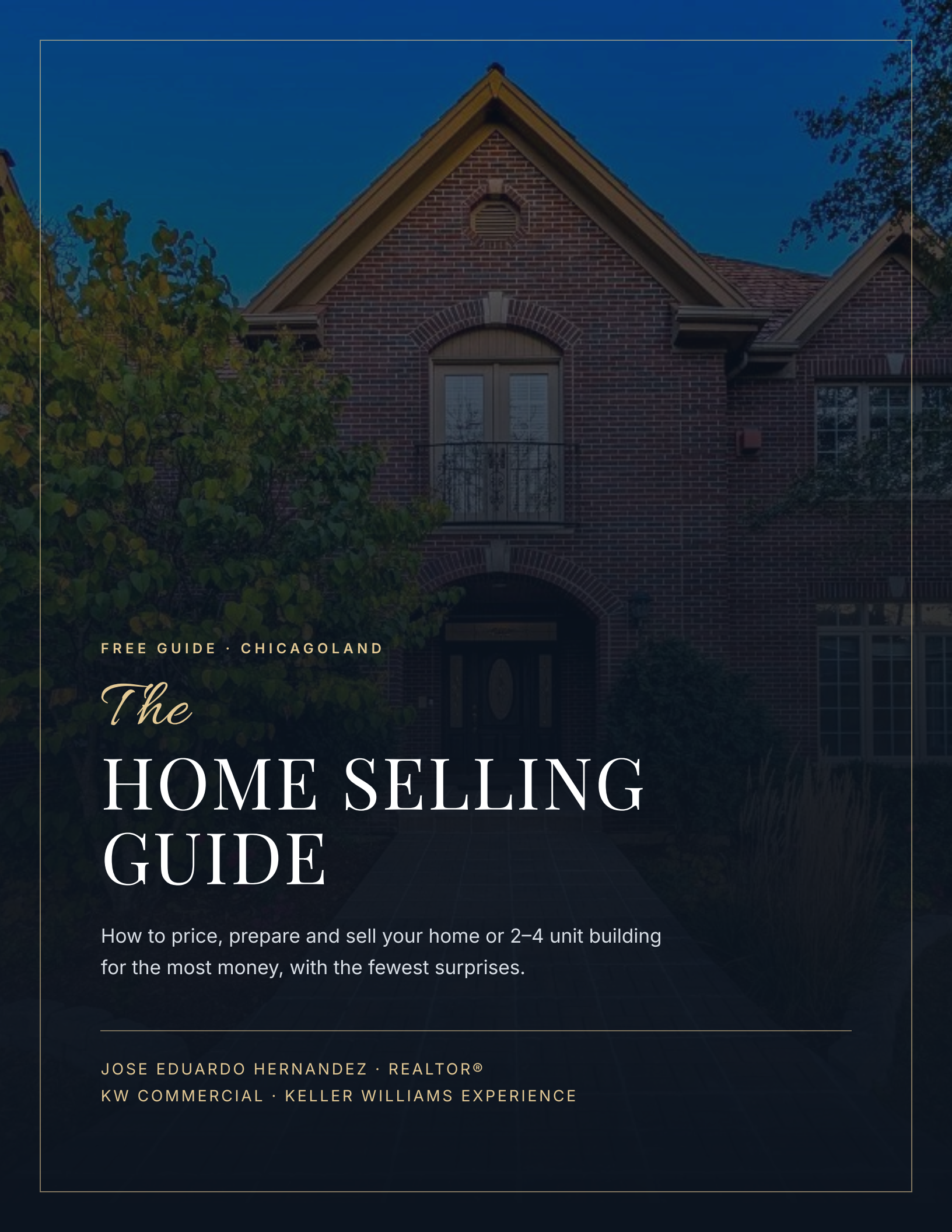


FREE GUIDE · CHICAGOLAND

The

HOME SELLING GUIDE

How to price, prepare and sell your home or 2–4 unit building for the most money, with the fewest surprises.

JOSE EDUARDO HERNANDEZ · REALTOR®
KW COMMERCIAL · KELLER WILLIAMS EXPERIENCE

01

THE SELLING PROCESS, *step by step*

Most Chicagoland sales take about 30–60 days from listing to closing once a buyer is found. Here's what happens and when.

01 Plan and price

We look at recent sales near you, current competition and your timing, and set a price strategy. Income property is also valued on its rents.

02 Prepare the home

A short list of repairs worth doing, decluttering, cleaning, staging and professional photos.

03 List and market

MLS, the major home search sites, social media, my buyer and investor lists, and open houses.

04 Showings and offers

I screen buyers, compare offers on your net proceeds and terms, not just price, and negotiate for you.

05 Attorney review and inspection

In Illinois, both sides usually have an attorney review the contract, then the buyer's inspector checks the home. I help negotiate any repair requests.

06 Appraisal and loan approval

The buyer's lender appraises the home and finalizes the loan. I follow up so the deal stays on schedule.

07 Closing

Final walkthrough, signing with your attorney and the title company, and handing over the keys.

02

PRICING IT *right*

The first two weeks on the market bring the most attention. Pricing right from day one usually leads to the strongest offers.

Recent sales nearby	Homes like yours that sold in the last 3–6 months: the most important number.
Active competition	What buyers will compare your home to right now.
Condition and updates	Kitchens, baths, mechanicals, roof and windows all move value.
Income (2–4 units)	Investors look at rents, expenses and cap rate, not just comparable sales.

Free value report

Get a personal estimate based on recent nearby sales, not an algorithm: myhomevalu.com

03

PREP *checklist*

- [ ] Fix what an inspector will flag: leaks, loose railings, outlets, missing smoke detectors
- [ ] Deep clean, including windows and carpets
- [ ] Declutter and remove about a third of the furniture
- [ ] Neutral, fresh paint where it's worn
- [ ] Brighten every room: new bulbs, open blinds
- [ ] Curb appeal: clear walks, trim bushes, a clean front door
- [ ] Gather documents: tax bill, utility costs, updates and their years
- [ ] For income property: leases, rent roll and any service contracts

04

WHAT IT *costs* TO SELL

Real estate commission	Negotiable; we agree on it in writing before listing.
Attorney fees	Standard in Illinois for both buyer and seller.
Title and closing fees	Title insurance, closing services and recording.
Transfer taxes	State and county, plus city tax in Chicago and some suburbs.
Prorated property taxes	Illinois taxes are paid a year behind, so sellers usually credit the buyer at closing.
Loan payoff	Your remaining mortgage balance.

Before you list, I'll give you a net sheet: an estimate of what you'll walk away with after all costs.

05

WORKING WITH *Jose*



I'm Jose Eduardo Hernandez, a REALTOR® with KW Commercial, powered by Keller Williams Experience. I help families sell their homes and investors sell 2–30 unit and mixed-use buildings across Chicagoland, in English and Spanish. I've sold buildings for $91K over asking in 8 days, negotiated through as-is sales and tenant-occupied listings, and I bring a project manager's eye to what's worth fixing before you sell.

Ready to see your number?

Call or text 847-708-5663 · yourrealtorjose1@gmail.com

yourrealtorjose.com · myhomevalu.com

Jose Eduardo Hernandez, Illinois licensed real estate broker, License #475.193682, KW Commercial, powered by Keller Williams Experience, 5122 Main Street, Downers Grove, IL 60515. General information only, not legal, tax or financial advice; consult your attorney and tax professional. Equal Housing Opportunity. If your property is currently listed, this is not a solicitation.