



Kevin Mullen

MINNEAPOLIS | EDINA | LAKE MINNETONKA

Lakes | **Sotheby's**
INTERNATIONAL REALTY



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Selling a home is one of the largest financial transactions you will make in a lifetime. To maximize the return on your investment and to help you navigate what can be a complex process, we have created a brief introduction to educate future clients on the basics of the home selling process. You'll need to understand unique local market trends that impact the fair market value of your property in Minneapolis, and be aware of marketing fundamentals that maximize the return on your investment. It's also essential that you select a skilled, experienced real estate group to guide you in these steps.

Whether you are an experienced real estate investor looking to sell a sophisticated and diverse real estate portfolio, or someone considering the sale of your current home, Kevin Mullen at Lakes Sotheby's International Realty is here to help.

We showcase your home to more quality buyers than any other real estate company in the world. We offer world-class service, discretion and marketing, regardless of your home's size, neighborhood or price point.

A handwritten signature in black ink that reads "Kevin Mullen". The signature is written in a cursive, flowing style with a long, sweeping underline that extends under the word "Mullen".

Kevin Mullen

WHO'S WORKING FOR YOU?

Lakes

Sotheby's
INTERNATIONAL REALTY



Kevin Mullen

Luxury Real Estate Agent

By design Kevin does not employ a team to handle your transaction. When you hire him to guide you through one of the most important decisions of your life, you get his full attention. Kevin believes in selling real estate where he has lived, currently lives, or aspires to live. This is how he's gained his extensive knowledge within the markets he services. Kevin has been the go-to partner to develop and employ marketing strategies for a number of elite developers- this speaks volumes of what he can do for you as an individual seller. Kevin and his amazing wife Shana live in Minneapolis with their two little girls Harper & Liv.

SHARED EXPERIENCES

“Kevin sold a unit in my building for a record high price per square foot. He took it pretty well when that record was broken just a few short months later, because that was his sale too. Kevin’s track record in downtown Minneapolis speaks for itself, and his long list of satisfied clients makes him an established high-end brand. You already know you want to work with him, the same way you know you’re gonna love your new convertible Mercedes with a trunk full of Ben & Jerry’s. Buckle up, and bring a spoon. You won’t be sorry.”

— J.R & Lindsay / ★★★★★

“Kevin is great to work with. He made me feel like I was his best and only client at all times. He treated everyone involved with respect and kindness. He was very knowledgeable about the selling process and always checked and kept me in the loop.” — Steven & Nancy / ★★★★★

“Kevin helped us buy a house and sell a house! Both transactions uncluded complications and required strong negotiation skills and patience. Kevin delivered on both.” — Anton & Nicole / ★★★★★

“Kevin has been a good friend and trusted business partner for a long time. He has taken great care of our family and clients I have sent his way. He is truly one of my most trusted resources.” — Tony & Laura / ★★★★★

“Kevin is my realtor and he recently listed and sold my home in shorewood. Not only did he deliver on his promises but his creative nature and professionalism was second to no one I’ve dealt with before. He continued to go above and beyond throughout our whole process. He truly earns the five star rating.”

— Laurie & Lonnie / ★★★★★

“I have had the opportunity to work with Kevin on a number of property transactions. Kevin is very hard working, dedicated and a true Real Estate professional.”

— Mark & Kristen / ★★★★★

YOU'RE
GETTING
MORE

PROPERTY MARKETING ASSETS

VR WALK TROUGH

Leveraging some of the latest technology, we are able to give clients a chance to virtually walk through new homes and projects before they are completed. We are excited to be able to offer our clients this rich online experience.

BROCHURES

A key marketing tool, we create oversized luxury postcard typeprint pieces that feature a combination of your beautifully photographed home and key selling points and features. These are effective tangible take-aways for qualified buyers.

STAGING

Sellers are rewarded with higher returns when they stage their home. Before putting your house on the market, we will strengthen your buyer reception with complimentary staging analysis and recommended enhancements.

VIDEO

With properties beginning to be sold unseen through the increased use of video, this is the new "curb appeal." Using state of the art technology, we partner with the best in the industry to flawlessly execute this piece featuring your home and telling its story.

PHOTOGRAPHY

Working with the best in the business, we hire professional photographers to capture the right images that best represent your home. These photos are used in our multi-media approach to effectively market and sell your property on hundreds of our network websites as well as printed pieces.

ONLINE DISTRIBUTION & PRINT MEDIA PARTNERS

THE WALL STREET JOURNAL.

The Wall Street Journal digital network receives 25 million monthly visitors to the U.S. edition, 3.1 million monthly visitors to Europe and 4.8 million to Asia. All three editions have dedicated real estate channels with focused editorial relevant to location and serves more than 900,000 Sotheby's International Realty network listing views per month.

The New York Times

The New York Times receives over 30 million unique visitors each month and 1.27 million of those visitors worldwide go to the NYTimes.com/realestate section every month. More than 30 million Sotheby's International Realty network listings are displayed in search results annually. International New York Times (formerly the International Herald Tribune), INYT.com, is the global edition of The New York Times and includes the "Great Homes and Destinations" real estate section, providing a global property search tool, featured lifestyle as well as destination content and articles that discuss great places to live worldwide.

Bloomberg

Bloomberg Markets is the highly read magazine of the "Global Financial Elite," serving 96% of Bloomberg Terminal Subscribers including banks, brokerages, hedge funds, government agencies and other arms of the financial industry. Readers are ultra-affluent and influential; they take the lead in decision-making and are among the first to buy new products or services. Market readers are professional global citizens who live the ultimate luxury lifestyle driven by their discerning tastes and exclusive experiences. Our cooperative advertising opportunities are full-page, color advertisements distributed to either the domestic circulation or the international circulation.

ARCHITECTURAL DIGEST

Our collaboration includes EXCLUSIVE OWNERSHIP positions on AD.com's home page, the Estates For Sale Section and DesignFile, which experienced a stellar reception upon its late 2013 launch. Highly-visible digital exposure points as well as social media efforts that have been closely aligned with AD's editorial calendar will run throughout the year. Together, this multi-platform approach provides year-long exposure leveraging new innovative ad units, optimized technology and a richer content experience to properly position the listings represented by our network to the most inspirational home enthusiasts worldwide and deliver 14 million media impressions throughout the year.

AHOO! REAL ESTATE

Zillow now powers Yahoo! Real Estate— one of the nation's top real estate classified websites for consumer traffic, driving millions of visits.

HOME FINDER

With 3,000,000+ property listings, homefinder.com provides a full snapshot of the local market to home buyers and sellers, while delivering online advertising solutions to agents and brokers with powerful results.

HOMES.COM

Search over 3 million homes for sale or rent on Homes.com including new homes, apartments for rent, homes for rent, condos, townhouses and more. As well, Homes.com provides a wealth of real estate information to help you learn more about finding the perfect home.

ZILLOW.COM

Zillow and Yahoo! Real Estate have joined forces to create one of the largest real estate networks on the web and mobile, The Zillow network. The combined network draws millions of visitors.

TRULIA.COM

Trulia is a residential real estate search engine that helps consumers search for homes for sale, trends, neighborhood insights and other real estate information directly from hundreds of thousands of real estate broker websites.

JAMES EDITION

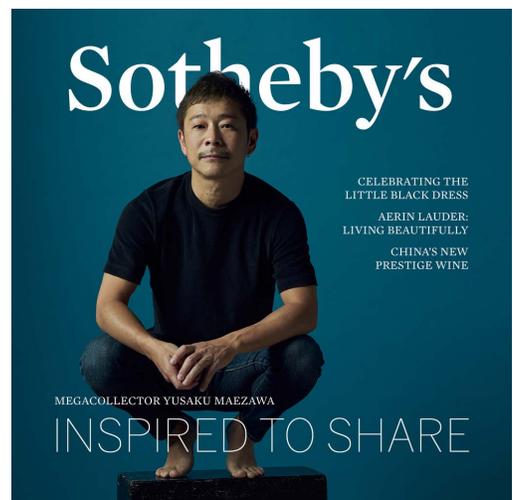
James Edition is the world's first marketplace to span across product categories and offer high-end items from dealers across the world. Their cutting-edge technology lets consumers find and compare listings from submariners to luxury real estate. The site reaches more than 500,000 potential buyers from 113 countries each month.

ART & HOME

Each issue is assembled in regional editions— allowing you to geographically target advertising and property searches. Exclusive to the listings of Sotheby's International Realty's agents. Distribution: High-profile media channels including The Wall Street Journal inserts, and additional local vehicles. Master Editions are inserted in the issues of Sotheby's At Auction.

SOTHEBY'S

The exclusive magazine for the world's leading collectors and connoisseurs of fine art. Featuring artists, private collections, and highlights from the latest auctions. At Auctions provides unparalleled access to luxury real estate buyers, globally. Distribution: Available for purchase and distributed exclusively to 25,000 active Sotheby's Auction House clientele.





Kevin Mullen

TOP 1%

OF REALTORS NATIONWIDE

12 YEARS

OF EXPERIENCE IN THE BUSINESS

UNMATCHED

LOCAL KNOWLEDGE

500 +

HOMES SOLD

**VOTED SUPER
REALTOR**

BY MSP MAGAZINE

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7

STEPS OF PROPERTY SELLING ESSENTIALS



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PREPARE

Before you determine the listing price for your property and place it on the market, it's important for essential property repairs, cosmetic improvements/staging and in some cases, major renovations to take place. This will help you maximize your financial return and increase the chance of it selling faster.

To ensure you prioritize your time and financial resources on projects that will maximize the value of your property, and avoid "over-improvements" that will do little or nothing to improve your home's value, consider the general guidelines below. Kevin can then provide you with advice on required updates and repairs specific to your property type, price point and neighborhood.

PROFESSIONAL DESIGN & STAGING SERVICES GENERAL GUIDELINES

- In general, homebuyers and real estate investors will seek the least expensive property in the best neighborhood they can afford. Repairs and improvements should be made so the property shows well and is consistent with the neighborhood's standards and preferences. At the same time we recommend you should minimize capital investments and over-improvements that may not be recovered from the sale.
- If you have an older property, we highly recommend getting a professional home inspection before putting your home on the market. This will help you identify and address any major repairs that may be required. The city of Minneapolis and other municipalities will require a preliminary inspection on single-family homes, also known as a Truth in Housing or TISH report to be completed prior to listing your property on the market. This does not apply to condominiums. Truth in Housing requirements vary from city to city.
- Unless you are prepared to significantly compromise on price, some home repairs are essential. These include repairs to broken mechanical and heating systems, siding and gutters, broken appliances, major fixtures and structural deficiencies such as leaky roofs, fascia and gutters.
- Cosmetic improvements, including fresh paint and landscaping, are quick and affordable ways to help a home "show" better and often result in positive returns.

EXTERIOR UPDATES

- Repair loose siding, damaged roof shingles, eaves, gutters and cracked windows for your home and garage.
- Secure loose shutters and awnings.
- Wash windows, gutters, mailboxes and doors.
- Repair cracked pavement and walkways on your property.
- Ensure lawns and gardens are attractive and well maintained.
- Sweep the entryway, porch and sidewalks daily.

INTERIOR UPDATES

- Research shows one of the fastest and most cost effective ways to update a home is with a fresh coat of paint. Repaint walls in a neutral and monochromatic color palette with broad consumer appeal. Kevin will recommend various painting and staging solutions to give a property an updated, move in ready feel.
- Kitchen and bathroom renovations often result in a positive return on dollars invested. For capital expenditures of this size, consult with Kevin for advice based on your property type and neighborhood.
- Repair all broken appliances, fixtures, lighting and hardware, such as dripping faucets and showerheads, sticky doors, cracked tiles and broken appliances.
- Steam clean carpets or replace if necessary.
- Depersonalize your home so potential buyers can envision living in it. Remove personal photos, memorabilia and collections.
- Keep in mind that cluttered rooms and storage areas give the impression that they are much smaller than their actual size. Remove clutter from all areas and if necessary, put furniture and personal items into offsite storage.
- Clean every room thoroughly.
- Remove all items that won't be included in the sale of the home. This includes lighting fixtures or hardware.

IF A CONDO, CONDO DOCUMENTS

If you are selling a condominium, you will also need to obtain detailed documentation relating to your unit, the budget and financials of the building as potential buyers and investors will request them in advance of writing an offer or within a 10 day rescission period after an accepted contract.

THESE DOCUMENTS INCLUDE:

- Condominium resale disclosure certificate
- Current budget of the Homeowners Association
- Financial statements of the Homeowners Association
- Property disclosure statement
- Building 30 year reserve study
- HOA meeting minutes for the past two years
- Other legal documentation detailing parking stalls and storage locker(s).

*Kevin can assist you in acquiring these documents.

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PRIVATE



Kevin Mullen

THE PRIVATE LISTING PHASE

Kevin's technique is unlike any other agent. Positioning your home to be the most highly sought after property on the market is an art that Kevin has perfected. Kevin sells nearly $\frac{3}{4}$ of his listings this way. This means, higher prices, less days on market and not being disturbed by tire kickers. He separates the serious from the curious.

BENEFITS

HIGHER PRICE

DATA

FEEDBACK

NO MLS DAYS ON MARKET

HIGHER QUALITY SHOWING

USE ALL OF THIS DATA TO PRICE THE HOME PERFECTLY

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VALUE

Ensuring your home sells at maximum value within a reasonable period of time is dependent on your pricing strategy. Kevin will help you create the ideal strategy based on the following factors.

DETERMINE FAIR MARKET VALUE

Fair market value is the price a buyer is willing to pay for a home given its condition, recent comparable sales and listings, and the current Minneapolis real estate market.

COMPARATIVE MARKET ANALYSIS

To calculate the fair market value of your home, Kevin will prepare a Comparative Market Analysis (CMA) report summarizing properties in your area with similar square footage, construction, age and condition that have recently sold or are currently on the market. Recent comparable sales and active listings are two of the most important factors impacting fair market value. Comparable listings that expired before they had a chance to sell also offer an indication of the fair market value of your property. Adjustments to your home's valuation will also be made given its location (e.g. proximity to parks, waterfront, schools and transportation), floor plan, home improvements, amenities, parking, storage and other variables.

EXTRAORDINARY HOMES

There are some extraordinary homes and estates that have few or no comparables. In these cases, preparing a CMA requires specialized expertise that Kevin can provide. If your property falls into this category, please visit Kevin-Mullen.com to schedule a complimentary consultation.

LOCAL MARKET INVENTORY AND TRENDS

Other factors that may influence the fair market value of your home include whether it's trending towards a buyers' or sellers' market, the number of similar homes on the market, interest rates and the overall lending climate, the average number of days similar properties are on the market, and whether similar properties are selling for above or below the asking price.

OTHER FACTORS

Factors such as macro economic trends, property appraisals or tax assessments may have some influence on the fair market value of your home; however, more often than not, this influence may be limited or inconsequential. For example, the assessed value of your property for tax purposes may be significantly higher or lower than its value on the real estate market. This is because buyers and investors will evaluate the value of your home against recent comparable sales listings, not against property tax assessments.

One factor that has no influence on your property's fair market value is the price you originally paid for your home. Even if you purchased your property recently, the local real estate market and the market value of your home may have dramatically changed.

PRICE YOUR HOME

Determining your home's listing price is one of the most critical decisions you will make in your sales and marketing strategy, and should be done in consultation with Kevin. Your recommended listing price will take into consideration your home's fair market value, adjustments for unique property attributes, neighborhood market trends and appropriate pricing strategies given current market conditions.

This May Include:

- Pricing your home within the range of fair market value, slightly above actual sold prices of similar homes, but lower than the prices of comparable active listings.
- Pricing your home lower than fair market value in an attempt to incite a bidding war that results in a higher price.

THE RISK OF OVERPRICING

If you overprice your home above its fair market value, potential buyers and real estate investors will compare it unfavorably against recent comparable sales and listings. The risk is that your property will linger on the market for longer than what is typical for similar listings, stigmatizing it as an undesirable or blatantly over-priced property as a result.

SHARED EXPERIENCES

“Kevin’s professionalism and attention to our needs has truly made the buying/selling experience fantastic. Kevin works extremely hard to get you what you want, he’s more than an exceptional Realtor.”

— Victoria L. / ★★★★★

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MARKET

A decade ago, it may have been acceptable for a property's marketing strategy to be limited to a "For Sale" sign on a property, print advertising, local postcard drops and the loading of property details onto MLS.

In 2014—94% of homebuyers are using the internet in their real estate search (National Association of REALTORS®) and where international buyers snapped up over \$68.2 billion in real estate in the United States alone in the 12-month period ending in March—that is simply no longer the case.

Today's real estate buyers are local and international, and are looking for homes through traditional and digital channels. To achieve top dollar for your home, it's essential that you maximize the exposure of your property to them.

YOUR MARKETING PLAN WITH KEVIN MULLEN AT LAKES SOTHEBY'S INTERNATIONAL REALTY

In addition to offering basic marketing services available through other real estate companies, Kevin at Lake Sotheby's International Realty will build a customized marketing plan for your home that is tailored to reach the most relevant and qualified real estate buyers through online, social media, mobile, print and traditional marketing.

Lakes Sotheby's International Realty showcases your home to more quality buyers than any other real estate company in the world. Kevin Mullen offers the highest level of service, discretion and marketing, regardless of your home's size, neighborhood or price point.

INTERNATIONAL MARKETING FOR EVERY LISTING

Minneapolis real estate now attracts buyers and investors from around the world, and with this global demand comes the need for increasingly sophisticated international marketing. Our dynamic sales and marketing program reaches buyers and real estate investors from coast to coast and from continent to continent with over 506 million annual online impressions and dozens of premier publications.

Unrivaled Online Marketing: Over 506 Million Annual Impressions
According to the National Association of REALTORS®, over 90% of today's homebuyers use the Internet in their real estate search. In this era of the digital real estate consumer, Sotheby's International Realty is the only real estate company to deliver over 506 million annual online impressions.

Our company goes above and beyond the basic lawn sign and MLS exposure offered by other companies. We make a financial commitment to market your home through innovative online marketing programs, and exclusive relationships with global media, including nytimes.com, wsj.com, jameslist.com, telegraph.com.uk, iht.com, ft.com and scmp.com, as well as on YourUrbanLife.com, Sothebysrealty.com, and Sotheby's.com.

EXCLUSIVE PRINT ADVERTISING

Even in the Internet age, online marketing is enhanced by traditional print marketing that is targeted, focused and custom-selected to reach the most relevant buyers. From prestigious international print publications such as The New York Times, Wall Street Journal, Financial Times and the South China Morning Post, to local Minneapolis publications like Art & Home and Mpls/St Paul magazine, we offer our clients local, national and international print advertising opportunities that are carefully curated to reach qualified audiences, including publications that are exclusive to the Sotheby's International Realty network.

THE POWER OF OUR BRAND

Our brand is synonymous with quality and prestige, and the marketing for your home—from professional photography to video tours, property brochures and print advertising—reflects this tradition of excellence.

MARKETING REPORTS & ACCOUNTABILITY

We commit to regular and transparent communication with every single one of our clients. From the moment you list your home with Kevin at Lakes Sotheby's International Realty, you will receive regular updates on the results of our marketing—from the number of potential buyers who visit your open house, to the number of people who view your listing online.

A PROUD TRADITION OF SERVICE

With over 265 years of history that date back to the opening of the Sotheby's Auction House in 1744, the Sotheby's name has earned notoriety as a marketer of the world's most valuable and prestigious possessions. At Lakes Sotheby's International Realty, Kevin is deeply committed to offering the highest level of service, discretion and ethical standards, in the time-honored tradition of Sotheby's.

MARKETING PLAN CHECKLIST

We encourage you to use the checklist on the following page as you interview prospective agents to represent your home. To find out which of these marketing channels is right for you, please contact Kevin for a complimentary consultation.

COMPARE



TRADITIONAL PROPERTY MARKETING

Property Brochures	●	●
Professional Photography	●	●
Home Video Tour	●	●
Floor Plan	●	●
Postcard & eCards	●	●
Signage	●	●

ONLINE & SOCIAL MARKETING

MinneapolisLoftsCondos.com	●	●
SothebysRealty.com	●	●
NYTimes.com	?	●
WallStreetJournal.com		●
FinancialTimes.com		●
Sothebys.com		●
LuxuryRealEstate.com		●
YouTube.com/sothebysrealty	?	●
Trulia		●
Zillow		●
Facebook		●
Linked In		●

MOBILE MARKETING

Sotheby's International Realty Mobile App (or Real Estate Mobile App)	?	●
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SEARCH ENGINE MARKETING

Google	?	●
Yahoo	?	●
Bing	?	●

NEWSPAPER ADVERTISING

Local Newspapers	?	●
New York Times Home Section		●
Wall Street Journal		●
Financial Times		●

MAGAZINE ADVERTISING

International Architecture & Design Magazine		●
Art & Home		●
Luxury Properties Magazine		●
Sotheby's at Auction		●
Sotheby's International RESIDE Magazine		●

INTERNATIONAL SALES NETWORK

Sotheby's International Realty Sales Network		●
Sotheby's International Realty eGallery		●
Sotheby's International Realty Global Distribution Program		●

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SHOW

Once your home is listed on the market, Kevin will advise you on how showings and open houses fit into the marketing and selling strategy and will work with you to facilitate them. They will also provide you with weekly feedback on your property from prospective buyers so you can adjust the presentation of your home, or its price, accordingly.

To optimize the value of your home in the eyes of potential buyers and investors, it's important to ensure that your home is presented in the best possible light. Prior to any showings or open houses, complete the steps in the attached checklist, as well as any specific tips for your home.

PRE-SHOWING CHECKLIST

Please leave the house during a showing or open house to ensure that potential buyers have the chance to evaluate and experience the home at their leisure.

PROPERTY INTERIOR

Ensure that every room is sparkling clean and tidy

- Ensure fixtures and appliances are clean
- Sweep floors and vacuum floor coverings
- Clean window panes
- Remove garbage from all bins
- Clean the kitchen counters, sink and appliances
- Empty the dishwasher and ensure dishes are put away
- Put out clean towels in the kitchen and bathrooms
- Make sure the bathrooms are extra clean
- Remove clutter from countertops and coffee tables
- Make all beds and tidy up the closets

Ensure that every room is well-lit

- Open drapes and window coverings to maximize natural light during the daytime
- Turn on all lights
- Ensure that every room is well-aired and free
- Avoid or eliminate offensive odors from pets, cooking or smoking
- If weather permits, open windows
- Clear all stairways, hallways and foyers of clutter
- We recommend finishing touches like
- Turn off TVs and radios
- Keep pets out of your house, and preferably off the property, during the showing or open house

Check the room temperature

- Now is not the time to worry about your utility bill. If it's cold enough to wear a sweater to stay warm, turn on the heat. Don't make buyers shiver or wish they could roll up in your rug for warmth.

- If it's warm outside, turn on the air conditioning. It's better to heat or cool the house a degree or two warmer / colder than usual and then set the temperature at normal. This prevents the heat or A/C from kicking on when the buyer is present, because some HVAC systems are loud.
- You want the temperature inside to be comfortable and to give the buyer more of a reason to linger, especially on hot or cold days.

PROPERTY EXTERIOR

- Ensure entrance, garage and porch areas are free of clutter
- Ensure driveways and walkways are clear of toys, bicycles, vehicles, garbage cans, snow, ice, etc.
- Cut the lawn, weed and trim the yard, groom flower beds, hedges and garden
- Clean the garage/work areas

SECURITY

- Keep money, jewellery, small electronics, personal documents and other valuables out of sight and secure.

SHARED EXPERIENCES

“Kevin has been our agent for the past six years, through one sale and two condo purchases. One of the purchases was a short sale and was quite extended and complex. He was with us down to the wire and assisted us in meeting a deadline for the tax incentive available that year. With the sale and purchase of a larger unit, we lost the unit we were hoping for and Kevin persisted until we found what we wanted. He knows the Twin Cities Metro area well and is open to working with buyers and sellers through any challenge they may encounter.”

— Michelle R. / ★★★★★

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OFFERS

Kevin will help you evaluate and negotiate offers from potential buyers in order to protect your interests, and to ensure you are optimizing the price and conditions surrounding the sale of your home.

OFFER DETAILS

The offer you receive will include: the legal name of the potential buyer(s), the legal name and address of the property, the price the buyer(s) is offering to pay, desired inclusions (items in or around the home that the buyers wish to have included in the sale, such as appliances, lighting fixtures or window coverings), amount of the buyer's earnest money, desired dates the potential buyer would like to take legal and physical possession of the home, contingencies upon which the contract becomes final (such as satisfactory home inspection report or financing approval), and the date the offer expires for response.

POTENTIAL RESPONSES

You can respond to an offer in one of three ways:

1. Accept as is: your signature finalizes the contract and it becomes a binding legal contract.
2. Counter offer: you may make changes to the offer, such as adjustments to the price, closing date or conditions. When you do so, the prospective buyer may accept, reject or make another counter offer in response. Only when one of the parties signs an unconditional acceptance of the other party's offer does it become legally binding.
3. Rejection of the offer: you may simply reject the offer and the sale will not go through.

OFFER WITHDRAWAL

The buyer can withdraw an offer until the moment you accept in writing. If you are evaluating an attractive offer, it's important to note that time is of the essence.

OFFER ACCEPTANCE

Once both parties come to an agreement the offer is considered "accepted" and they will have a set period of time in which to satisfy the contingencies agreed to in the contract, such as completing a satisfactory home inspection report, securing financing or a rescission period to review condominium documents. Only after all contingencies are removed do you have a legally binding document.

FIRM OFFER

An offer is considered firm once both parties have removed all contingencies. The typical removal period is one week to 10 days, or as agreed to in the offer.

OFFER NEGOTIATION

Price is only one of many factors to weigh as you evaluate and negotiate an offer. Every situation is different. While you may

be motivated to secure the optimal price given current market conditions, you may also need to weigh other considerations such as the convenience of the buyers' desired completion, possession dates, their desired inclusions, the number of contingencies attached to the offer, and the amount of the earnest funds.

Kevin will help you assess each incoming offer to determine whether it's the right one for your unique needs and circumstances.

BACKGROUND RESEARCH

With some investigation, Kevin will be able to help assess the potential buyer's background and goals for purchasing a property, which may assist you in negotiating a competitive price. For example, a buyer who has already sold his/her home and needs to move within a certain time frame may be willing to compromise on price if they can negotiate a date that coincides with the completion of their home sale.

MULTIPLE OFFERS

In high-demand, low-inventory areas within Minneapolis, you may find yourself in a situation where there are several offers for your home. Some sellers in high-demand niche markets may also intentionally list their home at a low price hoping to stimulate multiple offers. This doesn't necessarily mean the price will be bid up significantly over the asking price, but it does mean that due diligence will be required on your part and through the Kevin's recommendations to ensure you properly assess the strength and limitation of each offer, negotiate strategically to maximize the value you are able to get for your property, and to ensure you are protecting your legal interests in what may be a time-sensitive and complex negotiation process.

SHARED EXPERIENCES

"Kevin was excellent to work with and was very knowledgeable about his industry, locations and the entire selling and purchasing process of our home. I encourage anyone and everyone to work with Kevin. It will be a great experience!"

— Richard M. / ★★★★★

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CLOSE

The closing or completion day is the day the Buyer takes legal possession of the property. From the moment of an accepted offer till the close date, Kevin has a closing plan of action complete with a number of items:

INSPECTION/REPAIR

It is common for most offers to have an inspection contingency included as part of the terms and conditions. Buyers will have anywhere from a few days to a week to schedule inspection(s) by way of a certified professional. Once completed there may be some additional items that will be negotiated as part of the contract and repairs to be addressed by the Seller prior to the closing. Kevin will work closely with each Seller to handle the negotiations and recommend solutions to lift the contingencies.

APPRAISAL

One of the biggest hurdles in a real estate transaction can be the appraisal. It is common for nearly every buyer have an appraisal conducted--whether they are cash buyers or using conventional financing options. An appraisal is simply an individual opinion of the value of a given property based on past sales and a number of other factors. Part of Kevin's closing plan involves meeting with appraisers to provide recently sold listings and articulate the value of the property to mitigate any sort of issue that could arise from an appraisal coming in below the purchase price.

MOVING/DEEP CLEANING

Prior to closing Kevin will recommend various moving companies and cleaners to ensure your property will be ready the day of close.

PREPARATION

You will need to select a title company to help you complete the sale. Kevin can provide recommendations, and provide the firm with a signed copy of the contract. As closing day nears, staff at Kevin and the Buyer's lender will monitor the progress of your transaction to ensure there are no last minute issues and concerns. You will need to touch base with the closer of the title company to briefly review the closing documents. Remember to bring photo identification as well as all keys and fobs that belong to the property.

CLOSING DAY

On closing day, legal ownership of your property will be transferred to the buyer. Your title company will receive funds for the sale from the Buyer's title company, and your closer will provide you with a statement of adjustments—also called a HUD Statement. This list itemizes all costs payable at completion, including title fees, state deed taxes and other closing costs. Finally, funds will be used to payoff your mortgage, the remaining proceeds will be transferred to you in the form of a bank check or wired to your bank account upon a successful closing.

CLOSING COSTS

Closing costs associated with selling a home include adjustments, real estate commission, state and county fees, mortgage payoff fee, capital gains tax (if applicable) and title fees.

POSSESSION DAY

On possession day, Kevin will help you coordinate the handling of keys, fobs and remotes over to the Buyer(s) as well as a final walk through of the property.

SHARED EXPERIENCES

“Kevin is everything you’d want in a professional: responsive, extremely knowledgeable, passionate, and most importantly has a truly special ability to keep a pulse on the market. Another great quality is Kevin’s adaptability to wide array of clients. In this instance Kevin identified a need within my business, had the vision to apply that to the available spaces in the location desired, and delivered. I would recommend Kevin on every level, buying/selling a home, leasing property, and tenant placement for building owners.”

— A. M. / ★★★★★

WHAT PAST CLIENTS ARE SAYING:

“Kevin sold a unit in my building for a record high price per square foot. He took it pretty well when that record was broken just a few short months later, because that was his sale too. Kevin’s track record in downtown Minneapolis speaks for itself, and his long list of satisfied clients makes him an established high-end brand. You already know you want to work with him, the same way you know you’re gonna love your new convertible Mercedes with a trunk full of Ben & Jerry’s. Buckle up, and bring a spoon. You won’t be sorry.” – J.R. / ★★★★★

“Kevin listed and sold my Lake Minnetonka home as I wanted to downsize. He also, helped me find and buy a townhouse that was perfect for me. I highly recommend Kevin Mullen if you are looking to buy or sell a home. He is very honest, very quick to respond, dedicated, works very hard for you, has good relationships with other agents and will get the job done. Give him a call!” – Susan / ★★★★★

“We used Kevin to purchase a loft downtown, as well as to sell our house in the suburbs a few years later when we were ready to sell that home. Kevin showed us lofts for five or six years before we finally were ready to relocate to the city, and never showed impatience with us in our process. He is professional and has a good command of the market. We will use him again when we need a realtor.” – Gina / ★★★★★

“I have had the pleasure of working with Kevin to purchase a loft in the North Loop in 2014 and most recently, in December, to sell a single-family home in Eden Prairie. He did a great job of catering to my needs and guiding me through the process. He is very knowledgeable with regards to many different markets and incredibly responsive!” – Aruna / ★★★★★

“I worked with Kevin to sell our home in 5th Avenue Lofts in Minneapolis. He got the home staged, cleaned and even had a local artist hang his work. He got our home looking incredible. He did an outstanding job positioning our home privately to the buyer and broker community that we received the highest price possible. He understands this market better than anyone. Professional. Highly communicative. Great service all around. I would recommend him to anyone looking to buy or sell in Minneapolis.” – Nancy / ★★★★★

“Kevin is my realtor and he recently listed and sold my home in shorewood. Not only did he deliver on his promises but his creative nature and professionalism was second to no one I’ve dealt with before. He continued to go above and beyond throughout our whole process. He truly earns the five star rating.” – Laurie / ★★★★★



Kevin Mullen

PREFERRED VENDORS

We are looking forward to working with you. To ensure a smooth transaction, we want to provide contact information for all the individuals that you may be working with through this process.

STAGER

FIX Design Haus
Laurie Fleming, Owner / Designer / 612.09.9887
Laurie@FixDesignHaus.com
Stacy Johnson, Designer / 612.419.5807
tacy@FixDesignHaus.com
FixDesignHaus.com

INSPECTOR

Structure Tech / 952.915.6466 / StructureTech1.com
AmeriSpec / 952.854.5110 / Amerispec.com

TITLE COMPANY

Title Nexus
500 Washington Ave S Suite 1035
Minneapolis, Depot Office Center
Deena Cole, Manager / 612.455.2580 x104
Deena@titlenexus.com
Tim Rayford, Closing Coordinator / 612.455.2580 x105
Tim@titlenexus.com

PAINTER

Varsity Painters / 952.938.3886 / varsitypainters.com
Michael Neitzel / 651.442.2500

CONTRACTOR

Reza Vedadi / 612.618.6403 / rezavedadi@yahoo.com

CLEANING SERVICES

Grime Fighters Cleaning / Ann Hovland / 651.335.1071
Ali Clar's Cleaning / Ali Linderman / 651.260.1544
ali.clar0629@gmail.com

PREFERRED FLOOR RESTORATION

Dave's Floor Sanding / 763.784.3000
Rhodes Hardwood / Dustin Rhodes / 612.839.6514
rhodeshardwoodflooring.com





THANK YOU

This Listing Guide provides a general overview of my basic home selling essentials. To receive full-service support and real estate advice tailored to your property, schedule a personalized and complimentary consultation, call 612.581.8969 or visit Kevin-Mullen.com.

Kevin Mullen

612.581.8969 / Kevin.Mullen@LakesMN.com / 221 N 1st Street, Suite 100, Minneapolis, MN 5540 / kevin-mullen.com

Kevin Mullen

Kevin Mullen | Lakes | **Sotheby's**
MINNEAPOLIS | EDINA | LAKE MINNETONKA | INTERNATIONAL REALTY

  IF YOUR HOME IS CURRENTLY LISTED WITH ANOTHER BROKER THIS IS NOT INTENDED AS A SOLICITATION OF THAT LISTING