

# YOUR GUIDE TO **SOLD**

*THE HEAP MADSEN TEAM*





# HEAP MADSEN TEAM

Meet your Team of Real Estate Professionals.

HEAP MADSEN TEAM

With over 60 years of combined Real Estate experience, The Heap Madsen Team prides ourselves in being professional, trustworthy, knowledgeable, and efficient in all that we do. Our experience in Real Estate ensures we are well versed in Buyers, Sellers, Investors, Developers, and Builders. So no matter what your Real Estate goals are, we are confident we can help you achieve your dreams! To us, being a Realtor means more opportunities to develop relationships that can last a lifetime!



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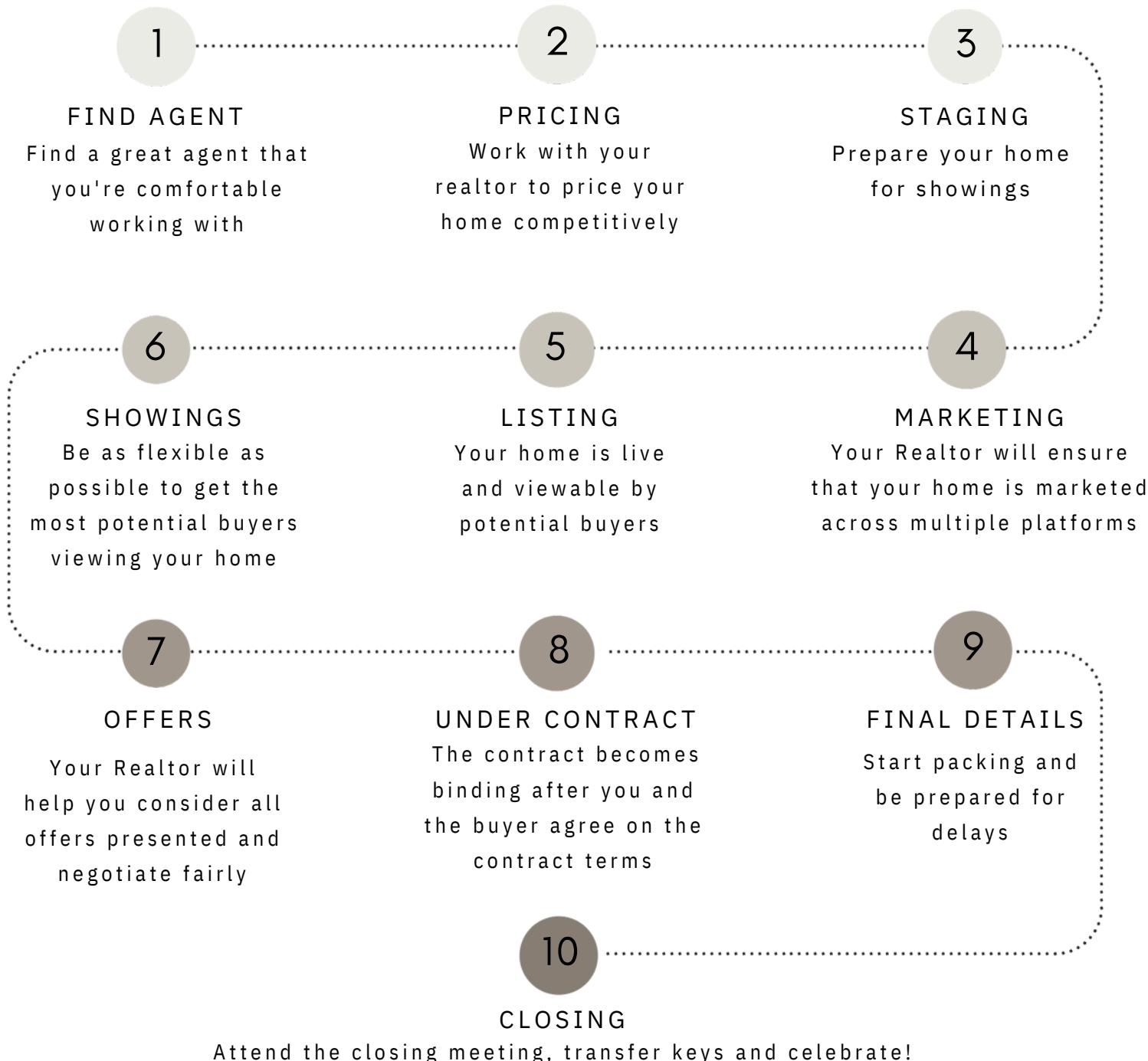
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# HOME SELLER'S *Roadmap*

Your Home Selling success is laid out for you! Your Real Estate Professional will guide you through each step.



# OUR COMPETITIVE ADVANTAGE

## KNOWLEDGE

On top of state required Realtor training, Keller Williams offers the #1 Real Estate Training courses in the nation. Helping us stay ahead of trends in the real estate industry through comprehensive, industry-leading curriculum and research resources. We are always learning, keeping us prepared for any situation!

## LOCAL EXPERT

With our combined experience, we are experts on all things UT Real Estate. Aside from knowing this market Inside and out, being involved In the community has shown me what makes it unique. We have maintained a close relationship with our preferred vendors. We are full of recommendations for anything you might be searching for in the area!

## TECH-ENABLED

Based on customer and agent feedback gathered from all over the world, we developed a suite of leading edge, customer-centric tools that work in your favor, complementing your experience for faster, best-in-class results. With a massive amount of data at my fingertips, I'm able to foresee even the smallest micro trend coming down the pike, giving you the full story before you proceed.



## THE PROOF IS IN THE NUMBERS

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Top Producing Team KW  
SLC 2025

Heap Madsen Team  
Crimson club group #1  
Contracts closed  
Listings taken  
Contracts written

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Brook Madsen

Jeff Heap

Bradyn Heap

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**KW COMPARED TO THE  
ENTIRE LOCAL MARKET**  
AVERAGE DAYS ON  
MARKET IS 2 DAYS LESS  
AVERAGE SOLD PRICE  
IS 26K HIGHER

Source: headquarters.kw.com

# KELLER WILLIAMS

# OUTPERFORMS

## THE VIEW FROM THE TOP

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**Forbes**

2023-2024 AMERICA'S BEST EMPLOYERS FOR  
DIVERSITY



BEST OF STATE  
REAL ESTATE SERVICES IN  
UTAH  
2018-2024

2023 NAR 30 UNDER 30

2024 BEST PLACES TO WORK

**Newsweek**

2024-2025 TOP FRANCHISES FOR WOMEN

2024 REAL TRENDS VERIFIED 500



glassdoor

2024 TOP FRANCHISES FOR VETERANS

2024 MOST PROFITABLE FRANCHISES



2024 SWANEPOEL POWER  
200



12 % OF TOP 500

2024 INMAN AI AWARD FOR "BEST  
USE OF AI BY A BROKERAGE"

2024 INMAN INNOVATOR AWARD FOR "MOST INNOVATIVE  
INDUSTRY PODCAST"

Source: headquarters.kw.com

# INITIAL DOCUMENTS

- **Exclusive Right To Sell Listing Agreement**
  - Goes over the Representation agreement between myself as your Real Estate Agent, and my Brokerage.
- **Listing Agreement Disclosure Addendum**
  - Discloses Keller Williams SLC Business Affiliate with Real Advantage Title
- **Sellers Property Conditions Disclosures**
  - You will fill this Document out disclosing everything you know about the home. from repairs to utility information. This is required to be sent to the Buyers at Sellers Disclosure Deadline once Under Contract.
- **Lead Based Paint Disclosure**
  - Explains If your home was built prior to 1978, you will be required to provide a Lead Based Paint Disclosure, disclosing your knowledge of Lead Paint in the home.
- **Wire Fraud Disclosure**
  - Goes over the importance of keeping your money protected during Wire Transfers.

# MARKETING

## *Staging & Photography*



We use some of the Best Stagers and Photographers in the business. We do everything we can to make sure your beautiful home catches the eye of the perfect buyer!

If you choose to use Stagers can help with anything from fully furnishing a home, or tidying up what you already have.

Our photographers are trained to highlight the best features of your home. As well as deluxe pictures, they will create custom video tours!



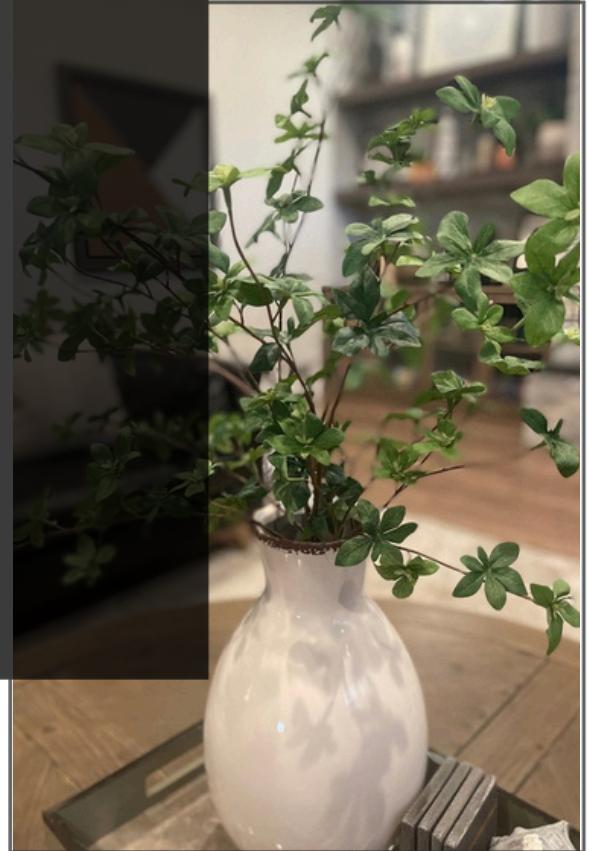
# MARKETING

## *Syndication with Third Parties*

We want to maximize our ability to reach as many possible buyer as we can! That is why we share your listing across over 150 Real Estate Advertising sites!

Including:

- Utah Real Estate.com
- St George Flex MLS
- Park City Flex MLS
- Realtor.com
- Zillow
- RedFin
- Trulia
- And More!



# REAL ESTATE TERMS

## PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

## OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

## CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

## CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

## EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

## TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

## APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

## HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

## DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

## CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



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