

# SELLER'S GUIDE

*PREPARED BY JEN SCHELLHASE*



**HOMES BY JEN**  
— JEN SCHELLHASE —





## ABOUT ME

I'm your trusted Kansas City real estate partner and Johnson County specialist. With a background in sales, marketing, customer relations, and negotiations, I bring a well-rounded skill set and deep expertise to every transaction. My journey in real estate has been driven by a true passion for helping people, and my mission is simple: to make the buying and selling process as stress-free as possible. Kansas City is home for me—I grew up here and know the ins and outs of what makes each part of this city special. That local insight helps me guide clients to the neighborhoods that best fit their needs and lifestyle. Whether you're relocating to the KC area, buying your first home, investing, or ready to sell, I'm here with a steady hand and a commitment to your goals. I always go the extra mile—because every client deserves nothing less

**JEN  
SCHELLHASE**

913-526-4144

jen@fraser4sale.com  
www.homesbyjenkc.com

Office: 913-345-0700

## OUR TEAM

Rob began in real estate in 1995, with an early success that earned several awards such as: Rookie of the Year, Rising star and #1 Sales units closed, and member of the Million Dollar Club. He realized due to the rapid growth, he needed to form a team that would help him serve his client's needs. We reached a new level of service in 2025 with over \$1 BILLION in sales and helped 2,463 buyers and sellers find their dream homes! The team is one of the fastest-growing real estate teams because our team leader, Rob Ellerman, never stops looking for new and innovative ways to serve our clients, builders, and his own real estate team of agents.

THE  
ROB ELLERMAN  
& ReeceNichols  
REAL ESTATE *Team*

# MEET OUR AGENTS



**THE FRASER TEAM**  
Making KC Home

**THE ROBERT ELLERMAN**  
ReeceNichols *Team*  
REAL ESTATE

## Elevate Your Experience

The Fraser Team excels with assisting those who are buying, selling, investing, or referring. We pride ourselves on our extraordinary level of integrity based customer service. From top notch communications, marketing and unique plans tailored specifically for our clients to connections with amazing vendors who can assist with every need, The Fraser Team works efficiently and effectively to make your experience as seamless as possible.



Mark & Anne Fraser  
M: 913-475-8197  
A: 913-220-9071



Izabell  
Mendes  
913-286-2838



Madeleine  
Baldeh  
816-447-7247



Jen  
Schellhase  
913-526-4144



Joseph  
Fees  
913-314-3511



Jon  
Orenstein  
(913) 777-6590

## Your Expert Real Estate Team for the 10 D's



### Diapers

More "Stuff" Space



### Diploma

Parents - Less Space  
Graduate - 1st Home



### Diamonds

New Space Together



### Divorce

Sell Together  
Buy Independently



### Dementia

Elder Care



### Death

Family Member's Home



### Debt

Equity = Pay Off Debt



### Difference

New Home | New Location



### Distance

Relocaion

FRASER4SALE.COM

HOMES BY JEN KC

# KANSAS CITY BUSINESS JOURNAL

## THE LIST

# KANSAS CITY'S 560 TOP-SELLING RESIDENTIAL REAL ESTATE AGENTS AND TEAMS

RANKED BY LOCAL RESIDENTIAL SALES, 2024

Agent or team / Prior rank (*unranked previously) Website	Address, Phone	Local residential sales, 2024	Transactions, 2024	Largest local transaction, 2024	Agent(s), 2025	Agency affiliation	Top local executive(s)
<b>1</b> <b>The Rob Ellerman Team</b> ① therobellermanteam.com	222 SW Main St. Lee's Summit, MO 64063 816-304-4434	\$670.08 million	1,607	NA	190	ReeceNichols Real Estate	Rob Ellerman, Owner
<b>2</b> <b>The Koehler Bortnick Team</b> ② kbsells.com	5000 W. 135th St. Leawood, KS 66224 913-239-2069	\$459.65 million	771	\$5 million	61	ReeceNichols Real Estate	Kathy Koehler, CEO Heather Bortnick, President Samantha Burrell, Director of operations
<b>3</b> <b>The Huff Group</b> ③ huffgroupkc.com	6850 College Blvd. Overland Park, KS 66211 913-907-0760	\$177.45 million	384	\$3.96 million	14	Keller Williams Realty Partners Inc.	Bryan Huff, CEO
<b>4</b> <b>Malfer &amp; Associates</b> ④ malferkc.com	1920 W. 143rd St. #200 Leawood, KS 66224 913-800-1812	\$166.8 million	257	\$3.2 million	18	Compass Realty Group	Kristin Malfer, CEO/Realtor
<b>5</b> <b>Eric Craig Real Estate</b> ③ ericcraigrealestateteam.com	8407 N. Mercier St. Kansas City, MO 64155 816-726-8565	\$155.9 million	418	NA	27	ReeceNichols Real Estate	Andrea Allen Eric Craig, Team leads
<b>6</b> <b>Cami Jones Collaborative</b> ⑥ camijoneshomes.com	5000 W. 135th St. Leawood, KS 66224 913-206-2410	\$153.33 million	220	\$5.56 million	20	ReeceNichols Real Estate	Cami Jones, CEO
<b>7</b> <b>Grid</b> ⑩ compass.com/agents/jonas-barrish	4403 W. 119th St. Leawood, KS 66209 913-626-4708	\$118.13 million	211	\$2.94 million	16	Compass Realty Group	Jonas Barrish Betsy O'Brien, Founding agents
<b>8</b> <b>Bash Team</b> ⑦ elementsir.com	2000 Shawnee Mission Pkwy. #300 Mission Woods, KS 66205 913-744-4700	\$115.97 million	141	NA	2	Sage Sotheby's International Realty	Andrew Bash Katherine Lee, Real estate professionals
<b>9</b> <b>The Collective</b> ⑨ thecollective-kc.com	4303 W. 119th St. Leawood, KS 66209 816-213-1311	\$115.41 million	233	\$1.45 million	10	Compass Realty Group	Stephanie Bulcock, Real estate executive
<b>10</b> <b>Dan Lynch</b> ⑩ lynchresidential.com/dan-lynch	1204 State Ave. #A Tonganoxie, KS 66086 913-481-6847	\$108.61 million	300	\$2.34 million	1	Lynch Real Estate	Dan Lynch, Owner/broker
<b>11</b> <b>The Andy Blake Group</b> ⑩ andyblakegroup.com	10895 Lowell Ave. #100 Overland Park, KS 66210 913-636-5943	\$103.63 million	242	\$1.68 million	11	Real Broker LLC	Andy Blake, Agent
<b>12</b> <b>Thrive Real Estate KC</b> ⑫ thrivek.com	4200 Somerset Dr. #101 Prairie Village, KS 66208 913-825-7720	\$101.24 million	287	NA	22	KW Kansas City Metro	Sam Lind, CEO/team lead/agent
<b>13</b> <b>Ray Homes KC</b> ⑫ rayhomeskc.com	900 W. 48th Pl. #120 Leawood, KS 66209 913-449-2555	\$85.95 million	218	\$2.01 million	19	Compass Realty Group	Earvin Ray, CEO
<b>14</b> <b>Dani Beyer Real Estate</b> ⑭ danibeyer.com	5901 NW 63rd Ter. #160 Kansas City, MO 64151 816-321-0120	\$80.36 million	223	\$1.01 million	10	Keller Williams Kansas City North	Dani Beyer, Owner
<b>15</b> <b>The Portfolio</b> ⑭ theportfolio.reecenichols.com	5000 W. 135th St. Leawood, KS 66224 913-948-2503	\$80.09 million	124	NA	8	ReeceNichols Real Estate	Stephanie Murphy, Agent
<b>16</b> <b>Group O'Dell Real Estate Team</b> ⑩ groupodell.com	10895 Lowell Ave. #100 Overland Park, KS 66210 913-599-6363	\$77.29 million	151	\$1.9 million	8	Real Broker LLC	Maria O'Dell, CEO Mike O'Dell, Director of sales
<b>17</b> <b>The Lijja Team</b> ⑩ lijjateam.com	6850 College Blvd. Overland Park, KS 66211 913-709-1415	\$76.93 million	134	\$901,534	5	Keller Williams Realty Partners Inc.	Marti Lijja, Agent
<b>18</b> <b>Brimacombe &amp; Cohen Team</b> ⑫ brimacombecohen.com	4403 W. 119th St. Leawood, KS 66209 913-269-1740	\$75.76 million	98	\$5.5 million	5	Compass Realty Group	Shannon Brimacombe Stacy Cohen, Partners
<b>19</b> <b>MOJO</b> ⑫ mojokc.com	310 NW Englewood Rd. Kansas City, MO 64118 816-896-8890	\$72.47 million	199	\$1.4 million	11	Keller Williams Kansas City North	Max Jones Zac Morton, Owners
<b>20</b> <b>Locate KC</b> ⑭ locatekc.com	900 W. 48th Pl. #120 Kansas City, MO 64112 816-280-2773	\$68.97 million	102	\$2.2 million	11	Compass Realty Group	Tom Suther, Agent
<b>21</b> <b>Edie Waters Network</b> ⑩ ediewaters.com	800 E. 101st Ter. #350 Kansas City, MO 64131 816-536-0635	\$68.42 million	225	\$1.14 million	22	Real Broker LLC	Edie Waters, Owner
<b>22</b> <b>The Hern Group</b> ⑭ hernhomes.com	3751 NE Ralph Powell Rd. Lee's Summit, MO 64064 816-529-4949	\$66.6 million	212	\$1.9 million	15	Keller Williams Platinum Partners	James Hern Michael Hern, Co-CEOs/Realtors
<b>23</b> <b>Blake and Associates</b> ⑩ blakenelson.com	4200 Somerset Dr. #101 Prairie Village, KS 66208 913-406-1406	\$65.54 million	122	\$1.95 million	2	KW Kansas City Metro	Blake Nelson, CEO
<b>24</b> <b>Hagen Anderson &amp; Associates</b> ⑫ hagenanderson.com	57 W. 135th St. Kansas City, MO 64145 913-265-2922	\$63.57 million	156	\$1.54 million	28	eXp Realty LLC	Michael Hagen, Founder
<b>25</b> <b>Ask Cathy Marketing Group LLC</b> ⑫ askcathy.com	202 NE Douglas St. Lee's Summit, MO 64063 816-365-2225	\$63.47 million	163	\$1.74 million	12	Keller Williams Platinum Partners	Cathy Thompson Counti, CEO/broker Alicia Hodges, Director of operations

# KANSAS CITY BUSINESS JOURNAL

## T H E L I S T

# HERE ARE THE 37 LARGEST RESIDENTIAL REAL ESTATE FIRMS IN KANSAS CITY

RANKED BY LOCAL RESIDENTIAL SALES, 2024

	Name / Prior rank (*previously unranked) Website	Address, Phone	Local residential sales, 2024	Local transaction sides, 2024	Median local closing price, 2024	Real estate agents, 2025	Local teams, 2025	Top local executive(s)
1	<b>ReeceNichols Real Estate</b> ① reecenichols.com	11601 Granada Ln. Leawood, KS 66211 913-945-3704	\$4.8 billion	10,635	\$377,500	1,925	140	Mike Frazier, CEO
2	<b>United Real Estate Group</b> ② ure-group.com	2820 NW Barry Rd. Kansas City, MO 64154 816-420-6200	\$2.49 billion	7,294	NA	2,148	126	Dan Duffy, CEO
3	<b>Keller Williams Realty Partners Inc.</b> ③ kwop.com	6850 College Blvd. Overland Park, KS 66211 913-906-5400	\$1.69 billion	4,293	\$393,727	623	82	Steve Johns, Operating principal
4	<b>Compass Realty Group</b> ④ compass.com/agents/kansas_city	900 W. 48th Pl. #120 Kansas City, MO 64112 816-280-2773	\$1.42 billion	2,750	NA	375	85	Annie Premis, Broker/sales manager Vicki Stephens, Sales manager Kylee Fishwick, Associate sales manager
5	<b>Keller Williams Kansas City North</b> ⑤ kwkcmo.com	310 NW Englewood Rd. Kansas City, MO 64118 816-452-4200	\$1.16 billion	3,367	\$343,156	359	44	Steve Johns, Operating principal Morgan Earnhart, Team leader
6	<b>KW Kansas City Metro</b> ⑥ kwink.com	4200 Somerset Dr. #101 Prairie Village, KS 66208 913-825-7500	\$1.01 billion	2,661	\$379,714	331	55	David Conderman, Operating principal
7	<b>Weichert, Realtors Welch &amp; Co.</b> ⑦ weicherthomeskc.com	15245 Metcalf Ave. Overland Park, KS 66223 913-647-5700	\$755.43 million	1,361	\$539,209	217	7	Kent Welch, President
8	<b>eXp Realty LLC</b> ⑧ exprealty.com	9393 W. 110th St. #500 Overland Park, KS 66210 913-451-6767	\$717.56 million	2,161	\$332,050	388	36	Chris Cribb, Designated managing broker for Missouri & Kansas
9	<b>Better Homes and Gardens Real Estate Kansas City Homes</b> ⑨ kansascityhomes.com	8300 College Blvd. #130 Overland Park, KS 66210 913-661-8500	\$672.53 million	1,553	NA	207	17	Christian Barnes, President
10	<b>RE/MAX Heritage</b> ⑩ rmxheritage.com	1900 NW South Outer Rd. Blue Springs, MO 64015 816-224-8484	\$610.64 million	1,783	NA	125	9	David Wiesemann, Director of operations
11	<b>Keller Williams Platinum Partners</b> ⑪ kwlessummit.com	3751 NE Ralph Powell Rd. Lee's Summit, MO 64064 816-525-7000	\$489.37 million	1,542	NA	235	17	Sara Nichols, Market center administrator Austin Freed, Team leader
12	<b>RE/MAX State Line + Elite</b> ⑫ eliteagentskc.com & statelineagentskc.com	1201 NE Windsor Dr. Lee's Summit, MO 64086 816-373-8400	\$474.13 million	1,382	\$349,881	140	14	T. David Rogers, Chairman David Nichols, President
13	<b>Chartwell Realty</b> ⑬ chartwellkc.com	751 NE Anderson Ln. Lee's Summit, MO 64064 816-877-8700	\$455.67 million	1,383	\$329,482	185	17	Brant Elsberry, President
14	<b>Realty Executives of Kansas City</b> ⑭ realtyx.com	11401 Ash St. Leawood, KS 66211 913-642-4888	\$424.73 million	1,177	\$360,860	121	7	Leigh Garnett, Designated broker Lisa Brewer, General manager
15	<b>Keller Williams Realty Diamond Partners Inc.</b> ⑮ olathek.com	13671 S. Mur-Len Rd. Olathe, KS 66062 913-322-7500	\$401.07 million	1,227	\$326,871	219	15	Chris Lengquist, Operating principal Tricia Laudick, Market center administrator
16	<b>Crown Realty</b> ⑯ crownrealty.com	2099 E. 151st St. Olathe, KS 66062 913-557-4333	\$272.07 million	901	NA	160	0	Gary Hosack, President
17	<b>Sage Sotheby's International Realty</b> ⑰ elementsir.com	2000 Shawnee Mission Pkwy. #300 Mission Woods, KS 66205 913-744-4700	\$185.78 million	229	\$823,359	11	1	Rob Allen, Owner/CEO/broker
18	<b>Worth Clark Realty</b> ⑱ worthclark.com	2300 Main St. #900 Kansas City, MO 64108 800-991-6092	\$138.34 million	422	\$278,500	94	7	Shelly Mowry, Managing broker
19	<b>Reilly Real Estate</b> ⑲ reilly.realestate	602 Delaware St. P.O. Box 9 Leavenworth, KS 66048 913-682-2567	\$136.12 million	397	\$338,250	36	0	Mike Reilly, President
20	<b>Rodrock &amp; Associates Realtors LLC</b> ⑳ rodrock.com	9550 Dice Ln. Lenexa, KS 66215 913-681-2121	\$131.43 million	172	\$764,148	34	8	Bruce Stout, Broker
21	<b>West Village Realty</b> ㉑ westvillagerealty.com	4434 W. 90th Ter. Prairie Village, KS 66207 913-742-2121	\$122.31 million	299	NA	10	1	Wendy Foil, Owner/broker Sarah Harnett, Owner Hannah Shireman, Owner
22	<b>Parkway Real Estate</b> ㉒ parkwayre.com	8201 Mission Rd. #104 Prairie Village, KS 66208 913-283-7907	\$88.64 million	92	NA	24	3	Patty Parsons, Owner/managing broker Alexis Mirakian, Owner/Realtor
23	<b>Van Noy Real Estate</b> ㉓ vannoyre.com	8700 State Line Rd. #180 Leawood, KS 66206 913-259-4663	\$50.1 million	158	\$317,000	7	1	David Van Noy, Owner
24	<b>Wardell &amp; Holmes Real Estate LLC</b> ㉔ wardellholmes.com	2526 Holmes St. Kansas City, MO 64108 816-416-7111	\$45.35 million	191	\$237,420	21	1	Andrea Wardell, Owner/broker
25	<b>Kansas City Realty Services LLC</b> ㉕ kansascityrealty.net	1000 W. 25th St. #E Kansas City, MO 64108 816-912-3580	\$44.53 million	139	\$320,375	35	1	Melissa Martin, Owner/president Dan Martin, Owner/broker

1 The owners of RE/MAX Elite Realtors acquired RE/MAX State Line Real Estate in September 2023.

# WHY HIRE A TEAM?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

We have over 150 agents and a fantastic full support staff to keep our marketing and business operations at peak performance. It's all about the power of teamwork, and we believe there's strength in numbers! We absolutely love helping our clients sell their homes and find their dream homes each year.

**1,920 CLIENTS**  
*SERVED IN 2024*

**\$778,755,708**  
*SALES VOLUME IN 2024*

**200+ TEAM MEMBERS**  
*ALWAYS READY TO SUPPORT*

**RANKED #1 IN KANSAS  
AND MISSOURI\***

**RANKED #12 NATIONWIDE\***

\*By the Wall Street Journal/Real Trends

# OUR REACH

In a time where online visibility strongly impacts purchasing choices, casting a wide net is crucial to reaching prospective buyers -- whether they're local or relocating from another location.

When you list with ReeceNichols, your listing is shared globally, and you will reap the benefit of our local, national, and global affiliations.



## REECENICHOLS REAL ESTATE

- #1 residential real estate company in Kansas and Missouri
- \$5.27 billion in sales volume
- 12,440 homes sold
- 50+ offices throughout Kansas & Missouri
- 2,700+ agents



## HOMESERVICES OF AMERICA

- #3 residential real estate company in the U.S. based on closed sales units and volume
- \$168.3 billion in home sales
- 305,229 homes sold
- 40+ companies across the U.S.
- 900+ offices nationwide
- 44,000+ agents



## LEADING REAL ESTATE COMPANIES OF THE WORLD

- #1 residential real estate network worldwide based on closed sales volume
- 550 companies are part of this global affiliate
- 1.2 million annual global transactions
- 4,700 offices worldwide
- 136,000 sales associates
- 70+ countries served

# THE AUTOMATIC SERVICES

By having me as your real estate agent, your listing seamlessly integrates with a suite of essential tools.

1

## ZILLOW PARTNERSHIP

Our team heavily invests in Zillow, and places significant emphasis on the Premier Agent program. By utilizing this package, we ensure that potential leads are directed straight to our team, facilitating prompt and effective action. With Zillow's extensive reach and our tailored approach, we strive to provide a efficient experience, ensuring that your property stands out in today's real estate market.

2

## REECENICHOLS

ReeceNichols is designed to provide you with the most up-to-date information available in the market. With updates occurring every 15 minutes, you're accessing the freshest data on all properties listed for sale within MLS.

3

## SOCIAL MEDIA PLATFORMS

With over 28 years of experience in the real estate industry, our extensive internet presence serves as a powerful tool to ensure that your home garners widespread exposure across numerous social media platforms. Thanks to our following and strategic advertising campaigns, we achieve high visibility and engagement for our listings. By effectively reaching potential buyers, we maximize the chances of sparking interest and interaction with your property.

4

## WEBSITE EXPOSURE

Once your property is listed with us, it is automatically distributed across a network of over 400 partner websites. This syndication ensures that your listing is prominently showcased to a wide audience, maximizing visibility and increasing the likelihood of attracting qualified buyers.

5

## PRINT MEDIA

Our team publishes in The Real Estate Magazine and Lifestyle Publications. Through these issues, we effectively connect with an extensive audience, reaching over 50,000 readers every month. This approach not only enhances the visibility of active listings, but also provides valuable insights and brand recognition to our audience, fostering stronger engagement and interest in the properties we represent.

6

## NEIGHBORHOOD REPORT

This innovative tool offers your listing immediate access to up-to-the-minute insights on the current level of interest from prospective buyers for your property.

7

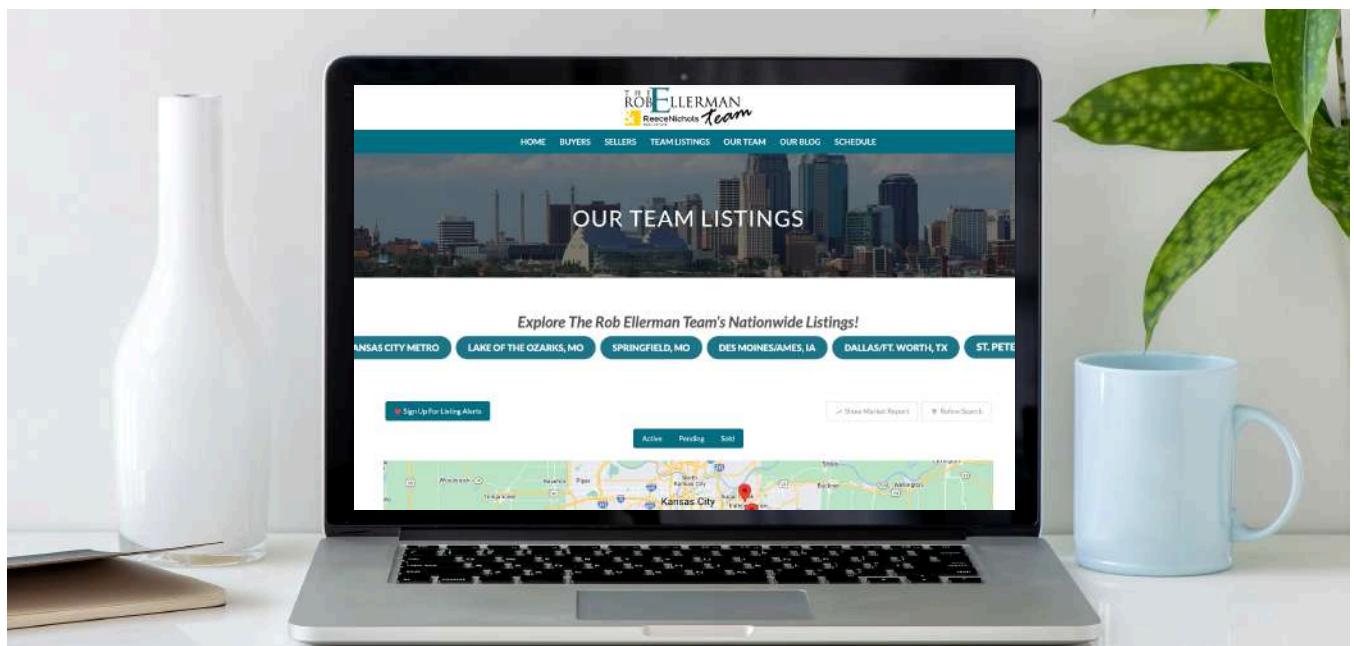
## CUSTOM TEAM MAGAZINE

Our team produces a full-size, full-color magazine showcasing all our available homes, which is distributed across 300 stores throughout the Kansas City Metro. Each listing in the catalog features a unique text code, allowing potential buyers to easily access more information by simply sending a text or scanning a QR code. This catalog serves as a strong lead generation resource, attracting numerous inquiries and facilitating quick communication between buyers and our team.

8

## BUYSIDE MARKET ANALYSIS

Customized to your area, this complimentary report delivers recent home sales, trends, and local market knowledge. By offering this personalized service, we aim to empower you with the knowledge necessary to make informed decisions about your property, whether you're looking to buy, sell, or simply stay updated on the market.



# PRINT MEDIA PERKS



01

## The Custom Magazine

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Our team takes pride in publishing a full-size, full-color custom catalog showcasing all our available homes.

This catalog is strategically distributed to 300 locations across the Metro Kansas City.

Within each magazine, we assign text codes to individual listings, allowing interested buyers to easily access more information. This approach transforms into lead resources, generating seamless and quick communication between our listings and potential clients.



02

## The Real Estate Magazine

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The Real Estate Magazine is printed every four weeks and distributed to more than 400 locations, and incorporates lead tracking codes for enhanced analytics.

On RealEstateBook.com, you can explore an extensive database of over 2 million listings, updated daily. Our influence extends across local print publications available in over 200 markets throughout North America, supplemented by approximately 300 additional markets featuring online content.



03

## Lifestyle Publications

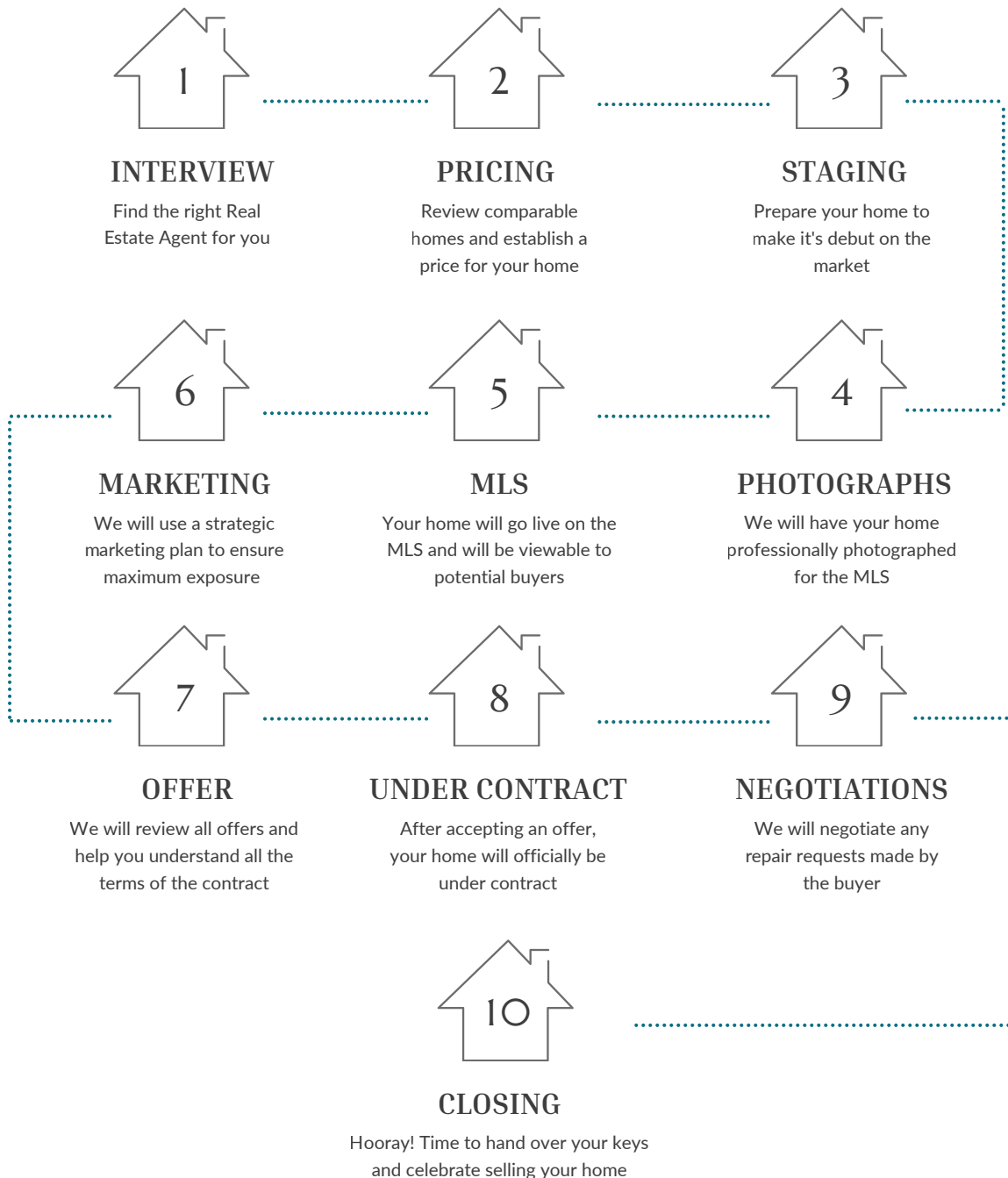
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Our coverage extends across the vibrant communities of Lee's Summit, Johnson County, and the Northland. As part of our regular rotation, we distribute to over 49,000 households every month.

City Lifestyle is the digital destination for local living— a one-stop-shop for hyper local, expertly created content for you that inspires and connects communities. "My City Lifestyle" is a hub for you to like and save your favorite listings and content.

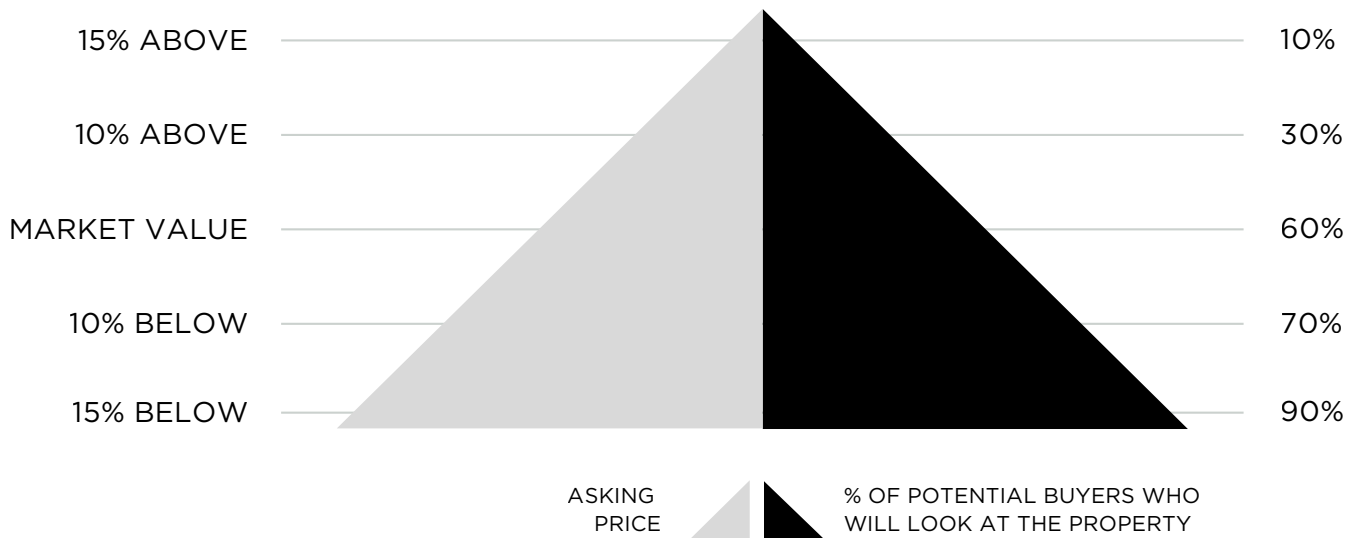
# LISTING TIMELINE

## THE SELLER ROADMAP OVERVIEW



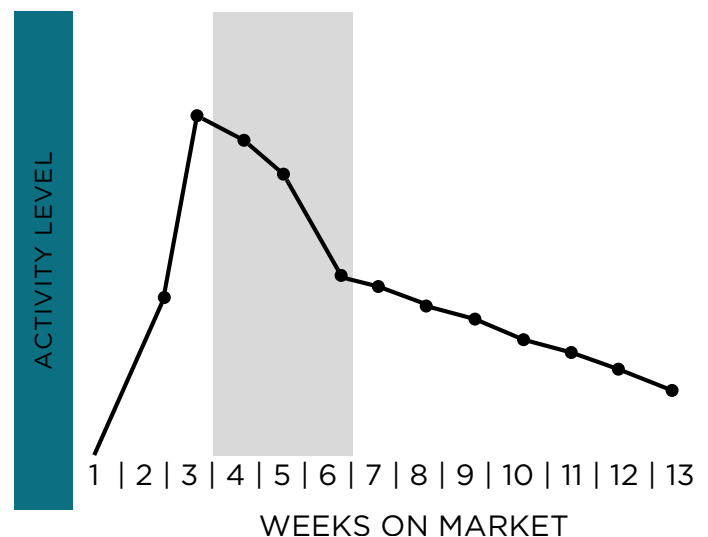
# PRICING STRATEGY

Setting a competitive price will draw in more interested buyers. By pricing your property in line with current market values, you're opening it up to a wider array of potential buyers, thereby enhancing the likelihood of a successful sale.



## THE FIRST 30 DAYS ARE CRUCIAL

- A property attracts the highest level of interest when it first enters the market.
- If priced appropriately, it will see the most showings during this period.
- Setting a high initial price and then reducing it later often misses the initial surge of interest and doesn't produce strong activity.
- Often, homes that begin with a higher asking price ultimately sell for less than their market value.



# PRICING MISCONCEPTIONS



While there are many factors that go into selling your home, there are only two that determine your home's value - what a buyer is willing to pay and what a seller is willing to accept.

## **FACTORS THAT DON'T DETERMINE YOUR HOME'S VALUE:**

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What you paid



What it costs to rebuild



What you need



What your neighbors say



What you want



## PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"? Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home. On photo day, we'll do staging and cleaning prior to photo and video. This takes 1-3 hours and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Custom flyers and guides
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials



# LISTING PREP AND TIMELINE

## Home Preparation - *Need recommendations? I can help!*

- Repairs - needed or wanted
- Curb appeal - exterior home and yard clean up
- Estate Sale? Work CANNOT be done on/at the property during sale.
- Interior Cleaning - personal or professional?
- Remove pet items and address any odors

## Staging - *I handle this part for you!*

- Professional Stager meeting & schedule
- Add light decor and create inviting spaces
- Staging items pick up takes place after appraisal.

## Pictures - *I handle this part for you!*

- After staging, I will hire a professional photographer to come take interior and exterior pictures. I will come over before photos and make sure curtains/blinds are open, lights are on, beds are made, and all clutter is off the floor.
- Room dimensions are taken during photos

# PREPARING YOUR HOME FOR MARKET

## 01 KITCHEN

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

## 02 FAMILY ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

## 03 BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

## 04 BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

## 05 BACKYARD

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

## 06 FRONT ENTRY

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

## 07 THROUGHOUT

- Wipe down all blinds
- Touch up any drywall or paint

## 08 FINAL CLEAN

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

# COURTESY MOVING TRUCK



Another added benefit of working with our team is the opportunity to utilize one of our four 16-ft box trucks, free to you on the day of your move!

# SUMMARY

## Basic Steps

## ReeceNichols Agents

## Our Team

Place Ibox on Your Home for Safety and Tracking



Enter Your Listing in the Heartland MLS System



Enter Your Listing in Centralized Showing



Place a Generic Yard Sign In Your Yard



Home Match Program/Sell My Home



Instant Listing Alert/Buyside Program



Add to website: ReeceNichols.com



Relocation and National Exposure



Corporate Partnerships



Exclusive Mobile App & Ad



Etour with our ReeceNichols office



Personalized Yard Sign & Pointers



#1 Lead Generator - TheRobEllermanTeam.com



Cross-Marketing with our New Home Communities



Cross-Marketing within our team



Uploading to 400+ Websites



Custom Email Blast sent out to agents



Advertising in Real Estate Book



Publish Our Team Exclusive Full Color Magazine



Advertise Metro-wide in Lifestyle Publications



Professional, custom-made print materials



3 Courtesy Moving Vans



Extended Web Presence on Zillow.com



YouTube video of the property



Investing in our local communities



Full-time staff always here to help!



# CLIENT TESTIMONIALS

*Jen is amazing at what she does and will be me and my family's go to real estate agent in the future! She is timely with communication and was great to have in our corner as new home buyer's. I never felt pressure and we could always count on Jen to be fair and honest with us. The home buying process was an easy one thanks to Jen!*

**-DANIELLE C.**

*Jennifer was very patient with my son while he shopped for a home. She helped him explore many options. The end result was finding the perfect home and location for him that fit his budget and all of his needs.*

**-MAURA R.**

*Jennifer's commitment doesn't end with the closing of the deal. She continues to followup, ensuring that her clients are settling into their new homes comfortably. This level of care and dedication is rare and truly sets her apart in the real estate industry.*

**-LETTIANN S**

*Jen was very helpful during the whole process on both sides helping us as unrepresented buyers and sellers. She was always so responsive at all hours of the day, which was extremely valuable given our busy schedules. We had a quick and successful close on both homes. While we hope to not move again anytime soon, we would definitely recommend working with her!*

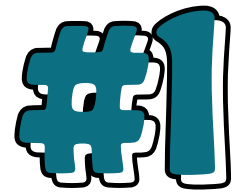
**-CARLEY A.**

*Jennifer went above and beyond in the sale of our home It was a sale necessitated by the death o my sister and the property had remained vacant for several months. I was not able to commit the time and attention one would normally expect when selling their own home. Jennifer gracefully stepped in to fill the void. She arranged contractors to clean and stage the house as well as coordinating with a plumber to fix some outstanding issues.*

**-ALAN S.**



# EXPERIENCE THE TEAM DIFFERENCE



## TOP 3 REASONS TO CHOOSE US



### YOUR VERY OWN PERSONAL ADVOCATE

When marketed well, homes today are moving faster than ever. You need a team that can be both responsive to your needs and proactive with ideas to help you sell your home. What can you expect? Timely communication, the best counsel regarding listing your home, reviewing offers, and availability of needed resources to see you through to a successful closing. With 100+ experienced agents on our team and a full support staff, we'll always have you covered!



### BECAUSE YOU DESERVE THE BEST

The Rob Ellerman Team closes more transactions than any other team in the Kansas City Metro. In 2024, we sold 1,920 homes totaling over \$780 million in volume. And over the course of our history, we've sold over \$5.8 billion in career sales. That's the experience you can rely on!



### GET THE EXTRA PERKS!

Our world is about making your world easier. With 4 moving trucks available for our clients to use (First come, first served - 1 truck per client - 1 day only), we'll help to make your home buying process easier from start to finish! Additionally, ReeceNichols' partnership with Nebraska Furniture Mart provides you access to a year-long discount on multiple items/services after closing.

## OUR COMMITMENT TO YOU

As you can see, there are many factors to be considered when successfully selling your home. That is why, as your Listing Team, our job is much more than just putting a sign in the yard and hoping a buyer comes along. We'll educate you about market values, home inspections, appraisals, and more, so you can make the most informed decision possible. In addition, you will have the benefit of our extensive professional network - everyone from electricians, plumbers, and contractors to estate planners, insurance agents, bankers, carpet cleaners tax accountants/bookkeepers and many more! In short, we'll provide you with an extensive, high quality listing service, from assisting with the staging and pictures, to reviewing offers, to ensuring all documents are signed, sealed and delivered on closing day. We are your real estate team for life! This is our commitment and we look forward to being of service to you now and in the future.



# OUR COMMUNITY

Our team understands the importance of giving back to the communities that have helped us get to where we are today! In 2024, we donated over \$200,000. Below are some of the charitable organizations we've had the privilege to assist:

- Children's Mercy
- Hope Haven
- Harvesters
- Boys & Girls Club
- Drumm Farm for Kids
- Run for Lil Hearts
- Lee's Summit Cares
- Wayside Waifs
- The Golden Scoop
- Special Olympics of Missouri
- St. Jude Children's Hospital
- National Cancer Foundation
- United Way
- American Lung Association
- Night of Hope
- Habitat for Humanity



# PUT THE FINISHING TOUCH ON YOUR DREAM HOME!

Exclusive Partnership with Our Brokerage

*Nebraska*  
**Furniture Mart**<sup>®</sup>

Our partnership with Nebraska Furniture Mart lets you save:

- Countertops
- Furniture
- Flooring
- Window Treatments
- Appliance Installation
- Electronics Installation

Plus, **COMPLIMENTARY** concierge service!



## What you *CAN EXPECT*

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps, I'll do my best to help you avoid any delays or roadblocks. You can expect phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

*Jen*

# IMPORTANT DATES

PRE-MLS DATE (2-3 weeks prior to active): \_\_\_\_\_

ROOM DIMENSIONS (1-2 weeks prior to active): \_\_\_\_\_

SUPPLEMENTS (1-2 weeks prior to active): \_\_\_\_\_

CLEANING DATE (min. 24 hrs prior to staging): \_\_\_\_\_

STAGING DATE (min. 4 days prior to active): \_\_\_\_\_

PHOTO DATE (min. 3 days prior to active): \_\_\_\_\_

ACTIVE DATE (generally Thursday or Friday): \_\_\_\_\_

NEIGHBOR OPEN HOUSE (Friday PM): \_\_\_\_\_

PUBLIC OPEN HOUSE (Saturday): \_\_\_\_\_

CLEANOUT: \_\_\_\_\_

YARD CLEANUP: \_\_\_\_\_

ESTATE SALE DATES (include prep, sale, final exit): \_\_\_\_\_

# PREFERRED VENDORS

I'm here to support you every step of the way—before, during, and long after you've purchased your home. Whether you need vendor referrals for remodels, plumbing, inspectors, or any other service, I'm always happy to help make your homeownership journey as smooth as possible. Your needs are my priority, and my commitment doesn't end at closing!

Scan the QR code to view our team preferred vendors! Don't see what you're looking for? Call or text me and I'm happy to refer you!



# TO DO LIST

# TO DO LIST



HOMES BY JEN  
— JEN SCHELLHASE —



GET IN CONTACT

JEN SCHELLHASE

LICENSED IN KS & MO

🌐 913-526-4144

@ JEN@FRASER4SALE.COM

✉️ [HTTPS://HOMESBYJENKC.COM](https://homesbyjenkc.com)

BROKERAGE: 913-345-0700