



## Service Areas:

Mazomanie, Black Earth &  
Surrounding Communities

## Property Types Served:

Residential - Selling & Buying  
Farmland - Selling  
Vacant Land - Selling & Buying  
Commercial - Selling & Lease  
Multi-Family - Selling

## License:

Broker 60631-90  
Salesperson 90995-94

## I'm so excited to work with you!

### WHAT TO EXPECT:

I approach each real estate transaction with care and transparency, prioritizing your best interests. With over five years of experience in the local market, I help you feel confident in making informed decisions. You will be supported every step of the way, ensuring a smooth process for selling your property. You can expect professional, dedicated service and I will always be invested in your satisfaction.

### MY MISSION:

My mission is to provide a relaxed, informed, & supportive selling experience. I guide my clients with honesty, clear communication, and thoughtful advice, so they feel confident in every decision, from pricing to closing.

# Service Overview

## Contracts:

- Access to Wisconsin Realtor Association's extensive list of WI State approved contracts
- I'll prepare all necessary contracts on your behalf, making sure everything is written to clearly reflect your goals and protect your best interests.

## Advice:

- I'm here to assist you in making decisions that feel right for you! I'll let you know my past experiences, what the local market looks like and how it's responding to offers.
- I'll guide you through preparing your property to make the strongest possible first impression, with a focus on maximizing curb appeal and buyer interest.

## Title Work & Closing:

- I'll work on your behalf with the title company to ensure there are no issues with the title or transfer of title.
- I'll be right by your side while you sign and hand over the keys.

## Communication:

Frequent communication is key in real estate sales. I'll ensure you never miss a deadline with prompt responses during urgent times and a 24-hour response for non-urgent matters. Please note, I prioritize family time with my young children from 6:00 pm to 9:00 pm.

## Marketing:

This is where the fun begins! I'll work hard marketing your property to secure a solid buyer. Marketing efforts may include:

- Online Exposure: MLS, web, social media, and Youtube
- Visual Exposure: Edited & AI photos, 3D virtual tour, video tour, drone photos, and floor plans
- On-Site Marketing: For sale yard sign and open house event(s)

**Every property is marketed strategically to reach the right buyers.**



# Process Overview

## Going Live

Once your property officially hits the market, be prepared for showings. Buyers will be accompanied by myself or their agent. Read through the helpful tips to help keep your property 'show ready' at any given time.

## Reviewing Offer(s)

When an offer has been received, I'll promptly let you know. We'll arrange a time for a meeting, either by phone or in person, to review the details of the offer.

## Contingencies

Once an offer has been accepted, I'll send you information on the deadlines for any contingencies. If there's anything you need to do, we'll work through it together.

## Closing

You can choose to pre-sign a few days prior to closing or attend closing on the day of. Be sure to bring your ID with you and any keys that we need to turn over to the new owners!

## Meet at your property

This allows me to see your property, discuss your goals, and put a plan into action.

## Contracts & Associated Docs

1. Listing Contract
2. Real Estate Condition Report
3. Lead Based Paint (if applicable)
4. Mechanical/Utility Info
5. Updates

## Staging & Photos

Before your listing goes live, we'll get your home ready for photos and upcoming showings. When I come for photos, I'll plan to be there for about 2–3 hours. Feel free to stay or step out while I work my magic.

**I manage scheduling, coordination and communication so you don't have to.**



# Pricing Strategy

## The real question:

How much is my property worth?

## Online Estimates

- Estimates from sites like Zillow, Redfin & Realtor.com offer a very rough starting range.
- These online tools miss out on condition, layout issues & upgrades, neighborhoods and buyer behavior in your local market

## Finding Comps

- Recently sold properties within the last 6 months
- Within the same town/village/city
- Similar in size, style & age

## Competition

- Homes currently for sale
- How long they've been on the market
- Price reductions

Why would a buyer choose your property over other properties?

## Market Conditions

- Buyer or Seller market?
- Are homes selling quickly or sitting?
- Are price reductions common?
- Are seller credits common?

## Pricing Strategies

- Test the market high & reduce later
- Price at market value to attract serious buyers
- Price slightly under to drive more interest

## Showings & Feedback

- Number of showings
- Online views & saves
- Buyer & agent feedback

## Red Flags:

- Lots of views, no showings = price issue
- Showings, no offers = usually price or condition

Pricing isn't about what we want – it's about what buyers are willing to compete for.



# Your Role in a Smooth Sale

Having a smooth transaction that sells as fast as possible and at the highest price is our ultimate goal. There are a few things you can do to help!

## Advice:

- Enhance curb appeal
- Stage the home
- Declutter
- Deep clean
- Consider having a home inspection
- Make necessary repairs
- Depersonalize
- Ensure all light bulbs are working
- Ensure all smoke detectors are working
- Be flexible with showings

**I'll provide an in depth list of prep work for getting your house 'show ready'.**

## A note on home inspections:

Depending on the market, offers may come in with an inspection contingency. Inspection findings are common and manageable - they're a normal part of the process. This can sometimes feel offensive, especially when you've taken good care of your home. Don't be too upset with the results, I promise to help you work through any issues that might arise.

Consider having a home inspection done prior to listing. This will give you an advance notice on any defects that you might want to fix prior to listing your property or you can consider the defect when determining a proper listing price. Home inspections typically range around \$400, but could save some headaches down the road.



# Things to do before closing

---

**Insurance**  
Let your insurance company know that you no longer own the property as of the closing date.

**Utilities**  
Reach out to let your utility companies know you no longer own the property as of the closing date.

**Title Company**  
Prior to closing, the closing officer will reach out and ask you personal questions. Be sure to answer their questions prior to closing. Let them know if you prefer a check or wire transfer for any proceeds.

**Forward Mail**  
Reach out to USPS to update your mailing address.

**Update Address**  
Update your address on your ID, with your bank or any other financial institution.

**Keys & Garage Openers**  
Find all of your keys and any garage door openers that will get passed to the new owner on the day of closing.



# Commission & Service Charges

---

## Commission:

At KMP Realty, I charge 6% commission — and I want you to know exactly what that means for you.

Selling your home isn't just about putting a sign in the yard. I invest in professional photography, 3D tours, virtual tours, and drone photos to make your home shine online. Add in targeted advertising to reach the right buyers, and a whole lot of behind-the-scenes time and effort, and you start to see why great marketing matters.

But beyond the marketing, what you're really getting is *\*me\** — fully available, on my direct line, any day of the week. I work hard for every one of my clients and I promise to give you nothing less than my best from start to close.

Because I go above and beyond what the industry typically offers, 6% is the rate that reflects that level of service and commitment. I truly believe you'll feel the difference.

## Withdrawn by Seller & Excluded Buyers:

Decided to pull your home off the market before your listing expiration date? I completely get it — life happens, plans shift, and sometimes things come up that are totally out of your control.

That said, if marketing efforts have already been put into motion — professional photography, virtual tours, targeted advertising and the like — a \$500 fee will be owed to KMP Realty to cover those invested costs. If drone photography was also part of your marketing, that fee would be \$600.

The same applies to excluded buyers. If someone on your excluded buyer list comes forward with an offer and I'm removed from the transaction as a result, those same fees will apply if marketing efforts had already been made.



# Reviews

## **“Quick and pain free”**

“Kayla Paddock was absolutely phenomenal to work with! Couldn't be happier with the experience of selling my parent's home with her. Quick and pain free. She is detail oriented, compassionate, patient, fun and easy to work with! Thank you again, Kayla!”

*Sandy Orcutt*

## **“Prompt in answering all my questions”**

Kayla Paddock was great to work with when I was selling my parent's farm. She was very prompt in answering all my questions and made the whole process go very smoothly! I would highly recommend her if you're looking for a realtor.

*Tammi Schoenmann*

## **“A breeze with her professionalism & sweet disposition”**

“Kayla is the most wonderful realtor we have ever worked with! We don't ever want to work with any other realtors ever again. Not only is she absolutely great at her job but she's also a delightful person. The process of buying a home can be so stressful and she made it a breeze with her professionalism and sweet disposition. A pleasure to work with! Two thumbs up! 5 stars. Cannot say enough Good things.”

*Isabel Marck*