Venture North
REAL ESTATE CO
Green Bay/Northwoods

A GUIDE FOR HOME AND LAND SELLERS

The Northwoods Seller's Guide

How to choose your agent, get your home ready, and sell with confidence.



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BEFORE WE START

Think of this as "What to Expect When You're Selling"

Selling a home can be as emotional, exciting and irritating as expecting a baby. Too many sellers get surprised halfway through, and find out what their agent should have done after the listing is already signed.

With the right team and the right information, selling does not have to be a struggle. In fact, it can be a good experience, and a successful one.

This guide covers:

- How to choose the agent who will sell your home
- What good marketing looks like, and what to ask to see
- How negotiation works, and your part in it
- What to expect from your agent at every stage
- How to get clear on your goals
- How to get your home ready, and what to do once it is on the market

There are checklists and worksheets you can write on. Keep this guide in your binder, mark it up, and bring it to our appointments.

Questions, any time: (920) 621-6719.

> *That's the Venture North Way: a marketing plan built for your property, and me involved every step of the way.*

Kathryn

WHO YOU'D BE WORKING WITH

Meet Kathryn



For 35 years, my husband, Tom, and I owned a successful concrete company, CTI of Wisconsin, the state distributor and installer for decorative concrete products. I handled estimating and design, Tom handled construction. Along the way we bought, remodeled and sold properties of our own.

The Northwoods has been part of my family for a long time. My grandparents owned a cabin here, and some of my earliest memories were made there.

I became a licensed agent in 2016 and opened a new office in Wausaukee, an area the company I was with hadn't served before, which earned me its Pioneer Award. In December 2021, Tom and I opened Venture North Real Estate Co, the brokerage we had always wanted to own.

I sell homes, waterfront and lake properties, cabins and second homes, vacant land, recreational and hunting acreage, commercial property, and estates.

What I have learned is that the most important work happens when a sale gets complicated: inspections, wells and septic systems, surveys, easements, financing, appraisals, title issues, and the human side of it all. I stay involved, keep communicating, and work toward a solution.

Selling Northwoods real estate is not only about property. It is about understanding why someone bought that cabin, lake home or piece of land in the first place, and what it means when it is time to sell it.

> Licensed Wisconsin broker. Member of the National Association of REALTORS®, the Wisconsin REALTORS® Association, and the REALTORS® Association of Northeast Wisconsin.

THE BIG PICTURE

How a sale works, start to finish

1. **Your goals**
   We start with why you are selling and what a good result looks like for you.

2. **Get ready**
   A checklist of what to fix, clear out and clean, before the photographer arrives.

3. **Price and plan**
   We look at where your home stands in the market and set the price and the marketing plan.

4. **Launch**
   Professional photos, drone, floor plan and my walkthrough video, then the campaign goes live.

5. **Showings and feedback**
   Showings come in. You hear what buyers and their agents are saying.

6. **Offers**
   We read each offer together and decide what to counter.

7. **Contract to closing**
   I stay on it with the title company and everyone else until you close.

> Every home is different, so the steps flex to fit yours. Your goals decide the plan, not a template.

YOUR FIRST BIG DECISION

Choosing your listing agent

Treat the first appointment as an interview, not a sales presentation. The two most important parts of the job are marketing and negotiation. Here is what else to look for.

Credentials

Ask whether they are a REALTOR®. Ask what extra courses they have taken and what they learned that helps you.

Experience

Look for someone who has sold homes like yours, in your area. Someone who says they can "sell anything anywhere" is guessing.

Reputation

Check Google, Zillow, Facebook and Realtor.com reviews. Ask other agents what they think.

Team

Who else works on your sale, what do they handle, and how often will you hear from them?

Outside resources

Inspectors, title closers, lenders and contractors can make or break a deal. A good agent has vetted them.

Rapport

You are handing over a home and a lot of memories. You want someone who listens.

WORKSHEET

Agent interview notes

Bring this to each appointment and write down what you hear.

QUESTION	AGENT 1	AGENT 2
Are you a REALTOR®? Which MLS do you use?		
How many homes like mine have you sold in this area? Examples?		
What courses have you taken, and what did you learn?		
Who else works with you, and what do they handle?		
What will you do to market my home?		
How often will I hear from you, and how?		
Who do I call if I cannot reach you?		
What did you notice about my home that others might miss?		

MARKETING

Marketing that reaches buyers who don't know you yet

Many agents say they market on social media. What they mean is a post on their own Facebook page, which the people who already follow them see. Good digital marketing reaches the buyers who are not already connected. It is the difference between 12 people knowing your home is for sale and 120,000.

The EPIC Report

Depending on your home, I use a system I call the EPIC Report instead of a quick price guess.

E **Equity Position.** Where you stand in the market, and how that affects a buyer's decision to make an offer.

P **Presentation and Perception.** Photos, video and the story we tell about your home, so buyers feel it before they walk in.

I **Impact Marketing.** Targeted ads, retargeting, and your listing on more than just the MLS.

C **Campaign Strategy.** Before launch, at launch, and after launch, with follow-up for every interested buyer.

Marketing to the right buyer

Most agents blast a listing out to everyone and hope. I look at who your home is built for: someone relocating, upsizing, downsizing, an investor, a second-home buyer. Then I change the video, the words and the call to action to speak to that buyer. A buyer from out of state needs to see different things than a local move-up buyer.

> Good agents also track what is working. If a home has plenty of showings and no offers, that is data, and it tells us to look hard at the price.

MARKETING

What goes into every listing

Every listing I take gets

- Professional photography
- Professional drone photos, which show the shoreline, the acreage and how the home sits on the land
- A professionally drawn floor plan
- A personal walkthrough video that I shoot myself

Then we get the word out

- Your home on the major real estate sites, not only the MLS
- A high-quality printed brochure, and a brochure box at your home so anyone who stops can pick one up, no signal needed
- "Coming Soon" and "Just Listed" posts on social media. Many Northwoods owners and buyers are not here full time, so I put your home in front of them online, wherever they are
- Posts in local social media groups, and targeted ads on Facebook and Instagram for most listings
- Caretakers and local contractors who look after seasonal homes
- My past clients and the buyers' agents who bring buyers to the area

Your home's website

Your home should have its own website, not just a page on a company site: virtual tour and photos, a printable brochure, a directions map, a mortgage calculator, and a guide for out-of-town buyers.

> Open houses are decided property by property. In the Northwoods, not every home needs one.

WORKSHEET

Marketing questions to ask any agent

Check each one off as you get a clear answer.

- [ ] Specifically, what will you do to market my property?
- [ ] Which buyers would you target for my home, and how will you reach them?
- [ ] What makes my home most attractive, and how will you feature it?
- [ ] Can I see examples of your brochures and other materials? Do they work on a phone?
- [ ] Which sites will my home be on, and how often do you update them?
- [ ] Who takes the photos and videos?
- [ ] What will my home's website look like?
- [ ] How do you track your ads, and can I see results from past homes?
- [ ] What do you do before the property officially goes on the market?
- [ ] How will you reach the real estate community and my neighbors?

> If an agent glosses over the question about results, that tells you something.

Notes

Three ways agents negotiate

COMPETITIVE	COMPLIANT	COLLABORATIVE
Winner takes all. Needs to be right. Bullies and sets impossible deadlines.	Avoids conflict. Gives in, and tells you to give in too.	Expects negotiation. Listens, asks questions, finds solutions that work for both sides.
Costs you: slower deals, worse terms, buyers' agents who stay away.	**Costs you:** concessions you did not need to make.	**Gets you:** the best price and terms in the shortest time.

Your job during negotiation

- **Remember your priorities.** Keep your goals list in front of you.
- **Stay calm.** Respond, do not react. Sleep on it if you need to.
- **Listen and ask questions.** You have the final say. Get the information you need to make a good decision.
- **Be clear.** If you are a couple, decide together and give one set of instructions.

Let your agent talk to the buyer's side. Direct contact from you can confuse things and derail a deal.

Questions to ask

- ☐ What negotiation training have you had, and what did you learn?
- ☐ How would you describe yourself as a negotiator?
- ☐ What part will I play, and how will we stay in touch during negotiations?

COMMUNICATION

What you should expect from your agent

STAGE	WHAT IT LOOKS LIKE WITH ME
At the start	We decide how you like to be reached. You get a direct number and I answer it. We go over your goals and your home's best features.
Getting ready	You get a checklist of repairs and improvements, and my list of vetted vendors. I walk the home with you before the photographer arrives.
On the market	You get an update by email every week or every other week, and I pass along showing feedback by text or email. If something is not working, we change it.
Offers	I am hands-on. I give you clear feedback on each offer, with data, and I ask for your input.
Contract to closing	I stay on top of the title company and everyone else. If something could derail the sale, you hear about it right away.

WORKSHEET

Get clear on why you are selling

Write down everything that comes to mind. Then ask yourself "why?" about each one.

I am selling because...

The timing matters because...

I would like to net about _____ from the sale, because...

What I do not want (showings at certain times, repairs, clearing out the garage):

> Your home is worth what a buyer is willing to pay in the market. Your net matters more than the sale price, and restrictions you place on the sale will reduce the number of buyers.

WORKSHEET

Put your priorities in order

If you could only have one of your goals, what would it be? If you could have three, which three? Keep going until your list runs from most important to least.

1.
2.
3.
4.
5.

Questions to answer

- [ ] Is this a 'want to sell' or a 'need to sell' time?
- [ ] How quickly do we want to sell, and how quickly do we need to?
- [ ] Are we willing to move out before listing, or rent back after closing?
- [ ] How much will we put into the house before it lists?
- [ ] Are we looking to buy again, locally or out of the area?

> Selling as a couple? Each of you write your own list first, then compare. Find out now if you are rowing in different directions.

Notes

Set up your home to inspire offers

You want buyers to picture their own lives in your home. Make it a project for the whole family.

Closets
A crowded closet looks small. Buyers check closets, pantries and cupboards. You have to pack anyway, so start now.

Clutter
Box up what you do not use often. Keep daily items handy but out of sight.

Cleaning
Market-ready clean: windows, fireplaces, fans, baseboards, vents, grout, carpets. Touch up paint and patch holes.

Furniture
Rearranging or storing a few pieces can make a room feel larger. I can help.

Personal items
Family photos, collections and fridge art make buyers feel like guests. Pack most of them.

Smell
You may not notice your home's smell, but buyers do. Musty, pet, cooking and smoke odors turn people off.

Curb appeal
Mow, trim, wash the porch and driveway, add a few flowerpots and a fresh welcome mat.

> **Before you spend on repairs or renovations,** talk to me. We look at what it costs, the likely return, and how long it would delay listing. If work makes sense and the cash is tight, ask whether it can be paid from your proceeds at closing.

CHECKLIST

Before we list: basic maintenance

- [ ] Well pump and pressure tank working properly
- [ ] Septic system inspected or pumped recently, if you have one
- [ ] Smoke detectors all work
- [ ] A carbon monoxide detector on each floor
- [ ] Furnace filters changed
- [ ] HVAC professionally maintained recently
- [ ] Garage door and opener work smoothly
- [ ] Doors and sliders lubricated
- [ ] No leaky faucets or slow drains
- [ ] Screens, blinds and shades in good shape
- [ ] Light bulbs all working
- [ ] Door locks work properly
- [ ] Gates, latches and fences in good repair

> Know of a bigger problem, like a leaking roof, mold, or something structural? Tell me before we list. Hiding it is not an option, and fixing it first usually goes better than finding it in an inspection.

Notes

PAPERWORK

Disclosures in Wisconsin

I can help you understand the questions on a disclosure form. I cannot help you fill it out. Wisconsin sellers are required to complete it themselves.

Which form you use depends on the property: a real estate condition report for a home, a vacant land disclosure form for land, and a commercial disclosure form for commercial property. I can send you an online version or bring a printed copy when we meet.

The practical rule

When you are not sure whether something belongs on the form, put it on the form. Disclose what you know about the home and the area, past or coming, whether it seems good, bad, obvious or hidden.

Common Northwoods items

- A private well or septic system
- An easement that crosses the property
- A shared or seasonal road the town or county does not maintain
- Unclear boundary lines on acreage
- Heavy ATV, UTV or snowmobile traffic nearby

Disclosure rules are set state by state. The form your agent uses in Wisconsin is the authority, not a guide like this one. If your situation is unusual, we bring in a real estate attorney.

> My Seller's Homework packet walks you room by room so you have the information ready before we sit down with the forms.

When a buyer is coming to see your home

Do

- Turn on all the lights
- Open blinds and window treatments
- Put away clutter and personal items
- Do a last polish of the kitchen and bathrooms
- Sweep the front step and hall
- Use a light, pleasant scent
- Plan for your pets
- Be away during the showing

Don't

> **Don't say a thing.** If you come home and the buyer and their agent are still there, be pleasant and make yourself scarce.

Even harmless answers, like why you are moving or how soon, can weaken your position later in negotiation.

Anything a buyer asks you, point them to me.

GOOD TO KNOW

How buyer's agents get paid

You may have heard about the National Association of REALTORS® settlement. It changed how agent compensation works. Here is the basic idea, as of October 2026.

- **Offers of compensation to buyers' agents are no longer posted on the MLS.** The conversation moves off the MLS, and into the offer.
- **Buyers' agents now work under a written agreement with their buyer.** It covers what the agent will be paid.
- **Compensation is negotiated and put in writing,** rather than advertised in advance. Your listing brokerage can still be paid by you and can still pay a portion to the buyer's brokerage at closing.

What it means for you

Whether you offer to help with a buyer's agent's compensation is a decision for you and your agent, case by case. It depends on the market, how quickly you need to sell, and how many buyers can afford to make an offer. Commissions have always been negotiable.

> **Subject to change.** These rules differ by MLS and by state, and they are still evolving. Ask me what applies in Wisconsin today.

IN THEIR WORDS

What sellers say

> *"If you are buying or selling a property, look no further than Kathryn Conard! ... She got our cabin sold quickly and ensured the closing on our new getaway went off flawlessly without a single hitch."*
>
> **Chris B., Crivitz, WI**

> *"She understood that a home is more than a property, it is memories, potential and part of a family! Our transaction was not simple, 3 parcels and multiple easements, but Kathryn kept it on track and us informed."*
>
> **Jerry P., Town of Stephenson**

> *"We recently sold a business and they handled everything very professional! So helpful and knowledgeable that it all worked out perfectly."*
>
> **Renee O., Town of Stephenson**

> *"Thank you so much for responding to my text so quickly and answering the concerns Julie and I had. You really put our minds at ease."*
>
> **Scott K., Silver Cliff, WI**

> *"I want to acknowledge the great experience it was working with you and your company. ... every aspect was handled efficiently and professionally."*
>
> **Jeff J., Wausaukee, WI**

> *"As the closing manager of a local title company, I get a front row seat watching this company perform as a well-oiled machine. Their organization, promptness, and communication stand out amongst the rest."*
>
> **Renee K., Closing Manager at a local title company**

NEXT STEPS

Let's talk

1. **Call or text me.**
   (920) 621-6719. Tell me about your home and what you are thinking.

2. **Find out what your home is worth.**
   Go to venturenorthrealestate.com.

3. **We sit down.**
   We go over your goals, walk the home, and build the plan together.

Bring to our first meeting

- [ ] Your goals and priorities (pages 12 and 13)
- [ ] Your questions (pages 6 and 9)
- [ ] A survey, septic or well records, and any easement or road agreements, if you have them
- [ ] Anything you know about the home that a buyer would want to know

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