

# DAVID GOODEN

CO-FOUNDER, REALTOR®

THE PRE-LISTING PRESENTATION



DANE ARTHUR®  
REAL ESTATE AGENCY

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## ABOUT DAVID GOODEN

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\$2.5 B

TOTAL SALES

7,500+

TOTAL  
TRANSACTIONS

20+

YEARS OF  
REAL ESTATE  
EXPERIENCE

The next exciting chapter in your life often entails navigating a real estate transaction, whether it's buying a home, selling a home or both.

In today's real estate market, having a reliable, trustworthy agent to advocate for your best interests and deliver high-level professional service can make all the difference. It could be the decisive factor between experiencing frustration and missing out on opportunities or embarking on a smooth journey that not only achieves your goals but also propels your life forward.

David Gooden's story centers on daily commitment, integrity in serving clients, and a genuine dedication to making a difference. As the co-founder and driving force behind The Dane Arthur Real Estate Agency, formerly known as LakePlace.com, David's journey is characterized by a passion for innovation and a commitment to prioritizing clients in every aspect.

With a real estate career spanning over two decades, David Gooden's approach is marked by a dedication to innovation. Rather than seeking the spotlight, he consistently stays attuned to changing market dynamics and leverages technology to enhance client services. Anchored in a down-to-earth approach, David prioritizes the needs of clients above all else. From the early days of digital marketing to today's industry advancements, his commitment to learning and adapting has played a pivotal role in shaping The Dane Arthur Real Estate Agency's success and evolution.

# THE TEAM

*We're here to serve you...at the highest level. We strive to exceed client expectations through our in-depth market knowledge, transparent communication, and a personalized approach that ensures each transaction is smooth, successful and memorable.*

The Dane Arthur Real Estate Agency, a fiercely independent boutique brokerage comprising 60+ agents, has emerged as a formidable player in the real estate market. With nearly \$3 billion in sales and 7,500 closed transactions, the agency's success speaks volumes about its commitment to delivering results. The company's personalized approach sets it apart, providing clients with a tailored and attentive real estate experience.

The standout feature of The Dane Arthur Agency lies in the impressive performance of its agents. Averaging more than five times (5x) the national sales average, these agents consistently exceed industry benchmarks. This accomplishment reflects the company's dedication to excellence, ensuring clients not only meet but surpass their real estate goals.

Operating across Minnesota and Wisconsin, The Dane Arthur Agency has established itself as a regional leader. The agency's focus on innovation has earned it national recognition, named one of the most innovative brokerages in the country by Inman News. This acknowledgment highlights the company's commitment to staying ahead of industry trends, leveraging technology, and providing clients with the latest advancements in the ever-changing real estate landscape.

*While we have embraced change over the years, our core mission has remained unwavering:*  
**Deliver Exceptional, Unparalleled Real Estate Services To Our Valued Clients.**



# TESTIMONIALS

"We were so fortunate to have had Cameron and Dave as our agents last summer. They were instrumental in getting our home sold in one day at a price that exceed our expectations, as well as helping us find our dream home on the perfect lake. Cam & Dave made it feel like we were being represented by good friends. They worked tirelessly to make sure everything went smoothly and were always available to answer any questions. Their team is extremely knowledgeable and always went the extra mile to represent our best interests. "

**Dana J.**

"Dave & Cameron are more than just agents, they became our friends. We always felt they were working hard on our behalf. Communication has always been a poor grade with all other realtors we've used in the past. Dave & Cameron stepped that up by communicating well and often."

**Dirk C.**

"We spoke with 3 other agents prior to David & Cameron, in all 3 cases the other agents did not answer emails, phone calls or messages in a timely manner, if at all. Dave and Cam were easy to stay in touch with. They used the phone, text and email depending on what we needed to touch base on. Good communication was a key factor for us. "

**Rex B.**



"FROM OUR VERY  
FIRST MEETING,  
WE KNEW WE WERE  
IN GOOD HANDS."



Non-MLS  
3 BD 5 BA 3,022 SF  
\$975,000



MLS 6268639  
2 BD 2 BA 2,322 SF  
\$675,000



MLS 1566029  
5 BD 5 BA 5,321 SF  
\$1,000,000



MLS 1955384  
7 BD 6 BA 13,856 SF  
\$955,000



MLS 6382894  
5 BD 4 BA 4,111 SF  
\$938,000



MLS 1555006  
9 BD 10 BA 9,470 SF  
\$1,800,000

# RECENTLY SOLD

# AGENCY

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DANE ARTHUR  
REAL ESTATE AGENCY

## Local Brokerage. Global Reach.

Selling a house can be an overwhelming task. There's advertising to plan and budget for, open houses and private showings to arrange, purchase offers to negotiate, contract contingencies to worry about, and complicated paperwork to fill out. We have extensive experience marketing properties and showing them to their best advantage.

It's our job to know about the latest market conditions, government regulations, and upcoming developments — so that you don't have to.

With billions of dollars in sales, we've been in the business of delighting our clients for more than 20 years. The Dane Arthur Real Estate Agency is a boutique brokerage founded on the principles of honesty, integrity, and hard work. We take pride in being leaders and experts in the real estate industry while remaining humble and grateful for the opportunity to serve our clients.

20+  
YEARS  
IN  
BUSINESS

60+  
TOP  
PRODUCERS

20+  
MN & WI  
LOCATIONS





# SELLER'S ROAD MAP

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## 01 / AGENT

Select a reputable and experienced real estate agent to represent you and your property.

## 02 / PRICE

David will look at comparable sales in the area, market trends, and the condition of your property to help you set an asking price.

## 03 / PREP

Make necessary repairs, declutter, and stage your home to make it appealing to potential buyers. David' team will provide advice on how to make your home more marketable.

## 04 / MARKET

David will create a marketing plan, including listing it on the MLS, capturing high-quality professional photos, hosting open houses, and advertising to potential buyers.

## 05 / OFFERS

David will present any offers received on your home, and represent your interests as you negotiate with the buyer to reach a mutually beneficial agreement.

## 06 / CONTRACT

You and the buyer have agreed to the terms of the offer and both parties have signed the agreements. Appraisal and inspection is likely to follow.

## 07 / FINAL DETAILS

The buyer works with their mortgage provider to finalize the loan and complete all necessary tasks such as inspections.

## 08 / CLOSING

Transfer of funds and ownership are complete and seller is all packed up and ready to move. Time to celebrate!

# PRICING STRATEGY

01

## UNDERSTAND THE MARKET

The first step in developing a pricing strategy is to conduct a comprehensive analysis of the local real estate market. We'll look at data on recent sales and current listings to get a sense of what similar properties are selling for in the area.

02

## CONSIDER THE PROPERTY'S UNIQUE FEATURES

We'll evaluate your property's unique features and amenities to consider how they impact its value relative to comparables in the area.

03

## SET A REALISTIC PRICE

Based on the market analysis and your property's features, we'll set a realistic and competitive price. Keep in mind that overpricing can lead to a longer time on the market and potentially lower offers, while underpricing can leave money on the table.

04

## CONSIDER PRICING STRATEGIES

In a competitive market, pricing the property slightly below market value could attract more buyers and result in multiple offers. Alternatively, if the property has highly sought-after amenities or is in a desirable location, pricing it higher could lead to a quicker sale at a higher price.

05

## BE OPEN TO FEEDBACK

It's important to be open to feedback from potential buyers and their agents. If you're not receiving the level of interest you had hoped for, we'll consider adjusting the price or marketing approach to better align with market demand.



## PREPARING YOUR HOME TO SELL

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### DECLUTTER AND DEPERSONALIZE

A cluttered and personal space can make it difficult for potential buyers to envision themselves in the space. Remove personal items and keep the space clean and organized.

### CLEAN AND STAGE

Clean the house thoroughly and consider staging it to make it more attractive to potential buyers. Staging can highlight the home's best features and help a buyer picture themselves living in the home.

### MAKE NECESSARY REPAIRS

Address any necessary repairs or improvements before listing the property. This can include fixing leaky faucets, patching holes in walls, and updating outdated fixtures.

### IMPROVE CURB APPEAL

First impressions matter, so take time to improve the exterior of the home. This could include adding fresh landscaping, painting the front door, or power-washing the exterior of the house.

### PROFESSIONAL PHOTOS

David will hire a professional photographer to take high-quality photos which is essential for marketing your property. The professional photographer will capture your home's best features and help it stand out online.

# MARKETING STRATEGY

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## PROFESSIONAL PHOTOGRAPHY

Our first step is to have a professional photographer take high-quality photos of your property. The property photos will be bright, clear, and showcase the best features of your home, inside and out.

## VIRTUAL TOUR

Creating a virtual tour of your property will allow potential buyers to view the home from the comfort of their own computer or smartphone. This will give buyers a better sense of the layout and help them visualize living in the space.

## ONLINE LISTING

Your property will be listed on popular online real estate websites such as Zillow, Realtor.com, DaneArthur.com and **EVERY** broker enabled website in the market area. Detailed description, features, and its location to be included.

## DIGITAL ADVERTISING

Your property will be shared on social media platforms such as Facebook, Instagram, YouTube and Twitter to reach a wider audience. Additionally, targeted ads will run to reach specific demographics and increase exposure.

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## OPEN HOUSES

At your discretion, I'll host open houses for potential buyers to come and view your property in person. This is a great opportunity to highlight the features of the home and answer any questions that buyers may have.

## PRINT ADVERTISING

Custom flyers, brochures and mailers will be designed and distributed to local brokers and prospective buyers. We'll also distribute postcards and/or door hangers promoting your property for sale.

## PUBLIC RELATIONS

I will carefully craft a story around your unique property and pitch it out to local Real Estate websites and newspapers for even more exposure.

## NETWORKING

I will utilize the Dane Arthur Agency's agent network to spread the word about your property and its unique features via email, social media and in person interactions.



# HOUSE CLOSING PROCESS

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## HOME INSPECTION

Typically, the buyer arranges for a home inspection to ensure that there are no major issues with the property. If any issues are identified, the buyer may request repairs or a reduction in the purchase price.

## TITLE SEARCH & INSURANCE

A title search will be conducted to ensure that the seller has clear ownership of the property and that there are no liens or other issues with the title. The buyer will typically purchase title insurance to protect against any issues that may arise in the future.

## CLOSING DOCUMENTS

The closing disclosure outlines the final terms and costs associated with the purchase. Both the buyer and seller will need to review and approve this document before moving forward.

## CLOSING COSTS

The buyer and seller will need to pay closing costs, which can include fees for the title search, title insurance, appraisal, attorney fees, and other expenses.

## TRANSFER OF OWNERSHIP

The title company will transfer ownership of the property from the seller to the buyer. The seller will need to provide the keys to the property, and the buyer can take possession of the home.



# MY PROMISE

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✓ I will assist you in preparing your home for sale, including recommending any necessary repairs or upgrades to maximize your sale price.


✓ I will market your property through a variety of channels to ensure maximum exposure to potential buyers.

✓ I will provide you with regular updates on the status of your home sale and any feedback received from potential buyers.

✓ I will work tirelessly to get you the best possible price for your home.

✓ I will handle all negotiations with potential buyers on your behalf, and will work to secure the best possible terms for you.

✓ I will be available to answer any questions you may have and provide guidance and support every step of the way.



DAVID WILL BE  
THERE FOR  
YOU EVERY  
STEP OF THE  
WAY.

DANE ARTHUR

REAL ESTATE AGENCY

**DAVID GOODEN**

The Dane Arthur Agency

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