

# SELLING YOUR HOME



**five star\***  
REAL ESTATE LEADERS



# Why Five Star?

Five Star encourages agents to think and operate like innovators. Our real estate agents are ultimately here to help people. Five Star Realtors have the ability to create cutting edge marketing for your home, unique ways to meet as many potential buyers as possible, and ultimately, deliver Five Star service to you.

Five Star was founded in 1996 by Broker, Greg Carlson, who is still the owner today. Our agents consistently close more than twice the national average of transactions. We are a leading company in West Michigan Real Estate, because we understand that this business is not about us. The core of success is the relationship between the homeowner and their Realtor.

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4601 Lake Michigan Dr. NW  
Grand Rapids, MI 49534  
616.791.1500

Five Star Real Estate offers their agents customized support and shared inspiration to make an impact on their client's lives. Our agents aren't trapped by the confines of traditional real estate brokerages, giving them the freedom to succeed.

TOP  
**5**

*Independent Brokerage  
in Michigan*

TOP  
**50**

*Independent Brokerage  
in the Nation*

TOP  
**100**

*In Closed Transactions  
in the Nation*

\*Per Real Trends & MAR 2018



# What I Do For You

## ***DISCOVERY & RESEARCH***

- Study Comparable Properties
- Location Analysis
- Area Amenities
- Neighborhood Stats
- Market Climate
- In Depth Market Analysis

## ***MARKETING YOUR HOME***

- Pricing Strategy
- Staging, Prep & Photos
- Online Strategy
- Showings / Follow-up

## ***TRANSACTION MANAGEMENT***

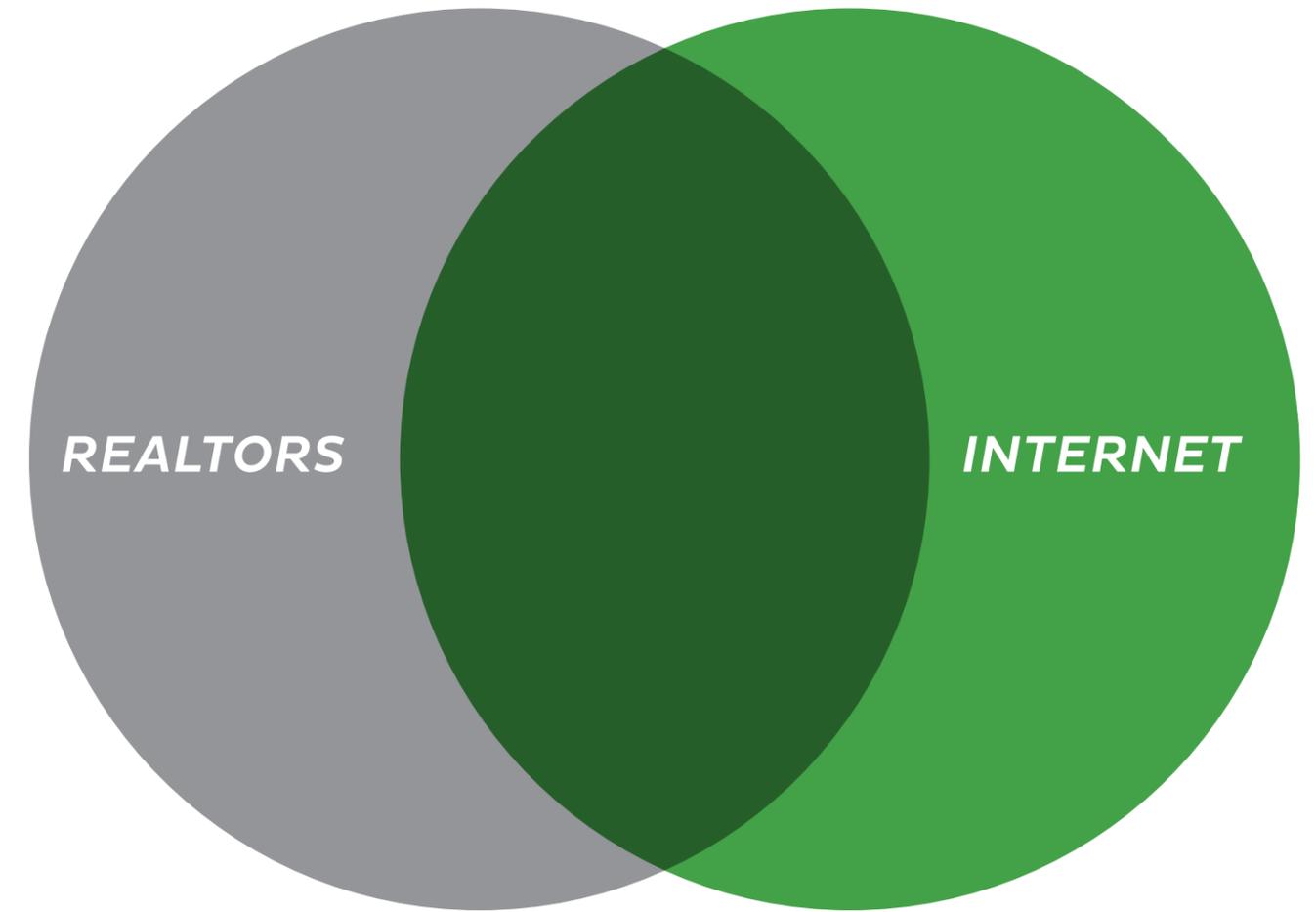
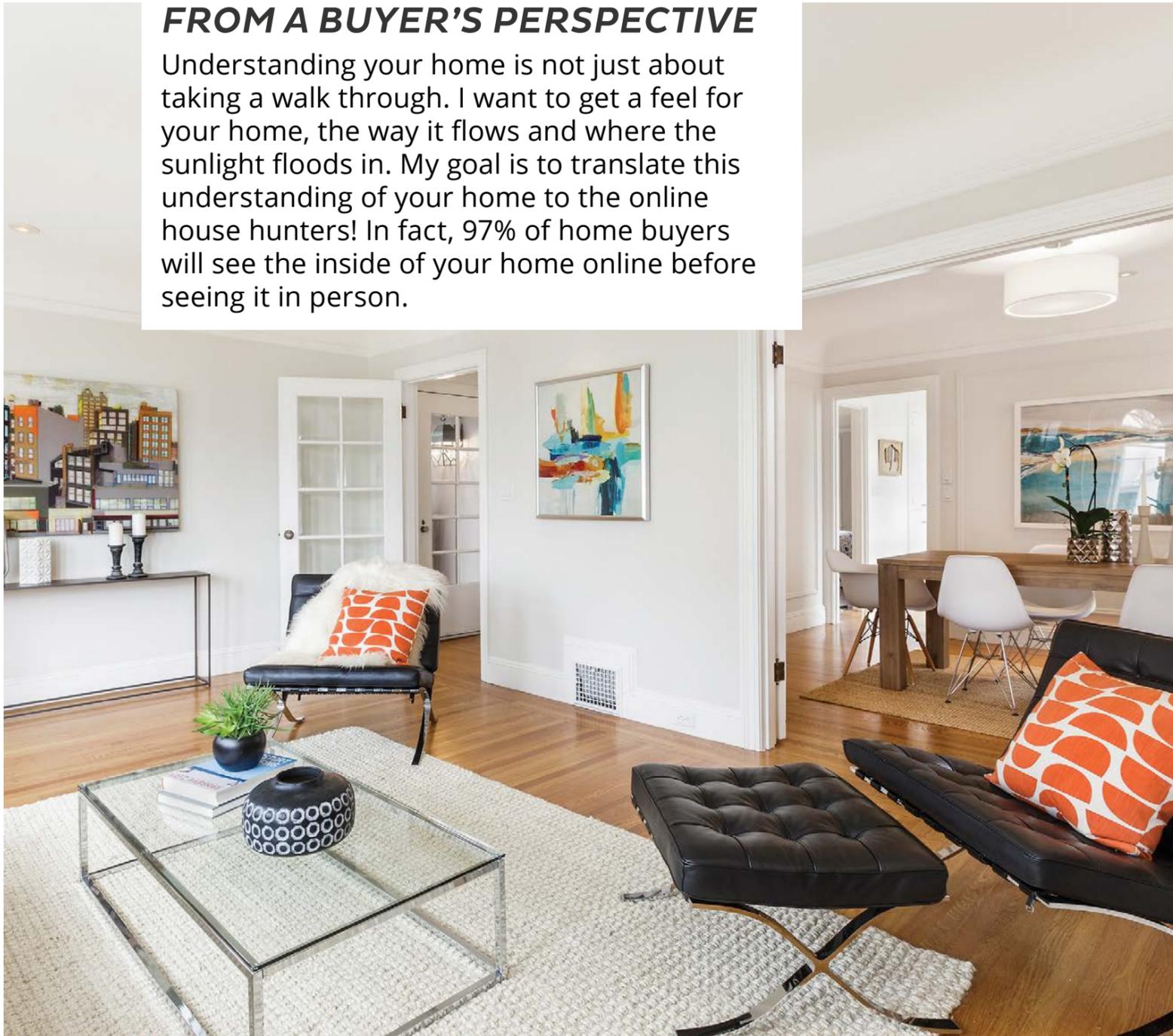
- Negotiating & Offer Analysis
- Proceed Breakdown
- Inspection & Appraisals

## ***CLOSING READINESS & BEYOND...***

# Understanding Your Home

## FROM A BUYER'S PERSPECTIVE

Understanding your home is not just about taking a walk through. I want to get a feel for your home, the way it flows and where the sunlight floods in. My goal is to translate this understanding of your home to the online house hunters! In fact, 97% of home buyers will see the inside of your home online before seeing it in person.



## Maximizing Your Home's Exposure

Home buyers use several information sources when they search for their next house. The majority choose to begin their search on the web, then continue their search with a Realtor. This overlap is a marketing sweet spot. I present your home online to maximize its pros and minimize its cons. With my experience and knowledge of the market, I turn potential buyers into actual sales.

\*National Association of Realtors® Profile of Home Buyers and Sellers (2017)

# Marketing That Works

## ***NETWORK WITH OTHER AGENTS***

We tap into our networks of real estate professionals around Michigan and the world. With our established, professional connections, we promote your home. By using Multiple Listing Services (MLS), referral and relocation resources we maximize your potential to sell.

## ***PROMOTE DIRECTLY TO PROSPECTIVE BUYERS***

From the far reaching voice of the internet to the simplicity of a yard sign, we tailor a direct to buyer marketing plan. Making decisions on where we advertise or hold an open house are based on market data trends and our years of experience. We will customize marketing activities that match your needs.

## ***CONSTANT CONTACT***

Communication is key to keeping you comfortable and informed about the sale of your home. You will know about the results of our marketing activities and be informed of any changes in the market. We will always consult you before we make any adjustments to the marketing strategy.





# Staging For Excellence

## *HIGHLIGHTING YOUR HOME'S GOOD SIDE*

On average, staged homes sell for 10% more than unstaged ones. What and where to focus your time and resources in preparing your home can be daunting. I make it easy by advising you to clean, repair or update the areas that will bring you the best return. Discovering the best areas of your home to showcase maximizes your home's worth. Even where to place fresh flowers or how your home smells will help make the sale. Comprehensive levels of staging are available and I will advise you when I think it's necessary. The goal is to show buyers your home's potential so they can visualize themselves living there. By giving buyers a positive experience in your home we increase your chances for an offer.

# Perfecting Your Visual Presence

***WITH SPECIALIZED PHOTOGRAPHY, VIDEO AND SOCIAL MEDIA, WE MAXIMIZE YOUR SELLING POTENTIAL.***

In a survey by the National Association of Realtors, home buyers said that online photos were the number one feature they used when searching for a home. With 80% of all home buyers starting their search online, a picture is worth more than a thousand words, it's worth thousands of dollars! You wouldn't want your potential buyers to overlook your listing by having bad photos or even worse, no photos. I know what will make or break a sale visually. Let me wow your buyers by getting professional photos that illustrate your home's beauty.

Most home searching is done online but that doesn't mean a sign in your yard is worthless. While we enjoy peeking into potential homes from the comfort of our own home, we also drive or walk through the neighborhoods we see ourselves living in. The amount of signs needed to get buyers to your home varies. I ensure that potential buyers are left with all the information they need to schedule a viewing.

Videos, 3D tours, drone photography or specialized social media campaigns have the potential to sell a home overnight. I stay up to date with all the latest technologies. When it is appropriate, I will tailor a digital campaign that makes an impact on the market.

From the first selling day I will be in overdrive, working hard to bring your home the most exposure as often as possible. Together, we will monitor the market closely and if needed, adapt and implement fresh ideas until we get your home sold!

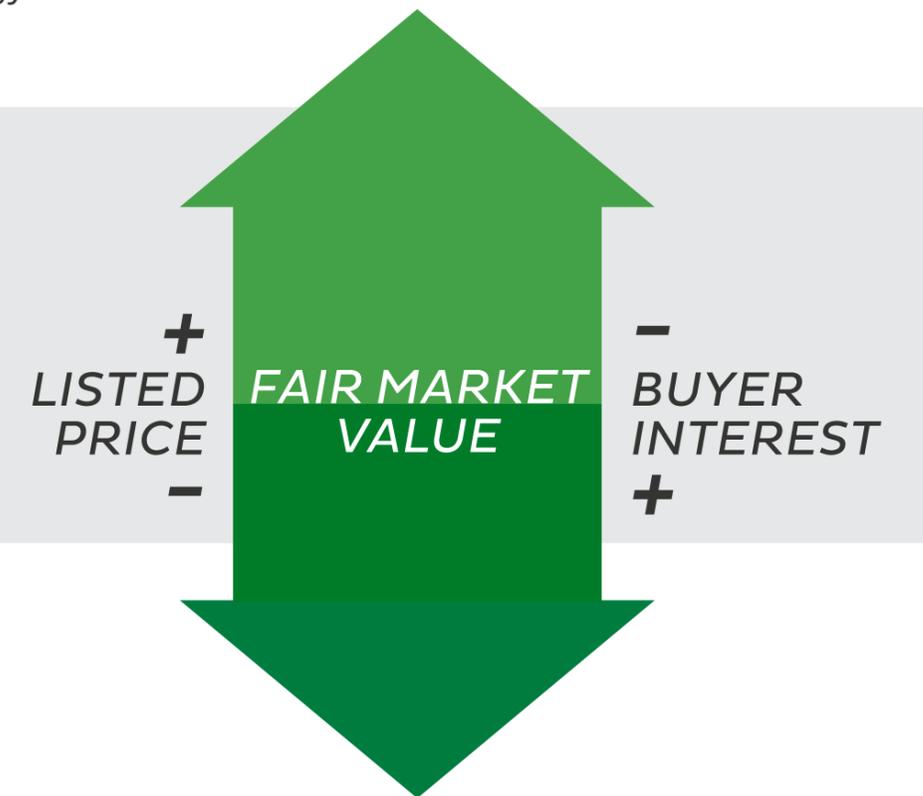


# The Right Way to Price Your Home

Pricing your home is one of the most important decisions that we will discuss. It can be tempting to shoot for the stars when thinking about how much money you want to get out of your home, especially in a seller's market. But, there can be some risks when pricing too aggressively! We'll talk through pricing strategies for your home and make certain that we are using every tool and data point that we can to determine the best pricing strategy.

## ATTRACTIVE PRICING

A home listed below market value attracts a lot of attention. A home listed above market value attracts very few buyers. Our goal is to price your home as close to fair market value as possible. Fair market value is the ideal price where we can expect the largest share of buyers for the maximum available price.



## BUYER ACTIVITY

Buyers are most active in the 2nd week of your home's listing. This chart illustrates how activity reduces the longer your home is on the market. While interest in your home fades, so do your chances of a sale.

Weeks on the Market

1

2

3

4

5

6

Buyer Activity

# Selling In 10 Steps

Selling your home is more than a yard sign and a post on the internet. I keep the process simple and communicate with you every step of the way.

## 1 **DISCOVERY & RESEARCH**

We tour your home and give our insights on what will help your sale. We discuss the value of your home and develop initial marketing strategies.

## 2 **LISTING APPOINTMENT**

You're ready to list! Review the calendar of expectations, sign documents and enter into contract.

## 3

### **PRE-LAUNCH**

All of our marketing materials are collected. From photography to lock boxes on your home, we make sure everything is prepared for launch day.

## 4

### **LAUNCH DAY**

Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials that we've agreed on will be created and rolled out!

## 5

### **BUYER PROSPECTING**

Consistent exposure of your home is spread across marketing platforms. All scheduled events are completed until we reach a sales agreement.

## 6

### **SALES AGREEMENT**

Once an offer has been made, we will review all terms and conditions and respond as needed.

## 7

### **INSPECTIONS**

Your buyer will hire an inspector to review your home. The inspector is likely to recommend some repairs or upgrades and we will negotiate on your behalf.

## 8

### **LOAN COMMITMENT**

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

## 9

### **CLOSING PREPARATION**

The lender's requirements have been met and the documents have been ordered. We schedule the closing, review the figures and the buyer has a final walk through of your home.

## 10

### **CLOSING**

The last step! Documents are signed, keys are exchanged and proceeds are received. You cancel your utilities and insurance and your yard sign is removed from your property. We are there to help after the sale of your home, whenever you need us.

# Seller's Checklist

No one has a more important role in the home selling process than you. Sometimes a little effort can go a long way. The goal is to make your home a place that strangers want to stay in. Follow this guide to contribute to your home's successful sale.

## **MAINTENANCE**

Loose handles, squeaky doors and small dents in the walls are small things, sure, but you'd be surprised by the negative effect it can have on a buyer. They may wonder what else could be wrong with the house. If there are any major issues, schedule an appointment now, then start tackling the small things.

## **CURB APPEAL**

Make sure the first thing prospective buyers see of your home entices them to want to see more. Keeping the lawn green and mowed is just the beginning. By investing some effort in relatively easy fixes like planting colorful flowers and repainting your front door, the outside of your house can beckon them to come in.

## **DE-CLUTTERING**

Less is more when it comes to getting your house ready to show. Do a clean sweep of counters, windowsills, tables, and all visible areas in every room. If the house is overflowing with stuff, even in closets and cupboards, buyers might worry that the house won't have space for their own belongings.

## **DEPERSONALIZE IT**

Remove distractions so the buyers can visualize themselves and their family living in the property. Things like family photos or bold artwork may make your home less appealing to the general public. Repaint your bold accent wall a light neutral color. If a buyer is distracted by your choice of color, they lose interest in your home. The goal is to create a blank canvas so buyers can envision themselves living there.

## **SHOW IT OFF**

Keep the home at a comfortable temperature. Open curtains and turn on accent lights. You might consider buying healthy plants, a bouquet of flowers or bowl of fruit for the kitchen counter. Plants create a more welcoming environment and bring life to any space.

## **SMELL TEST**

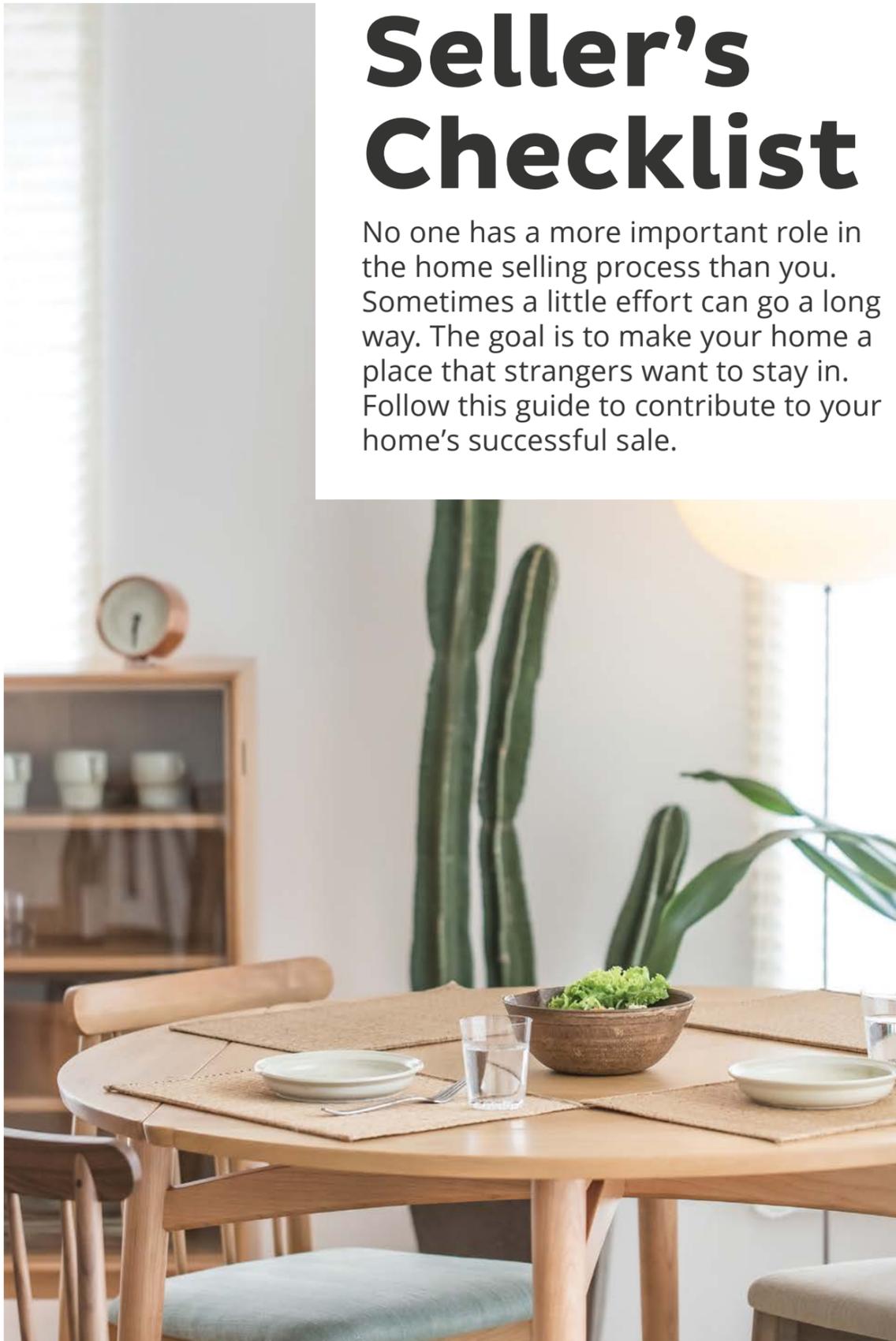
Foul odors, even slight ones, can be a deal breaker, and the problem is that you might not even notice them. Invite an unbiased third party in to detect any pet smells or lingering odors in your home. If the smells are pervasive, time to do some deep cleaning, buyers know your masking techniques like candles or air fresheners.

## **CLEAN THREE TIMES**

You want your property to sparkle. Clean appliances inside and out. Remove fingerprints from doors, walls and any stainless steel appliances. Dust and vacuum the entire house. Make your home look like it's effortless to keep shiny.

## **HIDE VALUABLES**

From art to jewelry, make sure that your treasures are out of sight, either locked up or stored off site.



# Market Statistics

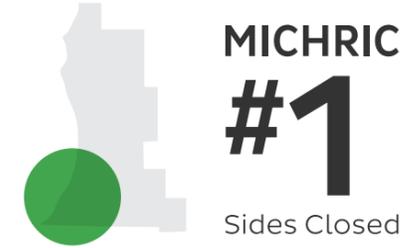
State and National - 2019

## THANK YOU

Thank you for the opportunity to discuss how I will get your home sold. I will work hard on your behalf, communicate with you and guide you every step of the way. Your desired result is my goal!

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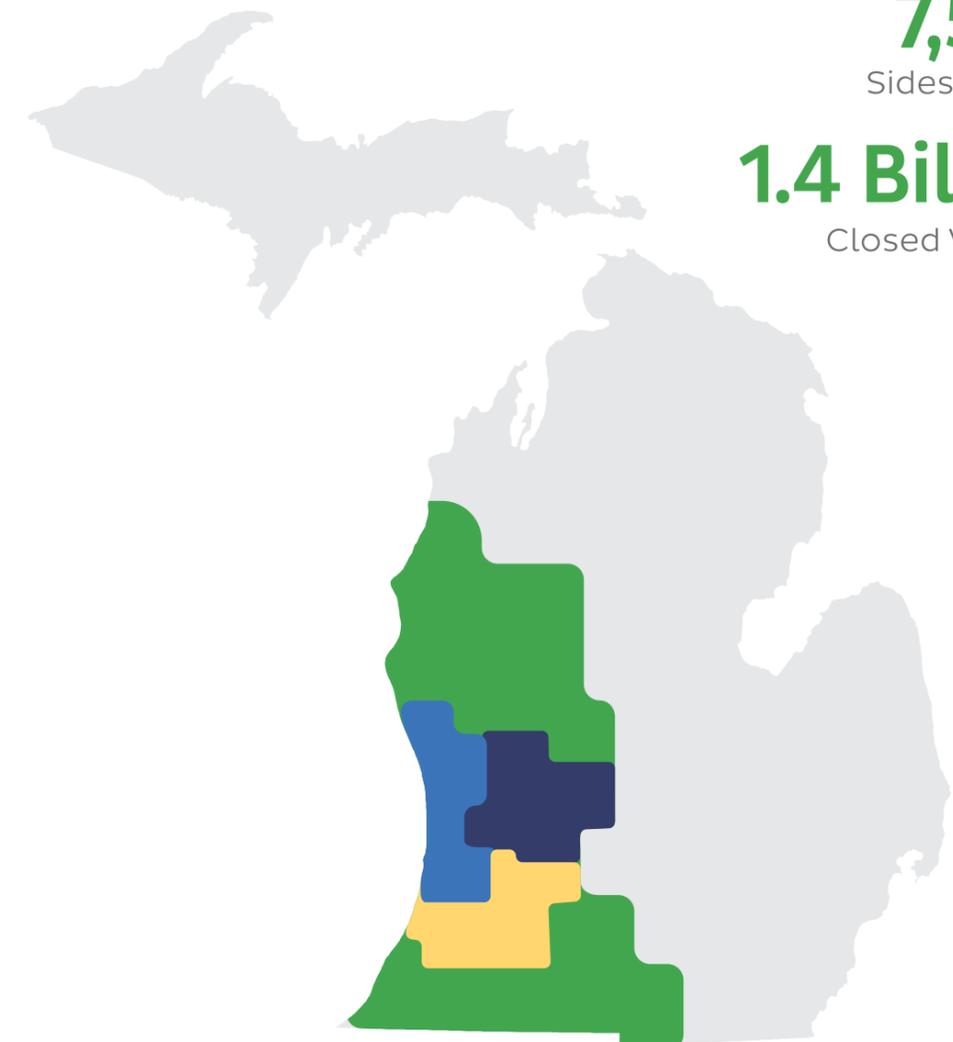


**7,526**

Sides Closed

**1.4 Billion**

Closed Volume



TOP  
**5**

*In Michigan  
For Transactions  
Closed*

TOP  
**50**

*Independent  
Brokerage in  
the Nation*

TOP  
**100**

*In Transactions  
Closed in  
the Nation*

All statistics are retrieved directly from MICHRIC. State & National statistics are from Real Trends.