

A Guide to Selling Your Home

The Sweet Sound of Sold!!



Melody Stirk, REALTOR®
8175 Creekside Drive, Ste. 100
Portage, MI 49024
(269)492-7569 Office
(269)207-7894 Cell



SELECTING AN AGENT

Why Choose Me to Be Your Real Estate Consultant?

I know the Real Estate Business

I work full-time as a REALTOR®

I will give you specific suggestions to help your home sell
faster and for a higher price

I know where and how to look for potential buyers

I will be thorough and attentive to the details

I will stay in touch with you throughout the process

I will present and explain all offers

I will provide advice to help you make informed decisions

I know how to negotiate in your best interests

I know how to successfully close a transaction

I will be happy to share my credentials!

Pledge of Service

"I will put forth every effort to assist in the marketing of your home."



THE MARKETING EXPERIENCE

Pre-Marketing Consultation | *Getting to Know Each Other*

I will:

1. review state-mandated Agency Disclosure
2. explain the **Keller Williams Difference**
3. take time to discuss your needs and carefully view your home
4. note all home features, detailing significant updates

Listing Appointment | *Developing Our Plan*

I will:

1. present and review a comparative marketing analysis with you to determine price
2. discuss marketing strategy and the exclusive benefits of Keller Williams Realty
3. discuss the benefits of the One Year Protection Plan
4. complete listing forms
5. gather previous title insurance and survey
6. plan photography session
7. discuss showing preparation with you
8. install temporary sign (if applicable)
9. install keybox (if applicable)
10. order pre-marketing inspections of home, pests, well, septic, boundaries, etc. (if applicable)
11. discuss compliance with Land Division Act (if applicable; refer to your legal counsel)
12. discuss zoning compliance for residential, income units & commercial (if applicable)



You can help by:

13. calling the gas and electric company to request a printout of bills for last 12 months
14. writing a short note to prospects describing what you like about your home and neighborhood

Moving Ahead with Our Plan | *Attending to the Details*

I will:

1. submit your home information to Keller Williams Realty
2. compose REALTOR® comments for Multiple Listing Service
3. help develop home flyers
4. order a preliminary title search
5. order high visibility sign installation with my direct number
6. deliver home flyers with copies of seller's disclosure, lead base paint disclosure, survey and/or plat drawing, plat restrictions, inspection reports, and home warranty for display at your home
7. provide a basket of "booties" (if desired)
8. review the marketing plan and pricing with you to maximize your marketing position
9. send 15 Day Market Update Reports for your review
10. respond promptly to any of your questions and concerns

Keller Williams Realty will:

1. release your home information to the Multiple Listing Service
2. submit your home information to www.realtor.com and other internet sites
3. compose ad copy for the Keller Williams section of HOME, open houses and other advertising
4. submit your ads to appropriate publications
15. schedule photography session and confirm time and date with you
16. submit photos to our Graphics Department for use in printed marketing material
17. upload photos to our web site to create your home's online Virtual Tour
1. process 360° photos (if applicable)
2. create your home's personal web site at www.MelodyStirk.com



THE MARKETING EXPERIENCE

Showing Your Home | *Gathering Feedback*

I will:

1. display an Open Sunday sign rider during the week before your Open House (if applicable)
2. request that prospects sign a guest register when visiting your Open House
3. help schedule and coordinate showing appointments (if desired)
4. follow up on showings to gather buyer and REALTOR® opinions of the home in comparison to other homes they are considering

You can help by:

5. writing down the name and number of Realtors® who call to make an appointment and then calling me so I can follow up
6. leaving the home during showings (if possible)

When an Offer is Near | *Creating Buyer Competition*

I will:

1. inform Realtors® who have shown your home that there is serious interest from a buyer so they can contact and perhaps obtain additional offers from their buyer prospects

Offer Written | *The Call You've Been Waiting For*

I will:

1. meet with you to present the offer (Note: the buyer's REALTOR® may want to present the offer; the buyers will not be present)
2. fully discuss the buyer's offer
3. counsel you when drafting an acceptance or counter offer
1. present your acceptance or counter offer to the buyer's REALTOR® and/or buyer and continue to negotiate terms on your behalf
2. acquire signatures of all parties on all necessary documents and provide you with copies
3. satisfy agreement delivery requirements
4. deliver title insurance commitment and other necessary documents to buyer or buyer's REALTOR® for review and approval
5. confirm buyer's compliance with loan application requirements by the date specified
6. coordinate pest inspection, home inspection, radon testing and any other inspections
10. assist with the order and delivery of well and septic inspection reports (if applicable)
11. review results of reports and remediation requests with buyer's REALTOR® (if applicable)
12. present remediation requests to you and review related reports (if applicable)
1. assist with obtaining second opinions on repair estimates (if applicable)
2. assist with repair and remediation activities (if applicable)
3. obtain progress reports from buyer's REALTOR® and report progress to you
4. obtain confirmation of loan approval with conditions noted (if applicable)



THE MARKETING EXPERIENCE

Preparing for Closing | *The Home Stretch*

I will:

1. schedule and coordinate closing time, date and place
2. coordinate buyer's pre-closing final walk-thru inspection
3. remove keybox, promotional materials, booties, etc
4. review closing documents with you prior to closing
5. review the sales agreement, especially noting personal items that were to remain with the home
6. attend the closing with you

You will need to:

7. call utility companies and schedule final readings for the date when buyers take possession
8. arrange to have your telephone disconnected
9. arrange the transfer of any warranties to the buyer
10. bring photo identification to the closing

At Closing | *Ownership Transfer*

I will:

1. confirm buyer's final compliance with all terms of the sales agreement
2. discuss transfer of possession, keys, garage door openers and warranty documents
3. discuss transfer of utilities

After Closing | *Wrapping up*

I will:

1. order sign removal

You will need to:

2. notify your homeowners insurance company to alter coverage

***Thank You for Allowing Me
to Be a Part of Your Team!***

***Please Consider Referring Me
to Your Family, Friends and Co-Workers.***



HOME WARRANTY

Provides the buyer with up to one year's coverage on selected items:

- ➡ **Central Heating System**
- ➡ **Central Air Conditioning System**
- ➡ **Interior Plumbing**
- ➡ **Selected Appliances (Included in the Sale)**
- ➡ **Electrical System**
- ➡ **Hot Water System**

When you provide coverage for the buyer, you (the seller) also have limited coverage on certain items for the term of the listing. Ask me for detailed information.

According to a study by the National Association of REALTORS®, homes with a Home Protection Plan sell 60% faster and for a higher price than those without one.



ADDING SALES APPEAL

People usually decide within two minutes whether they like your home. The first impression is often the lasting impression. They start forming their opinion before they even walk through the front door! So it is smart to ask yourself if your house is as presentable as it can be for a faster sale at the best price.

*If you want to be a seller...
you have to **think like a buyer!***

The best way is to imagine you are a prospective buyer. You have probably been looking at other homes, so approach your present home the way you look at other homes. Get into your car and drive up to your home the way a prospective buyer would. How does it look from down the street or from the curb? Is the lawn nicely manicured? Are the shrubs trimmed? Are the walks clear of snow and ice?

Step inside. Is the living room cluttered? Are tiles loose or missing in the kitchen or bathroom? Are the closets and cabinets neat and orderly? Are there cracks or water damage spots on the walls or ceilings? Are the rooms dark or well lit? Just remember what your reactions are when you see such things.

As your real estate representative, I will take the following steps to find prospective buyers: advertise; hold open homes; attract buyers through professional signage; qualify buyers or prospects; separate the buyers from the curiosity seekers; guide you in setting a realistic price; show your home to the best advantage; and work with you on negotiations. When it comes down to the buyer's final decision, your home is going to have to help sell itself.



A good rule to follow is to make only those improvements that will improve your chances of selling. Avoid making major changes unless they will increase the value of your home more than the cost of the improvement.

QUESTIONS FOR SELLERS

First Impression – Exterior

1. Should I fertilize or reseed the lawn and get the landscaping into shape?
2. Would new landscaping improve the curb appeal?
3. Is there any shrubbery that needs to be cut back?
4. Are the sidewalks, driveways and flowerbeds free from weeds?
5. Could I put flowerpots or plant flowers near the front door?
6. Does my roof need repair? Do my gutters need to be cleaned or do they need to have extensions attached?
7. Are the shutters, window frames and front door in need of painting?
8. Do I need a new storm door to improve the first impression?
9. Would painting the exterior dramatically improve the curb appeal & value?
10. In the winter, are the sidewalks salted and free of ice?
11. Could the mailbox use some paint or replacement?
12. Are the front steps in good repair?
13. Are there any torn screens or cracked windows?
14. Would a new front door mat convey pride of ownership?

"What will be the buyer's first impression of my home, and what can I do to improve it?"

First Impression – Interior

1. Is the interior temperature comfortable? (air conditioning on in the summer; heat in the winter)
2. Is the kitchen, which is the most important room in the house, bright and attractive?
3. Can I remove items from inside the kitchen cabinets to make them look more spacious?
4. Do the cabinets need to be cleaned, painted or refinished?
5. Are the countertops free of can openers, coffee makers, toasters, etc.?
6. Are all the dirty dishes, towels, dish clothes, sponges, etc., put away?
7. Are there any leaky faucets or drains?
8. Are the tubs and sinks free of rust stains or other signs of water hardness?
9. Do the drains work properly?
10. Do I have fresh, attractive towels to display in the bathrooms?
11. Does the carpet need cleaning or replacing?
12. Is there pet odor in the home?
13. Have I replaced burned out light bulbs? Have I used brighter bulbs in darker areas?
14. Are all light switches in working order? Is there plenty of light on the basement steps?
15. Have I cleaned out all closets, packed away "off-season" clothes and packed up all items not necessary for daily living until after the sale?
16. Is there any furniture I could store or dispose of to make rooms appear larger? Should I rent a storage unit?
17. Are the garage & storage areas as clean and neat as they can be?
18. Does the home need to be neutralized by removing wallpaper and painting a shade of white/cream/beige?
19. Do all the windows open and close easily? Do the windows need to be washed?
20. Is the fireplace clean? Is it ready to display with logs, candles, etc. to make it look inviting?
21. Is the plaster/drywall free of cracks, nail pops, visible seams, loose drywall tape, water stains, etc.?
22. If the basement is dark and gloomy, would it benefit from painting the walls, floors, and ceiling a light gray or beige?
23. Are there bowed or discolored ceiling tiles that need to be replaced or painted?
24. Are there reserved items that need to be removed or replaced prior to showings?



GETTING READY FOR SHOWINGS

1. Put away or secure all valuables and medications.
2. Open all curtains and drapes to brighten the rooms.
3. Turn on all lights inside and outside, day or evening.
4. Play soft music wherever possible.
5. Display home flyers, disclosures, utility bills for gas/oil/electric along with any other information related to the home for the buyer to review.
6. Leave a short note for the buyers stating why you love your home, neighborhood and/or schools.
7. Put 3-4 teaspoons of vanilla extract into the oven for 10 minutes @ 350° prior to showings. This will make the home smell wonderful.
8. Display seasonal pictures of your home.
9. Be sure that pets will neither distract the prospective buyer nor detract from your home's appearance. Cage or remove your pets for showings, if possible.
10. Leave your home for the showing. If that isn't possible, be willing to temporarily move out of the room that the prospective buyer wants to see. When weather permits, consider remaining outdoors during the entire showing.



THE SWEET SOUND OF SOLD

- Instant Photography
- Professional, Color Fliers
 - Personalized signs
- Just Listed/Just Sold Postcards
- Open House Advertising
- HOME Magazine Ads
 - Websites
- www.MelodyStirk.com
 - www.kw.com
 - www.SWMRIC.com
- 15-Day Market Updates
 - Newsletters



IMPORTANT DECISIONS TO BE MADE

1. Establish Your Priorities:

- Price – This will determine how long your home will be on the market.
- Timing – How soon will you place your home on the market?
- Convenience – How available will you make your home for showings?

2. Selecting the Right Real Estate Consultant to Market and Sell Your Home:

- Who do you feel most comfortable with?
- Who offers unique marketing tools?
- Who is doing the majority of business in your area?

Once You Have Decided:

We will get together to determine our marketing and pricing strategy. As your professional real estate consultant, I plan to assist you in achieving your goal. In doing so, I plan to earn the privilege of receiving the referrals of your family, friends and business associates.

**I look forward to working with you
to accomplish the goal of selling your home!**



WORKING TOGETHER

I will be happy to discuss any of these items with you to ensure that your home is effectively shown to prospective buyers. During the process I'll try to make things as simple and convenient as possible.

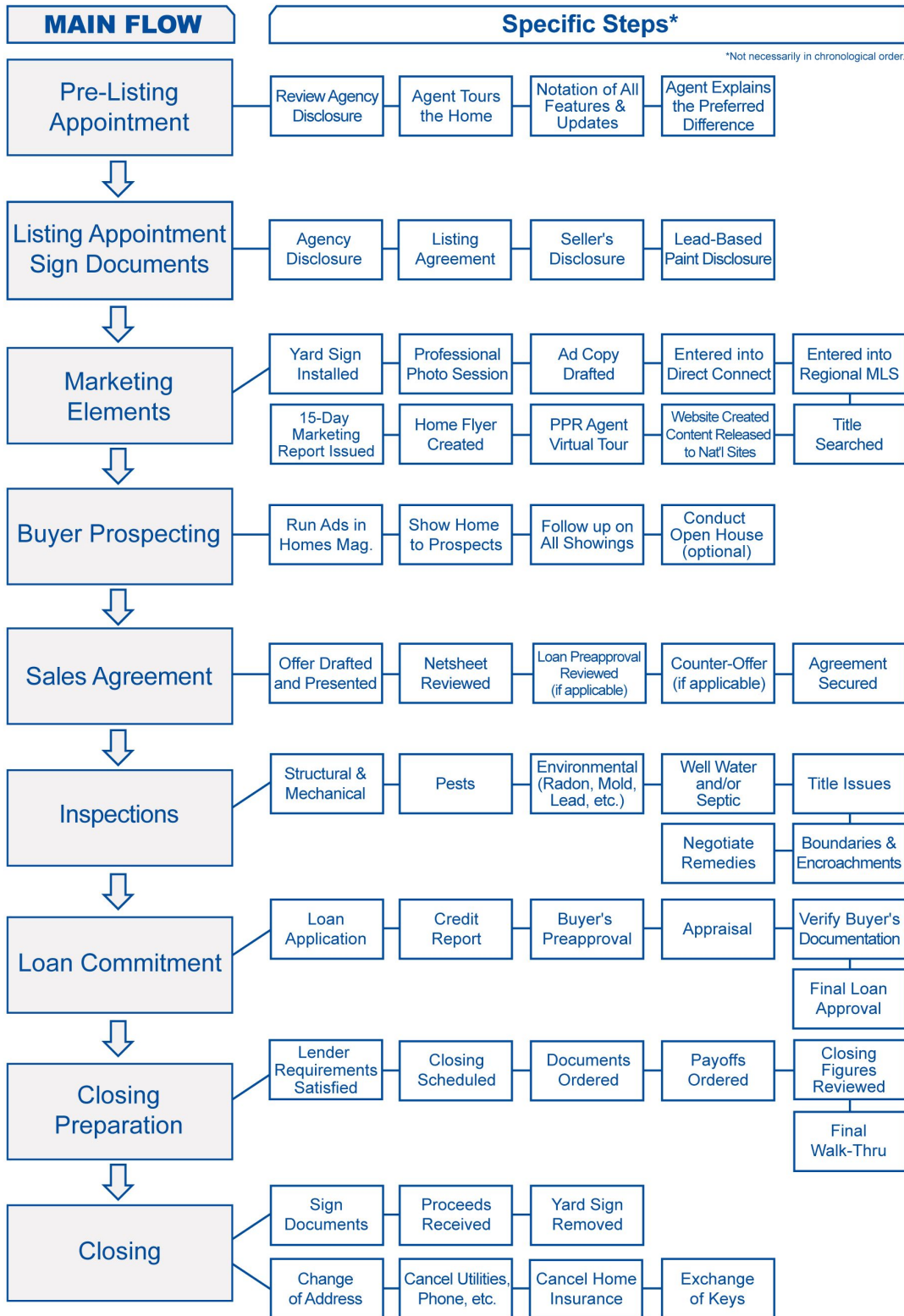
To expedite the sale of your home, it is important that you be willing to do the following:

1. Maintain the property in the best condition possible up to and including the date of closing and possession.
2. Make the property available for showings at all reasonable times.
3. Provide easy access for authorized agents to show the property.
4. Try to vacate the property during all showings.
5. Notify me immediately if and when any marketing material (home flyers, disclosures) is depleted or damaged.
6. Call me the moment a concern arises. Don't allow any disappointments or frustrations to build.
7. Notify me immediately if any circumstances such as liens, lawsuits, refinances, or changes in marital status have occurred after the signing of the listing.
8. Inform me of all physical changes to the property and include changes or damages made by weather or environment during the listing.
9. Please refrain from negotiating without my presence.



Listing Process Diagram

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*Not necessarily in chronological order.

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KELLER WILLIAMS®
R E A L T Y

MOVING CHECKLIST

SIX Weeks Before

- | | |
|---|--|
| <input type="checkbox"/> Prepare an inventory of everything that's going. | <input type="checkbox"/> Make any necessary travel plans. |
| <input type="checkbox"/> Collect everything that's not going with you for a garage sale or donation to charity. | <input type="checkbox"/> Make hotel reservations and reconfirm later. |
| <input type="checkbox"/> Set a date for a garage sale. | <input type="checkbox"/> Check with a veterinarian about pet move and immunization records. |
| <input type="checkbox"/> Contact the charity for the date and time of pickup and save receipts for tax returns. | <input type="checkbox"/> Purchase full coverage insurance on all movables. |
| <input type="checkbox"/> Call several moving companies for estimates. | <input type="checkbox"/> Check with employer to determine if they will cover your moving expenses. |
| <input type="checkbox"/> Select a mover and arrange for exact form of payment at destination (cash/check/credit card). | <input type="checkbox"/> Check your freezer and plan your use of the remaining food over the next six weeks. |
| <input type="checkbox"/> Get cartons and packing materials to start packing NOW! Do your packing a little bit at a time and don't wear yourself out. Write each box's contents and corresponding room on the outside. | <input type="checkbox"/> Service power mowers, boats, etc., that are going to be moved and drain all gas/oil to prevent fires. |

FOUR Weeks Before

- | | |
|--|---|
| <input type="checkbox"/> Contact insurance agent to transfer or cancel coverage. | <input type="checkbox"/> Notify all magazine subscriptions of the change of address. |
| <input type="checkbox"/> Gather medical and dental records, notify schools and have transcripts forwarded. | <input type="checkbox"/> Collect everything you have loaned and return everything that you have borrowed. |
| <input type="checkbox"/> Check auto licensing requirements. | <input type="checkbox"/> Collect clothing and other items to be cleaned or repaired. |

TWO Weeks Before

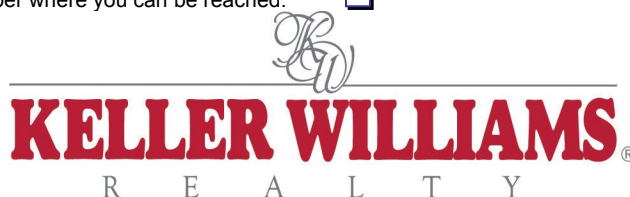
- | | |
|---|--|
| <input type="checkbox"/> Have car tuned up for the trip. | <input type="checkbox"/> Have farewell parties and visits. |
| <input type="checkbox"/> Fill out post office change of address forms. | <input type="checkbox"/> Hire a babysitter for moving day. |
| <input type="checkbox"/> Transfer or close checking and savings accounts. | <input type="checkbox"/> Give away or arrange for the transportation of houseplants (most movers will NOT move plants). Plants can be sold at garage sales or make great "Thank You" gifts for good neighbors. |
| <input type="checkbox"/> Contact utility and phone companies for refunds of deposit and set a turn-off date for each. | <input type="checkbox"/> Dispose of all flammables and hazardous materials. |

ONE Week Before

- | | |
|---|---|
| <input type="checkbox"/> Put all valuables in a safe place to prevent loss during the move. | <input type="checkbox"/> If traveling with pets, get tranquilizers for the trip. |
| <input type="checkbox"/> Separate cartons and luggage needed for personal/family travel. | <input type="checkbox"/> Cancel newspaper and other services. |
| <input type="checkbox"/> Pack a separate carton of cleaning utensils and tools. | <input type="checkbox"/> Check and make inventory of all furniture for dents and scratches. |

MOVING DAY!

- | | |
|---|---|
| <input type="checkbox"/> Plan to spend the entire day at the house. Stay with the moving van driver to oversee inventory. | <input type="checkbox"/> Confirm your delivery date and time. |
| <input type="checkbox"/> Approve the Bill of Lading. | <input type="checkbox"/> Double check each room to make sure you have everything. |
| <input type="checkbox"/> Double check the delivery address with the driver. | <input type="checkbox"/> Lock all doors and windows and advise your REALTOR® and neighbors that the house is empty. |
| <input type="checkbox"/> Give the driver a phone number where you can be reached. | <input type="checkbox"/> |



SMILE! You've done a great job!

WORDS FROM OUR CLIENTS

I am so glad Linda asked for you. She does not realize how lucky she is to have you as a realtor and basically just to know you. Mary and I were spoiled knowing you. There is not another person like you. I have proof. Here in New Jersey, if anything has to get done, it is always Mary or me that have to do it. The contractor, realtor, banker, etc. say they are going to do something but end up doing very little. I cannot mention how many times we said "If Melody was on the job . . . it would have been done by now". Mary and I are taking care of business but it sure would be nice to have you here. . . if not just to give us advice.

*David Short and Mary Whitley
Mattawan, MI now residing in Parsippany, NJ*

Melody Stirk is an outstanding realtor! She really gives her clients a thousand percent all of the time. She keeps you updated – meaning you don't have to try and find your realtor to know what is going on – and, she works for YOU! She is honest and truly caring about you during what could be a very stressful time.

*Wally and Millie Wrench
Kalamazoo, MI*

Mindy and I can't begin to thank you enough for all your hard work and dedication with regard to our real estate needs over the years. We have both enjoyed and continue to enjoy our relationship with you, both personally and professionally. Your perseverance and success in the selling of our real estate is unmatched. You continue to keep us informed moment by moment which gives us the comfort in knowing that you truly care about us and the sale of our property. Thanks, Melody! We look forward to our continued relationship with you.

*Dan and Mindy George
Plainwell, MI*

I met Melody many years ago before I was ready to think about home ownership, but when I was ready to buy my first home, I would not have even considered dealing with anyone else. True to form, she was helpful and patient with all my 'first-timer' questions. Seven years, one husband and two kids later, we were ready to move up and once again Melody was our natural choice. She was at our side thru the whole process, there to smooth out the stress of buying and selling at the same time plus trying to coordinate multiple closing dates and moving schedules. She is a wonderful giving person and an incomparable business person - I would (and have) recommend her enthusiastically!

*Kevin & Brenda Marsh
Portage, MI*

I had the distinct pleasure of partnering with Melody in the purchase of my first home on the west side of town. Melody is truly excellent and committed to finding the perfect home that suits you and your family. Melody kept me informed every step of the way. I really appreciated her knowledge of real estate, responsiveness, and high degree of professionalism. Melody had a distinct ability to keep a positive outlook during the occasional tense moments to ensure the success of my home purchase. Throughout our relationship, Melody exhibited unparalleled professionalism and friendliness. Melody was very attentive to all my concerns and I always felt confident that she was looking out for my best interests. I strongly recommend Melody to anyone buying or selling a home in the Southwest Michigan area. Melody's experience and market knowledge will benefit you tremendously. She is truly first class.

*Meredith Tims
Kalamazoo, MI*



