



[www.NedeauRealtor.com](http://www.NedeauRealtor.com)

(231) 744-6219

# Nedeau Real Estate





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## Exceptional Personal Service

Thank you for the privilege of serving you for 60 years. We are the oldest independent Real Estate office in the Muskegon area. Known for our discretion, teamwork, and our good reputation, we look forward to serving you for the next 50+ years!

## Representation

We diligently represent our sellers through promoting your best interest, bringing you qualified buyers, and maintaining our fiduciary responsibility to you throughout the entire transaction from listing day to closing day and beyond.

## Boutique Office

Established in 1959

Family Owned and Operated

Longest Standing Independent Office

All Our Agents Work for You



## Philosophy

As an independent, non-franchised real estate firm, J. Nedeau Realtor focuses solely and directly on its clients and seeks to deliver consistent and dependable value over time.

## Purpose

Nedeau Real Estate successfully brings buyers and sellers together. Our professional agents build lifelong relationships with clients to achieve their real estate needs, for every season of their lives.

# Nedeau Real Estate



## Heritage

Successfully serving all segments of the real estate market in West Michigan for over 55 years. We've been here for three generations and are deeply rooted in the community.

## Social Responsibility

Our involvement in many community non-profit organizations, boards, and associations, brings to our sales efforts a wide range of talents and contacts. Whether it's conveying our knowledge and enthusiasm for the community, or getting the answer to your questions, we are able to add that dimension to effect a sale.

## Approach

We listen! At J. Nedeau Realtor we customize and tailor our plan to suit your unique needs.

## Local Office

West Michigan is our home. Our knowledge and involvement in the area and the lakeshore makes us an invaluable resource. We're committed to the well-being and growth of the community.

# Commitment to Our Sellers



## Your Agent

Your agent will represent your interests and our role as your agents will be thoroughly presented for your consideration.

## Property Information

We gather all pertinent information about your property, including tax records, survey, title services, and association information. This allows us to be the experts on your property .

## Free Comparative Market Analysis

We will provide you with a current market analysis. Our goal is to learn about your home to help you find the most effective list price for your property.

## Market Plan

We create a customized market plan for you and will continue to update you on current market trends.

## Multiple Listing Service

Your property will appear in the West Michigan Lakeshore Association of Realtors MLS that reciprocates information with the Grand Rapids Association of Realtors MLS and all others in the state of Michigan. We go the extra mile in ensuring that your property appears in its best light on its listing.

## Advertising

We will review with you our local advertising programs, as well as our on-line presence on well-known websites.

## Promotion to Other Brokers

We will promote your property to other area brokers, sales associates, and colleagues.

## Home Enhancement

We can help you develop a plan to enhance your property's ability to attract buyers.

# Commitment to Our Sellers



## Qualifying Buyers

We can seek financial qualifying information on all buyers submitting a purchase offer.

## Purchase Offers

We will present all purchase offers you receive and will assist in negotiating the best price for your property.

## Financing Alternatives

We will show you various financing alternatives for buyers of your property and discuss the likely impact of each alternative on your sale.

## Closing the Sale

We will monitor and inform you of the progress of the transaction, including the resolution of all contingencies and conditions during the entire process.

## Estimated Proceeds

We will furnish you with a written estimate of the proceeds you can expect from the sale of your property.

## No Hidden Fees

Unlike our competitors, J. Nedeau Realtor does not charge processing, documentation, or administration fees.

## Support Services

We can provide you with contact information for contractors and other services.

## Teamwork

The J. Nedeau Sales Team can schedule a tour of your property. This enables our Team to be knowledgeable about your property when promoting it to prospective buyers.



# YOU & YOUR HOME



We will craft a unique story that will resonate on an emotional level with buying prospects. This story will describe your home's top selling points including what you love about your home.

## FACTS & FEATURES *Sample*

Single family home

3 bedrooms

2 baths

Built in 1951

1,856 sf

2-car garage

Walking distance to local school

Hardwood floors

Open Concept

Finished Basement

Fireplace

Entertainment-style kitchen

# LISTING STRATEGIES



## Identify Motivated Buyers

Our MLS has a prospecting feature that can identify potential buyers for your property, match prospects to your home's features, and produce a list of buyers who are most likely to purchase your house.

## Tell a Story

What made you fall in love with your home when you first bought it? What do you truly cherish about coming home everyday? Chances are, the next buyer will be motivated by the same features. Let's tell the story.

## Customized Brochure

Traditional direct mail to zip codes does not reach your specific target market. Customized brochures can be delivered directly to our handpicked list of buyers, brokers, and others to put the information in the hands of the people most motivated to buy your home.

## Think Outside with Paid Social

Organic hits on your property through social media websites are not enough. Paid boosts and ads can be targeted to buyers displaying online habits indicating they are in the market to buy a home.



# DIGITAL MARKETING



At J. Nedeau Realtor, Inc., we pride ourselves in promoting your property with a custom marketing plan. Here's a snapshot of the tech tools that we will use to help sell your house, in addition to traditional avenues like print, direct mail, and open houses.



## INTERNET DISTRIBUTION

Your listing will appear on our MLS and our website – [www.NedeauRealtor.com](http://www.NedeauRealtor.com). We also participate in a program with ListHub, thereby distributing your home to multiple real estate websites including Realtor.com, Zillow, and Trulia.



## ORGANIC & PAID SOCIAL

In addition to the typical internet marketing through the MLS, our office website, and other real estate websites, our office and individual agents have active social media accounts to promote and market your home.



## EMAIL

Our website has a lead capture feature that targets motivated buyers. This enables us to develop a unique email campaign directed at buyers looking at your home!



## PAPERLESS, COLLABORATIVE TRANSACTION

Our digital transaction management platform brings all parties of the transaction together to complete, sign, and share documents on one secure, online system with mobile application.





# SETTING THE OPTIMUM PRICE



Ultimately, buyer value or market value will determine the selling price of your property. Your property has many values to the Tax Assessor, Lender's Appraiser, Insurance Company... and finally, to you.

It also has distinctive values to prospective buyers and the current market value. Some factors that can determine the value of your home are...



## LOCATION

This can be the single greatest factor affecting the value of your home. City or rural settings, the school districts, taxes, and local amenities.



## TIMING

The current real estate market may favor either a buyer or a seller. Market conditions cannot be manipulated. An individually tailored marketing plan will be developed accordingly.



## COMPETITION

Buyers compare your property to other properties offered in the marketplace.



## CONDITIONS

Property condition affects price and speed of the sale. Optimizing physical appearance and preparing in advance for marketing maximizes value.