

EDGE

A Customized Listing Plan to Give Your Home the EDGE

J. NEDEAU

REALTOR, INC.

THE
NEDEAU
GROUP, LLC

Prepared Exclusively
for: Kris & Steve Long
By: Carolyn Nedeau
(231) 955-3690





PREPARATION YOU & YOUR HOME



We will help you present your home in the best way possible to the largest audience of potential buyers. Outlined below are ways to help your home stand out among the competition

4 Ways To Prepare For Success

1. Staging

Just as a director carefully stages a play to make a desired impression, so must your home be properly staged for sale.

2. Exterior

Your home should always have curb appeal and ease of entry.

3. Interior

Your home should always feel warm and welcoming

4. Agent Action Items

Just as you will have things to prepare, we also have items to prepare for your home to start off with your best foot forward



4

Staging Your Home

A buyer's first impression is usually the most important and lasting one.

Sometimes the smallest improvements can make a significant difference in a buyer's perception of your home. We are happy to offer suggestions or provide recommendations for a professional to stage your home.

Exterior

- Entry should be clean and clear of clutter to make the space inviting
- Clearly marked entrance, with pathways cleared of snow, ice and debris
- Landscaping projects are finished
- Weeding, raking and other maintenance is completed

Interior

- Decluttering and personal items removed
- Heat/AC set a comfortable temperature
- Regular repairs and maintenance items are completed
- Counter tops neat and polished and appliances cleaned
- Mirrors, fixtures, and taps cleaned and polished
- Floors cleaned; garbage containers emptied; beds made
- Inside of closets and cupboards neat and tidy
- Fireplace cleaned
- All flooring clean and fresh
- Jewelry, medications, and firearms are locked safely away

Agent Action Items

- If being used, chose and make an appointment with a professional photographer
- Check Signage
- Create Flyers
- Get some buzz going by contacting the neighbors to let them know the home will be listed



POSITIONING 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. This story, the positioning, is the main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why we want your home to stand out from the competing houses.

FACTS & FEATURES *Sample*

Single family home

3 bedrooms

2 baths

Built in **2004**

1,565 finished sf

2-car garage

New flooring, new deck, new bathroom

Spacious bi-level home with large fenced yard, patio, new deck, additional carport and perfect storage room. Our favorite features of this home include the open concept with sliders to a new deck and space for an office, home school, or just to spread out. The owner loves living in this quiet neighborhood on a cul-de-sac.



Campaign Goals

The primary objective of the marketing campaign is to find a buyer for your home. The criteria for meeting this objective include the following:

- Market value of your home
- Current market conditions

Identify Motivated Buyers & Target Audience

The target audience for your home are prospective buyers actively searching for homes within your home's price range, area, lifestyle, or any combination of these variables. 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

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to other similar home for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers. 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.



Launch Day

Launching your listing for optimal effect requires information. We can research the highest traffic day and favored Open House day for the location. Create buzz about the launch and the first open house by inviting neighbors only to the first half hour of the open house. Create emotional investment and urgency by holding off showings until after the first open house.

Think Outside with Paid Social & Calls to Action

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. Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. For example:

- *Schedule a Tour* - Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is "See This Home."
- *Ask A Question* – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home.
- *Learn More* – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include "See More Photos," "Watch More," "Read Neighborhood Highlights" and "Get Address & Details."



DIGITAL MARKETING



At Nedeau Real Estate, 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. 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.



PRICING YOU & YOUR HOME



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...

Setting the Optimum Price



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.

RECENT COMPARABLE SALES



1,240 square ft. AG
3 bedroom
2 bathroom
Built in 2021

Sold \$/Sq. Ft. \$181.45



2 Days on Market

\$225,000

1,321 square ft. AG
3 bedroom
2 bathrooms
Built in 2014

Sold \$/Sq. Ft. \$198.33



2 Days on Market

\$262,000



1,240 square ft. AG
3 bedroom
2 bathrooms
Built in 2021

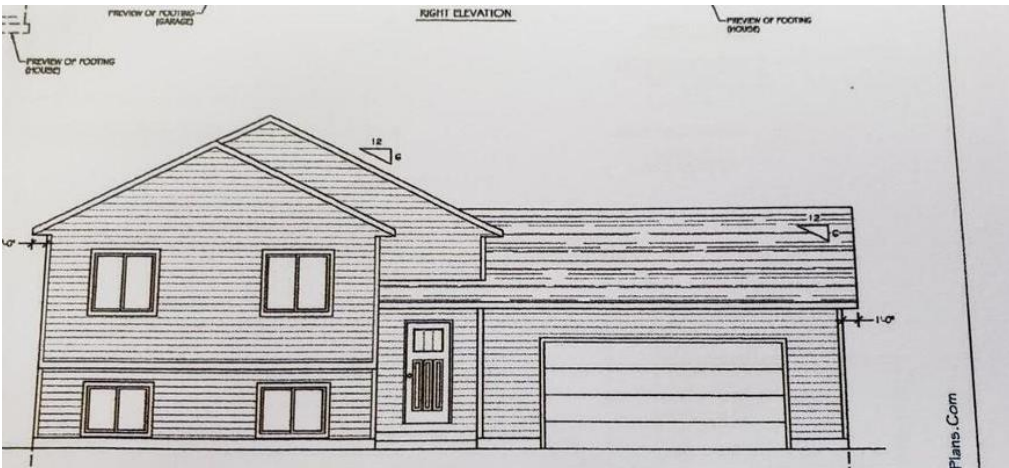
Sold \$/Sq. Ft. \$182.26



303 Days on Market

\$226,000

RECENT COMPARABLE SALES



1,220 total square ft
3 bedroom
2 bathroom
Built in 2021

Sold \$/Sq. Ft. \$195.41



7 Days on Market

\$238,400

1,084 square ft
3 bedroom
2 bathrooms
Built in 2014

Sold \$/Sq. Ft. \$202.95



45 Days on Market

\$220,000

Comparable Home Make-Up

Similarities

Features: 3 Bedroom
Location: Egleston Township
Style: Bi or Tri-level homes
Time: last 6 months

Differences

Size: Larger Above Grade sq. ft.
Age: Newer Construction

SIMILAR ACTIVE LISTINGS



1,240 square ft AG

3 bedroom

2 bathroom

Built in 2020

List \$/Sq. Ft. \$201.61



7 Days on Market

\$250,000

Currently, there is only one comparable home on the market. It is a new construction, bi-level home with an unfinished lower level. It is in neighboring Eagle View Estates. There are 9 other homes on the market, that vary in location, condition and pricing.

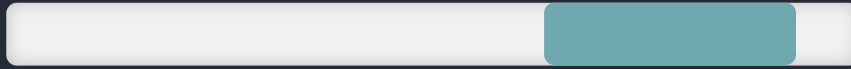
CURRENT HOUSING MARKET



MARKET STATUS



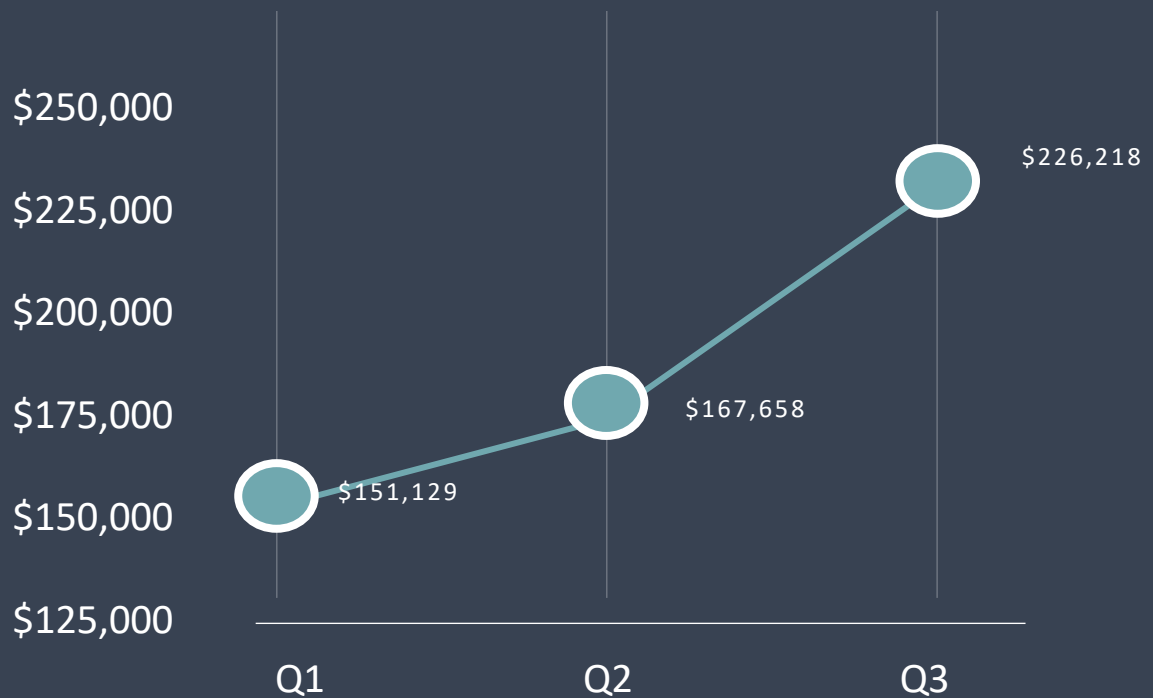
BUYERS



SELLERS



SALES PRICE IN YOUR AREA



There have been 98 single family homes sold in Egleston Township during the first three quarters of 2021. The average sold price has climbed each quarter as has the sale price over the list price. In the third quarter, the Sale price over list price was at 102.64%

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LISTING RECOMMENDATION



Comparable Home Make-up

As previously noted, the current market shows five similar properties that match the standards and unique criteria of your home. They are located in Copper Creek Association or the neighboring association of Eagle View Estates. Similar in design and features, some differences exist in terms of above grade square feet and age. We were able to ascertain a price point that will provide a marketable property using the information from these homes. There is little current competition, which is advantageous to you. While the currently listed home is newer and a little larger, it does not have a finished lower level. Additionally, the updates, remodeling, and additions you have made in your home, provide extras that other homes may not have, and yours is move-in ready. One aspect we need to consider is the fewer above grade square feet and a potential appraisal.

Recommendation

List Price: \$240,000

ESTIMATED CLOSING COSTS



1. All Costs Required And Necessary to Clear Title

2. Owner's Title Insurance

We have good working relationships with a few title agencies and would be happy to make a recommendation. We then follow through by working with the title office to facilitate the closing.

3. County & State Revenue Stamps

\$1.10 per thousand on the sales price in Muskegon County. \$7.50 per thousand on the sales price in the state of Michigan.

4. Preparation of Warranty Deed

The title company prepares the deed and/or other documents necessary to convey clear title.

5. Tax Proration

6. Payoff of Current Mortgage or Liens

This can include, but is not limited to delinquent taxes, judgements, and tax liens on the property.

7. Final Utility Bills

8. Payoff of Special Assessments

As negotiated in the purchase agreement.

9. Buyer's Closing Costs

On VA/FHA, government issued bonds, and/or as negotiated in the purchase agreement.

3 different price points can give you an idea of what may happen in a sale. Your estimated Seller net Sheet will appear later in this document. It assumes a December 31st closing date, and it does not account for any loans, liens, or assessments that may exist.



LET'S RECAP



We understand that selling your home is one of the biggest financial transactions you will make. Ultimately, it is your home and your decision. Please ask questions and give feedback, so that we can work as a team to make this a positive experience.



Our Listing Price: **\$240,000**

Based on the current market and direct competition, we feel this listing price is appropriate. There is added value to your home over the current competition based on the finished lower level and improvements you have made.



Competition

There are 10 single family homes on the market in Egleston Township. Only one is a true comparable home to yours. The other homes vary in style, location and price point. Your improvements will add value over many of the homes in the area.



Conditions

To optimize the first impression of the buyer, as we discussed, “decluttering” will help to maximize the buyers first impression. You want them to be able to visualize their belongings in the home.

LET'S RECAP



EDGE

Following this recap, you will find more specific details for the CMA, comparable homes, the currently listed home, as well as closing cost information and an estimated net sheet based on varying price points.



Go To Market Strategy

Your home, its positioning, and pricing are the key elements to selling your home for the optimum price as quickly as possible. We will actively pursue potential buyers through cultivation of our network, prospecting, some print, and social media targeted to the people most motivated to buy your home. Please review your specific Marketing Plan.



Timing

It is still a seller's market right now. The proximity of the listing period to the holidays will most likely have an impact on the length of time the home may be on the market.



Expected Time on Market

Both the comps and active listing show a short amount of time on the market. By entering the market now, we want to capitalize on the pace of the market this year. As we noted, it may be slowing down around the holidays. Evaluating the status of activity in the next 2 to 3 weeks is advised.



Always Available

You have my contact information, and I have attached more cards. Please feel free to reach out anytime with questions, concerns or general comments. We will always communicate feedback and information from showings and marketing efforts.



OUR TEAM



Sam Nedeau – Broker/Owner

(847) 899-2204 | samnedeau@nedeaulaw.com

Carolyn Nedeau – Sales Manager/ Realtor®
Epro, RENE

(231) 955-3690 | carolyn@nedearealtor.com

Chris Benedict – Realtor®

(231) 557-3588 | chris@nedearealtor.com

Jim Fetters – Realtor®

(231) 578-3687 | jfeters817@comcast.net

Gina Loera – Realtor®
SRS, ABR, SDP

(231) 3279000 | gina@nedearealtor.com

Bob Meloche – Realtor®

(231) 206-9621 | rmeloche@comcast.net

Greg Zuidema – Realtor®

(231) 557-1890 | gjz2sons@gmail.com