

A Guide to Selling Your Home



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It's All About You

My real estate business is built around one guiding principle: It's all about you.

I will help you by...

- Taking the time to understand your wants, needs, and expectations; answering your questions; returning your phone calls and emails the same day; and being always honest with you.
- Helping you obtain the highest possible price for your home in the shortest amount of time.
- Advising you on pricing and staging once I have evaluated your home thoroughly against the market.
- Implementing a comprehensive marketing plan to expose your house to buyers through as many channels as possible.
- Coordinating the home-showing process with your family's needs in mind.
- Presenting all offers and advising you on the terms and contingencies contained within.
- Negotiating on your behalf for the best offer.
- Scheduling and coordinating completion of contingencies and inspections and monitoring the buyer's loan process.
- Coordinating and supervising the preparation of all real estate closing documents and guiding you through the closing process.

During the entire listing, from start to finish, **always representing YOUR best interests!**

Get Ready to List

What will your home sell for?

The market determines how much your home is worth. I will advise you on pricing after a thorough analysis of your property compared to the market, and with my recommendation, you will make the final decision.

Five Factors Affecting the Value of Your Property

Recent Sales

Comparable homes in the area that have recently sold which will help determine the fair market value for your home.

Location

Location is one of the most important factors in determining the value of your property.

Condition

The condition of the property affects the price and speed of the sale.

- I'll advise you in optimizing the appearance of your home to maximize the buyer's perception of its value.

Competition

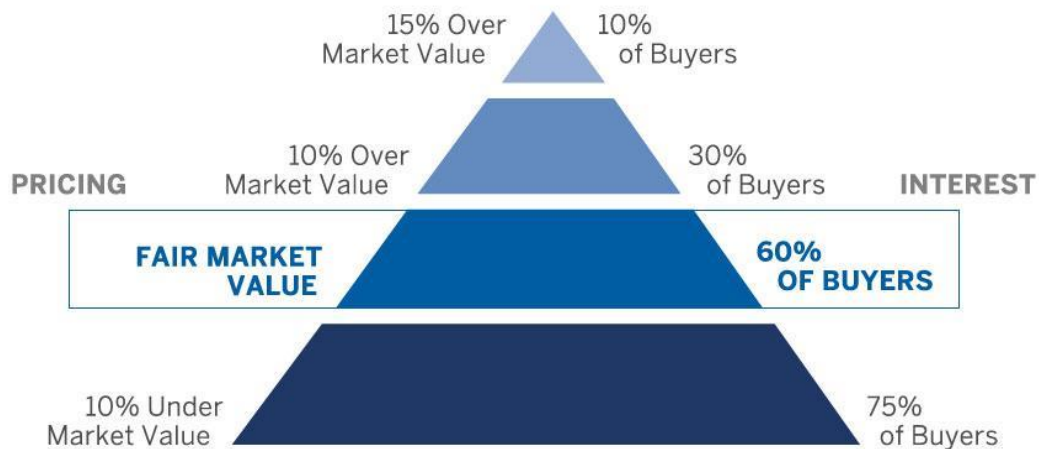
Prospective buyers are going to compare your property, both the condition and the price- to other active listings in your neighborhood. To be competitive, I'll advise you on pricing and staging your home.

Timing

The first 30 days your property is listed is the most crucial. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

Get Ready to Sell- Price

- A **well-priced** home creates interest, attracts buyers, generates showings, and produces offers- all very quickly.
- An **overpriced home** may be seen by the market as a lack of seller interest in selling their home. Overpriced homes have few showings, no offers, and take longer to sell.



Get Ready to Sell- Condition

You don't get a second chance to make a first impression.

- Most buyers make decisions about the property they see within the first 15 seconds of entering the home.
- Homes in great condition attract more interest and offers and tend to sell for more than homes in less than great condition.

Staging Makes and Difference

Decluttering and improving the appearance of the home is what we call "staging." Living in a home is different than staging a home.

A buyer needs to "see themselves living in the home". A well-staged home creates more interest, therefore generates more offers.

Stand Out from the Crowd

- Start at the curb of your house, notice any maintenance or landscaping issues (chipped front door paint, poor outside lighting, dirty windows, overgrown bushes and hedges, cluttered walkway, and driveway, etc.)
- Inside the home, observe...is it tidy, clean, and odor-free? Does the layout of furnishing allow for easy flow?
- Throughout the house, make note of any areas that need painting or repair, and check flooring for wear and cleanliness.
- Make note of family photos or personal items that can be packed away.

Marketing Action Plan



Marketing Your Home

This marketing plan is designed for maximum exposure of your home in the shortest time possible. Before we can get started, the first important step is to:

- Sign and complete listing forms including Showing Time form
 - Staging of your home
 - Schedule time to shoot property photos and virtual tour.
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First Two Weeks

- Enter listing into MLS system.
- Put up “for sale” yard sign.
- Install lock box and flyer box.
- Review showing procedure.
- Syndicate listing to real estate websites.
- Place listing on social media, encourage family and friends to do the same.
- Send out “Just Listed” postcards to neighborhood.
- Invite brokers and agents to tour home.
- Begin agent to agent marketing efforts.
- Review and update status
- Hold open houses.

Ongoing Activities

- Show property to potential buyers.
- Follow-up on internet leads
- Provide you with weekly updates detailing my marketing efforts and providing you with comments from prospective buyers.
- Monitor market conditions.
- Monitor comparable properties for sale.

*Your home will be well advertised
on the following websites:*

 **Zillow**[®] **trulia**

realtor.com[®]

 **Homes.com**[®]  **HomeFinder**
.com

 **move in michigan**
.com

A Smooth Closing

The closing process finalizes the sale of your home and makes everything official. At the closing you get paid and the buyer receives the deed and keys to your home.

Sellers Commonly Pay the Following at Closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate transfer tax
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvements receipts on the home you sold.

Anita Blender

Anita Blender, founder of Blender Realty, has extensive experience in the real estate industry. She began her career in 1990, as a marketing and leasing associate for Village Green Apartments. With a passion for real estate and talent for effective communication, Anita went on to sell new construction homes for Wyndam Realty, Uniland Corporation and Tadian Homes. She was recruited by Bluerock Real Estate to be the VP of Sales and Marketing.



While at Bluerock, Anita introduced a \$42-million-dollar mixed use condominium conversion project in Southfield, Michigan. With a flair for marketing, Anita presented The Charles, a luxury condominium development on the Upper East Side of Manhattan, New York.

Anita also served as the Director of Marketing and Leasing for Premier Property Management, where she directed the promotion and leasing for 19 multi-family apartment communities, including new construction developments, conventional properties, subsidized and senior housing. Some of her most noteworthy projects while with Premier were Woodbridge Estates and Gardenview Estates in Detroit, Michigan. Most recently, Anita completed a new construction condominium community, The Reserves in Auburn Hills, MI.

With a proven ability to market, lease and sell real estate, Anita has also assembled an investment portfolio of rental homes in Oakland County, Michigan. She is well versed in renovating and repositioning properties to increase the asset's value.

Anita earned a bachelor's degree from Michigan State University and a Master's in Management from Walsh college. She has an active broker's and salesperson license. She is also a certified Senior Real Estate Specialist, an Accredited Buyer Representative, and a member of GMAR Board of Realtors, Realcomp and the Home Builders Association of Southeastern Michigan.

Anita resides in Bloomfield Hills, Michigan and enjoys spending time with family and friends, practicing yoga, traveling, and reading.