



**RE/MAX**  
PLATINUM

# The Edwards Group

# Guide to Selling Your Home



## Professional Real Estate Services

**Listing Agents \* Buyer's Agents \* Staging Services \* Relocation  
Livingston County Specialists \* Multi-Million Dollar Producers**

# (810) 279-1000



Theresa Edwards (517) 245-5760 | SFR|PSA|ePro|MRP|Associate Broker  
Kevin Edwards (313) 550-9720 | Realtor®  
Casey Edwards (313) 550-9848 | Realtor®



6870 Grand River Ave. | Brighton, MI 48114 | 810 227-4600 | [www.EdwardsGroupRealEstate.com](http://www.EdwardsGroupRealEstate.com) | Each office is Independently owned and operated  
*Note\* If your house is currently listed by another broker this is by no means an effort to intentionally market to you or list your house.*



## *Show Me the Way Home!*

Dear Homeowner!

If you are reading this letter, odds are good that you are contemplating selling your current home. While the internet is full of companies claiming to have the top agents or the best marketing, as well as paid advertising disguised as ratings, this booklet is designed to outline and simplify the process of selling your home. Our goal is to help you sell your home quickly and at a fair market value. No gimmicks or pressure, just simple facts and the opportunity to increase the value of your home with a few simple and inexpensive modifications. We appreciate the opportunity to share our business plan with you.

This booklet contains a sample of how The Edwards Group is different than the average Real Estate Agent. Enclosed is a comparative market analysis (CMA) prepared especially for you. There are many properties on the market today and each has different amenities, sizes and values. By reviewing this guide, you will have the information necessary to price your home in an appropriate range for today's market. Keep in mind that the market is changing rapidly, and prices adjust up and down very quickly ... the CMA included in this guide is valid for today's market and a new CMA may need to be run weekly as homes in your area sell. Condition is everything, to provide a precise home price an agent must preview your home in person to ensure accuracy. We are happy to meet with you at no charge and answer any additional questions you may have. Enjoy, and cheers to a successful sale of your home!



Theresa Edwards | Associate Broker  
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Cell:517 245-5760 | Group:810 279-1000  
[Theresa@EdwardsGroupWins.com](mailto:Theresa@EdwardsGroupWins.com)

# Meet The Edwards Group



Re/Max Platinum  
Technology  
Innovators



**Theresa Edwards | Associate Broker**

License Number: 6506047753

MLS ID: 405403

**(517) 245-5760**

- Associate Broker
- Member of National Association of Realtors
- Member of The Michigan Association of Realtors
- Member of the Livingston County Association of Realtors
- Pricing Strategy Advisor
- NAR's e-Pro
- Military Relocation Professional
- Short Sales & Foreclosure Resource
- Certified Luxury Home Marketing Specialist
- Wayne State: Bachelor of Fine Arts

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

**Kevin Edwards | Realtor**

License Number: 6501405401

**(313) 550-9720**

- Realtor
- Member of National Association of Realtors
- Member of The Michigan Association of Realtors
- Member of the Livingston County Association of Realtors
- Michigan State University: Bachelor of Business

**RE/MAX PLATINUM**

Each office is independently owned and operated.

6870 Grand River Ave  
Brighton, MI 48114





**RE/MAX**  
**PLATINUM**

# The Edwards Group

We have offices and affiliated agents across our region actively bringing in buyers and creating more opportunities to showcase your home.

Re/Max Platinum - Brighton  
6870 Grand River  
Brighton, MI 48114  
810 227-4600



LOCATION

Re/Max Platinum - Hartland  
11500 Highland Road  
Hartland, MI  
810 632-5050



LOCATION

Re/Max Platinum – Ann Arbor  
325 West Eisenhower Parkway  
Ann Arbor, MI 48103  
734 741-1000



LOCATION

Re/Max Platinum - Fenton  
3295 Silver Lake Road  
Fenton, MI 48430  
810 629-5800



LOCATION

Re/Max Platinum - Chelsea  
12855 E Old US – Hwy 12  
Chelsea, MI 48118  
734 627-1171



LOCATION

Re/Max Platinum - Grand Blanc  
11817 S Saginaw St  
Grand Blanc, MI 48439  
810 695-4111



LOCATION

“  
What  
our  
clients  
say...



Theresa and Kevin were the most patient and knowledgeable Realtors out there. We worked with them for 3+ years...yes that's correct and not a typo. We felt bad we couldn't find exactly what we were looking for and they still hung with us. They always made time to show us houses we would find, there was never a time they were unavailable. It was clear they take their jobs seriously and have a passion for what they do. We are so thankful we found them because they were a perfect fit for us, and we finally did find a house we love!

**Ken E. – Brighton**

A realtor once told me "realtors are a dime a dozen". I can honestly say that Theresa and Kevin are the exception. Having bought and sold homes in the past we have seen many realtors on both aspects of buying and selling a home. Whether you are buying or selling your second home or especially a "first time buyer you want exceptional service from the beginning to the end. Theresa and Kevin always deliver this. They take the time to explain everything and answer any questions you may have throughout the whole process. Theresa and Kevin are very thorough with everything, and you know that you can put your trust in them. They make you feel like you are their only client as they answer your phone calls or text messages very quickly. We are very appreciative of all the hard work on selling our home. Whenever anyone asks if we know of a realtor, we do not hesitate to recommend the 'dynamic duo'. And no there was no compensation for this review.

**Randy and Cheryl M. - Howell**

What an honor and a pleasure it is to author this review of Theresa Edwards, a consummate professional in every aspect of the term. We were relocating from Tennessee to Michigan in a very aggressive real estate market. The relocation was very trying for our family and required far more from a realtor than would normally be expected. We were extraordinarily lucky to cross paths with the Edwards real estate team. Theresa and her husband Kevin took the time to understand our situation and took even more time to evaluate the needs we had for our next home. Those features, by themselves, would make them a respectable real estate team. The Edwards team, however, didn't stop there. They assisted us in creatively pursuing properties we were interested in. Realizing the market, we were attempting to buy in, they continually envisioned strategies that would make our offers competitive. And their hard work paid off... Our second offer was accepted. As I've already mentioned, it is both an honor and a pleasure to author this review. The Edwards team is easily the most hard-working, ethically-driven, and empathetic realtors we have ever worked with. I'll end by saying this: I didn't have to write this. We're in our house and all the realtors have been paid. I'm writing it because I want to give recognition and credit to exemplary work, and it can be found with Theresa and Kevin Edwards

**Jody and Jason K - Howell**

”



Theresa and Kevin knocked it out of the park for me. They listed my house and property, prepped it, and sold it basically instantly. They are super nice, knowledgeable and professional. They know the biz and I would highly recommend them to anyone, buying or selling. Great team effort.

**Matt D. - Pinckney**

From our first phone consultation in March, to all the design ideas and consultations, and even the odd after hour phone calls... to the offer to drive 2 hours to just be the "familiar face in the room at closing" ... Anne and I were so happy to have you folks on our side. It was a long, rough journey, with a high-speed ending . If anyone is looking for a Realtor, rest assured you will be in the best hands, and they will go above and beyond for you !!

**Dave and Anne M. -Fowlerville**

As first-time home buyers, Theresa took the time to break down the purchase of a home step by step to help my wife and I feel comfortable and understand what happens at each stage of the process. Not only did she do that, but Theresa truly invested her time in meeting our needs. We could not have imaged a better real estate agent.

**Eli and Katelynn S. -South Lyon**

Working with Theresa and Kevin was a pleasure. I have sold / moved from nine homes during my career. This was the smoothest transaction of them all. Theresa and Kevin were both the purchasing and selling agents for me on this home. They both get my highest recommendation. Very cordial, professional, and bent over backwards to help me wherever possible!

**Tim P. - Brighton**

Theresa & Kevin were absolutely wonderful, and I am so thankful they were our realtor team!! They have helped us and my parents sell our home and have been so kind and patient with us on finding our home! I'm sometimes a take it slow person and they worked with me when I was just thinking about it all the way until I switched gears and was ready to move! They gave us the best experience of selling and buying that I never felt overwhelmed! If you are thinking about selling or buying your home, you NEED to reach out to The Edwards Group!! I cannot stress this enough of just how amazing, empathetic and patient they are!! I'm actually sad that I don't need to buy or sell a home right now, because they are just the best people!

**Michelle and Bryan W. -Wyandotte**



about  
us.”

# Questions... Queries... Solutions...



# 5 Questions to Ask a Realtor® before Listing

- How many homes have you listed and sold in the last 12 months?
- What is the average time from listed to sold?
- How do you determine the appropriate listing price?
- What percentage of your listings are sold?
- What separates you from your competition?



## **Q. How do I choose an agent?**

*Choose an agent with strong experience in the local market: someone who will work with you directly, one-on-one, and who will make your listing a priority. The Edwards Group is a local family business, our agents are local licensed Realtors that are members of the Livingston County Association of Realtors. We personally handle the sale and negotiation of your listing from start to finish. You deserve our attention during the entire process and will be our priority from initial consult to sold.*

## **Q. Should I select a Realtor based on listing price?**

*Beware of an agent that gives you a surprisingly high listing price... they may be trying to “buy” the listing with an artificially high list price. Local statistics show that homes initially listed at an overpriced value have prolonged market time (days on market) and typically end up at a lower-than-expected value. Buyers question if something is wrong with a house that has been on market longer than average and are hesitant to make a high offer.*

*A market analysis will help differentiate between FANTASY and REALITY. It is a good idea to ask an agent what their list to sell ratio is to help you determine if their pricing strategy will result in closed sales. Since 2018 100% of the homes listed by The Edwards Group have sold!*



**Q. What is the most important thing a seller should consider when selecting an agent?**

*Select an agent with whom you have the most open and honest communication.*

**Q. What should you look for when choosing a brokerage to list your property?**

*Choosing a local brokerage with a winning history leads to results. Most brokerages share their listings on the MLS and have an IDX feed to multiple sites on the internet. Choosing a local brokerage will give your listing a leg up on the competition as every brokerage shares their featured listings during their weekly or monthly Sales Meetings and has a larger pool of local buyers. The Edwards Group shares upcoming listings weekly at the Re/Max Sales Meetings with highly qualified buyers' agents.*

**Q. Is Staging Really Important?**

*Is getting top dollar for your property your focus? Staging is one of the best strategies to make your property stand out from the competition. A buyer on average takes only 3 minutes to decide if they are going to purchase your house...the rest of the showing will convince them of their initial impression. So, the entrance, from when the buyer exits their car to the moment they open your front door, should be perfect. Decluttering and neutralizing everything else convinces them to stay. (Keep in mind that beautiful kitchens and bathrooms sell houses...if the bathrooms and kitchens are perfection the buyers are willing to overlook other imperfections.) The Edwards Group incorporates staging into our listing process. Our goal is to help you maximize your profit by strategically staging your home.*

**Q. Will my Realtor pay for staging?**

*That depends... The simple answer is that most Realtors do not stage their client's home. Only 5% of agents include some form of home staging in the selling package. Home staging helps to sell houses, but it is the entire package that makes a successful sale. Lucky for you, The Edwards Group is in the 5% of agents that stage homes as part of their listing package! The home must appeal to all 5 senses to entice the buyers to choose your home over the competition. Sight, Smell, Touch, Sound, Taste... Essentially the home must be clean, beautiful, inviting and delicious!*

**Q. Is an open house to the public a good marketing strategy?**

*Open Houses sell houses! This is the only opportunity for a listing agent to present your home face to face to buyers that have their own agent. The Edwards Group loves to hold open houses! We have an incredible record of selling our clients homes at the open house by sharing the desirable features of the home to potential buyers! As your listing agent, it is my pleasure to know and sell the characteristics of your home at Open Houses, Sales Meetings, over the Internet and on the phone with Buyers' Agents.*

## **Q. What should I do to prepare my home for sale?**

*The look and feel of a house generates a strong emotional response, so your home needs to be at its best. Free of clutter, furniture arranged so that it is easy to navigate the home, and plenty of warm, flattering light is a must. Above all, it needs to be clean and feel inviting. The Edwards Group pinpoints the details to perfectly showcase your home .*

## **Q. What will my agent need from me?**

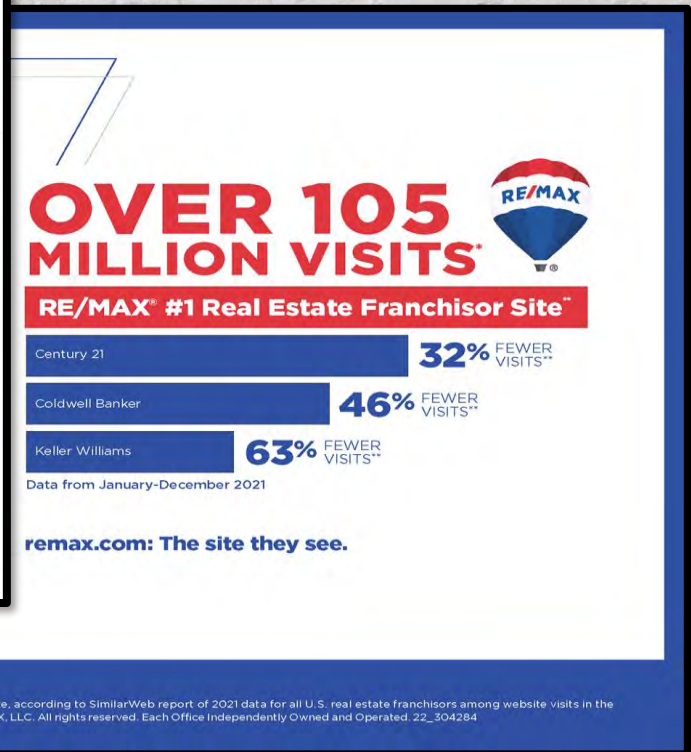
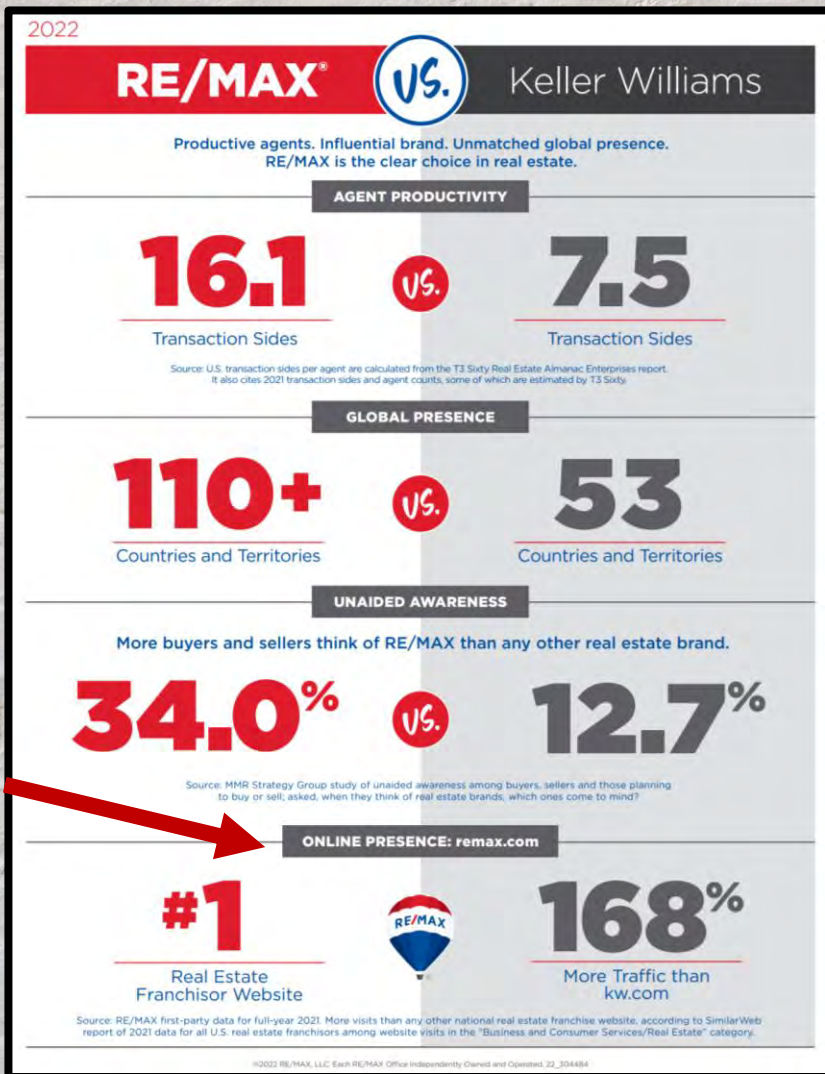
- *Key or access code to the front door*
- *Times and days of the week my home will be available to show*
- *Alarm codes for any access points*
- *Mailbox number if applicable*
- *List of items to include or exclude with the sale.*
- *Formal names of people on the deed (US citizen, trust, death, divorce)*
- *Sellers Disclosure and Lead Base Paint Form completed fully*
- *Any information unique to the property*
- *List of assessments or any municipal correspondence*
- *HOA information, by-laws and master deed*
- *Survey, if applicable*
- *Coordinating listing paperwork*



# Marketing



# Proof is in the Numbers



Online presence is the most important aspect of attracting prospective buyers in today's Real Estate market. Presenting your home in the best possible light is critical in maintaining the buyer's interest so that they will request a showing of your home. Three clicks is all it takes! The first three pictures must attract and entice the buyer to continue looking or they will click to another home that interests them. If you lose their interest in the first three clicks, they are unlikely to schedule a showing.

# 1...2...3...SOLD

## 1

### PRICING

- Prepare a CMA
- Review Homes that will be Competition
- Review Current Market
- Discuss Goals
- Determine Best Price

## 2

### PREPARING

- Organize and Clear your Space
- Make Repairs and Clean
- Stage your Home
- Complete the Paperwork
- Schedule a Pre-Inspection

## 3

### MARKETING

- Install Edwards Group | Re/Max Platinum Lawn Sign
- Promote Home on the MLS
- Send Listing to Consumer Websites such as Zillow, Realtor.com, etc...
- Respond to Inquiries
- Schedule Showings
- Open House(s)
- Communicate Feedback
- Market through e-Mail, Social Media, Google, etc...



### CLOSING

- Evaluate Offers and Negotiate
- Verify Buyer Financing
- Meet the Appraiser with Comparable Homes
- Coordinate Closing with all Parties
- Review Closing Statement
- Meet at Select Title for a Happy Closing!

# STEPS FOR A SUCCESSFUL ONLINE MARKETING CAMPAIGN

1

Thorough market analysis to price your home correctly!

2

Staging to present your property in its best light.

3

Professional photography and video production. Essentially creating commercials for your home.

4

Comprehensive listing with photos on MLS, including syndication to local, national and global sites.

5

Develop an integrated marketing strategy and campaign.

6

Advertise Open Houses and Host a Broker Open if requested.

7

Social Media Marketing

8

Targeted paid advertising through Google Ads, Amazon, and Facebook.

9

Analysis of data and analytics to ensure our strategies are effective.

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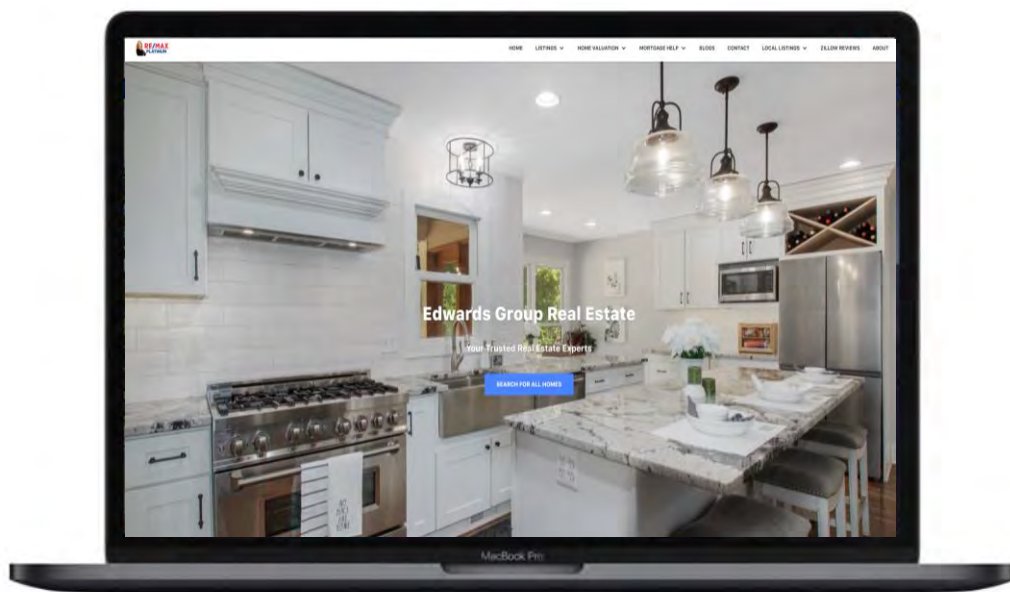
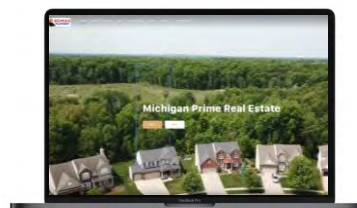
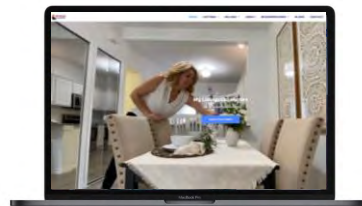
Additionally, we commit to keeping you updated on the current market conditions, pricing trends, and feedback from agent showings.



# ONLINE

90% of buyers start their home search online. How your home presents online and where it is showcased are critical to attracting potential buyers.

In addition to the traditional websites...  
Zillow, Realtor.com, Trulia, Redfin, etc....  
The Edwards Group advertises through 5  
additional websites where your home will  
have a featured landing page.



[www.MyLivingstonHomes.com](http://www.MyLivingstonHomes.com)  
[www.ShowMeTheWayHome.com](http://www.ShowMeTheWayHome.com)  
[www.EdwardsGroupRealEstate.com](http://www.EdwardsGroupRealEstate.com)  
[www.EdwardsGroupWins.com](http://www.EdwardsGroupWins.com)  
[www.MichiganPrimeRealEstate.com](http://www.MichiganPrimeRealEstate.com)



# LISTING PHOTOGRAPHY & VIDEO



**Staging is the best strategy to make your property stand out and shine brighter than the competition. A buyer on average takes only three minutes to decide if they can picture themselves living in a property. So...declutter, neutralize and clean, clean, clean!**



Good photos and videos are critical for reaching buyers online! We hire a professional photographer that provides us with high resolution images, and a video editor who can create an entertainment video of your property.



# STAGING SELLS

According to the latest report from the National Association of Realtors 44% of buyer's agents say staging increases the dollar value offered. Here is a list of tasks that we recommend homeowners have done prior to listing their home.

## Outside

- Make any necessary repairs
- Repaint or touch up trim
- Wash windows and screens
- Leave any torn, faded, or ripped screens off, but store them in the home for the new owner
- Power wash the siding if necessary
- Trim any vegetation away from the house
- Weed and fertilize lawn
- Continue mowing until home is vacated
- Fresh colorful flowers help

## Entrance

- Purchase a fresh new welcome mat
- Verify the door lock works with the key
- Front door should open smoothly and close easily
- Clean or paint the front door – replace if necessary
- Blow debris off the walkway

## Miscellaneous

- Replace lightbulbs with daylight LED
- Tidy Closets
- Eliminate clutter – rent a storage unit if necessary
- Neutralize and depersonalize- personal pictures should be removed





## Rooms

- Touch-up or repaint walls and trim
- Clean or paint baseboards
- Clean or replace curtains and blinds
- Caulk any gaps in molding around baseboards, doors, and trim
- Update with fresh throws, pillows, towels
- Solid neutral colors sell

## Kitchen and Bath

- Clean Appliances
- Clean out the infamous junk drawer
- Clean faucets and lighting fixtures
- Remove as much as possible from the counters
- Grout the sinks, tubs, and showers
- If you have a pre-inspection, the inspector will tell you exactly what needs to be repaired

## Prepping for a Showing

- Pick up clutter and put toys away
- Clear off counters and tabletops
- Put dirty dishes in the dishwasher but do not start it unless it is a quiet one
- Make the beds
- Turn on all the lights
- If you have music put on a soft station
- Make sure home smells wonderful
- Set temperature to a comfortable level
- Hire a neighbor to watch your pets at their house or take them with you when your leave for showings.

\*Ask The Edwards Group if they recommend additional staging to help sell your home.

The Edwards Group has been incorporating staging into their listings for several years to maximize profits for our sellers. Here are a few samples of the difference our staging makes.



*Before*



*After*



**2023 Vacant Home  
Listed | SOLD | Brighton, MI**



# Ask about our Staging Services.

Most of our staging services are included with a Signed Full-Service Listing Agreement.\*



*After*

*Before*

\*Staging services require a signed agreement. All real estate and staging fees are negotiable; every home is different and may require different levels of service based on condition as determined by the Realtor. Staging does not include any cleaning or inspection fees.



*Before*



*After*

**Vacant Home Listed | SOLD | 2023 in Pinckney, MI**



Our goal is to help you present your home for sale in the best possible light.



*Before*



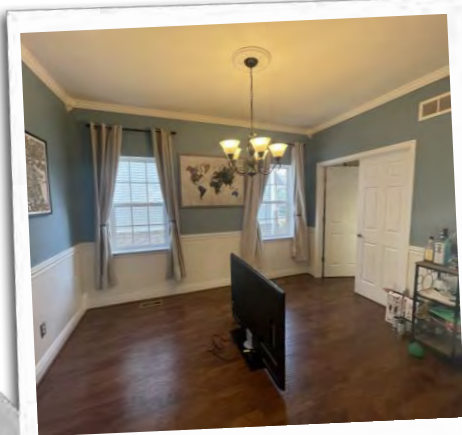
*After*

**Owner Occupied Home Listed | SOLD 2023**



This home was listed for sale in 2021 without staging and did not sell.

# Before

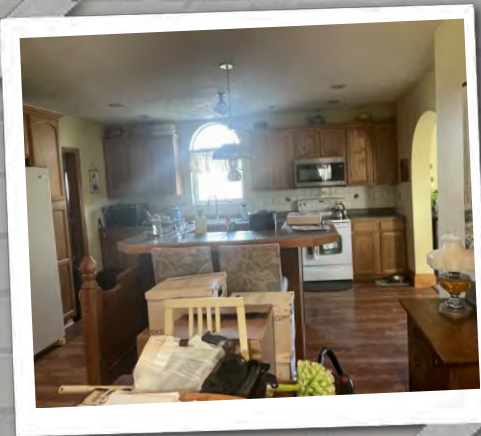


# After



Owner Occupied Home  
Listed | SOLD 2023 | Howell, MI

# Before



# After



Owner Occupied Home  
Listed | SOLD 2023 | Fowlerville, MI



# HOME VALUE



# POSITION YOUR HOME TO SELL

Make an informed decision about your home's market value and ideal listing price. A Comparative Market Analysis or **CMA** is based on facts and past sales. Determining a listing price starts with a **CMA** and then takes the current market data and market trends into consideration.



## Factors that Affect Your Home's Value:

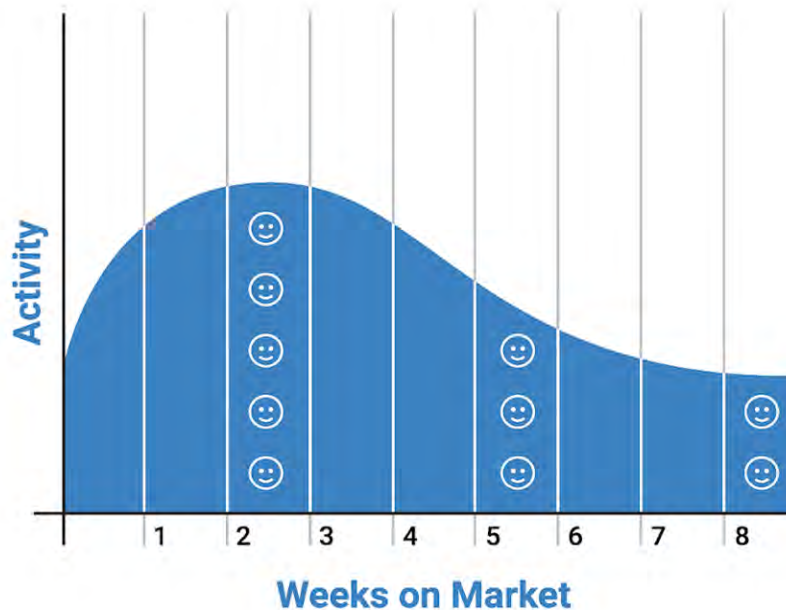
- *Market Conditions: Interest rates and financing, current inventory of homes for sale, buyer demand, prices of recently sold properties, economic factors, and seasonal demand.*
- *Your Home's Features: Location, age, size of home and lot, floor plan, and condition*
- *The Competition: The number of similar properties for sale and their price, condition, and location.*

## Factors that Do Not Affect Your Home's Value:

- *Price to Build – How much it would cost to build a similar home*
- *Original Sale – How much the seller paid for the home*
- *Needed Price – The net cash proceeds a buyer wants or needs*
- *Opinions – How much the neighbors say your home is worth*

# INTELLIGENT PRICING & TIMING

The best opportunity for selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and their agents.

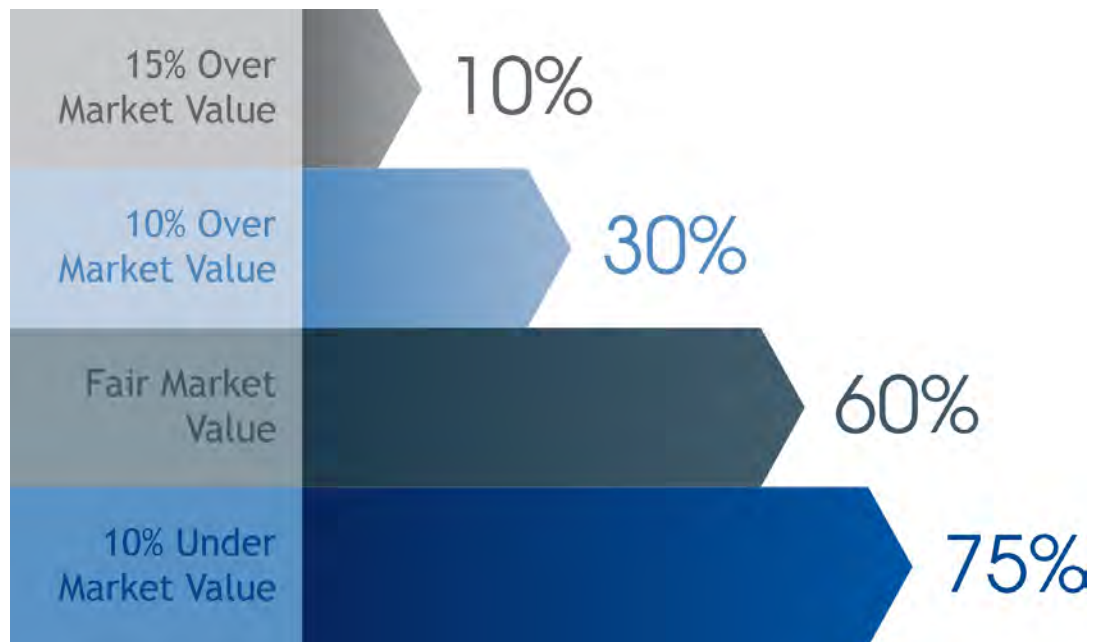


- *With a sign in the yard, full description and photos in the local Multiple Listing Service, distribution across the Internet, open houses, ads, social media and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first **two weeks**.*
- *If you do not get many showings or offers in the first two weeks, your home is probably overpriced compared to the competition. It is imperative to either improve the home's condition or lower the price.*
- *Consult with your agent to determine the best course of action.*
- *After two weeks on the market the buyers start asking **WWWTH...** What's wrong with this house ....it's been on market more than two weeks, and no one has purchased it?*
- *Intelligent pricing isn't about getting the most for your home...it's about getting your home sold quickly at **fair market value**.*

# INTELLIGENT PRICING & TIMING

Pricing a home for sale is as much art as science. Consider:

- Fair Market Value attracts buyers – overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.



- *Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, the two biggest are location and condition.*
- *Generally, Fair market value can be estimated by considering the comparables – similar home sold in the same area.*
- *Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later. That is a serious mistake.*
- *Overpricing prevents the buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.*

# ZILLOW & REALTOR.COM

What current buyers are viewing online about your home....

**Zillow** Edit Save Share More

3 bd 3.5 ba 2,366 sqft  
1219 Cannonade Loop, Howell, MI 48843

● **Off market** Zestimate®: **\$472,800** Rent Zestimate: \$2,966  
Est. refl payment: \$2,977/mo Refinance

Home value Home history Neighborhood details

Home value

Zestimate  
**\$472,800**

Zestimate range  
**\$449,000 - \$496,000**

Last 30-day change  
**-\$6,303 (-1.3%)**

Zestimate per sqft  
**\$200**

Zestimate:  
Square Feet:  
Beds | Bath

**OFF MARKET**

1219 Cannonade Loop, Howell, MI 48843

**\$466,718** 2.5 Baths 2,411 Sq Ft  
Redfin Estimate

**Off Market**  
This home last sold for \$363,054 on Mar 19, 2018.

Street View

Is this your home?  
Track this home's value and nearby sales activity

I own 1219 Cannonade Loop

Sell your home for more, pay a 1% listing fee when you sell and buy

Estimated Sale Price  
**\$458,000 - \$505,000**

About This Home

Realtor.com:  
Square Feet:  
Bed | Bath

# COMPARATIVE MARKET ANALYSIS

## What is a **CMA**?

A comparative market analysis, commonly referred to as a **CMA**, is a report that pulls data from the multiple listing service (MLS) based on seller and buyer activity in your area. Information typically included in a **CMA** includes:

- Comparable active listings in your area
- Comparable Properties that are under contract
- Comparable Properties recently sold

We use the information from the **CMA** to develop a pricing and positioning strategy that makes your property competitive in today's market generating the most interest and offers from the current buyers.



# What are your Expectations?

The internet tends to skew expectations regarding home values. Internet sites use a computer to run analysis on the average of homes sold without considering actual condition. It is common for homes in a similar location with the same square footage to vary \$100,000 or more based on condition, features, and staging. A Comparative Market Analysis has a wide range because condition determines price. Once a licensed Realtor from The Edwards Group visits your home you will receive a more accurate price assessment.

## Recommended List Price

Based on the Comparable Market Analysis the value of your home is between

\_\_\_\_\_ and \_\_\_\_\_

depending on condition and amenities.

This CMA was Prepared on \_\_\_\_\_

\_\_\_\_\_  
Current Condition

\_\_\_\_\_  
Some  
Repairs/Upgrades  
Decluttering

\_\_\_\_\_  
All Recommended  
Repairs/Upgrades  
Staging

# READY... SET... SELL...

Your home and home sale needs are one of a kind. Using the unmatched resources at Re/Max Platinum, let us help you reach your real estate goals. The first step starts today - have The Edwards Group go to work for you!

We are committed to your complete satisfaction, and will represent you with personal care, honesty and discretion...  
...Let's get started! Call Theresa at 810 279-1000 to schedule your Free In-Home Consultation.



## RE/MAX PLATINUM

Each office is independently owned and operated.





# Additional Awards | Certifications

