

FROM LISTED TO

A HOME SELLER'S GUIDE

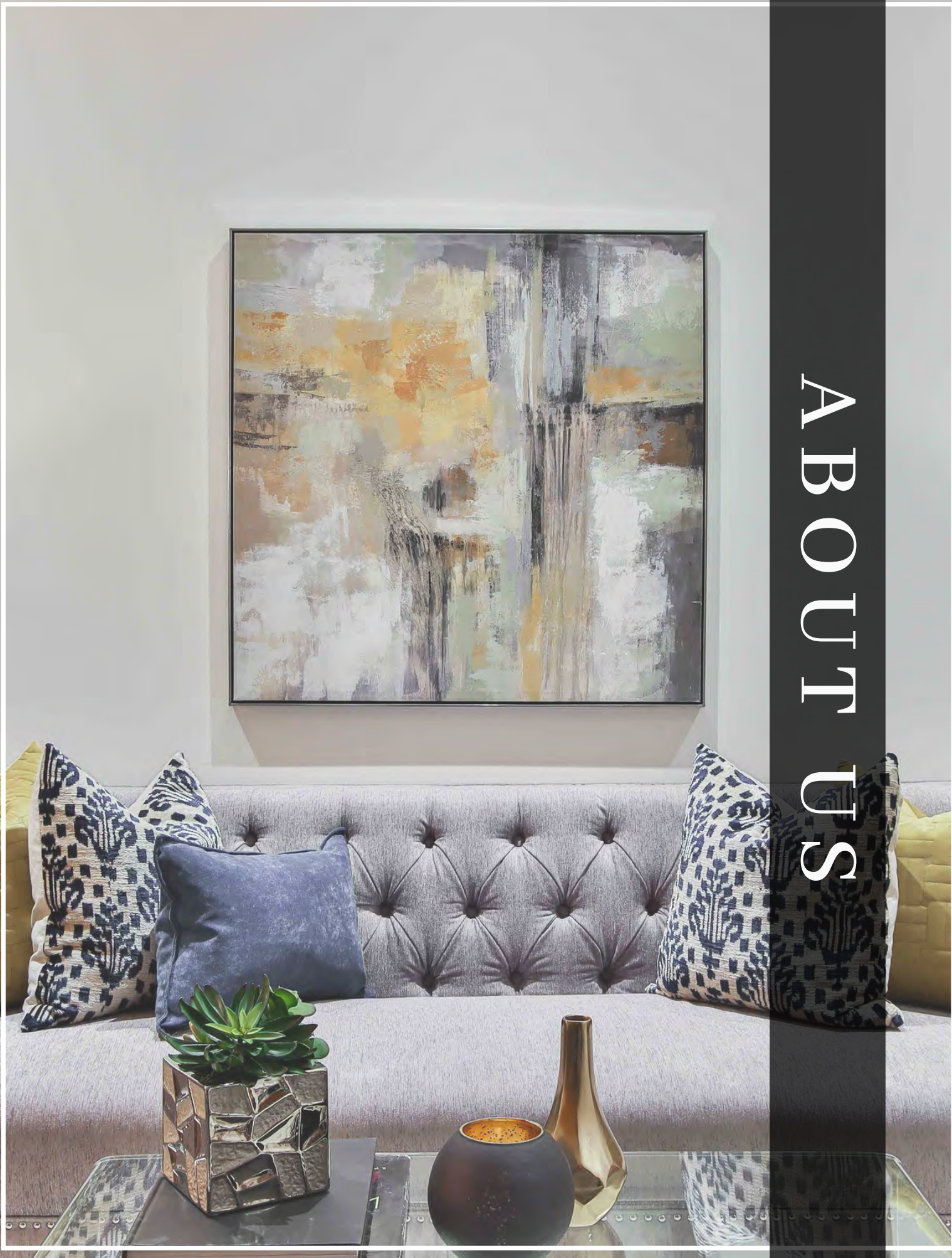
The Fedie Group

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KELLERWILLIAMS. REALTY

ABOUT US



MEET THE TEAM



Todd Fedie

REALTOR® & Team Leader

Todd found his niche after earning his real estate license in the spring of 2016. While growing with and managing Livingston County's #1 Real Estate Team for 5 years, he learned to master his skill in selling homes. Quickly becoming a top producer on the team, he has assisted in selling over 33 million in 2018, 46 million in 2019, and 71 million in 2020. This success has gained numerous recognitions for his work, including Diamond Award for his qualifying team and the 100% Club in 2020. After starting The Fedie Group in 2021, the team grew quickly and sold 18.2 Million in 2021. Todd prides himself in being available day and night, he will use all of his resources to give you the best care possible.

Todd earned dual Bachelor's Degrees in Finance and Marketing from Eastern Michigan University. When combined with his years of experience in selling real estate, his education provides a strong foundation for and the tools necessary to assist you in buying or selling your home. The Fedie Group is committed to strong communication, deep attention to detail, and ensuring that you come first!

Lisa Bebee

Director Of Operations

Lisa has over 30 years of administrative and customer service experience. After coming from another large brokerage as their Central Office Closing Coordinator to join The Fedie Group, she ensures that every client and transaction is handled from beginning to end alongside the team member. Her diligence and attention to detail is second-to-none, allowing our clients to be served at the highest level possible.

Lisa has three grown children and lives in Howell. She studied at Oakland Community College as an English major. Lisa also enjoys gardening & cooking.



MEET THE TEAM



Rochelle Hazen

Associate Agent

After 20 years of medical sales experience, Rochelle wanted to work with Todd Fedie and The Fedie Group after the amazing experience she had herself with the team buying and selling a home. Taking her experience in sales and customer service from her prior roles, it allowed her to pivot effortlessly to caring for clients with their biggest investment. She prides herself with extensive training and continuing education on the ever changing real estate market, allowing herself and our team to be well equipped to help you navigate the process hand in hand.

Outside of work, Rochelle enjoys quality time with her close friends, snuggling her cat, Louie, and crafting. She currently lives in Downtown Brighton after living in Livonia for almost 20 years and grew up in Davison.

Jose Flores

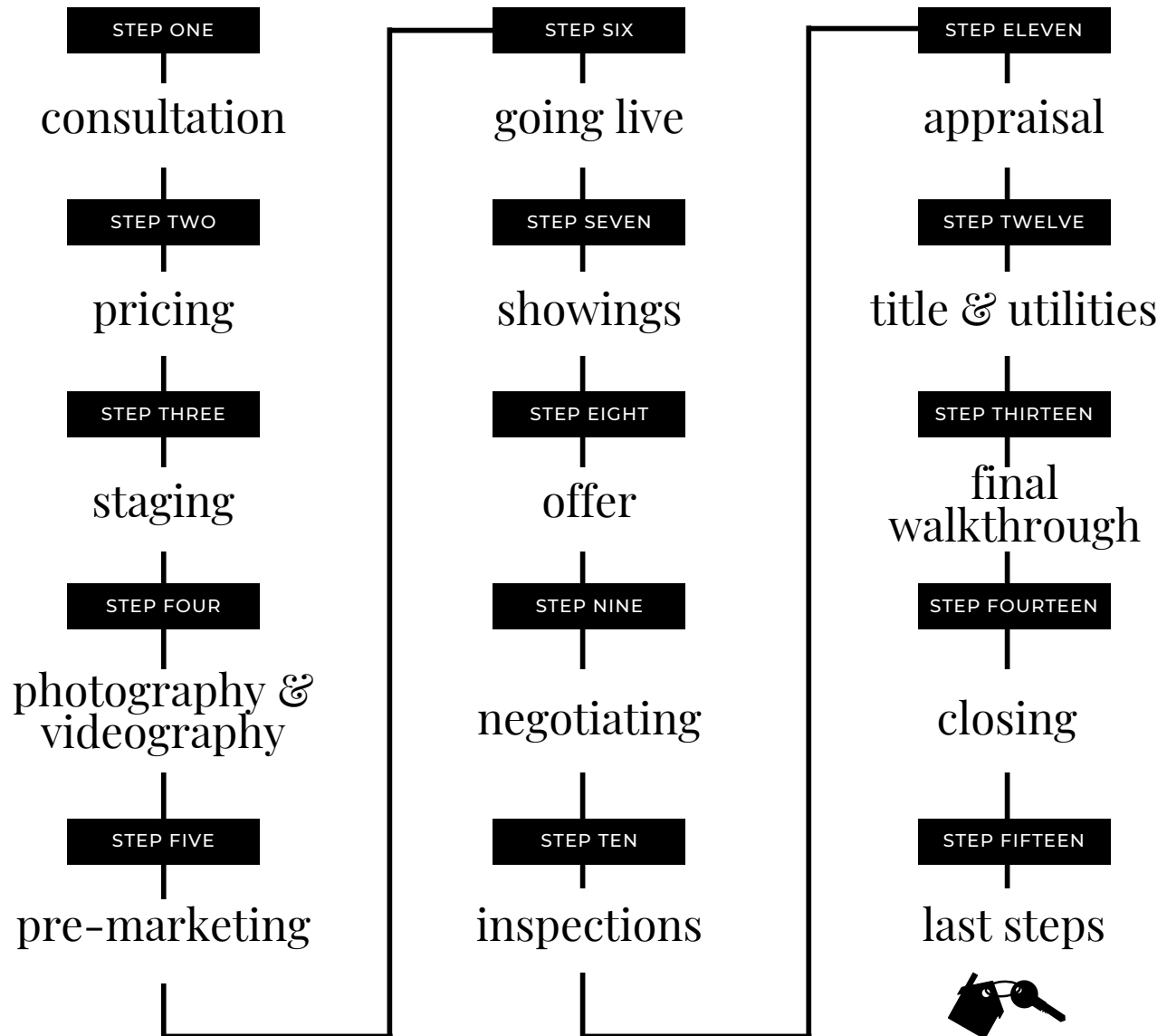
Associate Agent

Jose began his real estate career in 2020 and quickly joined a fast paced and growing real estate team, The Fedie Group, powered by Keller Williams. This opportunity has allowed him to take his previous experience with retail sales and efficiently enhance his sales skills into real estate negotiation strategies. Jose prides himself in continuing to learn as much as possible and diving into the market daily. This continuing education paired with excellent mentorship has allowed him to become a growing producer on my team and brokerage.

Outside of selling homes, Jose enjoys going to the gym, being with his family, and playing sports. He currently lives in Howell and was born in California!



HOME SELLING *process*



DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
 - Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster, and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with us


PROFESSIONAL STAGING ADVICE PROVIDED

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online, so it is important that your listing is ranked high and shown in it's best light. Studies have shown that online buyers disregard homes with limited photos, low quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED

A blurred background image of a laptop on a desk. A person's hand is visible on the trackpad. The scene is brightly lit, likely from a window in the background. The text 'BEFORE LISTING YOUR HOME' is overlaid on the right side of the image.

BEFORE LISTING YOUR HOME

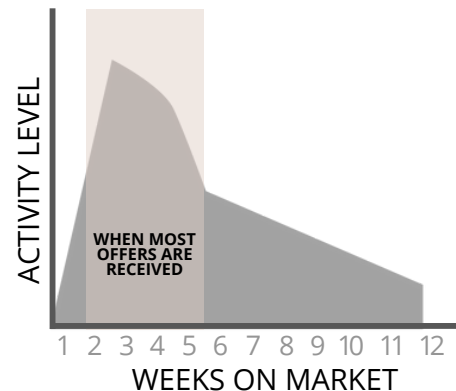
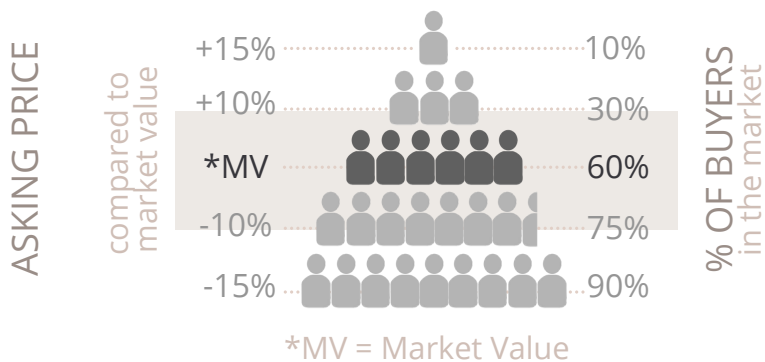
listing strategy

PRICING STRATEGY

Using a comparative market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month, and increasing brand awareness.

PREPARING TO LIST



preparing to list

maximize your home's potential

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01

EXTERIOR

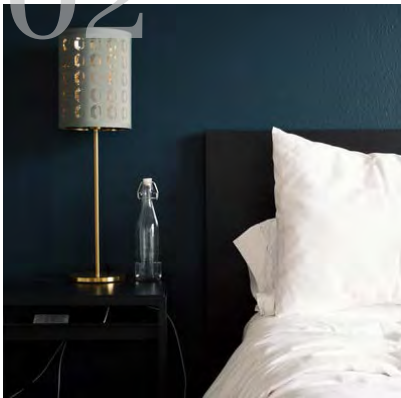
- Wash or paint the home's exterior
 - Paint the front door
 - Keep the yard nicely trimmed
 - Keep the lawn free of clutter
 - Weed and freshly mulch garden beds
 - Clean interior and exterior windows
 - Apply fresh paint or stain to wooden fences



02

INTERIOR

- Remove personal items, excessive decorations & furniture
 - Replace or clean carpets
 - Get rid of clutter and organize and clean closets
 - Apply a fresh coat of paint to walls, trim and ceilings
 - Replace outdated ceiling fixtures, and clean lighting fixtures
 - Minimize and clean pet areas in the home
 - Be sure that all light bulbs are in working order



03

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
 - If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
 - Put a fresh coat of paint on the front door



STAGING YOUR HOME



the art of staging

Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent
90%
less time on the market

staged homes increased
sale price up to
5%

BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEALS PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOME'S FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT



showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the counter-offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 5-10 DAYS AFTER SIGNING
CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN
7-10 DAYS

COSTS

NO COST TO THE SELLER. THE BUYER WILL
CHOOSE AND PURCHASE THE INSPECTION
PERFORMED BY THE INSPECTOR OF THEIR
CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE
USUALLY ONE OF THE TOP REASONS A SALE
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal. We meet the appraiser at your home with an appraisal package, full of hand-picked comparables and upgrades to the home.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Review appraisal and verify accuracy

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty, if offered

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

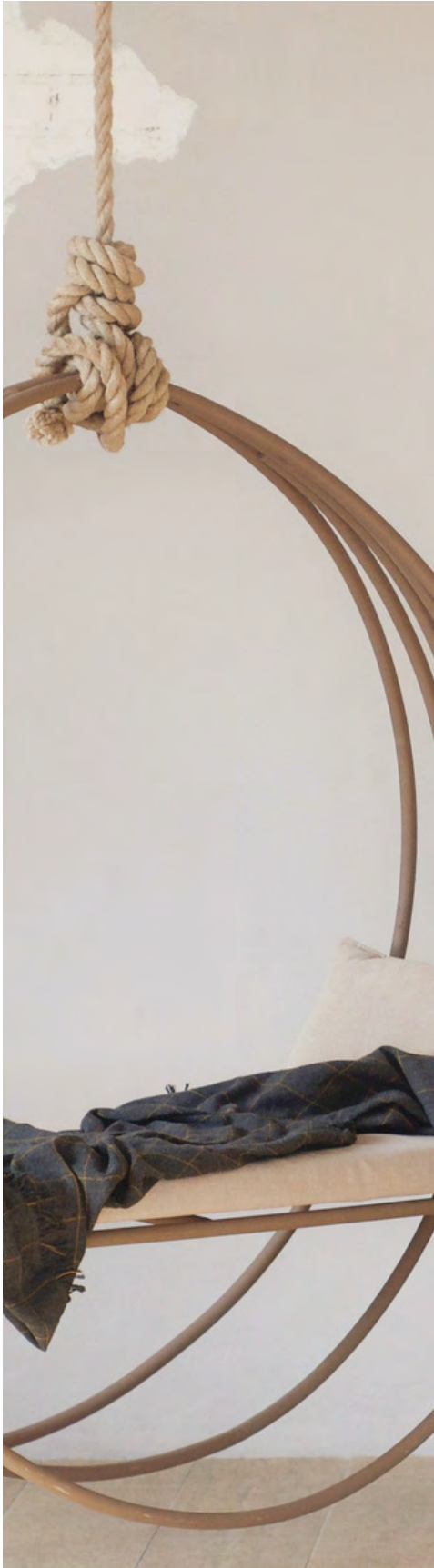
- Copies of all closing documents
- All home improvement receipts





FINAL STEPS

FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off all light switches and fans. Lastly, call the electric company and stop service in your name.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.