

THE SOLD PLAYBOOK

YOUR HOME-SELLING TO-DO LIST



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Dear Homeowner,

Selling your home is a significant milestone, and you can confidently navigate this journey. This comprehensive guide equips you with the knowledge and tools needed for a seamless experience, from preparation to closing. We'll address your questions and provide clear checklists to keep you organized. Ready to get started?

Jeff Duneste



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Seller's Roadmap

- 01 _____ Choose Your Agent
- 02 _____ Prepare Your Home
- 03 _____ Strategic Pricing
- 04 _____ Staged vs. Vacant
- 05 _____ Modern Marketing
- 06 _____ Showing Your Home
- 07 _____ Closing Process

STEP ONE

Choose Your Agent

What to look for in a real estate agent

The right real estate agent should have an in-depth understanding of your goals and your market and a track record for finding buyers at the price and terms their clients want.



Interview your agents to understand if they're the right fit:

- What's your experience selling?
- What's your avg. sale-to-list price ratio?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?

STEP TWO

Prepare Your Home

Consider Home Repairs


Most buyers gravitate towards move-in-ready homes. Making repairs ahead of listing your home will boost the sale price and keep the sales process moving quickly once a buyer shows interest.

Property Walk Through

Before listing, your agent should walk the home with you to determine what repairs and upgrades are worthwhile. Think about your home from a future buyer's perspective.

Small Improvements that Make a Big Difference

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN



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Listing Preparation Checklist

DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda & by opening windows

CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal mementos

REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm that systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: tighten loose door knobs and cabinet pulls

STEP THREE

Strategic Pricing

01

Your property attracts the most interest when it is first listed.

02

Properties priced correctly from the beginning typically sell for more in the end.

03

Overpriced homes sit on the market longer.



Your agent should *thoroughly evaluate the market* to determine the value of your home and price it appropriately.



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PRICING STRATEGIES PRICING STRATEGIES



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender



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STEP FOUR

Staged vs. Vacant

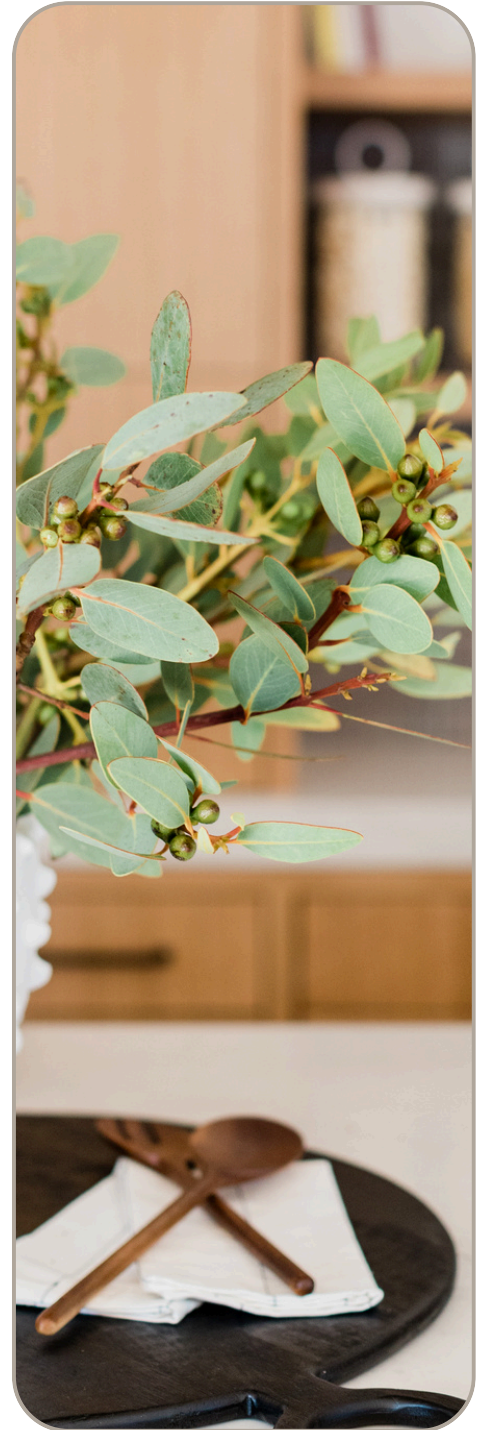
The key is nailing the first impression with buyers—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

Together with your agent, you can create *warm & inviting atmosphere* that makes buyers excited to be there— vacant or staged!



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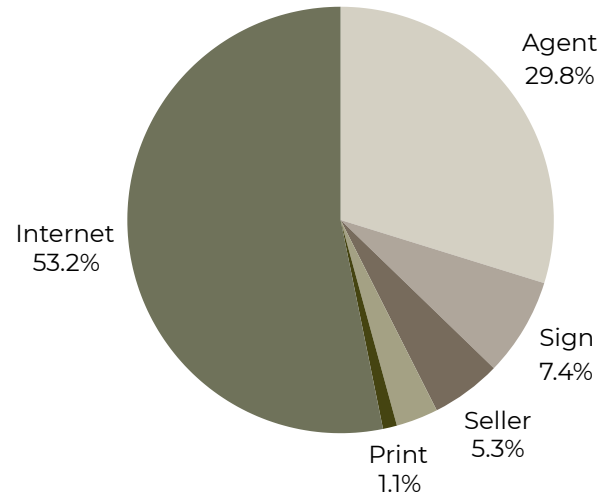
STEP FIVE

Modern Marketing

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home *is on the internet*.

Work with an agent who will maximize your home's visibility online with things like:



- Photo & video
- Email marketing
- Social media marketing
- Targeted ads

02 TRADITIONAL MARKETING

Equally important are traditional marketing strategies that work hand-in-hand with digital marketing.

Work with an agent who offers a robust traditional marketing package - things like:



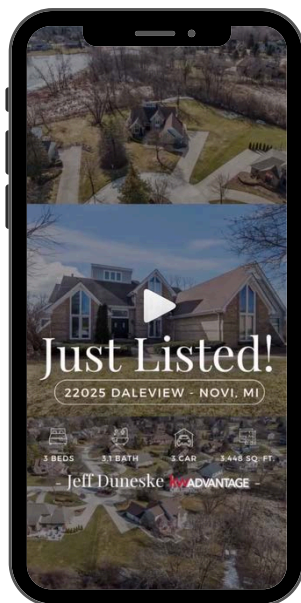
- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures

MARKETING CASE STUDY

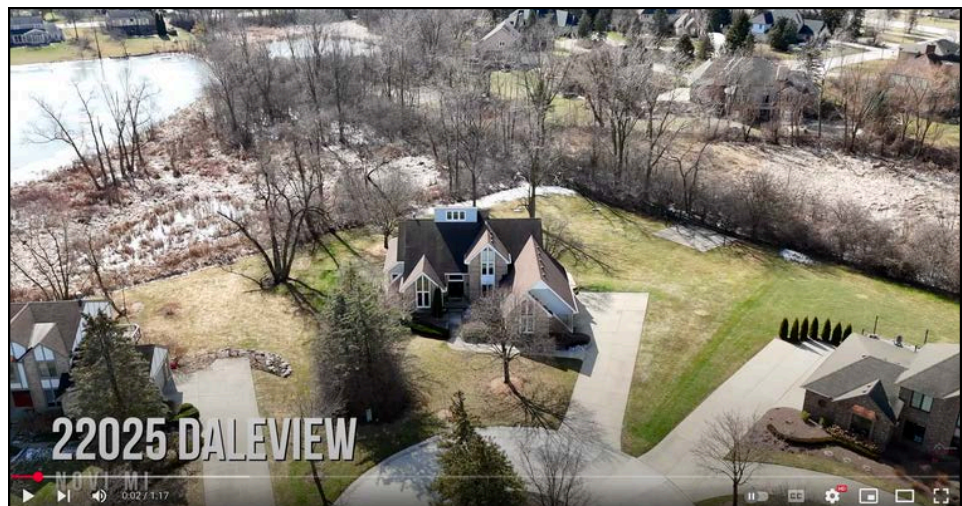
The Sale of 22025 Daleview

KEY STRATEGIES

- **Broker Preview:** I invited agents in my network to digitally view the property before it hit the market, giving them firsthand knowledge to share with their active buyers.
- **Yard Sign Captures:** Using a QR code, we drove immediate interest from passersby to the online listing, capturing their email addresses to follow up and continue the conversation.
- **Exclusive Property Preview for Neighbors:** Who then sourced friends, family, and colleagues searching for a home in the area.
- **Social Media Marketing** - Produced 2 property walkthrough videos and 2 reels, showcasing key selling points and the area's lifestyle benefits. Distributed the videos on Instagram, Youtube & Facebook.
- **Targeted Ads** - Reached a strong pool of potential buyers using tailored demographic targeting.
- **Custom Email Blasts** - Targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing videos and open house dates.



MARKETING ASSETS



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The Sale of 22025 Daleview

RESULTS

- Reached over 12,000 targeted users on social media
- Sold 5.1% over the asking price
- Sourced 12 high-quality leads
- The owners were thrilled with the quick sale and the seamless marketing process
- Multiple offers received

WHAT OUR CLIENTS SAID

“Jeff, Vicki & Team - did a great job selling our house. The whole experience was stress free. Their multi-stage sales process was effective. Jeff and his team provided us with just the right amount of communication. Jeff met with us several times to set an appropriate listing price. A member of the team toured our house and gave us constructive tips on how to stage it. The team photographer did a great job taking pictures that captured the best features of our house on film. As part of the marketing strategy Jeff’s team filmed a video of our house that included a drone flyover. It looked great! The end result...we had over a dozen showings on the first day and four offers. By 9:30 PM on the first day of showings our house was sold way above the asking price. I highly recommend Jeff Duneske Real Estate Advisors to anyone selling or buying a house in Metro Detroit.”



~ Tony and Pam Lent

STEP SIX

Showing Your Home

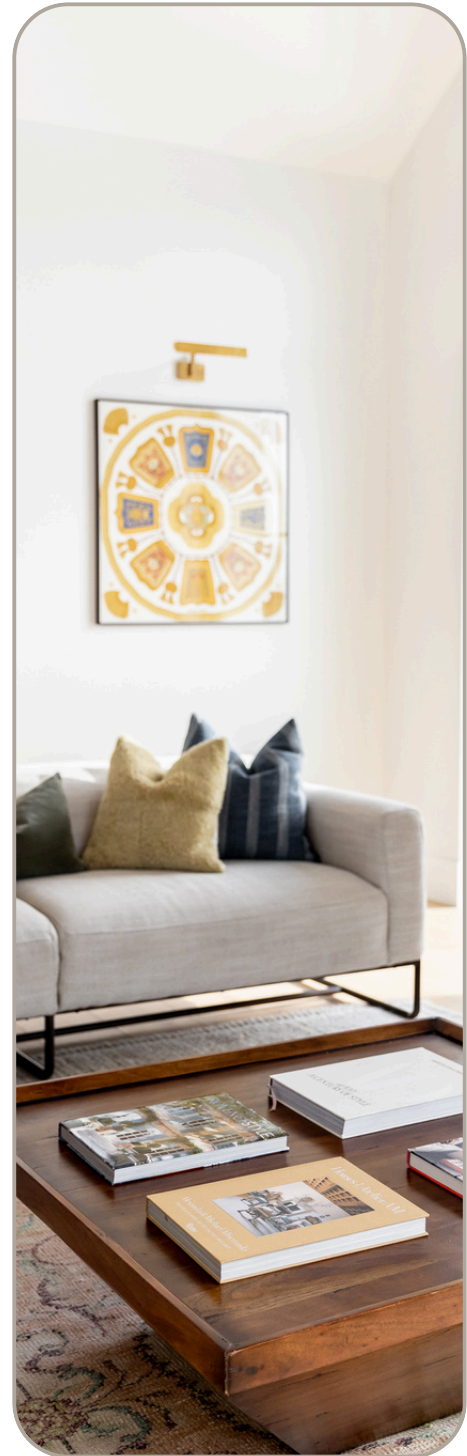
Next up – Showing time!

Together with your agent, you'll decide on parameters for welcoming interested buyers to your home.

Your agent will provide you with an electronic lockbox to store keys. Anytime it is accessed, your agent will be notified.

BEST PRACTICES FOR SHOWINGS

- An electronic lockbox is utilized
- Showings are designated for pre-qualified buyers only
- 30-minute tours
- The owner has stepped out
- Pets are secured or vacated
- Feedback is gathered & shared with the owner



Showing Preparation Checklist

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

GET GRANULAR

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables

Closing Process

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the significant milestones to expect:

01

Escrow

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

Buyer's Due Diligence

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

Loan Approval & Appraisal

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

Final Walkthrough

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

Closing Day

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

Packing & Moving

The owner can start packing up their belongings and planning to move! Congratulations!

What Our Clients are Saying

Jeff and his team were great to work with and very professional in all our dealings. He was always quick to respond to any of our questions or concerns making the process less stressful. He was very easy to work with and always provided his honest opinion based on years of experience. His knowledge of the market was instrumental in getting the best price we could for our home.



~ Hank and Gloria Jonkman

Jeff did an outstanding job helping us sell our home in 24 hours!! Jeff completed an expert market analysis to price our home and trusting his advice and process, we commanded the second highest selling price for a home in our neighborhood! Jeff is knowledgeable, organized, professional, and extremely personable and kind. You truly couldn't ask for a better person to help you in purchasing or selling a home, from start to finish!



~ Bob and Meg Holycross

Jeff was extremely fast with getting everything set up for the sale of our home. He is very good at his work. The home sold in 2 days and Jeff always responded to every question we had along the way. Jeff is always professional and a calm guy. He puts you at ease when working with him. I would recommend Jeff and the Keller Williams Company to my family and closest friends. We were very happy with the process.



~ Dan and Karen Larabell



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ABOUT ME

What You Can Expect Working With Me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best outcomes for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships on mutual respect (and some humor!). I've found this is what leads to the best outcomes.

My specialty is helping homeowners get the best price and terms for their home. Shoot me a message if you have any questions about the sales process or what working together could look like —I'm here to be a resource!



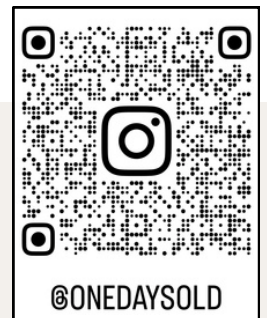
Jeff Duneske

Serving Our Community since 2000:
Built on Trust and the Golden Rule

KWADVANTAGE
KELLERWILLIAMS.

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Follow along
on Instagram!



What's Next?



Know what your home is worth

Get a free market analysis tailored to your home and neighborhood. See what similar homes are selling for & understand what buyers in your city are looking for.

Next Step: Contact me with your address & I will provide a complimentary market analysis.

Ready to list ASAP?

Let's create a custom selling strategy to sell your home quickly and for top dollar. We'll identify a competitive price and implement a proven marketing plan tailored to your home.

Next Step: [CLICK HERE](#) to schedule a call, and let's get started.

Not selling anytime soon?

That's okay! I'm here to be a resource regardless - if you have any questions, don't hesitate to reach out.

Next Step: Follow along on Instagram - I'm always sharing local happenings, recommendations & market updates.