



Welcome to Blender Realty

Congratulations on taking the first step toward selling your home! At Blender Realty, we specialize in making the home-selling process smooth, stress-free, and tailored to your needs. With our expertise and commitment, we're here to guide you every step of the way.

At **Blender Realty**, we pride ourselves on:

- Local Expertise: Deep knowledge of neighborhoods and market trends.
- Client-Focused Approach: Your needs are our priority.
- Comprehensive Support: From your first showing to closing day, we've got you covered.

Let **Blender Realty** guide you home.



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It's All About You

Blender Realty was founded on 3 principles: The customer experience is paramount, we offer expert guidance and personal strategies, so selling your home is seamless and stress free.

- Taking the time to understand your wants, needs, and expectations; answering your questions; returning your phone calls and emails the same day; and always being 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 home to buyers through as many channels as possible.
- Presenting all offers and advising you on the terms and contingencies contained within.
- 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!



Quick Guide to Listing Documents

Seller's Disclosure Statement

This document requires you to disclose known conditions of your property, including:

- Structural issues or defects
- Water or sewer system problems
- Appliance and system conditions (HVAC, electrical, plumbing)
- Environmental issues (flooding, radon, lead)
- Any other material defects

Michigan law requires sellers to complete this form honestly with all known information about the property's condition. Failing to disclose known defects could lead to legal liability later if problems are discovered after the sale.

Lead-Based Paint Disclosure

Required for homes built before 1978, this federal disclosure:

- Confirms whether you have knowledge of lead-based paint in the home
- Provides buyers with any available reports or records about lead
- Gives buyers a 10-day opportunity to conduct a lead inspection
- Includes an EPA-approved lead hazard information pamphlet

This is a federal requirement under the Residential Lead-Based Paint Hazard Reduction Act.

Disclosure Regarding Real Estate Agency Relationships

This form explains:

- The different types of agency relationships in Michigan real estate
- Whether your agent represents you (seller's agent), the buyer (buyer's agent), or both (dual agent)
- The legal duties your agent has to you as a client

This disclosure helps clarify who your agent represents and their legal obligations to you. Michigan law requires this form to be signed when listing your home.



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

- 1. **Recent Sales:** Comparable homes in the area that have recently sold which will help determine the fair market value for your home.
- 2. **Location:** Location is one of the most important factors in determining the value of your property.
- 3. **Condition:** The condition of the property affects the price and speed of the sale. I'll advise you to optimize the appearance of your home to maximize the buyer's perception of its value.
- 4. **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.
- 5. **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

- 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.



Home Preparation Checklist for Michigan Sellers

Curb Appeal

- Clear snow and ice from walkways and driveways (seasonal)
- Add fresh mulch to garden beds in spring/summer
- Ensure lawn is mowed and edged (or cleared of leaves in fall)
- Repair any damaged siding or trim
- Consider a fresh coat of paint for the front door
- Clean gutters and downspouts
- · Power wash driveway, walkways, and exterior siding
- Add potted plants or flowers by the entrance (seasonal)
- Replace or clean outdoor light fixtures
- Trim overgrown bushes and trees away from the house
- Refresh or replace worn welcome mat

Interior Decluttering

- Remove personal photos and excessive decorations
- Clear countertops in kitchen and bathrooms
- Organize closets (aim for 30% empty space)
- Remove excess furniture to make rooms appear larger
- Pack away seasonal items and clothes
- Clear out magazine racks and bookshelves (keep minimal items)
- Remove refrigerator magnets and notes
- Simplify children's rooms (pack away most toys)
- Organize garage and basement storage areas
- Minimize décor on tables and mantels



Deep Cleaning

- Steam clean carpets and rugs
- Clean windows inside and out
- Remove any pet odors
- Clean ceiling fans and light fixtures (put in bright white bulbs)
- Dust blinds and window treatments
- Vacuum floors
- Polish hardwood floors
- Clean or replace shower curtain and liner
- Clean interior of fireplace if present
- Remove cobwebs from ceiling corners
- Eliminate odors with natural deodorizers (not heavy artificial scents)

Repairs and Updates

- Fix leaky faucets and running toilets
- Replace burned-out light bulbs
- Repair any holes in walls
- Fix squeaky doors and loose doorknobs
- Consider updating outdated light fixtures
- Replace cracked or chipped tile
- Touch up paint throughout the home
- Re-caulk around tubs, showers, and sinks
- Fix loose railings on stairs
- Repair or replace torn window screens
- Address any basement moisture issues
- Fix doors that don't close properly
- Repair any damaged flooring
- Replace outdated cabinet hardware
- Fix any electrical issues (outlets not working, etc.)



- Repair deck boards or fence pickets
- Fix cracks in concrete walkways
- Replace worn or stained carpeting if budget allows
- Update shower heads and faucets for a modern look
- Fix or replace damaged window treatments

Staging Tips

- Add neutral throw pillows and blankets
- Place fresh flowers in key areas
- Use lamps for bright lighting
- Consider a professional home staging consultation
- Add some plants
- Michigan-Specific Considerations
- Check weatherstripping and insulation (highlight energy efficiency)
- Ensure sump pump is working properly
- Clean and inspect the furnace and HVAC system
- Prepare a folder with utility bills, warranties and manuals

Pre-Showing Checklist

- Open blinds/curtains to maximize natural light
- Set thermostat to a comfortable temperature
- Turn on all lights before showings
- Remove pets and pet supplies during showings





Get Ready to Sell

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.



Marketing Action Plan

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.



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.

lue 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 these sites:

Zillow trulia

realtor.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
- 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.