



Well Sold.

Thoughtful preparation. A clear plan. Your next chapter.



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A NOTE FROM MICHELLE

Let's start with what you need next.

Maybe you're ready for more space, less upkeep, a different location, or a fresh start. Whatever is bringing you here, I want to understand it before we talk about putting a sign in the yard.

My background is in public relations, marketing, and home staging. I enjoy figuring out what makes a home special, what needs attention, and how to help buyers see its possibilities.

We'll make a practical plan for getting your home ready, setting the price, and bringing it to market. You won't have to figure it all out at once.



Warmly,
Michelle

THE QUESTIONS SELLERS ASK

Let's clear up a few things.

Do I need to renovate before I sell?

Not necessarily. We'll walk through your home and decide where time and money are likely to help. Sometimes cleaning, editing furniture, and a few repairs make the biggest difference.

How do we decide on a price?

We'll look at recent sales, competing listings, your home's condition, and current activity. I'll explain my recommendation so you understand the reasoning.

What will I actually walk away with?

We'll prepare an estimated net showing your mortgage payoff and anticipated selling expenses. Your sale price and your proceeds are different numbers.

Should I be home for showings?

It's usually better to step out so buyer can look around and speak freely. We'll make a showing plan that works as well as possible for your household and pets.

What if I want to take something with me?

Tell me early about light fixtures, window treatments, mounted items, or anything else you're unsure about. We'll clarify what stays and document any exclusions in the contract.

Should I do a pre inspection?

Buyers notice a home that feels well cared for. A pre-listing inspection can help us identify potential issues before buyers do, giving you time to make repairs, gather estimates, or plan how to address them. Fewer surprises can mean smoother negotiations and more confident buyers.

A manageable plan for listing day.

Every home starts in a different place. We'll set a timeline around yours.

First: Walk through and make a plan

- ☐ Review pricing and your estimated proceeds.
- ☐ Decide what needs cleaning, repairing, packing, or styling.
- ☐ Gather useful records, warranties, and HOA information.
- ☐ Set a target photo date and listing date.

Next: Focus on the work that matters

- ☐ Handle the agreed repairs and touch-ups.
- ☐ Clear counters and give closets some breathing room.
- ☐ Freshen the entrance and outdoor spaces.
- ☐ Deep clean and prepare for staging and photography.

Then: Get ready for visitors

- ☐ Put away personal information, valuables, and medications.
- ☐ Plan for pets and showing requests.
- ☐ Confirm the marketing materials, strategy and launch schedule.

We'll prioritize the list together. You don't have to do everything.

NOTES

HELP BUYERS SEE THE POSSIBILITIES

Preparation makes a difference.

Buyers need to understand the space and picture how they could use it. My staging background helps us decide what to highlight and what might be getting in the way. That may mean moving furniture, simplifying a room, improving the lighting, or putting attention on a feature that's easy to overlook.

We'll work with your home, your timeline, and your budget.

A few things we'll look at

- Does the furniture show how the room functions?
- Can buyers move through comfortably?
- Are the best features easy to see?
- Do the photos give an accurate, inviting view of the home?



Illustrative example — virtually staged

Show the home. Explain what makes it work.

A list of rooms and measurements only tells part of the story. A flexible layout, a useful outdoor space, or a convenient location deserves a clear explanation.

Photography and presentation

We'll prepare the home for professional photography and choose additional tools, such as video or a floor plan, when they help tell the story.

Listing copy

I'll connect the features to everyday uses, with clear descriptions that help buyers understand what the home offers.

Online and agent outreach

The plan may include social media, property materials, and outreach to agents with buyers searching in the area. We'll review the approach before launch.

Open houses

When an open house makes sense, I'll plan a welcoming visit with useful information and thoughtful follow-up.

You'll know what's included in your home's marketing plan before we begin.

You'll know how it's going.

I'll keep you updated on showings, feedback, and activity, along with what I recommend next.

We'll look for patterns rather than react to every comment. If something needs adjusting, we'll talk through the options.

Open houses with a personal touch

I like giving visitors a warm welcome and useful details about the home. That might include information about recent improvements, a property booklet to take home, or a local touch that introduces them to the area.

Neighbors can be a helpful part of that introduction, too—they may know someone hoping to move nearby.

When an offer comes in

We'll compare more than the price. Financing, contingencies, timing, and other terms can all affect how an offer works for you. Sometimes the best offer isn't the highest one.

Crazy, I know!



An accepted offer is a milestone.

There's still work ahead, and I'll help you keep track of it.

Inspections and requests

We'll review any inspection-related requests and discuss your options under the contract. Some issues may call for a specialist's advice.

Appraisal and financing

If the buyer is financing, we'll monitor the relevant deadlines. If an issue comes up, we'll review the contract and possible next steps.

Your move

We'll confirm the agreed possession date, coordinate access for the final walkthrough, and plan for keys, remotes, and utility arrangements.

Closing

The closing attorney will confirm the documents and signing arrangements. We'll review the final details so you know what to expect.

Keep the home maintained and insured through the sale, and coordinate any changes with the appropriate providers.

Let's put your plan on paper.

What matters most about this move?

What makes your home stand out?

Suggested price range: \$ _____ to \$ _____

Estimated net proceeds: \$ _____

Our top three priorities before listing:

1. _____
2. _____
3. _____

Target photo date: _____ **Target listing date:** _____

Showing and pet arrangements:

Pricing and proceeds are estimates. Final figures depend on the sale terms and actual expenses.

YOUR NEXT CHAPTER

Let's talk about your move.

You don't need to have everything figured out before we meet. We can start with a walkthrough, your questions, and an honest conversation about what comes next.

A closing with a little more purpose

After closing, I donate a portion of my commission to a charity of your choice. It's a way to celebrate your next chapter while supporting something that matters to you.

And once you've moved, you're still welcome to call. Whether you need a local contact or have a house question, I'll be glad to hear from you.



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