

YOU DECIDED TO SELL
YOUR HOME...

NOW
WHAT?

THE
GENO
D'ANGELO
GROUP

real



(231) 487-6141



GENODANGELO



GENO D'ANGELO



GENODANGELO



GENODANGELO.COM

Why The Geno D'Angelo Group?

A team that never settles

With The Geno D'Angelo Group, you have an entire team of licensed and knowledgeable agents working behind you towards one common goal: selling your home.

This team works daily for you. This isn't a job to make extra money or something to fill time after retirement. Real Estate is our career and passion.

Each member of our team understands that trust is hard-earned and easily lost. We recognize that earning the trust of our clients comes from honoring each and every commitment we make. We acknowledge and accept this responsibility and are confident that the culmination of these efforts will produce excellent results for our clients.

TECHNOLOGY

Leading-edge technology, tools, and training give us the advantage in effectively marketing your home.

TEAMWORK

The Geno D'Angelo Group was founded on the belief that we are all more successful when we work together to assist our clients, giving them the highest level of service.

KNOWLEDGE

Each agent on our team takes education very seriously, attending conferences and enrolling in courses that allow us to continue to learn the market and the best tools to sell your home.

RELIABILITY

The Geno D'Angelo Group emphasizes the importance of integrity by always putting the client's needs first. Our success is ultimately determined by the legacy we leave with each client we have the opportunity to serve.

TRACK RECORD

The Geno D'Angelo Group sold over 20 million dollars worth of real estate in 2024 while still giving each client a quality experience. We are able to do this because we have a team of hard-working and experienced agents working together every day.

THE
GENO
D'ANGELO
GROUP

real

Combined 25 years of experience

Excellence in cutting-edge real estate training, coaching, and education

Over 20 million dollars in real estate sold in 2024





Getting Your Home Sold

The Process

1.

PREPARE THE PROPERTY

We will assist you in preparing the property to go live on the market by suggesting staging ideas or changes that will make your home show better to potential buyers. We will schedule professional photography to allow your home to look its best on the MLS and in our print and online marketing platforms.

2.

GOING LIVE ON THE MARKET

We will use professional photography to post your property on both of the Northern Michigan Real Estate Listing Services. Your home will also be live on all of the top home search websites such as Zillow, Realtor.com, and Trulia.

3.

MARKETING YOUR PROPERTY

We will be creating a custom web-page for your home that will be shared on our social media platforms. We will also multiple marketing materials to bring awareness to your home on the market. A sign will be placed in front of your home as well to draw attention to passersby.



4.

OFFERS AND NEGOTIATIONS

Once we receive an offer on your home, you have a few options, these are outlined later in this guide. Our team is equipped with expert negotiation skills that keep your best interests in mind. We will discuss each option with you to determine which suits your needs best.

5.

THE ESCROW PROCESS

Once an offer has been accepted, the buyer will begin their inspection and the title company will begin the escrow process. The title company needs to prepare all of the documents needed to sell the home while coordinating with the buyer's lender.

6.

CLOSING THE SALE

Both parties will look over the closing statement to confirm the bottom line. On the closing date, you will meet with a representative from the title company to sign all the documents. After the last piece of paper has been signed and the buyer's funds have been dispersed, congratulations, you've sold your home!

Staging and Photography

We believe it's very important to use professional photography to market your home. This puts your home in the best light and will provide the greatest possible first impression. Most of these are recommendations, some are simply suggestions. The more you can do, the better your photos and showings will be!

EXTERIORS

- ☐ Close garage doors
- ☐ Remove cars from driveway and front of the home
- ☐ Clean up landscaping (mow, trim, rake)
- ☐ Clean up dog waste
- ☐ Remove dog leashes
- ☐ Put trash bins in the garage
- ☐ Clear snow from driveways, walks, and sidewalks
- ☐ Clean deck, furniture, tidy cushions
- ☐ Clean pool, remove cover and hoses
- ☐ Remove toys, dog toys, soccer goals, etc.

INTERIORS

- ☐ Open window shades, curtains
- ☐ Turn all lights on
- ☐ Replace burned-out light bulbs
- ☐ Hide shoes from entries
- ☐ Clean windows
- ☐ Fresh flowers make a great impression

LIVING/FAMILY ROOM

- ☐ Remove stacks of magazines, papers, etc.
- ☐ De-clutter fireplace mantle
- ☐ Arrange furniture pillows neatly

KITCHEN

- ☐ Clear counter-tops completely
- ☐ Clear off refrigerator
- ☐ Hide garbage cans in closet or pantry
- ☐ Put all dishes away
- ☐ Remove rags and sponges from the sink
- ☐ Remove scatter rugs to show flooring

DINING ROOM

- ☐ Clear table
- ☐ Dust
- ☐ Straighten all chairs
- ☐ Remove booster seats
- ☐ Stage table with tableware, placemats

BEDROOMS

- ☐ Make beds
- ☐ Tuck in all sheets, straighten comforters
- ☐ Clear nightstands of personal items, remotes
- ☐ Hide computer/phone charging cables
- ☐ Remove clutter from tops of dressers
- ☐ Clean under the bed, remove items that may show
- ☐ Remove posters/stickers from walls, doors

BATHROOMS

- ☐ Clear countertops completely
- ☐ Put toilet seats down
- ☐ Close cabinet doors
- ☐ Remove shampoo, soap, razors, etc. from showers and bathtubs
- ☐ Leave out newly arranged, clean or new towels
- ☐ Empty visible garbage cans
- ☐ Remove towels, robes from the back of the doors
- ☐ Remove scatter rugs to show flooring

PETS

- ☐ As much as we love pets, there should be no evidence of them in your home
- ☐ Remove food bowls, beds, litter boxes, and toys
- ☐ Remove pet hair from furniture

Marketing

Changing the standard of real estate marketing

We distinguish ourselves from other agents with the depth of service we provide. Our goal is to make selling your home painless and profitable.

For maximum exposure, we have established a Premier Marketing Plan that utilizes multiple online and print mediums. We also acknowledge that every listing is different and every seller does not have the same goals which is why we also take a look at your property and analyze the area as well as the current market trends to decide how to adapt this plan to fit your home and needs. Each of our listings has a customized strategy designed to provide the greatest results.

Video Marketing:

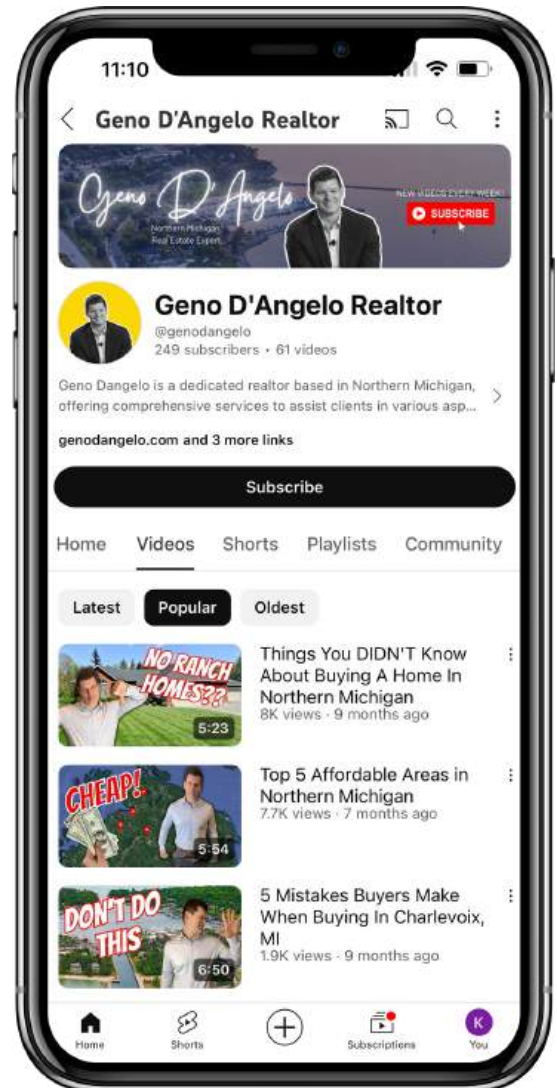
We employ a professional video media company on a case-by-case basis to assist us in taking the best possible shots of your home. We then compile and edit the clips to put together an eye-catching video of your home.

YouTube:

We are one of the only agents in Northern Michigan using YouTube. YouTube allows us to educate our clients and communicate with buyers all over the world.

Buyers from Social Media:

Our entire administrative staff has access to and manages our social media platforms so any messages from interested buyers will be seen immediately and connected with an agent.



Showings and Feedback

Taking a look

Agents in our area typically request showings through an online software called ShowingTime. These requests can range from a few hours notice to a couple of days notice. Usually, we provide sellers a lock-box where they can put a copy of their house key. The code to the lock-box is then given to the showing agent. All buyers will be accompanied by an agent licensed by the State of Michigan.

Once we receive a request, we will reach out to you using your preferred contact method to notify you of the showing. You always have the freedom to deny a request if it does not work with your schedule.

Our team will notify you of any feedback we receive from agents that have shown your home to qualified buyers. We may provide suggestions based on that feedback on a case-by-case basis which may include an adjustment to the asking price.



Offers and Negotiations

Receiving an offer and what comes next

When we receive an offer on your home, you have three options:

1. Accept the offer as written

2. Counter the offer

You can counter the price, contingencies, included appliances, closing date, etc.

3. Reject the offer

As your representative, we will present the offer to you and explain all of the elements and how they pertain to you. We will provide advice as to which option best suits your interests.

Multiple Offers:

If we get into a situation where we have received multiple offers, you have all of the options listed above, or we can go "Highest and Best." This means that we give each agent and their buyer one more opportunity to provide their best offer on your home. After we have received all of the offers, we will compare each with you. You have the freedom to choose whichever fits your needs best.



After an Accepted Offer

Now what?

Inspection

By law, the buyer is allowed a period of time to hire an inspector or conduct their own inspection. In the purchase agreement, it will state how long the buyer has to schedule and receive the results of their inspection. If anything was noted in the inspection report that the buyer is not satisfied with, they may request repairs remedying any issues they have. If anything arises during the inspection, we will work with you to come to a solution that has your best interest in mind.

Appraisal

After the inspection contingency is completed, the buyer's lender will order an appraisal. This provides an objective perspective of the value of the home and is how the bank determines how sound their investment in the property is.

Once we are through the inspection and appraisal, we just have to wait for the title company and the buyer's lender to finish the necessary documents required to close. You can close in person or by mail if you find yourself out of the area at closing time.





Closing

What do I bring? What do I do?

Closing usually takes place at our Petoskey office. If you are not in the area at the time of close, we can coordinate a closing by mail or a traveling notary to assist you.

You want to be sure that you bring:

1. A picture ID card (such as a Driver's License)
2. Your Social Security Numbers
3. Any extra house keys, garage door openers, and security access for gate card keys to give to the buyer unless arrangements were made to leave them at the house
4. Any receipts from the licensed professional who completed negotiated repairs.

Leave at the house:

1. Operating guides for your appliances and/or any warranty materials
2. Any extra wallpaper, paint, tile, etc. which was used at the property

Utilities

If you have negotiated for additional time in the home after closing, you should leave the utilities in your name until you have moved out. Once you no longer have possession, call your utility companies and let them know that you are no longer the owner of the property. We will give the utility information to the buyers so that they can have everything transferred.

Here to Help

Not only is a great real estate agent important - the resources they have to support them makes a difference

Kandys earned her bachelor's degree in Advertising and Marketing from Ferris State University and joined our team in 2019. She has been an integral part of our client's success since the very beginning.

With a sharp eye for detail and a background rooted in strategic marketing, Kandys plays a behind-the-scenes role that makes a major impact. From the moment a listing agreement is signed, she's the one making sure everything is buttoned up—from coordinating photography and listing input to handling MLS accuracy, title communication, disclosures, timelines, and more.

Her ability to anticipate needs and act quickly ensures that nothing is missed and every step moves forward on time. That means fewer delays, fewer surprises, and a smoother transaction for our sellers. Because of Kandys, our listing agents are able to focus on what matters most: pricing your home correctly, marketing it effectively, negotiating powerfully, and ultimately getting it sold for top dollar.



Why Geno?

Every real estate agent is not the same, be sure to pick on that has your best interest at heart

Geno earned his real estate license at just 18 years old and has dedicated his entire career to helping people buy and sell homes across Northern Michigan. With over 20 years of hands-on experience, Geno has worked alongside some of the most respected brokerages in the region. But over time, he realized something was missing—the freedom to deliver the kind of highly personalized, results-driven experience he knew his clients deserved.

Having helped hundreds of families, friends, and local professionals achieve their real estate goals, Geno has also shared his knowledge on stages across the country, speaking at industry events and coaching agents nationwide. His mission is simple: help more people have a better experience when selling their most valuable asset.

For Geno, it's not just about closing deals—it's about creating a process that feels smooth, confident, and even enjoyable. Because when you're selling your home, you deserve to feel cared for, informed, and completely supported every step of the way.



Most Reviewed Agent in Northern Michigan



120+ 5-Star Zillow Reviews

"Geno has done an outstanding job in negotiating the purchase of two of our homes over the last 6 years as well as the sale of one home that basically sold 2 hours after the MLS was released. The photographer he uses is top-notch and makes you wonder why you are selling. He was always available via text and returned our calls promptly, as does his staff."

-Linda S.

50+ 5-Star Google Reviews

"We decided to interview a few realtors before selecting an agent; but frankly after our meeting with Geno D'Angelo and his Team, there was no question in our mind who would be getting our listing. Geno pointed out that communication was a top priority for him with his clients, and he and his Team stayed true to that promise."

-Betsy H.

Scan to read more reviews!



"Geno and his team are amazing! Pure pleasure to work with. Sold our home in 1 day for full price, 100% responsive, a great guide for the process. Honest and fair - we would give him 10 stars if we could!"

"We recently had the pleasure of working with Geno to sell our property. We couldn't be happier with the experience. From start to finish, Geno exhibited professionalism and expertise in the real estate industry. One quality of Geno was his ability to quickly sell our property. In less than a week, Geno was able to find a buyer, showing his efficiency and effectiveness. This quick turnaround time impressed us and exceeded our expectations. Overall, we would recommend Geno for anyone looking to sell their property. His professionalism, negotiation skills, market knowledge, and responsiveness were top-notch. Working with Geno was a positive experience, and we are grateful for his expertise in successfully selling our property."

"He is a true professional!
We would recommend him
to anyone!"

"I would highly
recommend Geno
and his team!"

"Geno was instrumental in the sale of my family's house. Estate sales are never easy and it made it a lot easier to deal with someone that had experience with this type of sale. He was always available to answer my questions and he seamlessly walked us through the sale of our Petoskey home. I would and do recommend Geno without hesitation."

"What a great experience! Geno and his team worked hard to get us the best price for our house. An excellent team of professionals took great care of us during a high-stress time! Thank you so much!"



"Geno helped us to find our new home with a lot of perseverance and patience! He is a true professional and made our emotional break from downstate as seamless as possible. We would recommend him to anyone moving to this area. Thanks, Geno!"

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